



**ASME ENERGY  
FORUM**  
LIVE  
Oil & Gas

# Shale Development and Hydraulic Fracturing

*Capturing Unconventional Opportunities*

March **17-19**, 2014

**San Diego Convention Center**  
**San Diego, California**

MECHANICAL  
**ENGINEERING**



INTERNATIONAL PETROLEUM  
TECHNOLOGY INSTITUTE



**ASME'S ENERGY FORUM LIVE – OIL & GAS** will **focus** on shale development and hydraulic fracturing for recovering natural gas and oil. ASME invites you to submit an ePoster Proposal for this groundbreaking event.

ASME Energy Forum Live—Oil & Gas will bring together industry leaders in a conversation on technologies, applications, and solutions required for competing in this global marketplace. In particular, we will offer long-sought focus on the suppliers of hardware/equipment/function systems for both surface and subsurface facilities. The result will be a high-level, three-day conference program that highlights critical challenges and opportunities associated with shale exploration, development, and production.

**ASME IS INVITING EPOSTERS**, which are sought from energy source suppliers, field-service providers, investors, distributors, equipment manufacturers, component suppliers, researchers, and communications specialists throughout the industry.

See “Program Highlights” for ePoster topics.

Demonstrate your involvement in this critical industry — [submit your ePoster abstract at go.asme.org/energyforumlive](http://go.asme.org/energyforumlive). Accepted ePosters will be presented electronically in dedicated sessions on Tuesday, 18 March 2014 to ensure maximum impact.

**INDUSTRY LEADERS** announcing their participation include:

- Torstein Hole, Senior Vice President, Statoil
- Douglas Stephens, President / Pressure Pumping, Baker Hughes
- Chad Joost, Vice President / International Sales & Marketing, Stewart & Stevenson
- Keith Peach, Executive Vice President / Engineering, Weir Oil and Gas
- Jeremy Pitts, Vice President / Product Development, OSComp
- Dan Themig, CEO, Packers Plus Energy Services

**JOIN US** if you are:

- **A C-level or senior executive making “go/no go” decisions...** profit from peer-level insights on acquisitions, project planning, resource allocation, operations, etc.
- **A planner/strategist, compliance officer, or government-relations specialist...** meet thought-leaders to gain a clearer understanding of the market and regulatory framework ahead, both domestic and global.
- **An engineer, designer, or technician...** witness cutting-edge technology and application demonstrations of mechanical systems through panel discussions, workshops, seminars, and case studies from industry and R&D progressives.
- **In marketing, sales, or public relations...** learn ways to deal effectively with stakeholders and critical constituents by participating in outlook and forecast sessions, plus best-practice exchanges with those on the front lines.
- **Entrepreneurs, innovators...**

## PTTC HALF-DAY WORKSHOPS

■ March 17, 8am – Noon

- Petroleum Geology for the Non Geologist
- Methodology and Approaches for Drilling, Evaluation, Fracturing, and Completions in Unconventional Shale Resources
- Well Bore Integrity Throughout Its Life Cycle
- Rock Mechanics for Fracturing Applications

## ABOUT ASME

For more than 100 years, ASME has successfully enhanced performance and safety for the energy and piping industries worldwide through its renowned codes and standards, conformity-assessment programs, training courses, journals, and conferences — including the Offshore Technology Conference (OTC), the International Conference on Ocean, Offshore and Arctic Engineering (OMAEE), the International Pipeline Conference (IPC), and the International Petroleum Technology Institute (IPTI).

## Monday, 17 March 2014

■ 1:20 p.m. – 2:30 p.m.

### Shale Revolution and Global Energy Opportunities

The shale oil and gas revolution has been well publicized and debated, with much of the discussion addressing the impact on society and the economy. This session will further this discussion by expanding on the expectations for shale development. In particular, what are the challenges and opportunities associated with this type of development? Why will the major differences from conventional oil and gas require different approaches?

■ 2:30 p.m. – 4:00 p.m.

### Session 1—Taking Advantage of the Global Shale Revolution

Shale development has been rapid, impactful, and a game-changer within North America. But the long-term prospects and global potential remain uncertain. Will shale development trigger the dawn of a global gas market? How unique are conditions within North America? Will the North American model be replicated elsewhere, or will North America take advantage of its position and establish a global export business?

■ 4:15 p.m. – 5:30 p.m.

### Session 2—Enabling Technology: Hydraulic Fracturing

The marriage of long horizontal wells with multi-stage hydraulic fracturing triggered the shale gas revolution—and along with it a new economic landscape. This session will investigate ways to maximize opportunities in this new economy.

## Tuesday, 18 March 2014

■ 8:30 a.m. – 10:00 a.m.

### Session 3—Technological Excellence for Optimal Effectiveness and Efficiency

When the shale revolution began, the industry brought conventional fracturing equipment and surface processes to deliver the desired solutions downhole. As the techniques have matured, so has the equipment, with new equipment designs emerging that can deliver exceptionally different solutions in an integrated and efficient manner. This session will challenge some of the fundamentals (from conventional) and discuss new and innovative approaches.

■ 10:15 a.m. – 11:45 a.m.

### Session 4—Technologies for Completion and Fracturing—Efficiency, Economics, and Optimization

Completion and fracturing efficiency is the key driver, as shale production shares greater similarities with mining than conventional reservoir engineering. But we continue to misapply conventional concepts. The winners in the future of shale development will be companies that focus on improved recoveries and stimulation coverage.

