

2012

PBIOS official program



What a Team!

With more than 700 exhibitors spread throughout 1,100 exhibit spaces and representing all segments of the industry, the 2012 Permian Basin International Oil Show is where purchasers of oil and gas equipment and services find the newest technology. It's where information flows about new play concepts and the industry's equipment and manpower needs, and where success stories about the expanding spectrum of oil and gas potential are told.

Scheduled for Oct. 16-18 at the Ector County Coliseum and Show Grounds in Odessa, Tx., the 2012 PBIOS takes place as the excitement sweeping across West Texas and Southwest New Mexico continues to build. Indeed, the storied region has emerged as one of the biggest winners in the unconventional arena. The Permian Basin is home to tremendous liquids resources, abundant tight formations, vast new deep EOR target zones, and thick marine shales with phenomenal resource potential.

The 2012 show gets its running start with publication of *The American Oil & Gas Reporter's* PBIOS Official Program Guide. This special issue provides exhibitor listings, a comprehensive products/services guide, and the inside scoop about what is new in the industry. Published as a separate issue in October and mailed to *AOGR's* monthly distribution, the Official Program Guide is also exclusively hand-presented at the show gates to individuals as they enter one of the world's largest and longest-running exhibitions. The double-circulation press run at standard advertising rates makes it a marketing opportunity that simply can't be beat.

What a Time!

The vast potential of tight oil formations and liquids-rich shales, as well as the birth of phenomenal production potential from carbon dioxide floods in residual oil zones beneath the "basement" of oil/water contact in Permian Basin fields, is creating a buzz across the basin and far afield. Already world-renowned as a proving ground for new technology, the promise of untouched ROZ resources, which analysts say could yield more cumulative oil than the total volume produced to date in traditional pay zones, is shifting the technology focus into high gear.

At the same time, the Permian Basin is proving rich in shale and tight sands formations, creating red-hot investment and multizone horizontal drilling opportunities. Oil and gas operators are heating up the action in the Wolfberry trend, as well as the Avalon and Bone Spring shale plays. It all represents decades of drilling and development opportunities ahead, proving once again, the best is yet to come!

**Advertising files for the PBIOS Official Program are due September 7.
Please call 1-800-847-8301 to reserve your space today!**