SEG | AAPG

# image'26

International Meeting for Applied Geoscience & Energy

17–20 August 2026
George R. Brown Convention Center
Houston, Texas USA

# POST SHOW REPORT





IMAGE ’26 demonstrated what happens when the geoscience and energy ecosystem comes together—not simply to attend a conference, but to participate in the conversations shaping the industry’s future.

Watch the IMAGE ’26 Wrap Up Video

# Where the Energy World **Convened**

IMAGE ’26 brought the global applied geoscience and energy community together in Houston for four days of technical discovery, industry dialogue, technology, business and connection.

**7,510 verified attendees** representing **90 countries** joined more than **1,100 technical presentations** and **211 exhibitors**, creating a meeting place for geophysicists, geologists, engineers, executives, academics, students, technology providers, governments and energy leaders from around the world.

But IMAGE ’26 extended well beyond the traditional conference experience. **IMAGE ’26 connected technical expertise with executive leadership. Senior leaders from ExxonMobil, Chevron, Eni, SLB, TGS, Equinor, S&P Global and other organizations participated in executive panels and special sessions addressing exploration strategy, technology and AI, global energy security, investment and leadership in an increasingly complex energy environment. These conversations brought strategic decision-making into the technical dialogue and gave attendees access to perspectives from leaders helping shape the future of the industry.** The New Technology Showcase put **emerging solutions** in front of the professionals positioned to use them. Inside IMAGE carried conversations beyond the convention center through podcasting. Career and student programming connected the next generation with today’s leaders. Interactive experiences created new ways to engage throughout the exhibition.

Across the show floor, IMAGE’s Pavilions continued to evolve into focused **thought-leadership** hubs, bringing presentations, panels, technology and industry perspectives directly into the exhibition.

IMAGE’s reach also extended far beyond Houston. Social impressions increased 117.8% year over year, engagements increased 244%, link clicks increased 295.3%, and video views exceeded 45,000. And exhibitors demonstrated their confidence in what comes next: more than **90% of the 2026 exhibition space** has already been secured by returning exhibitors for 2027.

## Empowering Venezuela: Energy, Investment & Opportunity

One of IMAGE '26's most timely and high-profile conversations brought government, industry and technical perspectives together to examine Venezuela's evolving energy landscape.

**Empowering Venezuela: Energy, Investment & Opportunity** explored energy development, investment, technology and opportunity at a consequential moment for Venezuela and the global energy industry. The session exemplified a defining strength of IMAGE: the ability to convene technical experts, industry executives and global energy leaders around issues that extend beyond the technical program and connect geoscience with the economic, strategic and global forces influencing energy today.



# Global Issues Executive Perspectives

### IMAGE '26 created a forum where technical expertise met executive perspective

Across the Opening Session, executive panels and special sessions, senior leaders explored some of the industry's most consequential questions—from accelerating exploration and applying AI to investment, global energy security and the leadership required to navigate an increasingly complex energy environment.




**Bob Fryklund,**
Chief Upstream Strategist,
S&P Global Energy
**(Moderator)**

**John Ardill**
Vice President,
Global Exploration
ExxonMobil

**Kevin McLachlan**
Vice President,
Exploration
Chevron

**Andrea Lovatini**
Vice President,
Exploration Data and
Geosolutions
SLB

## Executive and Industry Voices at IMAGE '26

ExxonMobil • Chevron • Eni • SLB • TGS • Equinor • S&P Global • TotalEnergies • NNPC Enserv • Bureau of Economic Geology + more

