



SHAPING THE FUTURE FOR ISRAEL AND THE REGION

The 2nd Annual International Oil & Gas
Conference and Exhibition in Israel

InterContinental David Tel Aviv Hotel
17-19th November 2015





Major discoveries and potential in Israel

Over 35 Trillion Cubic Feet (TCF) of natural gas has already been discovered offshore Israel with production starting April 2013.

The US Geological Survey in March 2010 estimated that there is between 50 TCF and 227 TCF of natural gas and between 0.48 and 3.78 billion barrels of oil in total to be discovered in the offshore Levant Basin alone (45% of which is in Israel).

There are further opportunities offshore and onshore for both natural gas and oil, along with huge regional potential for experienced oil and gas players.

A unique opportunity for international companies

For the past year there have been increased governmental efforts to have greater collaboration between international and Israeli businesses.

Given Israel's huge discoveries and rapid production turnaround, Exploration, LNG, Technology and Investment are some of the key areas which will be of interest for international companies in Israel's energy sector.

Israel has unique characteristics for an emerging market such as a strong economy, developed infrastructure, rule of law (similar to EU law) and a highly educated workforce.

Why is UOG 2015 different?

UOG 2015 is Israel's 2nd Annual International Oil & Gas Conference and Exhibition.

The event is an unprecedented opportunity to network with the key players in the region, international energy executives, investors along with governmental figures to understand more on the opportunities and challenges for the upstream and midstream sector of the oil and gas industry. With a number of agreements over the past year in the Eastern Mediterranean, UOG 2015 will be the premier platform to take advantage of one of the most exciting emerging markets in the industry.





UOG 2015 PROVISIONAL CONFERENCE AGENDA

Conference theme: “Shaping the Future for Israel and the region”

Key topics and sessions at UOG 2015 to include but not limited to:

- Investment Opportunities in the Israeli Market
- Deepwater E&P: Operational challenges in developing resources
- Maximizing Resources: The Levant Basin Potential
- Regulations, Licensing, Project Finance
- Regional Energy Outlook: Trends and Challenges
- Emerging Technologies

Other topics to include: Enhancing Israel's Supply Chain, Operational Safety in Critical Environments, Regulatory Environment: Natural Gas Exports, LNG, Developing Human Capital: A Strategic Issue for the Oil & Gas Industry, Geophysical Technologies: Reducing Risk, Optimizing Assets.

Conference format

Keynote speakers, Presentations, Panel Discussions, Round Tables, B2B Meetings, Coffee Breaks, Exhibition, Lunches and Gala Dinner

Keynotes from UOG 2014, last year's groundbreaking conference



Dr. Harold J. Vinegar
Official Chair of UOG 2014

Chief Scientist

Israel Energy Initiatives and Genie Oil & Gas

Former Chief Scientist of Royal Dutch Shell



Uri Aldubi
 Chairman
 Association of Oil & Gas
 Exploration Industries
 in Israel



Binyamin A. Zomer
 Israel Country Manager
 Noble Energy



Barry Smitherman
 Chairman
 Texas Railroad Commission
 Regulator of the Texas Oil
 & Gas Industry



Dr. Miki Gardosh
 Head of Geology &
 Geophysics
 Israel Ministry of National
 Infrastructures, Energy
 and Water Resources



Benjamin Thoma
 Marketing Director
 Global Key Accounts
 GE Oil & Gas



His Excellency
Caspar Veldkamp
 Ambassador of
 The Netherlands to Israel
 Kingdom of The Netherlands

Participants and attendees at last year's groundbreaking conference included

BP, Noble Energy, Delek Drilling, Avner Oil Exploration, GE Oil & Gas, Israel Ministry of Energy, Israel Ministry of Economy, Edison, Wood Group, IHS, Baker Hughes and many more.



