

# MCE DEEPWATER DEVELOPMENT 2016

5-7 APRIL, 2016  
PALAIS BEAUMONT  
PAU • FRANCE  
[WWW.MCEDD.COM](http://WWW.MCEDD.COM)



Managing the Down-Turn  
Through Cost Reductions  
*Collaborating to Realize  
Economic Benefits*

Host



Diamond Sponsor



Gold Sponsor



Conference Technology Sponsor



Silver Sponsor



## EVENT PROSPECTUS

*Technical Program Available  
Register Now*

- Register online at [www.mcedd.com](http://www.mcedd.com)
- Super Early Bird - Save \$350

Organized by



In Partnership with



Supported by



# Host Letter of Support

Release Date: 9 November, 2015



Dear Colleagues,

The unique dynamics of our current down cycle in the global oil and gas industry requires a structural and fundamental shift in the way we develop our offshore, and specifically deepwater, discoveries. While continuously aiming at improving industry safety objectives, our common objective is to reduce costs significantly in order for deepwater to remain competitive. This will only be achieved through a step change in efficiency which requires reinforced industry collaboration and innovative technologies.

MCE Deepwater Development is a leading industry event focused on bringing together the strategic decision makers within the deepwater oil and gas market. Through a focused technical program, creative networking opportunities and a comprehensive exhibition hall, the event creates a unique opportunity for these members of industry to engage in critical dialogue around the future of our industry.

Considering current market conditions and the long established reputation of MCE Deepwater Development, Total is pleased to host the 2016 event in Pau, France, 5-7 April 2016.

As a key operator in deepwater oil and gas, Total looks forward to taking full advantage of the opportunities provided during MCE Deepwater Development. We hope to continue to engage our current partners, suppliers and contractors as well as having meaningful exchanges with new companies, who can add value by reducing cost and increasing Oil & Gas recovery.

Total continues to reassess how to develop deepwater fields and we will use MCE Deepwater Development as a means to connect with industry specialists and companies who can propose ways for us and our collaborative partners to realize the most meaningful results.

We invite and encourage you and your company to attend and participate in MCE Deepwater Development 2016. Total is actively engaged in the planning, preparation and organization of the event which will be evident in the exhibition hall, the networking events and the technical program.

We value the chance to interface with other operators and members of the supply chain during such a dynamic time of change where such industry dialogue is essential.

We look forward to seeing you in Pau and discussing how the offshore oil and gas market is adjusting to adapt to our current crisis and evolving to become safer, smarter and more competitive.

Sincerely,

A handwritten signature in black ink, appearing to read "AG", with a long horizontal stroke extending to the right.

André GOFFART

TOTAL E&P Senior VP for Development and Support to Operations

# Agenda

	Track I	Track II	Track III
Monday 4 April 2016			
08:00 - 17:00	Registration Open (Exhibitors)		
08:00 - 19:00	Space Only & Shell Scheme Set-Up		
17:00 - 18:30	Advisory Board Meeting		
18:30 - 19:30	Advisory Board VIP Reception <i>(Invitation Only)</i>		
Tuesday 5 April 2016			
08:00 - 19:00	Registration & Badge Pick-Up		
08:00 – 09:00	Space Only & Shell Scheme Set-Up		
9:00	Exhibition Hall Opens		
09:00 – 09:45	Coffee Break (Exhibition Hall)		
09:45 - 10:00	Welcome		
10:00 - 12:00	Opening & Scene Setting Panel: Industry Collaboration, Standardization and Efficiency to Reduce Cost		
12:00 - 13:30	Lunch followed by Dessert & Coffee Sponsored by		
13:30 - 15:00	Deepwater Drilling Costs		
15:00 - 16:00	Coffee Break (Exhibition Hall)		
16:00 - 17:30	Late Afternoon Session		
17:30 - 19:00	Ice Breaker Reception (Exhibition Hall)		
Wednesday 6 April 2016			
08:00 - 17:45	Registration & Badge Pick-Up		
08:00 - 09:00	Continental Breakfast (Exhibition Hall)		
09:00 - 10:30	Managing the Downturn through Cost Reduction	Gaining Efficiency in FPS Technology	Subsea Monitoring
10:30 - 11:15	Coffee Break (Exhibition Hall)		
11:15 - 12:45	Deepwater Drilling & Completion Advances	Riser Technology	Pipeline Inspection
12:45 - 14:00	Lunch followed by Dessert & Coffee		
14:00 - 15:30	Deepwater Development Innovation	Subsea Processing: Increasing Production Potential	Life of Field Strategies
15:30 - 16:15	Coffee Break (Exhibition Hall)		
16:15 - 17:45	Deepwater Development Optimization	Floating Production & Mooring Systems	Flow Assurance
19:30 – 22:00	Evening Event Hosted by		
Thursday 7 April 2016			
08:00 - 16:00	Registration & Badge Pick-Up		
08:00 - 09:00	Continental Breakfast (Exhibition Hall)		
09:00 - 10:30	Powering Subsea & All-Electric Systems	Flow Assurance	Africa Lessons Learned
10:30 - 11:15	Coffee Break (Exhibition Hall)		
11:15 - 12:45	Deepwater Flow Assurance	Deepwater Marine Construction	Deepwater Drilling Control & Safety
12:45 - 14:00	Lunch followed by Dessert & Coffee (Exhibition Hall)		
14:00 - 15:30	North Sea Lessons Learned	Subsea Processing Feedback & Outlook	
15:30 - 16:00	Awards & Closing Remarks (Exhibition Hall)		
16:00 - 20:00	Exhibition Tear-Down		