# The Global Energy Community Comes Together at **IMAGE**

## IMAGE connects a global community spanning disciplines, career stages, sectors and geographies.

IMAGE '26 BY THE NUMBERS

**7,510**
Verified Attendees

**49 of 50**
U.S. States Represented

**90**
Countries Represented

**211**
Exhibitors

**46**
Sponsors

**12**
Media Partners

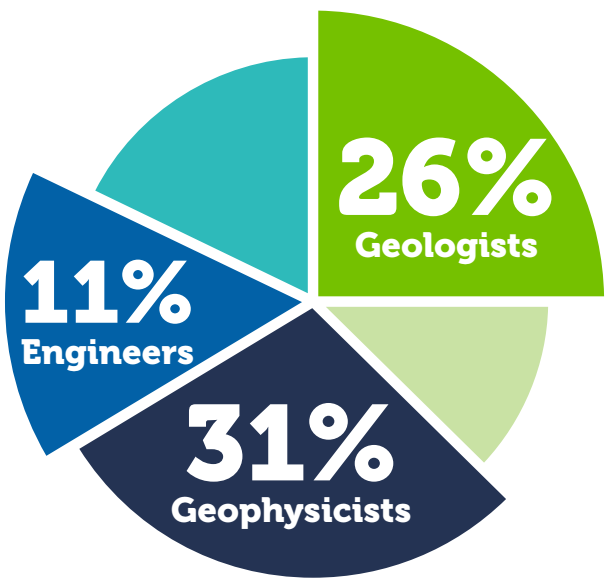
When this community comes together, ideas move forward.

### Global Reach Continued to Expand

IMAGE '26 welcomed attendees from 90 countries, up from 83 in 2025, expanding the event's international reach and strengthening IMAGE as a global meeting place for applied geoscience and energy.

### Who Comes to IMAGE?

IMAGE brings together the people advancing the science, developing the technology and making the decisions that move the industry forward.




**24%**
of attendees self identify as either Manager/Director, Vice President or President/CEO

From working geoscientists and engineers to managers, directors and senior executives, IMAGE creates uncommon access across disciplines and levels of leadership—bringing technical professionals into the same conversations as the executives shaping exploration strategy, technology investment and the future of energy.

# The **Science** That Moves the Industry

TECHNICAL PROGRAM

## The IMAGE '26 technical program brought together research, case studies, emerging technologies and applied solutions spanning the geoscience and energy landscape.

**1,108**
Presentations

**280**
Technical Sessions



Attendees explored developments across subsurface imaging and monitoring, digital transformation and AI, exploration and reservoirs, energy-transition technologies, integrated decision-making and global energy opportunities. The technical conversation extended beyond traditional sessions through:

- **1,108** Total Presentations
- **280** Technical Sessions
- **31** Special Sessions
- **5** Panels
- **18** Postconvention Workshops
- **4** Exhibit-Floor Pavilions
- **1** Geothermal Hub
- New Technology Showcase

Together, these formats gave attendees multiple ways to engage with established expertise, emerging ideas and technologies moving from concept toward application.



# Thought **Leadership** on the Show Floor

PAVILIONS

## The exhibit hall wasn't separate from the conversation. It was part of it.

At IMAGE '26, focused Pavilions transformed areas of the exhibition into mini thought-leadership hubs, bringing technical insight, industry perspectives, panel discussions and commercial innovation together in an accessible show-floor environment.

Attendees could move directly from discovering a technology or solution to hearing experts discuss how those technologies are being applied to real-world challenges.

For participating organizations, the Pavilions offered something equally valuable: an opportunity to contribute expertise—not simply exhibit products.

From exhibit space to idea space.

### Digital Pavilion

- **40** Presentations
- **3** Panels
- **31** Presenting Companies

**Theater Sponsors:** EPAM, Microsoft, OptiSeis

**Pavilion Sponsors**: ACCESS, Amazon Web Services, Spotfire (Cloud Software Group)

### Carbon Management Pavilion

- **27** Presentations
- **7** Panels
- **27** Presenting Companies

**Theater Sponsors:** Aramco, ExxonMobil

**Pavilion Sponsor**: Aramco

### Near-Surface Pavilion

- **31** Presentations
- **7** Panels
- **14** Presenting Companies

**Theater Sponsor:** Teledyne Marine

### Global Energy Opportunities Pavilion

- **21** Presentations
- **20** Exhibitors

Countries and organizations represented opportunities spanning Barbados, Belize, China, the Dominican Republic, El Salvador, Grenada, India, Jamaica, Morocco, Mozambique, Peru, South Africa, Suriname, Uruguay, Canada and more.

**Plus**

### The Geothermal Hub

The Geothermal Hub created another focused destination for conversations spanning geothermal exploration, resource characterization, drilling, development, operations and emerging technologies.

