

2008 OTC sets second consecutive attendance record.



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**From left: OTC Exhibition Director Sally Goldesberry with Freeman employees Kevin O'Brien**

**and Linda Pilgrim at OTC.**

200 tradeshows held annually in the United States and is among the 10 largest meetings in terms of attendance.

One of the largest challenges to OTC exhibitors is moving and setting up the large machinery that is featured at the show. “

**HOUSTON –**The 2008 Offshore Technology Conference (OTC) was held May 5-8 at Reliant Center in Houston.

This year's theme, “Waves of Change,” reflected the industry's transition as project scopes and parameters are stretched to fulfill ever-increasing demand. The program included discussion of changes in technology as well as changes in the workforce needed to not only keep pace but anticipate future developments.

OTC is by far the largest annual event for its industry, covering the development of offshore resources in the fields of drilling, exploration, production and environmental protection. OTC is among the largest



**Outdoor exhibits adjacent to Reliant Center included an oil rig.**

What's unique to this show is that the equipment is designed to be used in a field or oil rig, not a convention,” said Kevin O'Brien, Freeman's director of operations in Houston. “Our logistical challenge was to move thousands of pounds of freight that come in individual containers sent by ship versus being able to send them in trucks like regular freight pieces.” For example, it took all day for Freeman workers to remove a disassembled oil rig from its containers by crane.



OTC is sponsored by 12 industry organizations and societies, who work to develop the show's technical program each year so that exploration and production professionals meet and learn about the latest offshore technology

Attendance consistently exceeds 50,000 and more than 2,000 companies typically participate in the exhibition. Attendees come from around the world, with more than 110 countries represented at recent conferences. "This year we have expanded the exhibition 45,000 square feet onto parts of the parking lot for a maximum capacity of 390,000 square feet," said Sally Goldesberry, OTC exhibition director.

**OTC Stadium Exhibition.**

She said 10.3 million pounds of freight came into this year's show.

This year's attendance set a new record.

"Last year we had 67,000 people in attendance, which broke a 23-year-record," said Goldesberry. "By noon of our first day this year, 53,000 had already come in.

OTC reached a 26-year high as total attendance clocked in at 75,092 attendees.

The convention was broken into two sections, the Pavilion and Stadium Exhibition; and Reliant Center and Outdoor Exhibitions. Both were at maximum capacity, Goldesberry said she couldn't think of a better problem to have.