

**FOR IMMEDIATE RELEASE**

**CONTACT: Lee Lancaster (+1.972.952.9304; e-mail llancaster@otcnet.org)  
or Jennifer Patitz (+1.972.952.9321; e-mail jpatitz@otcnet.org)**

## **OTC .03 Improves Attendee and Exhibitor Experience**

RICHARDSON, Texas, U.S.A. (17 March 2003) – Improvements to parking, food service, cell phone usage, and motor vehicle traffic will be implemented to create a more user-friendly environment for the 2003 Offshore Technology Conference (OTC), scheduled for 5-8 May at Reliant Center at Reliant Park in Houston.

After 33 exceptionally prosperous years in Houston, OTC moved its home to Reliant Park in 2002. Last year's event at the new center was especially successful with more than 49,600 participants. The conference also generated more than \$49,000,000 in revenue to the city of Houston.

"OTC continues to be a major source of excitement for the city of Houston and now for Reliant Park," said Michael Clarke, Director of Marketing at Reliant Park. "This year we're taking many measures to make Reliant Park a more comfortable environment and a better overall experience for attendees and exhibitors. We've added additional parking spaces, improved food options, and added restaurant choices, among many other improvements."

Cell phone towers have been added to the building to improve cellular reception for conference participants. On-site registration will flow smoother with two registration areas, one located inside Hall A and the other at the east end of the building, inside Hall E.

Aramark, the conference center food provider, has upgraded a number of offerings, including a move to Starbucks coffee. New food vendors will be offering selections such as Krispy Kreme donuts, Maui Wowi smoothies, Chipotle burritos, Papa John's pizza, Weatherly's East Texas Barbeque, Einsteins bagels and Baja nachos

The exhibition will remain open until 7 p.m. on Monday, 5 May, for the first time this year. This added time allows Houston locals a chance to visit the conference after working hours and also for attendees to visit the exhibition after the technical sessions are over. This year's exhibitors also are able to hang signs for the first time this year, making it easier for attendees to locate them in the exhibition hall.

"OTC and Reliant Park are taking measures this year to provide adequate, clear, and effective communications to attendees and exhibitors of OTC regarding parking, driving, and traffic conditions on a daily basis," Clarke continued. "This will decrease the time used to enter and exit the center for attendees, therefore maximizing the investment for OTC participants."

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Reliant Park has an additional 3,000 parking spots for this year, for a total of 14,000 within Reliant Park. Parking lots are numbered and color-coded for efficiency. Shuttles will run within the parking lot to transport attendees to the door of Reliant Center. Parking and shuttle coordinators will direct traffic within the parking lots to ensure shuttle schedules are maintained.

Construction on Kirby Drive continues from last year, and OTC is preparing maps and information for attendees to use in avoiding traffic congestion. All traffic information will be relayed to attendees through the following Web sites: [www.OTCnet.org](http://www.OTCnet.org), Metro, Transtar, [www.reliantpark.com](http://www.reliantpark.com), and [www.houston-guide.com](http://www.houston-guide.com).

For more information on OTC, including maps, visit [www.OTCnet.org](http://www.OTCnet.org).

Founded in 1969, the Offshore Technology Conference is the world's foremost event for the development of offshore resources in the fields of drilling, exploration, production, and environmental protection. OTC is held annually in May at Reliant Center at Reliant Park in Houston. For more information, visit [www.OTCnet.org](http://www.OTCnet.org).

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