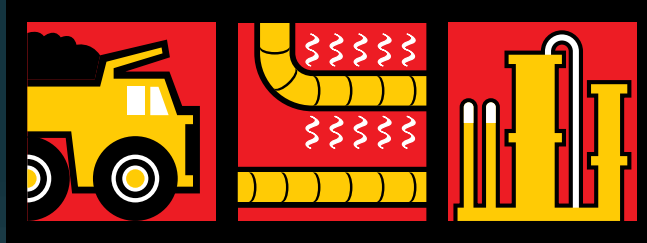


**OIL SANDS TRADE SHOW  
AND CONFERENCE**



**N O R T H L A N D S**  
**EDMONTON, ALBERTA**  
**THE WORLD'S PREMIER**  
**OIL SANDS EVENT.**

**OPTIMAL OUTCOMES**

*Changing the Face of Oil Sands  
Through Ingenuity and Efficiencies*

September 22 & 23, 2009

**Event Overview**

## ■ The Next Generation of Oil Sands Advancements

Now more than ever, a demand for higher accountability means your investments need to deliver measurable results. When you attend Oil Sands Trade Show and Conference, each of the 10,000 professionals you encounter is an opportunity for you to deliver that valuable return on investment. From the show floor to the field, your participation arms you with resources to keep your company growing.

At 174 billion barrels in established reserves, it has been estimated that the Canadian oil sands can generate some \$885 billion in GDP activity in the 20 years through 2020. As of February 2009, the Canadian Energy Research Institute expects new-production spending of \$218 billion in this same period, while the Canadian Association of Petroleum Producers projects that production will expand three-fold to 3.3 million barrels per day. Meanwhile, by 2030, worldwide energy demand is projected to swell by 50 percent.

"While global economic uncertainty has slowed the pace of oil sands development, there is no doubt that this abundant resource will play a key role in building long-term economic growth and energy security for Alberta and Canada," affirmed Lieutenant Governor of Alberta Norman L. Kwong in his February 2009 Speech from the Throne. Billions of government dollars continue to be funneled into investments ensuring the cost-effective, sustainable, and environmentally-conscious future of your industry. While the circumstances of today may be certain, tomorrow is yours to make. Tomorrow begins at the Oil Sands Trade Show and Conference.

## ■ Your Premier Oil Sands Event for Today and Tomorrow

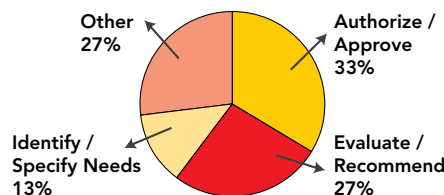
Since 1985, the Oil Sands Trade Show and Conference has been the first choice of oil sands professionals as the place to network, do business, and source new strategies and innovations. The prime trusted resource for timely information and access to a broad spectrum of business opportunities, Oil Sands Trade Show and Conference is unrivalled in its deliverance of a platform for companies and individuals to explore, discover, and connect with the right people at the right time.

The right time – despite current economic conditions – is the present. Indeed, there could hardly be a more opportune occasion to ready your company for the future. Growth projections have been extended over longer stretches of time, but with this, a more sustainable pace of development has set in. Leverage your expertise to bring clients the cost-effective innovations they are seeking. When the market rebounds in the coming months, ensure that it is your competitors left lagging behind and not you. Prepare now by taking part in the Oil Sands Trade Show and Conference.

## ■ Your Booth, Your Future

In committing to be part of Oil Sands Trade Show and Conference, the key to unlocking Canada's energy future passes into your hands. Now is the time to get face to face with those who can help you open that door.

Attendee Purchase Role



### Exhibit Space Investment

Indoor: \$33.00 /square foot (+ 5% GST)  
Outdoor: \$15.00 /square foot (+ 5% GST)

### Show Dates and Hours

Tuesday, September 22nd 10 am – 6 pm  
Wednesday, September 23rd 10 am – 5 pm

### Exclusive Exhibitor Benefits

- Unlimited electronic guest passes for your clients
- Complimentary online and Event Guide listings
- Preferred rates to attend conference
- Unlimited invitations to attend the Grand Reception

### Booth Savings

Basic on-site materials handling (up to 5,000 lbs.), crate storage, 24-hour security, draped display booth, carpet, one 800 watt electrical outlet

## ■ Book Your Exhibit Space Today!

Ashif Merani  
Phone: (403) 209-3560  
Fax: (403) 245-8649  
Email: ashifmerani@dmgworldmedia.com

## ■ Spend Your Marketing Dollars Where It Counts

### What's Your Edge

Enhance your exhibit presence during the event, and invest in one of the valuable opportunities to maximize your exposure and stand out ahead of your competitors at the 2009 Oil Sands Trade Show and Conference. There are several NEW opportunities for effective marketing of your brand through sponsorship. Inquire today and find the opportunity that fits best with your goals for marketing your brand to prospective clients attending the event.