# About MCEDD

Marine, Construction & Engineering (MCE) Deepwater Development is recognized as the leading conference addressing technical issues related to engineering, development, and production of oil and gas in deep and ultra deepwater arenas around the world. As our industry confronts new challenges, the sharing of deepwater experience will play a critical role in improving the quality, safety, and economics vital to the future of the industry.

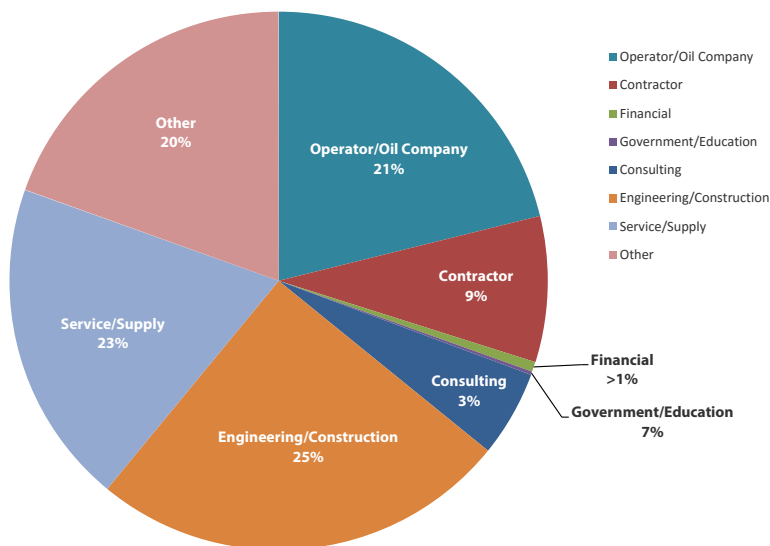
The mission of MCEDD is to provide a focused event, based in Europe and completely dedicated to the advancement of Global exploration and production. The conference addresses the myriad of technical issues and challenges confronting this industry, while offering networking opportunities unrivaled by any other industry event.

The MCE Deepwater Development Technical Conference:

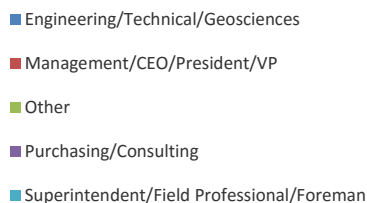
Engages key members of the deepwater oil and gas community by providing a stage for world-class technical discussions focusing on the technology, innovation and experience paving the way to realizing a future of increasing demand. The technical program works together with the focused exhibition and valuable networking opportunities to create an environment conducive to better understanding the long-term vision of the global deepwater industry.

## 2015 Demographics

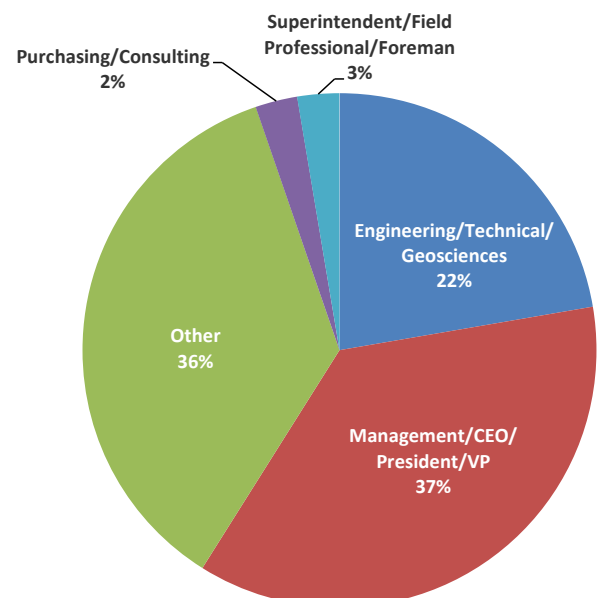
### Company Type



Operator/Oil Company, Service/Supply, and Engineering/Construction Companies make up 2/3 of our attendees.



