

GeoConvention 2020



geoconvention

Calgary, Canada
August 31 - September 2 **2020**

CSPG • CSEG • CWLS • GAC • MAC • IAH

Exhibitor Prospectus

August 31 – September 2, 2020

Calgary TELUS Convention Centre
Calgary, Alberta, Canada



www.geoconvention.com

EXHIBITOR INFORMATION

Come and be part of where oil finders and decision makers gather. We invite you to exhibit and become part of GeoConvention 2020. This annual conference gives companies the opportunity to display their products and services to a highly focused audience. For 2020, GeoConvention is excited to partner with GAC, MAC and IAH to bring together an even wider mix of industry, academic and government geoscientists. The 2020 Conference is positioned to attract a strong local turnout as well as national and international participants, with a forecast of up to 4500 people expected to attend.

Included in this Exhibitor Prospectus you will find information on exhibiting, an initial floor plan and application for floor space.

Booth space is limited, so sign up early!

THE VENUE

The GeoConvention 2020 exhibition will be held at Calgary TELUS Convention Centre August 31 to September 2, 2020, located in downtown Calgary.

REASONS FOR EXHIBITING

- GeoConvention provides target marketing through social media, e-blasts and phone-based apps to help promote your participation
- GeoConvention offers two focused networking opportunities with food and beverages to drive participation to the floor
- At GeoConvention we pride ourselves on best in class customer service with flexible exhibitor prices, dates, and extra benefits that make you feel like family rather than just another vendor. We will work to maximize every dollar you spend because we know your investment is important
- This is one of the largest concentrations of buying power for technology and products and services in our industry in one place at one time.
- GeoConvention provides the best dollar-for-dollar value of any similar sized conference
- Exhibit floor access is free to all attendees, maximizing the number of potential business opportunities; expected 2020 attendance is 4,700 geoscience professionals

OPPORTUNITIES ON THE EXHIBIT FLOOR

Come Exhibit! This is one of the largest concentrations of buying power for technology and products and services in our industry in one place at one time.

Monday Night Icebreaker

A great time to mingle with friends, colleagues and fellow industry professionals. Attendees will be treated to appetizers and delegates will be given drink tickets. Exhibitors will be able to purchase drink tickets to hand out to potential and current clients in advance.

Technical Program Breaks

Two scheduled breaks in the technical program throughout the day provide additional opportunities for delegates to visit the Exhibit floor.

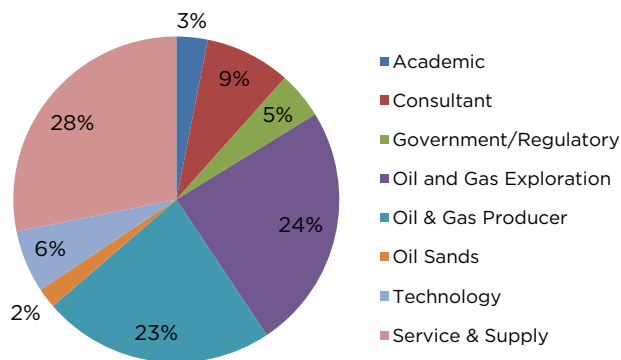
Tuesday Night Networking Reception

A great opportunity to network with potential clients and current customers. Again, there will be appetizers and drinks served!

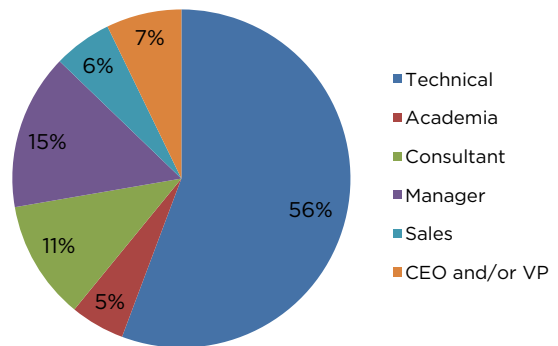
To ensure the best possible attendance, as always, General access to the Exhibit hall is free for all individuals that register before the beginning of the convention.

