



**Oil Sands Loud.  
Oil Sands Proud.**

**POST-SHOW  
REPORT 2019**

**OIL SANDS**  

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**CONFERENCE  
& TRADE SHOW**

**SEPTEMBER 10 & 11, 2019**

# OIL SANDS CONFERENCE & TRADE SHOW

## EVENT SUMMARY

In its 34th year, the Oil Sands Conference & Trade Show showcased innovations centered around oil sands, heavy oil, advanced energy systems, automation, workforce trends, artificial intelligence and more.

Bringing together over 3,000 attendees made up of operating, producing, mining and the supply chain surrounding the oil sands sector, the theme of the 2019 Oil Sands Conference & Trade Show was "Oil Sands Loud, Oil Sands Proud," with an in-depth look at opportunities, challenges and innovations in the industry.

## HIGH-LEVEL DECISION MAKERS

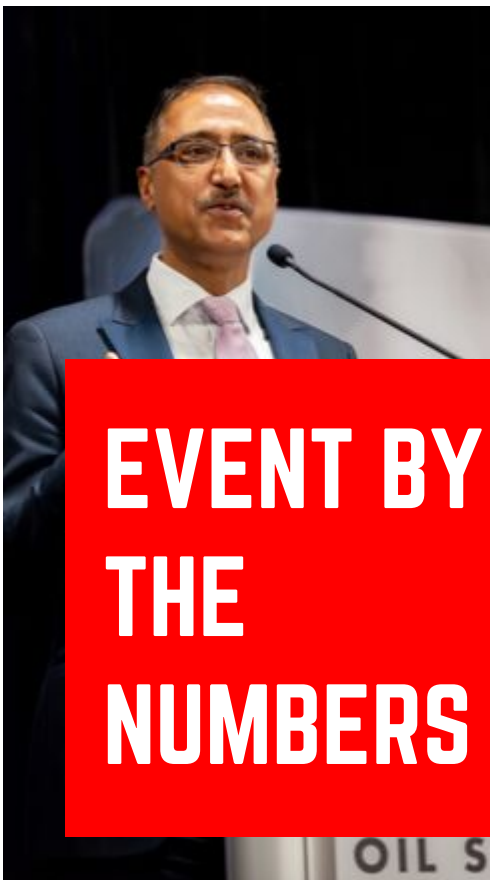
For the first time at the Oil Sands Conference & Trade Show, 2019 highlights included appearances by Honourable **Amarjeet Sohi**, Minister of Natural Resources - Government of Canada; and Honourable **Jason Kenney**, Premier of Alberta.

As a result of these high-level government presentations, the Conference attracted more key decision makers to the 2019 event than ever before.

With an appearance by **Rick Mercer**, Canada's "unofficial opposition," and **60 presentations and panelists**, the event played host to operators, suppliers, service companies and tradespeople in the oil sands industry from across Canada, as well as a delegations from China and Kazakhstan.

### PLATINUM SPONSORS





# EVENT BY THE NUMBERS

**3,068**

TOTAL ATTENDANCE

**18%**

INCREASE IN ATTENDANCE OVER 2018

**60**

PRESENTATIONS & PANELISTS

In 2019, the Oil Sands Conference & Trade Show increased attendance nearly 20% over 2018.

We added a new **VIP Program** that targeted operating companies, with special emphasis on job titles in purchasing/procurement, senior management, and other influencers. This endeavour resulted in the engagement of more than 300 quality attendees to the Show.

### VIP PROGRAM SPONSORS



# AUDIENCE PROFILES

48%

HAVE ATTENDED THE EVENT PREVIOUSLY

51%

ATTENDING FOR THE FIRST TIME

72%

OF ATTENDEES HAVE INFLUENCE AND PURCHASE POWER

## TOP BUSINESS SESSIONS

**KEYNOTE BY HON. JASON KENNEY**

SESSION RANKED #1 BY ATTENDEES

**WORKFORCE TRENDS IN THE OIL SANDS**

SESSION RANKED #2 BY ATTENDEES

## TOP HOT TOPICS ATTENDEES WANT TO KNOW MORE ABOUT

**ARTIFICIAL INTELLIGENCE**

TOPIC RANKED #1 BY ATTENDEES

**CLEAN TECHNOLOGIES**

TOPIC RANKED #2 BY ATTENDEES

**OPERATIONS & MAINTENANCE**

TOPIC RANKED #3 BY ATTENDEES

**48% OF ATTENDEES**



**HAVE JOBS FOCUSED ON PURCHASING, PROCUREMENT, PROJECT MANAGEMENT OR FIELD OPERATIONS**

## TOP ATTENDING COMPANIES

**SUNCOR  
SYNCRUDE  
CNRL  
ACDEN  
ENBRIDGE  
MIKISEW GROUP OF COMPANIES  
APTIM  
IMPERIAL OIL**



# EVENT HIGHLIGHTS

700

GUESTS ATTENDED THE KEYNOTE LUNCHEONS WITH **HON. JASON KENNEY**, AND **RICK MERCER**

500

VISITORS ATTENDED THE **MAIN STAGE BUSINESS CONFERENCE** SESSIONS

400

GUESTS ATTENDING **THE BIG PARTY** WITH MUSICAL GUEST **TANYA RYAN**

200

DELEGATES ATTENDED THE **TECHNICAL CONFERENCE** SESSIONS

160

GOLFERS AT THE SOLD-OUT **ATHABASCA TRIBAL COUNCIL GOLF CLASSIC**



# **OIL SANDS CONFERENCE & TRADE SHOW**

## **CELEBRATE WITH US IN 2020**

Whether you are returning as an exhibitor, or trying something new, we urge you to join us in 2020 as we celebrate 35 years of the Oil Sands Conference & Trade Show.

We learn more every year about the needs of our attendees and exhibitors. Matching those needs is going to be the goal of our 2020 marketing campaign.

## **GET MORE VALUE AND A STRONGER PRESENCE**

To help us help YOU, we can create customized marketing campaigns that match attendees who tell us what they want to see at the show, with exhibitors who specialize in those areas.

Although our job is to drive overall traffic to the Show, we can help exhibitors and booth staff with tips and tricks on how to draw traffic directly to your booth. Time to get off phones and get out into the aisles or in the Conference room in order to network with potential leads!

## **YOU CAN'T AFFORD NOT TO BE HERE**

Exhibit Space starts at \$5.00 per square foot.

Take advantage of early savings if you book before December 31, 2019.

Explore premium locations and sponsorship options that will maximize value and heighten your brand.



# SEE YOU IN 2020



September 16 & 17, 2020  
Fort McMurray, Alberta  
Suncor Community Leisure Centre

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