### Job Type



37% of our attendees are in a Management/CEO/President/VP position



# Advisory Board



**Jan van den Akker**  
Product Manager Control Systems  
OneSubsea



**Bob Allwood**  
Chief Executive  
SUT



**Chris Barton**  
Sr. VP, Global Offshore  
Business Development  
Wood Group Mustang



**David Bloom**  
Corporate Business  
Development Director  
Subsea 7



**Marc Bonandrini**  
VP – Global Offshore  
Business Development  
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**Michel Bonte**  
VP Business  
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Bluewater Energy Services



**Henk Cornege**  
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**Richard D'Souza**  
Vice President - Granherne  
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Vice President Subsea  
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**Xavier DeSouza**  
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**Philippe Gerlach**  
Deputy Vice President for  
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Vice-President Innovation  
Heerema Marine Contractors



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McDermott



**Jan Harald Gramnæs**  
Sr. Specialist Engineer  
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**Carl-Petter Halvorsen**  
VP Business Development  
CSUB



**Eric Hansen**  
Commercial Manager Africa  
Saipem



**Frits Janmaat**  
Commercial Director  
Allseas



**Elen Gaard Johansen**  
Staff Project Engineer  
DEA Norge AS



**Aart Ligterink**  
Sales Director Terminals  
Imodco



**Frans Pieter Lindeboom**  
Category Mr Offshore Rigs  
Repsol



**Artem Lytkin**  
Aker Solutions



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UTEC Survey



**Jens Madsen**  
Director of Business  
Development  
Maersk Drilling



**Brian McBride**  
Global Asset Manager  
FMC Technologies



**Darren McQuillan**  
VP Offshore  
ABS



**Garry Millard**  
Director  
Flexlife



**Stephane Montbarbon**  
Offshore Contracting  
Director  
SBM Offshore



**Vibor Paravic**  
General Manager  
GMC Ltd



**Koen van der Perk**  
Sr. VP Commercial  
Seaway Heavy Lifting



**Philippe PERREAU**  
DIRECTOR - Technologies  
Innovations Projects  
GEP AFTP

**Geoff Proud**  
Consultant



**Mike Read**  
President  
Teledyne



**Ken Richardson**  
VP of Energy Project  
Development  
ABS



**Keith Smith**  
Construction Delivery Mgr  
Deepwater Projects  
Shell



**Bjørn Søgård**  
Segment Director Subsea  
and Floating Production  
DNV GL



**Doug Stroud**  
Sr. VP, Global Commercial  
Canyon Offshore



**Francois Thiebaud**  
Vice President Operations  
Doris Engineering