AUDIENCE BREAKDOWN

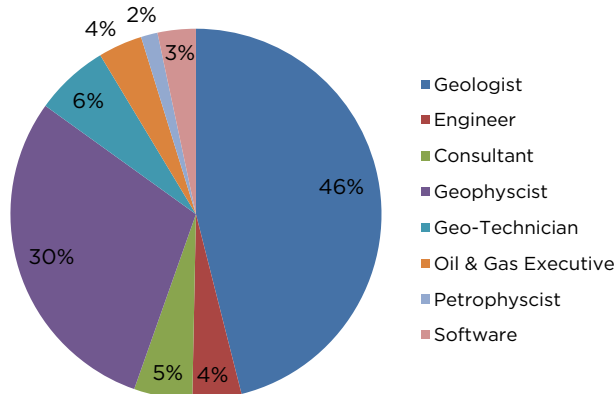
Industry Profile



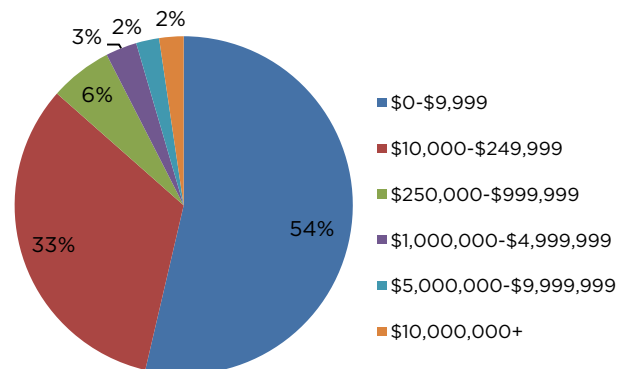
Job Function



Professional Profile



Purchasing Power



IMPORTANT DATES

Friday, December 13, 2019
Monday, December 16, 2019
Monday, January 15, 2020
Late February, 2020
Monday, July 27, 2020

Space cancellation deadline – no refunds after this date
Deadline to be placed in the first round of exhibit floor placements
Booth space selection process begins
Exhibitor Kit released
Deadline for inclusion in the exhibits directory in the Delegate Handbook

Exhibitor Move-In

Saturday, August 29	12:00pm – 11:00pm
Sunday, August 30	7:00am – 11:00pm

Exhibitor Move-Out

Wednesday, September 2	3:31pm – 11:59pm
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Further details on exhibitor move-in and move-out will be provided in the exhibitor kit. Please note these times are subject to change.

EXHIBIT HALL HOURS

Monday, August 31	9:00AM - 6:30PM (Icebreaker 4:00pm – 6:30pm)
Tuesday, September 1	9:00AM - 6:30PM (Networking night 4:00pm – 6:30pm)
Wednesday, September 2	9:00AM - 3:30PM

EXHIBIT PRICING AND SPECIFICATIONS

Exhibit space will be sold and reserved on an exhibitor points basis until Monday, December 16, 2019, and afterwards on a first come, first-served basis. Once the exhibit floor space has been filled, companies making application for exhibit space are placed on a waiting list. Booth location assignments will adhere to the outlined criteria. Payment plans are available, but booths must be paid in full before they are confirmed on the exhibit floor.

Booths are priced in 10'x10' increments.

EACH 10'X10' BOOTH COMES WITH THE FOLLOWING

- One full delegate registration (except non-profit booths)
- Two booth personnel passes allowing entrance onto the exhibition floor only
- Back wall with 8' drape and two 3' side walls made of pipe and drape (in-line booths only)
- 24-hour general security

YOUR BOOTH DOES NOT INCLUDE:

Shipping and Materials Handling, pre and post-convention storage for booth materials, carpeting of exhibit space (all booths are required to be fully carpeted by each exhibitor), janitorial service, exhibit space decor, parking passes, telephone lines, electrical or wireless internet.