# Where **Business** Gets Done

EXHIBITION FLOOR

## 211 Exhibitors. One Global Marketplace.

The IMAGE exhibition connected attendees with companies, technologies, services and solutions transforming applied geoscience and energy.

From established global organizations to emerging technology companies, universities, service providers and international energy opportunities, the exhibition created a marketplace for discovery, conversation, collaboration and business development.

- **191** Main Exhibition Floor Exhibitors
- **20** Global Energy Opportunities Pavilion Exhibitors
- **211** Total Exhibitors
- **46** Sponsors
- **12** Media Partners



But perhaps the strongest measure of exhibitor confidence came before IMAGE '26 had even concluded:



**More than**

**90%**

**of the exhibition floor has already been secured by returning exhibitors for 2027**

**The next IMAGE began before this one ended.**





# **More** Than Technical Sessions

THE IMAGE EXPERIENCE

## IMAGE is built around technical excellence—but the experience extends far beyond the session room.

IMAGE '26 created opportunities to discover, connect, experiment, build careers and simply experience the community in new ways.

### Careers + Connections

The CAN Energy Professionals Hiring Event connected industry talent with career opportunities, while Next Gen Connections brought students and young professionals together with peers and SEG/AAPG leadership.

### An Experience That Found You

A roaming robotic photo experience sponsored by Geophysical Insights moved throughout IMAGE, creating spontaneous opportunities for interaction and social sharing.







### New Technology Showcase

Emerging technologies and new solutions took center stage in a dedicated showcase connecting innovation with potential users.



### Society Central

Society Central served as a community hub for SEG and AAPG connections, bookstore programming, author signings, conversations and activities.





### Technology in Motion

Tesla brought four vehicles to IMAGE, creating opportunities for attendees to experience vehicles, demonstrations and technology firsthand.

### Women's Network

Leadership programming, networking, the Kendra Scott activation and the Women's Network Breakfast created multiple opportunities for connection throughout the week.

# IMAGE Beyond Houston

DIGITAL REACH

## IMAGE '26 reached far beyond the people inside the convention center.

Across social and digital channels, audiences engaged with speakers, technical content, exhibitors, industry conversations and the IMAGE experience before, during and after the event.

**361,993**
Social Impressions
+117.8% YoY

**45,538**
Video Views
+57.2% YoY

**37,021**
Engagements
+244% YoY

**10.2%**
Engagement Rate
+57.9% YoY

**28,014**
Post Link Clicks
+295.3% YoY

**2,649**
Total Followers

LinkedIn emerged as IMAGE's largest social channel, generating **291,923** impressions and **34,810** engagements and accounting for **81%** of new IMAGE followers.



### Community Drove the Conversation

Some of IMAGE's highest-performing content captured the people and experiences of event week. The Day 2 recap generated **4,493** engagements, while the post-event community post generated **4,030** engagements.

## The most powerful IMAGE content wasn't simply about the program. It was about the people.

# IMAGE in Your Pocket

DIGITAL APP ENGAGEMENT

## Attendees didn't just download the app. They used it.

The IMAGE Events App became a central tool for navigating the meeting, discovering content and building personalized experiences.

- **2,747** App Downloads
- **92,480** Dashboard Visits
- **119,358** My Schedule Opens
- **26,446** Presentations Added to Schedules
- **246,429** Presentation Views
- **26,447** Presentation Bookmarks
- **36,089** Abstract Views
- **6,679** Map Opens
- **3,684** Exhibitor Clicks

The depth of activity demonstrates how attendees actively curated their IMAGE experience rather than simply consuming a predetermined schedule.

**More than 26,000 presentations were added to attendee schedules, while presentation content generated nearly a quarter-million views.**



# Find Your Place at **IMAGE**

THE IMAGE COMMUNITY

IMAGE is more than an annual meeting. It is a community built by the people and organizations who choose to participate.

## Being Part of IMAGE Means...




### Being in the room.
Where technical experts, executives, governments, academia and industry meet.



### Being seen.
By thousands onsite and a growing global digital audience.




### Investing in the next generation.
Through student programming, career development, mentorship, and professional connections.