Some confirmed and invited speakers for UOG 2015

- Tim Crome, VP Subsea Mediterranean, **Technip**
- Mark Guest, Managing Director, **Rigzone**
- Stephanie Gaswirth, **US Geological Survey**
- Julio Herrera, Former CFO Southern Cone Region, **BP**
- Harold Vinegar, Chief Scientist, **Genie Oil & Gas**, Former Chief Scientist, **Royal Dutch Shell**
- Mehmet Ogutcu, Former Global Director, **BG Group**, Executive Board Member, **Genel Energy plc.**
- Gina Cohen, Consultant, **Natural Gas Industry**
- Isaac Yanovich, Former President, **Ecopetrol**
- Dan Hacohen, Partner, **Agmon & Co Rosenberg Hacohen & Co**

Bringing the International Oil & Gas Industry to Israel and the region

Official Business Delegations from **Denmark, Texas, Japan and The Netherlands**, along with other major hubs to attend (**Canada, India, Norway and China**).



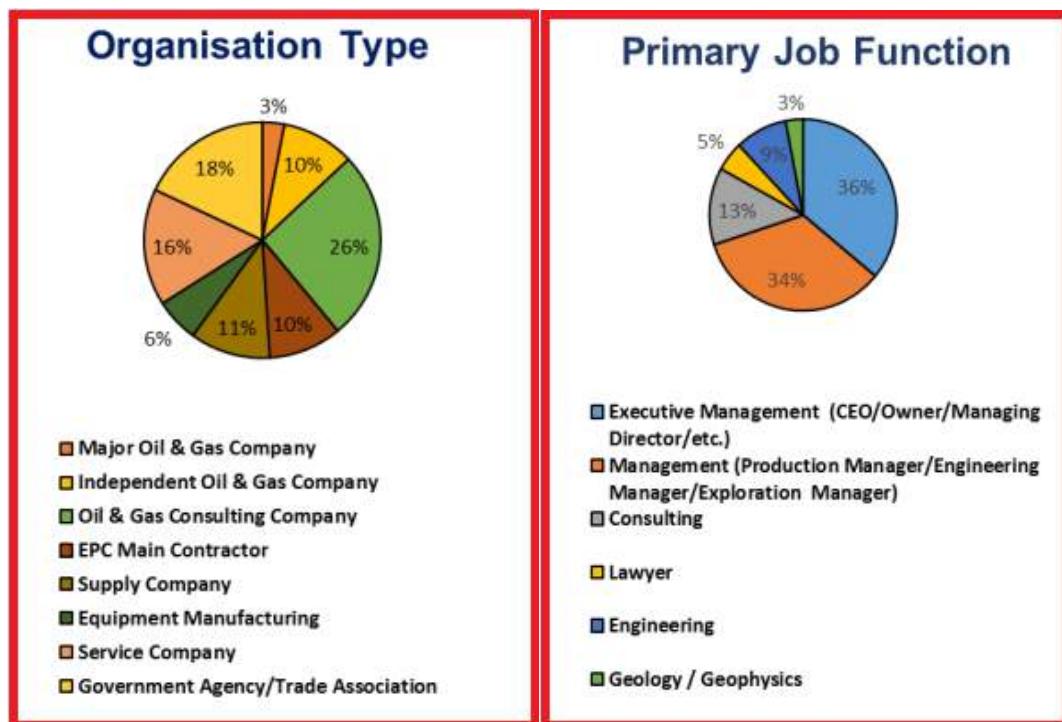
UOG 2014 Statistics

- 250+ Delegates
- 120+ Participating Companies
- 36% Executive Management Level or above
- Attendees from 26 Countries
- 11+ Hours Dedicated Networking Time
- 35 Speakers
- 1 Society of Petroleum Engineers Tel Aviv Section Induction Ceremony



"Israel has achieved almost a revolution in the energy sector, and now, Israel is on the way to becoming one of the main natural gas producers. At the conference someone said Israel used to be a country of Milk and Honey; now it's becoming an oil and gas country as well."

Chairman, Independent Oil & Gas Company



Participants came from:

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> ■ Angola ■ Cyprus ■ France ■ Hungary ■ Italy ■ Nigeria ■ Romania ■ Sweden ■ United Kingdom | <ul style="list-style-type: none"> ■ Argentina ■ Czech Republic ■ Germany ■ Ireland ■ Mexico ■ Norway ■ Russia ■ Switzerland ■ United States | <ul style="list-style-type: none"> ■ Canada ■ Denmark ■ Guatemala ■ Israel ■ Netherlands ■ Palestinian Territories ■ Rwanda ■ Turkey |
|--|---|--|





Sponsorship Opportunities

Universal Oil & Gas has various sponsorship opportunities to showcase your company and brand in front of key decision-makers to an international audience at UOG 2015. Receive prominent exposure by investing in a conference sponsorship.