EXHIBIT SPACE OPTIONS

Premium Island*	Rate	\$2,695 per 10'x10' space *Premium Islands are a minimum of 400 square feet (four - 10' x 10' booths)
Corner	Rate	\$2,495 per 10'x10' space
Standard/In-line	Rate	\$2,100 per 10'x10' space
Non-Profit	Rate	\$750 per 10'x10' space (in-line only, does not include delegate pass)

Please note: Corner and standard booth spaces may be combined to create a larger booth.



EXHIBIT PRICING AND SPECIFICATIONS (continued)

BOOTH ASSIGNMENT PROCESS

Booth location will be assigned as delegated by the 2020 Convention Exhibits Committee with your preferred locations in mind, and will be based on the following criteria:

1. Exhibitor Points

Per the Priority Point System document, through December 16, 2019, exhibitors will be placed on the show floor based on points awarded for previous exhibiting, sponsorship and advertising contributions, as well as Membership status with the three societies (CSEG, CSPG, CWLS). Exhibitors will be asked to select their preferred space in order from the companies with the highest accumulated points to lowest.

2. Date Exhibitor Application was Received

Exhibit applications and payment in full are accepted beginning May 15, 2019. All forms will be date stamped as they are received by the convention. If your placement is not directly affected by the points program, you will be placed on the show floor after the initial allocation is complete based on the date stamped on your application form. If your company does not have any points you will be placed after all exhibitors with points. Booth selection will take place in the order that applications were received.

3. Size of Booth

Exhibitors with larger booths will be ranked higher to ensure space and flow of the Exhibit floor.

ACCEPTANCE OF EXHIBITORS

Exhibit space is reserved for companies who demonstrate, to the satisfaction of the 2020 Exhibits Committee, an active and direct contribution to the geological, geophysical, environmental and/or engineering fields or other industry related products and services. Exceptions may be granted at the discretion of the 2020 Convention Committee.

CANCELLATION POLICY

All cancellation requests received on or before December 13, 2019 are subject to a 15% cancellation and administration fee. Cancellations must be made in writing to the GeoConvention 2020 Exhibits Committee. Cancellation requests received after December 13, 2019 will be accepted as withdrawal from the Exhibition but will NOT receive a refund on payments made.

For more information on how to reserve your exhibit space, please contact:

Dustin Menger

Director
GeoConvention Partnership
(587) 350-6046
dustin@geoconvention.com

Nash Hayward

Exhibits Committee Chair
GeoConvention 2020

exhibits@geoconvention.com



ADDITIONAL EXPOSURE OPPORTUNITIES

Looking for an exciting new way to catch the eye of the delegates and increase your brand visibility? Take advantage of the following opportunities to help generate traffic to your booth while increasing your company's visibility and brand awareness with the convention delegates.

Advertise

Take your company's message to the pages of the official convention publications, social media or the convention website. With over 5,000 social media followers through all platforms, 14,000 page-views per day leading up to the convention and 2,000 handbooks printed and distributed to a targeted audience of industry professionals, advertising with GeoConvention yields fantastic ROI

Enhanced Exhibitor Listing

For an additional \$100, ensure your company's exhibitor listing stands out amongst the others in the delegate handbook and mobile app – we'll even include an option for attendees to visit your booth for points in the in-conference GeoConvention Mobile App Game!

Sponsorship

There are numerous opportunities to put your company name in front of the convention attendees to direct traffic to your booth, market your brand and drive return

Showcase Stage

Due to popular demand, the Showcase Stage is back! Position your company and your latest technologies, workflows and solutions front and center in front of a seated audience on the Showcase Stage – limited opportunities exist, check out the "Exhibit at GeoConvention" page at geoconvention.com for more information

For information on any of the above mentioned opportunities or to see a full listing of sponsorship and advertising opportunities, please visit www.geoconvention.com or contact:

Dustin Menger

Director
GeoConvention Partnership
(587) 350-6046
dustin@geoconvention.com

Sponsorship Committee
GeoConvention 2020

sponsorship@geoconvention.com



1. GeoConvention 2020

Its partners, organizing committees, volunteers, staff and contracted staff will hereafter be referred to as "the Convention".