**Dave R. Wilkinson**  
Senior Subsea System  
Consultant  
ExxonMobil



**Fredrik Witting**  
Product Manager Subsea  
Manifolds & Connection  
Systems  
GE Oil & Gas

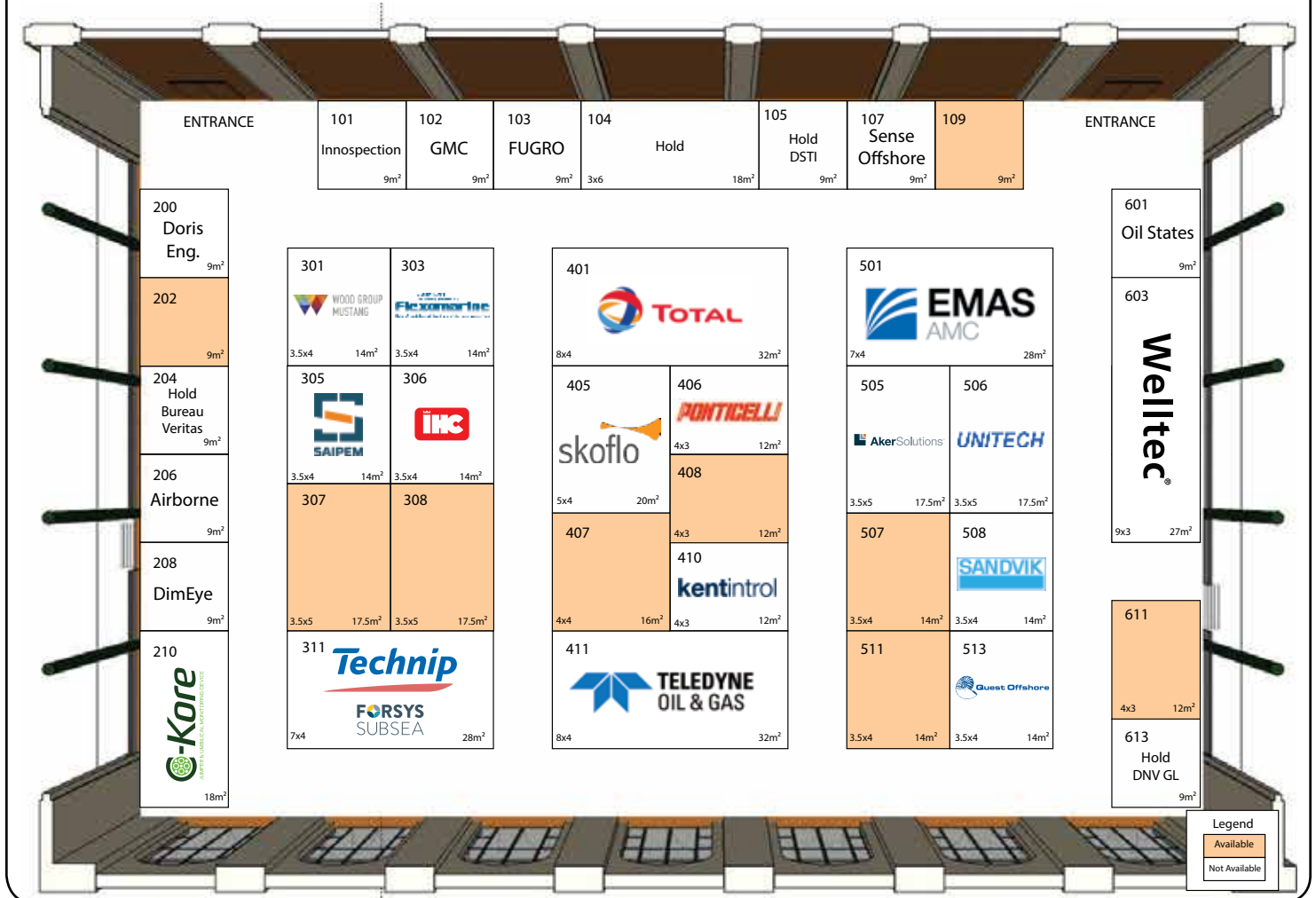


MCEDD Advisory Board

# Exhibition Floor Plan

## Exhibition Floor Plan

Contact Exhibits@questoffshore.com for details



## Exhibition

### Exhibit Space

\$715/sqm (minimum 9sqm)

Included:

2 Delegates per 9sqm

Divider Walls

Additional Delegates - \$925

**BECOME AN EXHIBITOR/SPONSOR ONLINE NOW!**

**WWW.MCEDD.COM**

Exhibition & Sponsorship Sales: Bo Howard · Bo.Howard@questoffshore.com · +1 281 491 5900

# Sponsorship Opportunities

## Diamond Level Sponsorships = \$25,000

*Diamond level sponsorships include 3 Delegates plus 50% off additional conference delegates.*

Audience Response System

Lunch - 2 Available

(Tuesday - **SOLD**, Wednesday, Thursday)



Delegate Registration Bags

Monday Ice Breaker Reception

Lanyards - **SOLD**

## Gold Level Sponsorships = \$15,000

*Gold level sponsorships include 2 Delegates plus 50% off conference delegates.*

Exclusive Coffee Break Sponsor  
(Includes 4 Breaks)

Monday VIP Reception - **SOLD**



Online & Onsite Registration Sponsor

Conference Technology Sponsor - **SOLD**



Business Center Sponsor

## Silver Level Sponsorships = \$10,000

*Silver level sponsorship include 1 Delegate plus 50% off conference delegates.*

Water Bottle Sponsorship - **SOLD**

Phone Charging Station - 2 Available

General Session Notepad & Pen

## Bronze Level Sponsorships = \$7,500

*Bronze level sponsorships include 50% off conference delegates.*

Continental Breakfast - 2 Available  
(Wednesday, Thursday)

Coffee Break Sponsor - 5 Available

Speaker/Advisory Board Gift

## Associate Level Sponsorship = \$3,000

*Associate level sponsorships include 50% off conference delegates.*

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## Advertising

### Show Program

Back Cover Premium Location = \$2,500

Inside Front Cover Premium Location = \$2,000

Inside Back Cover Premium Location = \$2,000

Pick Your Placement = \$1,500

Interior Show Program Advertising = \$1,250

### Panel Advertising

Panel Advertisement = \$1,250

Panel Ad for those advertising in the show program = \$500

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## Contact us to learn more about...

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Bo Howard  
Allison Tonkin  
Elena Parsons  
Judy Parsons

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Media/Marketing  
Event Director  
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# Register Now

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