Choose one of our exclusive packages, or work with our team to create a customized package to fit your specific needs. With a UOG 2015 sponsorship, you get maximum branding, recognition, and return on investment.

Breaks at UOG 2015 are carefully designed to ensure maximum networking opportunities. The delegate lunches and networking reception are strategically positioned to ensure maximum exposure. Increase your visibility before a national, regional and international audience.

All Sponsorships Include

- Prominent on-site signage continuously displayed in high traffic areas of the event
- Company name and logo (4-color) included in the UOG Official Conference Program
- Sponsorship recognition board acknowledging sponsors
- Company name listed on the sponsor page of the event website with a hyperlink to company website
- Complimentary delegate registrations based on sponsorship level
- Company branding on the PowerPoint sponsor page viewed between technical sessions and during breaks
- Additional benefits based on specific sponsorship

See below for details of our range of Sponsorship Packages for UOG 2015.

If you would like more information on the sponsorship and exhibition packages available, email: cordelia.evans@universaloilgas.com or call +44 (0) 207 332 6983





Sponsorship Categories

PLATINUM SPONSOR (EXCLUSIVE)

- Two (2) complimentary full conference delegate registrations (a \$2,890 value) —additional company registrations receive a \$100 discount per registrant
- One (1) island exhibit stand (6 x 3 sqm) with shell scheme (an \$8,000 value)
- Two (2) promotional pieces (i.e. brochure, handout, card flyer, booklet) provided by sponsor, in the delegate bags
- Acknowledgment in all press releases for the event
- One (1) insert about the sponsor in the event's press kit
- Sponsor's logo (4-color) on the cover of the Official Conference Program
- Sponsor's logo (4-color) and hyper link on the bottom of five (5) emails sent from UOG promoting the event
- One reserved table for ten (10) at the Gala Dinner (a \$1,000 value) for sponsor and guests
- Sponsor's logo (4-color) on the home page of the UOG website listed as Platinum Sponsor
- Sponsor's logo (4-color) on the Events page of the UOG website listed as Platinum Sponsor
- Verbal acknowledgement at the Opening Ceremony
- Short welcome message at the Opening Ceremony
- One full page (4-color) advertisement in the UOG Official Conference Program with premium placement opposite the Table of Contents

GOLD SPONSOR (3 AVAILABLE)

- Two (2) complimentary full conference delegate registrations (a \$2,890 value)—additional company registrations receive a \$100 discount per registrant.
- 50% discount on 3x3 sqm exhibit stand with shell scheme (a \$2,363 value).
- One (1) promotional pieces (i.e. brochure, handout, card flyer, booklet) provided by sponsor, in the delegate bags.
- One full page (4-color) advertisement in the Official UOG Conference Program.
- Sponsor's logo (4-color) on the Events page of the UOG website listed as the Gold Sponsor.
- One (1) insert about the sponsor in the event's press kit.
- Sponsor's logo (4-color) on the cover of the UOG Official Conference Program.
- Company logo on UOG emails promoting the event.
- Verbal acknowledgement at the Opening Ceremony.

SILVER SPONSOR (2 AVAILABLE)

- Two (2) complimentary full conference delegate registrations (a \$2,890 value) —additional company registrations receive a \$100 discount.
- 50% discount on 3x3 sqm exhibit stand with shell scheme.
- One (1) promotional piece (i.e. brochure, handout, card flyer, booklet) provided by sponsor, in the delegate bags.
- One full page (4-color) advertisement in the Official UOG Conference Program.
- Sponsor's logo (4-color) on the Events page of the UOG website listed as the Silver Sponsor.
- Verbal acknowledgement at the Opening Ceremony.



GALA DINNER SPONSOR (EXCLUSIVE)

- Two (2) complimentary full conference delegate registrations—additional company registrations receive a \$100 discount per registrant.
- Signs with sponsor's logo (4-color) prominently displayed in multiple locations in the exhibition and registration areas as sponsor of the Gala Dinner Sponsor.
- Sponsor's logo (4-color) on tent cards displayed on all dining tables at the Gala Dinner.
- Verbal acknowledgement at the Gala Dinner.
- One full page (4-color) advertisement in the Official Conference Program with premium position.
- Sponsor receives a premium positioned reserved table for ten (10) at the Gala Dinner for sponsor and guests.
- Sponsor to receive one (1) single-sided full color banner prominently displayed all days of the event and an additional sign displayed during the Gala Dinner (exact size & location TBD).
- Sponsor to give a welcome message at the beginning of the Gala Dinner.