2. Booth Assignment

Booth space will be assigned at the discretion of the Convention based first on selected criteria as outlined in the Exhibitor Prospectus and then on a first-come, first-served basis. The Convention reserves the right to make any changes to the exhibit floor plan for any reason and at any time without advanced notice.

3. Assignment or Transferability

Exhibitors may not re-assign or sublet any space allotted to them.

4. Payment

Exhibitor booth applications must be accompanied with full payment. Applications received which do not include full payment will be returned. The Convention reserves the right to refuse exhibit applications which have not been paid in full.

5. Booth Cancellations

All cancellation requests received on or before December 13, 2019 are subject to a 15% cancellation and administration fee. Cancellations must be made in writing to the Exhibits Committee. Cancellation requests received after December 13, 2019 will be accepted as a withdrawal from the Exhibition but will NOT receive any refund on payments made.

6. Booth Construction and Arrangement

Construction of Exhibitor Booths is the sole responsibility and expense of the exhibiting company.

7. Booth Personnel

Exhibit booths must be staffed during the stated exhibit hall hours by qualified employees of the Exhibitor.

8. Conduct of Exhibitors and Representatives

Annoyance: The Convention reserves the right to stop any activity on the part of any Exhibitor that may cause annoyance to other exhibitors or visitors. Business must be conducted only from the Exhibitor's own booth.

Microphones Presentations and Music: The use of microphones and music is permitted, but the volume must not be such as to cause any annoyance to other Exhibitors. The Convention reserves the right to prohibit their use if in the Convention's opinion any annoyance is being caused. The use of microphones and music is not permitted on the Earth Science for Society Exhibit Floor.

9. Display Rules and Regulations

For all booth types, an exhibit booth is considered to be contained in the space as contracted, to the maximum heights stated. The exhibit hall ceiling may be used for suspension of pre-approved displays only. No ceiling projection will be allowed. No display material exposing on unfinished surface to nearby booths will be permitted. Displays must be contained within the assigned booth spaces which in the opinion of the Convention do not interfere with other Exhibitor's displays. Canvassing or distributing advertising materials outside of the Exhibitor's rented space is not permitted and is grounds for removal from the exhibit hall, and company may be excluded from future convention events.

10. Volatile or Toxic Liquid/Substances etc.

Volatile or toxic liquid etc. must not be stored in the display areas without permission in writing of the Convention. Exhibitors who obtain such permission must provide at least two fire extinguishers of an approved type and retain these on their stands. Exhibitors using such items will be liable for any damage caused.

11. Events, Receptions, Off-site Promotions, etc.

No Exhibitor events, receptions, promotions, or similar activities may be conducted during the hours of the exhibition. Nor may the Exhibitor do anything that, in the judgement of the Convention, will in any way interfere with or compete for the exhibition attendees while the show is in progress.

12. Early Tear Down Fine

The exhibit hall will close on September 2nd at 3:31PM. Tear down before exhibit hours end is very disturbing to other exhibitors. Therefore, tear down will not commence until close of show. Any exhibitor dismantling their exhibit material before close of the show will be charged with a fine of \$500.00

13. Storage

Exhibitors will not be permitted to store boxes or packing crates that are visible to exhibition attendees. Boxes and crates that are visible must be placed in storage and must be properly labeled for storage. Boxes/Crates not properly labeled will be removed and destroyed for refuse. Storage is the responsibility of the Exhibitor and is available by contract with the show provider.