### Discovering what's next.
From emerging technology and AI to carbon management, geothermal, near-surface applications and global energy opportunities






### Being part of the conversation.
Through presentations, panels, Pavilions, podcasts and networking.

### Building relationships that continue beyond Houston.

Whether you attend, present, exhibit, sponsor, volunteer or lead a conversation, **IMAGE gives you a place in the community shaping the future of applied geoscience and energy.**



# Exhibitor Listing

## More than 90% of the exhibition floor has already been secured by returning exhibitors for 2027.

AAPL American Association of Professional Landmen
Absolute Imaging Inc.
Access
ACTeQ
Advanced Geophysical Technology Inc.
Advanced Logic Technologies sa
Al Hazzazi Global Technologies Co
AMGE
ANCAP - Uruguay
ARK CLS Ltd
Atlas Fluid Controls Corporation
ATLAS Technical Consultants
Avalon Sciences Ltd
Badley Ashton
Baylor University, School of Earth and Environmental Sciences
Because Science - Gift Shop
BEG CORE EXHIBIT
BEICIP Inc.
Beijing Premier-Union International Investment Co.
BGP Inc.
Bits of Nature LLC
Brazilian Society of Geophysics (SBGf)
C&C Reservoirs
Cabral Energy
Carbon Management Theater
Career Pod
Carnain
Cegal, LLC
Challenger GeoInstruments LTD
China University of Petroleum (Beijing)
China University of Petroleum (East China)
Chinook Consulting Services Ltd
CMG Seismic Solutions
Colorado School of Mines
Comision Ejecutiva Hidroelectrica del Rio Lempa
ConocoPhillips
Core Laboratories
COSL
Danomics
DataLog & GeoVision
DeepWave Consortium
Delft Inversion
dGB Earth Sciences
Digital Theater
Discoverseis
Diversified AI
DMT
DUG
Dynamic Graphics, Inc.
Earth Signal Processing
EasyCopy Company & iGeos
EDCON-PRJ Inc
EIFGEOSOLUTIONS LTD
Eliis
EMGS
Empower Logistics LLC
Engenius Software
Envoi Limited
ETAP Entreprise d'Activities Petrolieres - Tunisia
European Association of Geoscientists and Engineers (EAGE)
ExxonMobil
Fairfield Geotechnologies
Falmouth Scientific Inc
Faraday Geophysics
Faraday Geophysics "Hurricane"
FEBUS Optics
FGPS Limited
Fugro
Gathering Place
GEO EXPRO Magazine
GeoCare Benefits Group Insurance
GEODEVICE
Geoex MCG
Geoexplara SA de CV
GeOilGas
GeoLogica Training
GeoMark Research
Geometrics, Inc.
GeoMind
GeoPartners Ltd
Geophysical Deep Sensing Technology (GDST)
Geophysical Society of Houston
Geophysical Technology Inc
GeoScienceWorld
GeoSoftware
Geospace Technologies
Geostuff
Geotek Ltd
Geoteric
Geothermal Rising
GeoTomo LLC
Geovista LTD
Getech
GIGABYTE
Global Energy Opportunities (GEO) Theater
Global Geophysical Services
Government of Grenada
Government of Newfoundland and Labrador
GVERSE GeoGraphix
Halliburton
Hanyang University (RISE.ml)
Hasting Micro-Seismic Consulting, Inc.