Contact:

Ryan Murray

Phone: (403) 209-3554

Email: ryanmurray@dmgworldmedia.com

### Official Event Guide Advertising

Be sure that your brand is the one that visitors remember by utilizing advertising placement in the Official Event Guide of the Oil Sands Trade Show and Conference. The event guide is distributed directly to visitors, exhibitors and conference delegates. The guide stands as a primary resources and ensures a lasting impression for your brand long after the two day event.

Contact:

Simon Ford

Phone: (403) 444-6523

Email: simonford@dmgworldmedia.com

### Why You Need to Be Involved

- 1) Increased visibility, awareness and sales.
- 2) Networking opportunities with both producers and suppliers.
- 3) Time Efficient - two days of selling, plus minimum build and breakdown time.
- 4) Organized by Experts - Oil Sands is organized by dmg world media, one of the world's leading event organizers.
- 5) Location – Edmonton is considered the “global port to the oil sands”.



## Highlights

- 700 exhibiting companies
- Athabasca Oil Sands Conference
- Fort McMurray Mine Site Tour
- Full Day Educational Courses
- Oil Sands Grand Reception
- 7th Annual "Sand Trapped" Golf Tournament
- Environmental and Educational Pavilions



## ■ Athabasca Oil Sands Conference – New Expanded Program

***Changing the Face of Oil Sands  
Through Ingenuity and Efficiencies***  
**September 22 & 23**

You've told us what was important to you, and we've heard you. This 2009 annual Athabasca Oil Sands Conference is your solution to the current economic issues. This year, you will hear from experts and innovators who will present you with answers to today's dilemmas by providing ideas and solutions as to environmental, mining, in situ and regulation matters.

Now is the time. Become a leader, and participate in changing the face of Oil Sands through visionary ingenuity and practical efficiencies. Be there, now more than ever.

For details on the program, visit [www.petroleumshow.com/OST](http://www.petroleumshow.com/OST).



## ■ Global Petroleum Career Exposition



The oil sands industry is still yearning for qualified professionals and skilled labour. Now is the time to ensure that your company is staffed with the energy power to maintain and achieve its growth potential.

The Global Petroleum Career Exposition at the Oil Sands Trade Show & Conference allows companies seeking qualified personnel to recruit, screen and hire; while professionals looking for work both at home and abroad have the chance to source new opportunities.

Invest in your future with the Global Petroleum Career Exposition. Visit [petroleumshow.com](http://petroleumshow.com) for details on participating as a recruiter or candidate.

For information on other dmg world media events visit  
[www.petroleumshow.com](http://www.petroleumshow.com)



## ■ Unearth the Potential

### Oil Sands Grand Reception

*Tuesday, September 22*

Please join us for the Grand Reception – enjoy delicious hors d'oeuvres and cocktails while enjoying live entertainment. Mingle with conference delegates, visitors, exhibitors and potential clients! As a qualified visitor or an exhibitor at the Oil Sands Trade Show & Conference, your name badge allows you complimentary entrance into the Grand Reception.

### Mine Site Tour

*Thursday, September 24 and Friday September 25*

Feel the energy of Fort McMurray with a tour of the Suncor Energy Inc. mine site. Witnessing the hidden complexities of bringing this rich resource to fruition and then reclaimed is truly an exceptional experience. This is one of the only ways to gain access to the Suncor mine site.

### Sand Trapped Golf Tournament

*Monday, September 21*

A networking mainstay, the annual Sand Trapped Golf Tournament is the perfect opportunity to host clients and network with industry professionals. 144 oil sands professionals will come together to test their skills on the links at Highlands Golf Club.

For further details on the Conference and other '09 Event Highlights visit

[www.petroleumshow.com/OST](http://www.petroleumshow.com/OST)

### Other Events Produced by dmg world media

Global Petroleum Show  
Atlantic Canada  
Petroleum Show  
GO-EXPO  
International Pipeline  
Exposition

ISA Calgary  
ADIPEC  
Gastech  
EAGC  
World Heavy Oil Congress

[www.petroleumshow.com](http://www.petroleumshow.com)