COCKTAIL RECEPTION (EXCLUSIVE - 1 AVAILABLE)

- Two (2) complimentary full conference delegate registrations—additional company registrations receive a \$100 discount per registrant.
- Sponsor's logo (4-color) on tent cards continuously displayed at each drink station during the reception.
- Sponsor's logo (4-color) and name displayed continuously during the event in the exhibition area.
- Verbal acknowledgement at the reception with the opportunity to give a welcome message at the beginning of the reception.
- 1/2 page (4-color) advertisement in the UOG Official Conference Program.

LUNCHEON SPONSOR (3 AVAILABLE)

- Two (2) complimentary full conference delegate registrations—additional company registrations receive a \$100 discount per registrant.
- Sponsor's logo (4-color) and name displayed continuously during the event in the exhibition area.
- 1/2 page (4-color) advertisement in the Official Conference Program.
- Sponsor's logo (4-color) on tent cards displayed at each table during luncheon.
- Sponsor to receive one (1) single-sided full color banner in the exhibition area (exact size & location TBD).
- Opportunity to place literature in the luncheon area at a designated location.

LANYARD SPONSOR (EXCLUSIVE)

- Two (2) full conference complimentary delegate registrations—additional company registrations receive a \$100 discount per registrant.
- Sponsor's logo (4-color) and UOG logo imprinted on the conference lanyards to be distributed at registration. Lanyard to be provided by sponsor.
- Sponsor to provide sample for UOG approval.



- Lanyard Sponsor is responsible for providing the required quantity of lanyards. UOG recommends a minimum of 500 for a conference of this size.
- 1/2 page (4-color) advertisement in the UOG Official Conference Program.

CONFERENCE BAG SPONSOR (EXCLUSIVE)

- Two (2) complimentary full conference delegate registrations— additional company registrations receive a \$100 discount per registrant.
- Sponsor's logo (1-color) and name printed on one side of the conference bags given to all attendees (UOG logo will also be on the bags).
- Bags to be provided by Sponsor. Sponsor to provide sample for UOG approval.
- 1/2 page (4-color) advertisement in the UOG Official Conference Program.
- Opportunity to place corporate literature in conference bags.

COFFEE/REFRESHMENT SPONSOR (3 AVAILABLE)

- Two (2) complimentary full conference delegate registrations— additional company registrations receive a \$100 discount per registrant.
- Sponsor's logo (4-color) and name continuously displayed in the exhibition area during the event.
- Sponsor's logo (Black) on napkins at the coffee break stations.
- Sponsor's logo (4-color) on tent cards displayed at each coffee/refreshment station.
- Sponsor's logo (4-color) and name displayed on signage at coffee breaks.
- 1/2 page (4-color) advertisement in the UOG Official Conference Program.
- Sponsor may provide coffee mugs with logo (up to 400 per sponsorship) distributed until depleted.

NOTE PAD SPONSOR (EXCLUSIVE)

- Two (2) complimentary full conference delegate registrations—additional company registrations receive a \$100 discount per registrant.
- Sponsor's logo (4-color) placed on notepads distributed on each seat location for the conference (Notepads to be provided by the Sponsor).
- Sponsor's logo (4-color) and name with recognition for sponsorship on signage continuously displayed in the conference area.
- Full page (4-color) advertisement in the UOG Official Conference Program.

REGISTRATION STATION SPONSOR (EXCLUSIVE)

- Two (2) complimentary full conference delegate registrations— additional company registrations receive a \$100 discount per registrant.
- Sponsor logo (4-color) displayed on registration landing page and registration page.
- Sponsor logo (full color) on kick panels of Main Registration stations.
- Sponsor logo (4-color) on Registration Page of event website.
- Sponsor logo (4-color) on PDF Registration Form.
- Opportunity to provide literature for distribution in the Registration Area.
- 1/2 page (4-color) advertisement in the UOG Official Conference Program.