■ 1:30 p.m. – 2:30 p.m.

### Panel 1—Serving the Shale Industry: Riding the Revolution's Wave

Oilfield service companies provide the products and services to meet the technical and economic challenges of the shale industry. This panel discussion will explore the role of the service companies in the research and development of new technologies and efficient processes to enable the safe and efficient production of shale resources. Both surface and downhole equipment and processes will be discussed.

■ 3:00 p.m. – 4:30 p.m.

### Session 5—Production Enhancement: Artificial Lift and Re-Fracturing

The extensive shift to horizontal wells that has been driven by the shale revolution has resulted in redesign of conventional artificial lift approaches. The efficiency of such systems is strongly linked to horizontal well design. This session will investigate the application of systems in this new environment and also the major potential for additional recovery through re-fracturing of by-passed pay in the thousands of wells already drilled.

## Wednesday, 19 March 2014

■ 8:30 a.m. – 10:00 a.m.

### Session 6—Technologies for Reducing Environmental Impacts

This Session will investigate the latest innovations within drilling and completion approaches in North America that impact environmental aspects. Areas to be covered include the full-cycle hydrocarbon footprint, fracturing fluid chemistry, efficient use of technology for power generation, and technologies that are likely to endure as new legislation related to emissions is enacted.

■ 10:15 a.m. – 11:45 a.m.

### Session 7—Opportunities, Strategies, and Economics for Entering the Shale Play Market

Presentations will explore management, resource allocation, and economics of redeployment of assets following the evolution of market opportunities around the globe.

■ 1:15 p.m. – 2:45 p.m.

### Session 8—Water Management in Shale Play

Water management is a fundamental part of unconventional shale development, and the challenge for the oil and gas industry is to demonstrate that it is far less consumptive than existing alternative power generation schemes. This session will explore ways to showcase how the oil and gas industry makes efficient use of water resources.

■ 3:00 p.m. – 4:30 p.m.

### Session 9—Case Studies

Unconventional shale development has been driven by macroscopic statistical trends. One approach to generating maximum value has been analysis and publication of case histories within trends and basins. This session will focus on mining the large pool of valuable information available from Operators, Service Providers, GPS, and FracFocus.

■ 4:45 p.m. – 5:30 p.m.

### Panel 2—Environmentally Sustainable and Competitive Solutions

Unlike conventional oil and gas, shale development can have a visible and measurable impact on local communities, infrastructure, and resources. It is therefore essential that, as an industry, we cultivate these resources in partnership with state, county, and local communities.

*Visit [go.asme.org/energyforumlive](http://go.asme.org/energyforumlive) for speaker information.*

*All speakers and sessions subject to change.*

## FEES

	<b>EARLY</b> (Before 31 Jan 2014)	<b>ADVANCE</b> (Before 14 Mar 2014)	<b>ONSITE</b>
Member Rate	\$795	\$895	\$995
Non-Member Rate	\$945	\$1,045	\$1,145
Students & ASME Life Member	\$395	\$495	\$595
Student Non-Member	\$445	\$545	\$645
One-Day Conference Only	\$495	\$595	\$695
Workshop Only	\$250	\$300	\$350
Workshop & Conference Package (Member Rate)	\$995	\$1,095	\$1,195
Workshop & Conference Package (Non-Member Rate)	\$1,145	\$1,245	\$1,345
Conference CD-ROM	\$295	\$295	\$295

General Note: All conference attendees will receive all program materials, which speakers provide to ASME. Materials will be made available online.

## REGISTRATION & CANCELLATION POLICY

### General Conference Policy

- The non-member fees include a one-year membership to ASME.

### Cancellation and Substitution Policy

- Must be made in writing to registration company.
- Cancellation deadline is 3 March 2014.
- Cancellation submitted on time will get a refund of the registration rate less a \$100 administration fee.
- Cancellation submitted late will not be entitled to a refund.
- Substitutions are permitted with written notice prior to the conference start date.

## TRAVEL INFORMATION

Local airport is San Diego International ([www.san.org](http://www.san.org)).

### OMNI SAN DIEGO HOTEL

675 L Street  
San Diego, CA 92101  
Telephone 619-231-6664  
Fax: 619-231-8060

### Room Rates

Single / Double \$185/night

\*Room rates are subject state and local taxes (currently 12.565%)

*Reservation cutoff date: 14 Feb 2014*

*To reserve your room call 1-800-THE-OMNI or 1-619-231-6664*

### Reserve Your Room Online at

[www.omnihotels.com/FindAHotel/SanDiego/MeetingFacilities/ASME2014EnergyConference.aspx](http://www.omnihotels.com/FindAHotel/SanDiego/MeetingFacilities/ASME2014EnergyConference.aspx)

### HOTEL OVERVIEW

Located in the heart of the historic Gaslamp Quarter, across from the San Diego Convention Center, the Omni San Diego Hotel is the city's premier meeting hotel. Not only will you experience contemporary accommodations that feature bay, city, or ballpark views, we also feature outstanding meeting facilities equipped with state-of-the-art technology. This 511-room, 21-story luxury hotel is connected via skybridge to Petco Park, home of the San Diego Padres, and just minutes from the city's top attractions. Venture a few steps out the front doors and experience the excitement of downtown's Gaslamp Quarter with over 80 restaurants, boutiques, and nightclubs.

Visit [www.omnihotels.com/FindAHotel/SanDiego.aspx](http://www.omnihotels.com/FindAHotel/SanDiego.aspx)