14. Care of Exhibit Space and Premises

The Exhibitor, at their own expense, shall install carpet in their exhibit space, shall take good care of their exhibit space, and will keep and maintain the aforesaid premises in good order at all times. Banners may be rigged from the ceiling; however, banners of significant weight must be approved in advance by the Convention. Distribution of food and beverages by the Exhibitor in the exhibit hall is prohibited unless otherwise authorized by the Convention and official convention caterer.

15. Collateral/Giveaways/Prize Drawings

Samples, catalogues, pamphlets, souvenirs, etc. may be distributed by Exhibitors and booth personnel within their booth. Exhibitors interested in conducting prize draws, awards for signing of names, addresses, etc. are responsible for complying with all applicable laws. Announcements of prize draws on the exhibit floor will be at the sole discretion of the Convention.

16. Compliance

The Exhibitor assumes all responsibility for compliance with and agrees to comply with all applicable local, provincial and federal laws, including fire safety and health laws, and all applicable rules and regulations for all union and labour organizations and of the operators and/or owners of the property in which the convention is held. Cloth decorations must be flameproof and wiring must comply with the fire department and insurance underwriter's rules.

17. Limitation of Liability

The Convention, its partners, volunteers and staff are not responsible for any loss, theft or damage of the property of the Exhibitor or its employees or representatives. Further, the Convention, its partners, volunteers or staff, will not be liable for damage or injury to persons or property from any cause whatsoever by reason of the use of occupancy of the booth space or the participation in the Convention by the Exhibitor. The Exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, defend and save the Convention, the Calgary TELUS Convention Centre, and their employees, volunteers, agents, harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of, or caused by the Exhibitor or Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding and such liability caused by the sole negligence of the Convention or the Calgary TELUS Convention Centre and their employees, volunteers and agents. The Convention, its partners, volunteers, or staff accepts no liability to any persons or body for any loss, injury or damage howsoever and whether directly from any action or cause whatsoever undertaken, organized or sponsored by the Convention, its partners, volunteers or staff.

18. Exhibitor's Liability

Every exhibitor hereby accepts liability for all acts or omissions of him/herself, contractors, agents and visitors and undertaken to indemnify the Convention. To keep them indemnified against all liability in respect thereof and against all actions, suits, proceedings claims, demands, costs and expenses whatsoever, which may be taken or made against the Convention or incurred or become payable by them arising out of the supply by the exhibitor of samples of any kind whatsoever whether such samples be sold or given away free and including any legal costs and expenses and any compensation costs and disbursements paid by the Convention on the advice of counsel to compromise or settle any such claims. Notwithstanding the indemnity hereby given, the exhibitor undertakes to arrange appropriate third party liability insurance.

19. Insurance

The Exhibitor acknowledges that the Convention and The Calgary TELUS Convention Centre do not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. It is mandatory for Exhibitors to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Neither the Convention nor the Calgary TELUS Convention Centre will be responsible for the safety of any exhibit or property of any Exhibitor, or any other person, for loss or damage of, or destruction to same, by theft or fire or any other cause whatsoever, or for any loss or damage whatsoever sustained by the Exhibitor by reason of any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lockouts, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Convention of for any loss or damage occasioned, if by reason of happenings of any such event, the opening of the exhibition is prevented or postponed or delayed or abandoned or the building becomes wholly or partially unavailable for the holdings of the exhibition. The Exhibitor agrees and undertakes to insure in their full replacement value of the contents of her/his stand and all associated equipment and materials.

20. Exhibit Floor Schedule Changes

If due to any unforeseen circumstances it is found necessary to close the exhibition on any day or days or to alter the hours the exhibition is open, the Convention reserves the right to do so at their sole discretion without notice.

21. Convention Date Changes

The Convention reserves the right to postpone the holding of the exhibition from the set dates, and hold the exhibition on other dates as near to the original dates as possible, utilizing the right only where circumstances necessitate such action and without any liability to the Convention.

