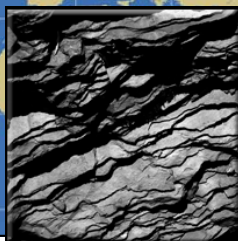




[WWW.OPPORTUNITYCRUDES.COM](http://WWW.OPPORTUNITYCRUDES.COM)



## WEBSITE FEATURES

- **Market Overview**
- **Industry News**
- **Crude Prices & Profit Margins**
- **Refinery Processing Tips**
- **Unit Revamps & Licenses**
- **New Products & Services**
- **Trends & Statistics**
- **Technology Updates**
- **Technical Whitepapers**
- **Upcoming Events**
- **Company Directory**
- **Free Registration**

**OpportunityCrudes.com (OPC)** is the only website that caters specifically to unconventional crude oils. The website is an information resource that provides comprehensive, accurate, and timely information on the processing and production of opportunity crudes and price-advantaged shale oils. Our users can identify, review, and exchange ideas on the bright prospects and potential challenges of processing heavy, high-acid, and high-sulfur oils, as well as shale-bound tight oils, amid energy security and climate change concerns.

The website is updated daily, with dynamic and engaging news coverage of the opportunity crudes market. Additionally, the website serves as a comprehensive and thoroughly-researched information source for opportunity crude prices, environmental and regulatory legislation and challenges, recent technology developments, technology patents and papers, and heavy oil construction projects.

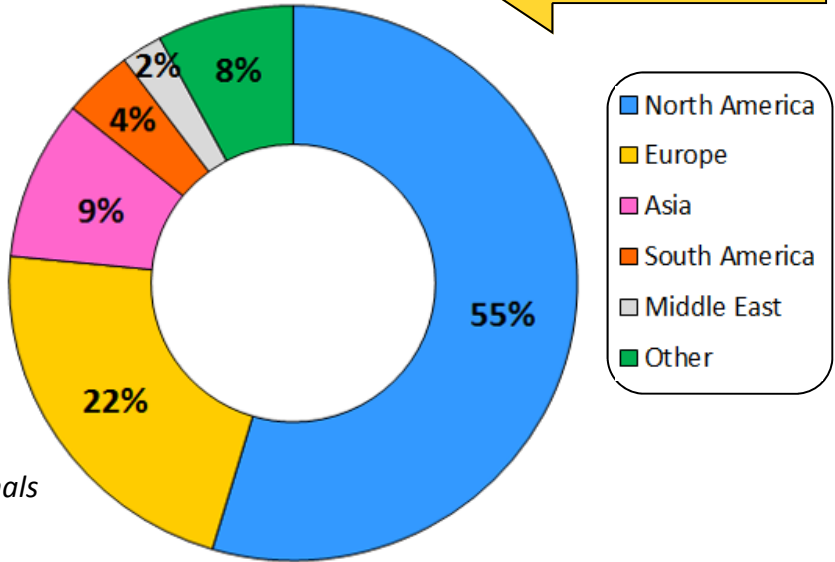
If your company is involved in providing technology, equipment, catalysts, etc., consider advertising on OpportunityCrudes.com! Our advertisements offer a quick and easy way to reach clients seeking products and services involved in the processing and production of opportunity crudes.

**2015 STATISTICS**

**GLOBAL REACH**

**183,785**  
Total Hits for 2015

**15,315**  
Average Monthly Hits



*Reach a wide audience of refining professionals from around the world.*

**WHY ADVERTISE ON OPC?**

- INCREASE BRAND AWARENESS
- DRIVE TRAFFIC TO YOUR WEBSITE
- REACH THOUSANDS OF VISITORS EACH MONTH
- PRESENT YOUR PRODUCTS AND SERVICES TO KEY DECISION MAKERS

*Reach a pre-targeted audience of oil refining and petrochemical professionals.*

**WHY DO REFINING PROFESSIONALS SUBSCRIBE TO OPC?**

- UP-TO-DATE NEWS, CRUDES PRICES
- COMPREHENSIVE RESOURCE LIBRARY
- INFORMATIVE WHITE PAPERS
- NEW PRODUCTS AND SERVICES DIRECTORY, PRESS RELEASES
- UPCOMING INDUSTRY EVENTS

### 1-YEAR PACKAGE

Each Advertising Package includes:

- Directory listing
- 4 White Paper listings
- Monthly Press release listings

### LEAD BANNER: \$6,000

Dimensions: 600 x 90 px

### SMALL BANNER: \$5,000

Dimensions: 350 x 90 px

### TOWER: \$4,000

Dimensions: 225 x 400 px

### SQUARE: \$3,500

Dimensions: 225 x 225 px

### RECTANGLE: \$3,000

Dimensions: 250 x 90 px

### FOOTER: \$4,000

Dimensions: 650 x 90 px

### DIRECTORY LISTING:

Included with all advertising packages

- Company Description
- Company Logo
- Website URL

### NOTES:

- FILE SIZE: 52KB
- FORMAT: GIF
- Ads may be updated quarterly (4 times a year)



