

UNCONVENTIONAL

The New Standard

April 23-25, 2012

Fort Worth Convention Center
Fort Worth, Texas

DEVELOPING UNCONVENTIONAL GAS

DUG
The ORIGINAL

Energy supply has entered a fundamentally new age. Advanced technologies have unlocked a wealth of oil and gas supplies. A remarkable transformation is surging across North America and the world, and changing global political and economic landscapes in its wake.

The 2012 DUG Conference & Exhibition will provide a broad update on the shale gas plays throughout North American and beyond. As drillers continue to explore for

gas by revisiting known land formations, the industry is flourishing even at a time of low prices.

Technologies employed today improve exploration profitability and the DUG conference provides the forum for companies to spread their success stories. As a result, DUG provides a perfect opportunity to expose middle managers to the complexities of shale-gas exploration.

dugconferences.com

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HART ENERGY

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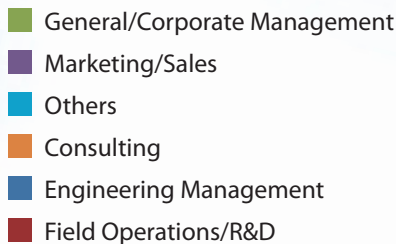
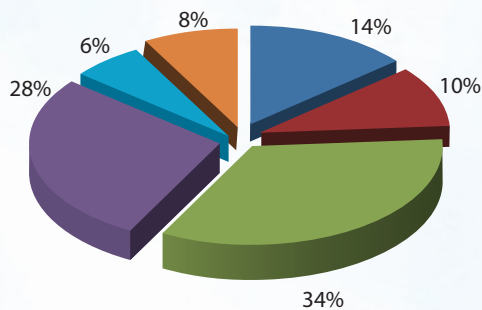
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Exhibiting at the DUG – The Original Conference Provide Opportunities

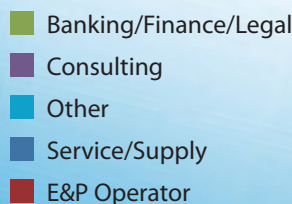
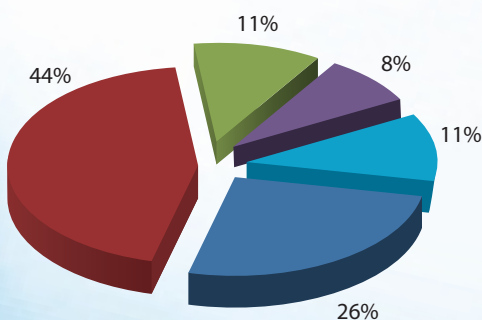
Exhibitors benefit from the focused content of the program and high caliber attendees. Opportunities to network with operators and financial analysts who are recruited for their expertise to speak and present their company's intentions or shale gas plays in North America. These delegates represent senior-level executives from major and independent operators and from investment banking institutions. Plan today to include your company among the industry leaders who matter when it comes down to recommending or purchasing decisions.

DUG Reaches your Audience and is Influential

Attendee by Job Function



Attendee by Company Type



Why Exhibit

In six years, the DUG – The Original Conference & Exhibition has grown to be the premier conference for reaching individuals and companies that are at the forefront in shale gas exploration. Its conference sessions are topical, current and have relevance in the industry today. DUG thus offers a targeted platform to reach your audience.

The delegates who attend this conference are senior level executives who have the ability to make purchasing recommendations and influence the buying decision. Thus a company that exhibits at DUG will find:

- Unique access to a select group of industry executives
- Generate new sales leads and solidify existing customer relationships
- Build company image and brand awareness
- Have the ability to launch new products/services
- Target a specific market
- Stay one step ahead of competitors

Cost to Exhibit

Exhibit Space Package - \$3,900

Includes:

- 10' x 10' exhibit space
- 30 Word Listing in Show Guide
- Listed as an Exhibitor on DUG Web Site
- 1 Full Conference Registration (\$995 value)
- 2 Exhibitor Staff Registration
- 1 6' Draped Table
- 2 Chairs
- 1 Waste Basket
- Pipe & Drape
- 7" x 44" Company ID Sign

For more information about Exhibiting at DUG 2012, contact Mark Immekus at mimmekus@hartenergy.com

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