Sponsorship Booking Form

This is a Sponsorship Contract for the 2015 Universal Oil & Gas Conference in Tel Aviv, Israel, which will become a binding contract if the sponsor satisfies and agrees to the Sponsorship Policies as set forth in this Contract. The undersigned sponsor does hereby request a sponsorship for UOG 2015, scheduled 17-19 November 2015. The individual signing this agreement warrants that he/she has the authority to bind contractually the organization contracting for the sponsorship. All prices quoted are in USD.

Company: _____ **Booth Number (if applicable):** _____

Contact Name: _____ **Title:** _____

Phone: _____ **Fax:** _____

Email: _____ **URL Address:** _____

Agency Contact Name: _____

Agency Email: _____

BILLING ADDRESS FOR INVOICING

Company/Agency:

Street: _____

State/Province: _____ **Zip/Postal Code:** _____

Country: _____

Phone: _____ **Fax:** _____

Email: _____

PAYMENT METHOD:

Method of payment:

Amount: _____

Check payable to Universal Oil & Gas LTD. (Check # _____)

Wire Transfer (Bank Information Provided on Invoice)*

MasterCard, VISA or American Express*

Credit Card Number: _____ Exp. Date: _____

* For details on paying by Wire Transfer or Credit Card, please contact Joshua Beagelman

E: joshua.beagelman@universaloilgas.com T: +44 (0)20 7332 6983



The 2nd Annual International Oil & Gas
Conference and Exhibition in Israel
InterContinental David Tel Aviv Hotel
17-19 November 2015



MAILING ADDRESS

UNIVERSAL OIL & GAS LTD
1ST FLOOR, EASTCHEAP COURT, 11 PHILPOT LANE
LONDON EC3M 8BA, UNITED KINGDOM

Payment accepted in **US Dollars Only**

Sponsorship Total:

50% Deposit Required Deposit: US\$ _____

50% Balance Due Deposit: US\$ _____

I hereby submit this contract for a sponsorship for UOG 2015 and agree to abide by the policies and procedures

Authorized Representative

Date

UOG Representative

Date



UOG 2015 EXHIBITION OPPORTUNITIES

Showcase your company's expertise and products to a new and exciting market



UOG 2015, The 2nd Annual International Oil & Gas Conference and Exhibition in Israel will give your company the opportunity to showcase its products in one of the most impressive spaces in Israel – The InterContinental David Tel Aviv Hotel.

During three dynamic days at the UOG 2015 Conference and Exhibition, your company can showcase its products, technologies and services to decision makers in the exciting Israeli Exploration & Production Industry as well as global oil and gas senior executives.

Why Exhibit at UOG 2015?

- Network with important clients and generate new partnerships
- Benefit from a face-to-face, cost effective platform discussing your company's products and services in a new oil and gas region
- Lunches, Coffee Breaks and Networking Receptions will be held in the exhibition hall ensuring exhibitors gain maximum value and exposure
- Be part of the region's most influential oil and gas exhibition and conference

Exhibit Booth Prices:

- **3m x 3m Booth** USD \$4,725 USD
- **3m x 6m Booth** USD \$8,000 USD

For each exhibition space purchased, the rate includes the following:

- Company information included in UOG 2015 Official Conference Program (30-40 word description)
- Two (2) full conference delegate registrations
- USD \$100 discount on all additional delegate registrations
- Shell scheme: stand walls, fascia with company name, carpet, table, wastebasket, electrical, lights



Exhibit Booth Booking Form

Exhibitor named below hereby applies for exhibit space at the Universal Oil & Gas Conference & Exhibition 2015. Enclosed with this form is a deposit for 50% of the total booth/space rental. By signing below, the Exhibitor agrees that this deposit is non-refundable. If the 50% deposit does not accompany submission of this form, Exhibitor agrees to pay such deposit within thirty (30) days of invoice. Exhibitor also agrees to pay the remaining 50% fee on invoice and not later than September 1, 2015.