The screenshot displays the website's layout with several key elements:

- Top Navigation:** Includes a search bar, a navigation menu (HOME, WHAT'S NEW, WHITE PAPERS, OPPORTUNITY CRUDES, SHALE PLAYS, HEAVY CRUDE PRICES, PROFIT MARGINS, EVENTS, RESOURCES, ADVERTISE), and a 'NEW PRODUCTS & SERVICES' / 'VENDOR LIST' link.
- Lead Banner:** A 600 x 90 px banner at the top left.
- Small Banner:** A 350 x 90 px banner at the top right.
- Directory Listing:** A central section titled 'DIRECTORY LISTING' showing company descriptions for Hydrocarbon Publishing Company, Intertek, Invensys, Lazar Scientific, Inc., Nalco Champion, and OSIsoft. Each listing includes contact information and a 'More Information' button.
- Right Sidebar:** Contains several featured articles and reports:
  - UNIT Revamps & Licenses:** Includes sub-headers like 'PSX fires up Texas fractionator', 'Shell to install new solvent deasphalter at Pernis', and 'SOCAR starts work on bitumen unit at Baku'.
  - NEW Products & Services:** Includes 'Baker Hughes XERIC™ heavy-oil programs' and 'Oceanit's EverPel coating system'.
  - SQUARE: 225 X 225:** A report titled 'STRATEGIC ROLES OF FLUID CATALYTIC CRACKING IN REFINERY OPERATIONS'.
  - TOWER: 225 X 400:** A report titled 'GLOBAL REFINERY SHUTDOWN'.
- Footer:** A 650 x 90 px banner at the bottom left with the text 'WORLDWIDE REFINERY SHUTDOWN' and 'Quarterly Report'. It also lists 'Technology Topics Covered include: Fluid Catalytic Cracking, Hydrocracking, Alkylation, Coking, and Much more...' and a 'SUBSCRIBE NOW' button.

### PLACE YOUR AD

1. Specify Advertisement Size i.e., Lead Banner and size (600x 90px)
2. The image file, should be the correct size and format (acceptable formats - gif)
3. The URL or email address which the advert will direct users to (i.e. <http://www.opportunitycrudes.com>)
4. Specify a phone number and an email address where we can forward a payment invoice

### COMPANY DIRECTORY LISTING

1. Company name
2. One sentence description on how specifically you cater to the opportunity crudes segment. For example: "Specialists in coking technology."
3. Company logo (if any), max. 100x100 pixels (Accepted formats - gif )
4. Company website URL (i.e., <http://www.opportunitycrudes.com>)
5. Specify a phone number and an email address where we can forward a payment invoice

### WHITE PAPER LISTING

As part of your advertising package, your company may submit up to four white papers per year.

### PRESS RELEASE LISTING

As part of your advertising package, your company can submit a Press Release once a month. We will provide a link to your press release, on our New Products & Services Section.

The correct format is as follows: *Date - Company Name and one sentence description.*

(i.e. Sept. 14, 2014 - Hydrocarbon Publishing Company to host 4th Opportunity Conference in Houston, TX).

All pertaining information should be emailed to [advertising@opportunitycrudes.com](mailto:advertising@opportunitycrudes.com)

All listings are subject to the Terms and Conditions specified.



**5TH OPPORTUNITY CRUDES CONFERENCE**

**10-11 October 2016 | Westin Oaks Hotel | Houston, TX (US)**



**Important areas of focus:**

- Lower crude prices in light of on-going supply and demand imbalance
- Increasing spot crude purchases worldwide to take advantage of less expensive grades
- Rising refinery throughput to capture currently good margins
- More and more crude blending activities
- Shifting fuel demand growth from diesel to gasoline



*Share your experiences, business insights, and technology expertise with hundreds of conference attendees from around the world.*

For more information, please visit:

**[WWW.OPPORTUNITYCRUDES.COM/HOUSTON2016](http://WWW.OPPORTUNITYCRUDES.COM/HOUSTON2016)**

Conference hosted by:



In affiliation with:



In coordination with:



Media Partners:





# Opportunity CRUDES & Global SHALE Plays

Knowledge Base for Processing Unconventional Crudes

MORE

Conference Sponsorship Opportunities:	Gold	Silver	Bronze	Giveaway	Exhibitor
	\$8,500	\$6,500	\$4,500	\$2,500	\$1,500
<b>Number of sponsors</b>	2	4	5	2	-
Display/exhibit area at the conference	✓	✓	✓	✓	✓
Sponsorship recognition on the inside front cover of the conference brochure	✓	✓	✓	✓	✓
Logo included in conference promotions	✓	✓	✓	✓	✓
Logo listed on conference website with link to your website	✓	✓	✓	✓	✓
Premium advertising placement on www.opportunitycrudes.com for <b>three months</b> after the conference	✓	✓	✓		
Premium advertising placement on www.opportunitycrudes.com for <b>two months</b> after the conference		✓	✓	✓	✓
<b>Full-page</b> , color advertisement in the conference brochure	✓	✓			
<b>Half-page</b> , color advertisement in the conference brochure			✓	✓	
Distribution of promotional material to all attendees (promotional material provided by sponsor)	✓	✓		✓	
Logo on conference bag or other item				✓	
Announcement and company logo/information prominently displayed onscreen during a <b>luncheon</b> and a <b>reception</b>	✓				
Announcements recognizing company sponsorship for one <b>coffee/tea break</b> during the workshop and regular conference sessions		✓			
Top banner advertisement of the conference website	✓				
Side tower advertisement of the conference website		✓	✓		
<b>Two</b> free conference registrations	✓				
<b>One</b> free conference registration		✓	✓		

**Target-rich environment.** Your company will have unique access to refining professionals as they are eager to come to the conference to learn the experiences, business insights, and technology expertise from our high-caliber speakers.

**Inquisitive audience.** The conference presents an excellent platform to demonstrate your products and services face-to-face with our attendees, who are ready to learn and find out new technologies to benefit their operations and improve profits.

**Beat out the competition.** Over 94.5% of attendees in the previous four Opportunity Crudes Conferences rated their overall experience as good or excellent. 96% of the attendees at the 4th meeting in 2014 said they will be attending the next conference and over 95% will recommend to their colleagues.

**Constant and extra exposure.** Your branding will be seen by many through our on-going promotion of the conference via electronic and print advertisements. Also, this upcoming event is scheduled to be the same week as the Crude Oil Quality Association's ([www.coqa-inc.org](http://www.coqa-inc.org)) fall meeting and ASTM's crude oil training course to be taught by Mr. Harry Giles, both in Houston, to take advantage of our synergy in serving the oil industry. Sponsorship makes your marketing dollars go a long way.

*If you have any questions about the sponsorship, please contact Matt Wunder by phone (1-610-408-0116, US) or send an email to [sponsor2016@opportunitycrudes.com](mailto:sponsor2016@opportunitycrudes.com). Thank you for considering sponsoring this event.*

## **Advertising Details**

1. OpportunityCrudes.com (OPC) maintains the right to edit, revise, or reject any advertisement for any reason.
2. OPC reserves the right to limit the length of an individual advertisement contract.
3. OPC reserves the right to sell a maximum of three advertisements in website rotation, per ad spot.
4. Advertising rates are subject to change at any time.
5. OPC is not responsible for errors in advertisements.
6. OPC does not guarantee the reach or readership of an advertisement
7. The advertiser and advertising agency jointly and separately assume liability for all content (including text representation, illustrations, updates, and links to other internet content) of advertisements published and also assume responsibility for any claims arising there from made against OPC or its affiliates, including all costs associated with defending any such claim.
8. All advertising copy that may be mistaken by a reader as news, feature, or other non-advertising materials must be clearly marked "advertisement".
9. Positions of advertising material are at the discretion of OPC. Adjustments or refunds will not be made because of position. To the best of OPC ability, position requests that appear on advertisement orders will be honored, but cannot be guaranteed.
10. OPC is not liable for failure to publish advertisement at specified time.
11. OPC is not responsible for errors appearing in advertisements.
12. Corrections/changes to advertisements must be specified in writing.
13. Should the advertiser cancel the advertisement, OPC will not refund the amount paid if the advertisement has been placed on the website.
14. OPC reserves the right to withhold advertising if payment is pending.
15. OPC shall not be liable to the advertiser for any technical malfunction, computer error, loss of data, or other injury, damage, or disruption to advertisements or website.
16. Any advertisement shall not cause any damage to the computers, servers, software, or any other technology of our end users. Further, Advertiser agrees that it shall not post, transmit, or make available, in any way, any software, technology, program, or other material which contains a computer virus, trojan horse, timebomb, worm, or other technology or software causing damage to an end user's computer.
17. OPC has no obligation to detect the presence of any computer virus, trojan horse, timebomb, worm, or other technology or software causing damage to an end user's computer in any item received from advertisers.