Hefei Guowei Electronics Co.Ltd
Herrenknecht AG
High Tech, Inc.
Houston Geological Society
i2k Connect
Ikon Science
Imaged Reality Ltd.
In-Depth Geophysical, Inc.
INOVA Geophysical
Instituto Nacional de Petroleo - Mozambique
IRIS Instruments
ISTI
Jensen Beach Technologies
JIO, A Lumina Company
Katalyst Data Management
Land Seismic Noise Specialists, LLC
Leobersdorfer Maschinenfabrik GmbH (LMF)
Lumina Geophysical
METT & United Oil & Gas Plc
MicroSeismic, Inc.
Ministerio de Energía y Minas -Dominican Republic
Ministry of Natural Resources Belize
Moyes & Co.
Nanometrics
NAPE
Nasuni
National Compressed Air Canada Ltd.
Near Surface Theater
Neptune Geophysical Pte Ltd
Neuralog
NodalSeismic
Nova Scotia Department Energy
NVentures Ltd
Oklahoma State University
OMCT Solutions
ONHYM - Morocco
Open iT, Inc.
OptiSeis Solutions Ltd.
Orica
OXY
Paragon Geophysical Services, Inc.
PE Limited
PeruPetro S.A.
Petroleum Agency SA - South Africa
PetroSkills
Petrostrat
Petrosys Group
Poster Assistance Desk
Poster Sessions
Premier Corex
Qeye
QITeam International Pte Ltd
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RadExPro seismic software
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Rock Flow Dynamics
ROGII Inc.
S&P Global Energy
SAExploration
Sander Geophysics Ltd
SCA
S-Cube
Searcher
Seequent
Seismic Source Co.
Seismological Society of America
SeisVantage
SeisWare
SensorEra Inc
Sercel
Seisgadget - Sound Oceanics
Sharp Reflections
SHEARWATER
SINOPEC Geophysical Corporation
Sisprobe by Egis
SLB
SmartSolo Inc.
Sonardyne
Sound QI Solutions Ltd.
Spotfire
Spotlight
Staatsolie Maatschappij Suriname N.V.
StarNet Communications
Stephen F. Austin State University
Stratum Reservoir
STRYDE
Subsurface Clarity, LLC
subsurfaceAI Inc.
Task Fronterra Geoscience Inc.
TDI-Brooks
Tech Limit
TEECsolutions LLC
Teledyne Marine
Telemark Energy Services
TERRASYS Geophysics
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Texas A&M University
TGS
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ThinkOnward
Thrust Belt Imaging Inc
TRICON Geophysics Inc.
Troika International Limited
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Ulmatec
University of Houston
University of Kansas/KICE3
University of Oklahoma School of Geosciences
University of Wyoming Department of Geology and Geophysics
University of Wyoming Near-Surface Geophysics Instrument Center
Utah FORGE University of Utah
Verif-i Limited
Vinci Technologies - Fosina
Viridien
Waverity
Weihai Sunfull
Welligence Energy Analytics
Wildcat Technologies, LLC
Women's Network
XBP Americas
Xcalibur Smart Mapping
Xodus Group
XtremeGeo, LLC
Zena Tech - Drone as a Service
Zhaofeng Sensor Equipment Co Ltd
Zonge International
Z-Terra Inc.

## Total Exhibitors:

# 211

# Made Possible by **Industry**

IMAGE is built through the participation and support of organizations across the global energy ecosystem.

Thank you to the **46 sponsors** and **12 media partners** whose investment helped create opportunities for technical exchange, innovation, professional development, global dialogue and connection at IMAGE '26.

*Diamond Sponsors*

aramco · S&P Global Energy · slb · TGS

*Titanium Sponsors*

dug · ExxonMobil · Shell

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AAPG Foundation · aws for energy and utilities · BGP · bp · Chevron · Spotfire

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# IMAGE '26 **Thank You to Our Diamond Level Sponsors**




INSIGHT PARTNERS

**Insight Partners** are visionary companies that help shape the future of geoscience and energy. At IMAGE '26, S&P Global Energy, SLB, and TGS brought their perspective to the meeting, helping identify emerging technologies, global business opportunities, and the evolving needs of the industry, from universities and future students to the next generation of workforce talent. Their leadership helped make IMAGE '26 our most strongly sponsored meeting to date. **Thank you.**

# The Next Conversation **Starts Here.**

IMAGE '26 showed what is possible when the global geoscience and energy community comes together. In 2027, the community will gather again—with new science, new technologies, new conversations and new opportunities to connect.

**Attend.**
**Present.**
**Exhibit.**
**Sponsor.**
**Participate.**

inside image
Presented by Seismic Soundoff

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the **Inside IMAGE podcast**

# Find your place at **IMAGE '27.**

HOUSTON, TEXAS

30 August
–2 September

**2027**

# Exhibit and Sponsorship **Opportunities** are still Available


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*kmiddlebrooks@seg.org*




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**Tracy Thompson**

EXPLORE IMAGE '27

EXHIBIT

STAY INFORMED

## Book your space today!

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International Meeting for Applied Geoscience & Energy

In conjunction with: SEPM Society for Sedimentary Geology