



Where Innovation and Technology Meet Permian Grit

The 2023 Permian Basin International Oil Show **And the One and Only AOGR Official Program Guide** *A Marketing Grand Slam!*

There really is no place on Earth like the Permian Basin.

The Permian continues to account for nearly half the nation's total rig count. The expansive fields of West Texas and Southeast New Mexico have truly changed America's crude oil and natural gas supply potential, now and forever. In October, the leaders and workers behind the Permian's world-altering success will gather at the Ector County Coliseum in Odessa for the 2023 Permian Basin International Oil Show.

As they enter the gates, each attendee will be handed a copy of the Official PBIOS Program Guide, an indispensable source of information on exhibitors and industry activity published by The American Oil & Gas Reporter. The Program Guide, which also includes AOGR's regular October monthly content, is a golden opportunity to place your company's marketing message in front of the movers and shakers in the greater Permian region, before, during and after the show.

What sets the Permian apart in a league of its own? The quick answer is an expansive world-class petroleum system with multiple targets stacked vertically one on top of the other. Thanks to its superb reservoir-quality rock, the Permian is a magnet for innovative minds, differentiating technologies, and powerful "big iron."

Oil production in the basin has skyrocketed by 500% in the past decade, from a little more than 1 million barrels a day to more than 5.5 MMbbl/d. Natural gas production has followed suit, stair-stepping year over year from less than 5 Bcf/d in 2013 to more than 23 Bcf/d today. The remarkable growth has led to a massive buildout of midstream and transportation infrastructure to deliver product to ready markets.

Operators are testing new drilling, completion and production strategies ranging from fine-tuned lateral spacing and self-operated smart production systems to innovative perforating systems, proppants and chemistry.

The Official PBIOS Program Guide covers all the technology bases, and includes exhibitor and product/service listings, showground maps, and a special editorial section that details the latest field activity from Permian players. Published in October, the PBIOS Program Guide mails to AOGR's full monthly distribution and is exclusively hand-presented at the show gates. Together, the 2023 PBIOS and the AOGR Official Program create the perfect combination for getting your company in front of the right audience with the right message. It's the place to be!

Your October/PBIOS press-ready ad file deadline is Friday, September 22!
Please call 1-800-847-8301 to reserve your space today!

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