Company: _____

Mailing address: _____

City, State: _____

Country, Zip or Postal Code: _____

The contact listed below will receive all correspondence regarding UOG 2015, including the Exhibitor Kit:

Contact name: _____

Title: _____ Tel: _____

Email: _____

Additional Contact Name: _____

Title: _____ Tel: _____

Email: _____

Exhibitor's signature below signifies that Exhibitor has read, understands and agrees to be bound by all the terms and conditions on the pages contained within the Exhibit Space Agreement (including Exhibition rules, regulations and additional conditions, which constitute part of this Agreement). By signing below, Exhibitor acknowledges that if Exhibitor has deemed it necessary or desirable, Exhibitor has raised and obtained satisfactory answers to any questions about the clarity, legibility or readability of this form.

Signature: _____ **Date:** _____

1st Space Choice: _____ **2nd Space Choice:** _____ **Best Available:** _____
(See Exhibition Floor Plan Below)

Method of payment: _____ **Amount:** _____

- Bank Transfer (Bank Information Provided on Invoice)
- Check payable to Universal Oil & Gas LTD. (Check # _____)
- MasterCard, VISA or American Express

Credit Card Number: _____ Exp. Date: _____



Card-Holder Signature: _____ Date: _____

By signing above, Card Holder acknowledges that he/she has read this form and agrees to be bound by all its terms and conditions and authorized charges up to the amount of this agreement at any time from the date of submission of this form through the closing of this Event.

Mail completed form to:

Universal Oil & Gas Ltd.
1st Floor, Eastcheap Court
11 Philpot Lane
London, UK EC3M 8BA

Email completed form to:

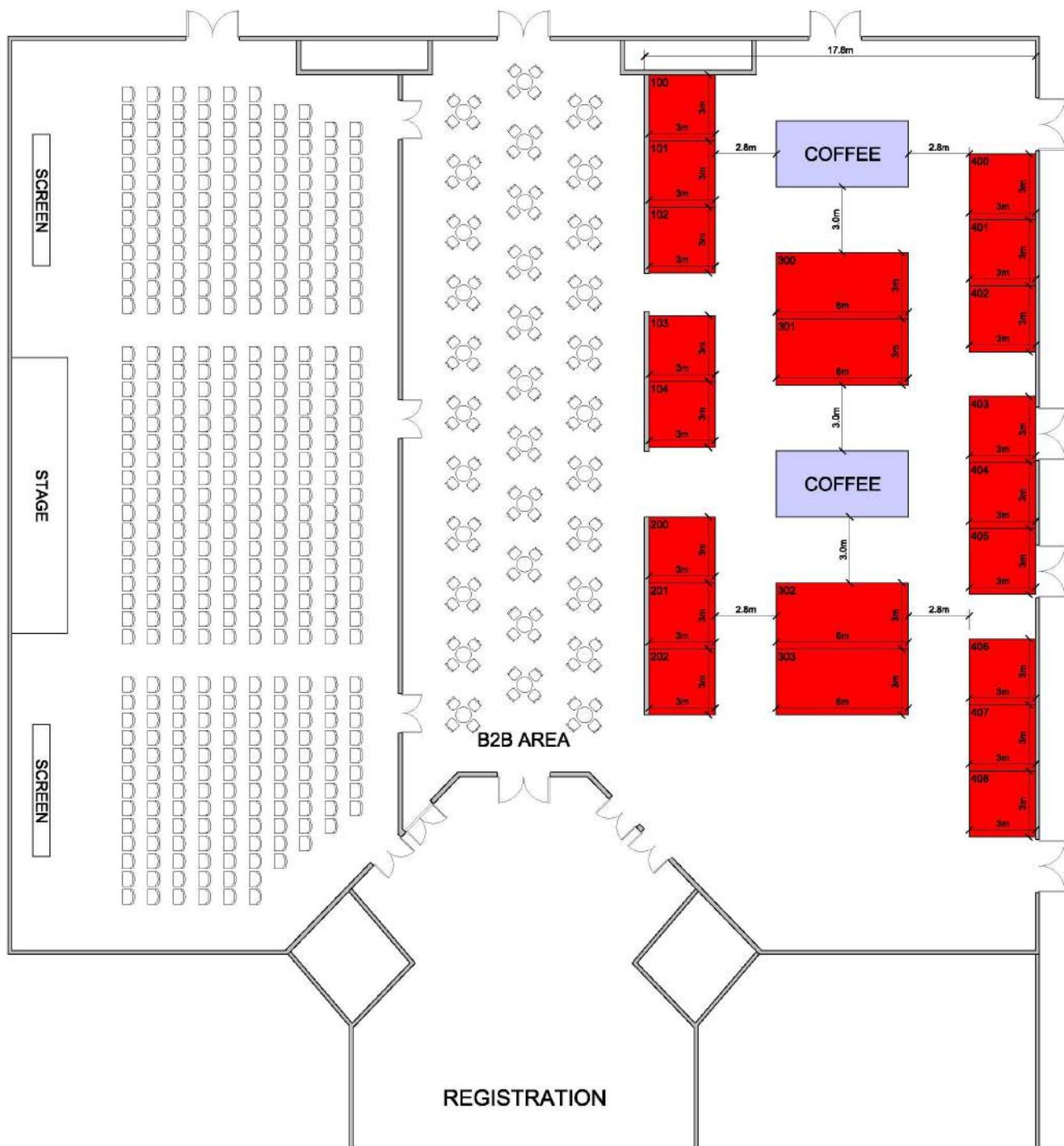
cordelia.evans@universaloilgas.com

Fax completed form:

+44 (0)20 7332 6999



UOG 2015 Exhibition Floor Plan





REGISTRATION PACKAGES AND PRICES

Dates

17-19 November 2015

Online Registration

<http://regonline.com/UOG2015>

Full Registration (includes Gala Dinner)

Delegate Type

Overseas Delegate Advanced Registration
Overseas Delegate Regular Registration
Israeli Resident

Price (US\$)

\$1150 USD (Before 31 July 2015)
\$1445 USD (After 31 July 2015)
\$495 USD

Package includes:

Admission to all conference sessions, exhibition, coffee breaks, daily lunches, conference programme, Gala Dinner on Wednesday.

Single Day Registration

Delegate Type

Overseas Delegate Single Day Registration
Israeli Resident Single Day Registration

Price (US\$)

\$525 USD
\$165 USD

Package includes:

Admission for the chosen day only to all conference sessions, exhibition, coffee breaks, daily lunches, conference programme. Please note with this package, Gala Dinner needs to be bought separately if you wish to attend.

Gala Dinner

Delegate Type

Overseas Delegate
Israeli Resident

Price (US\$)

\$100 USD
\$100 USD

Package includes:

Admission to the UOG 2015 Gala Dinner on Wednesday. Includes drinks reception, 4 course dinner, keynote speeches at the dinner.

Cancellation Policy

- All cancellations must be submitted in writing.
- Cancellation received **prior to 31 July 2015** will be refunded less 50% of registration fee
- Cancellation received **after 31 July 2015** will be refunded less 75% of registration fee.
- Cancellation received **after 3 November 2015** will not be refunded.



CONTACT DETAILS

For UOG 2015 Delegate, Sponsorship and Exhibition Enquiries, please contact:

UK, Europe, South America, Middle East: CORDELIA EVANS

Email: cordelia.evans@universaloilgas.com

Tel: +44 (0) 207 332 6983

North and Central America: DEIDRE VAN NORMAN

Email: dev@universaloilgas.com

Tel: +1 281 216 8608

Rest of the world: JOSHUA BEAGELMAN

Email: joshua.beagelman@universaloilgas.com

Tel: +44 (0)7786 446 908

Universal Oil & Gas Ltd.

1st Floor, Eastcheap Court,
11 Philpot Lane,
London EC3M 8BA, United Kingdom
www.universaloilgas.com



"This conference has been a fantastic experience for me. I have confirmed a lot of the research about Israel here and it has brought light onto a lot of the data and context in oil and gas."

CFO, Major Oil & Gas Company

"The reason for this conference is to expand the potential players in the Israeli market. Coming from Houston, the energy capital of the world and having the expertise come to Israel is really what Israel needs. They need people from around the world who have that expertise and are willing to bring it here to help expand the industry."

Partner, Leading Global Law Firm



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SUPPORTING ORGANISATIONS



Government of Israel
Ministry of Economy
Economic Mission
US Southern Region



TEXAS-ISRAEL
CHAMBER OF COMMERCE



UK Trade
& Investment



In association with:

EMBASSY OF DENMARK
THE TRADE COUNCIL • EKSPORTRÅDET



Media Partners



Official Airline Carrier



Official Travel Partner