22. Termination of the Convention Meeting

In the event that the premises where the Convention now is to be held shall, in the sole opinion of the Convention, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state or federal governmental agency or by reason of any other occurrence beyond the control of the Convention, the Convention may cancel or terminate exhibition. In the event of such cancellation or termination, the Exhibitor waives any and all claims the Exhibitor may have against the Convention for damages and expenses and agrees to accept in complete settlement and discharge of all claims against the Convention the Exhibitor's pro-rated share of the total amount paid by all Exhibitors less all costs and expenses incurred by convention in connection with the Convention include a reserve for future claims and expenses in connection therewith.

23. Exhibitor Loss

The Convention will not be in any way liable or responsible for the loss or disappearance, by theft or otherwise, of any object items, goods or materials whether personal or commercial property from the Exhibitors booth space or from the exhibit hall. The Convention may provide certain security services as a convenience to Exhibitors, however, neither the providing of or failure to provide such services, nor the failure of security guards to prevent the theft or loss of property, shall be grounds for holding either the Convention or the Calgary TELUS Convention Centre liable for any related loss, damage, or claim. Responsibility for the security of an Exhibitor's area, product and property rest solely with the Exhibitor.

24. Amendment to Contract Regulation

Any and all points not covered specifically are subject to the discretion of the Convention. The Convention may, in its sole discretion, make reasonable changes, amendments or additions to the GeoConvention Terms and Conditions. Any such changes shall be binding on the Exhibitor equally with the other regulations contained herein.

25. Agreement

By signing the space application form and incorporating these terms by reference, the Exhibitor agrees to abide by these rules and regulations, and those of the Calgary TELUS Convention Centre and by the decisions of the Convention.

26. Motorized Vehicles

Motorized vehicles are not permitted on the exhibit floor except those reasonably necessary to assist persons with disabilities or only after they have been pre-approved by the Convention.

REGISTER EARLY!

Complete this form, scan and email to:
 exhibit@geoconvention.com



geoconvention

Calgary, Canada
 August 31 - September 2 **2020**

CSPG • CSEG • CWLS • GAC • MAC • IAH

EXHIBITOR CONTRACT

COMPANY INFORMATION (Please print your company name as you would like it to appear on all convention printed materials)

Company: _____
 Address: _____ Postal/Zip Code: _____
 City: _____ Province/State: _____
 Primary Contact: _____
 Title: _____ Phone: _____
 Email: _____
 Company Website: _____

EXHIBIT SPACE (visit www.geoconvention.com to view exhibit space floor plans); **Exhibition run August 31 - September 2, 2020, Calgary Telus Convention Centre**

_____ Booths (10' x 10' - 4 minimum) Island x \$2,695 per 10' x 10' space	\$ _____
_____ Booths (10' x 10') Corner x \$2,495 per 10' x 10' space	\$ _____
_____ Booths (10' x 10') In-Line x \$2,100 per 10' x 10' space	\$ _____
_____ Non-Profit Booth (10' x 10') In-Line x \$750 per 10' x 10' space	\$ _____
_____ Enhanced Exhibitor Listing (app and handbook) - \$100	\$ _____
Subtotal	\$ _____
Plus 5% GST (82578 9597 RT0001)	\$ _____
Grand Total (CAD)	\$ _____

Do you have any special placement or other considerations?

The exhibit committee will make every attempt to meet your requests, but they cannot be guaranteed

PAYMENT BY CHEQUE

GeoConvention prefers payment by VISA or MasterCard

Payment by Cheque:
 Please make cheques payable in Canadian Funds to:

GeoConvention Partnership
 600, 900 - 6 Avenue SW
 Calgary, Alberta, T2P 3K2
 Canada

NSF cheques are charged a \$25 fee.
 Wire Transfers are charged a \$45 processing fee

PAYMENT BY CREDIT CARD

AMEX VISA MasterCard

Please indicate your card information below

Card Holder Name Security Code

Card Number Expiry

Card Holder Signature Date

AUTHORIZATION

I, as a duly authorized representative of the company identified above, do hereby make application for exhibit space at GeoConvention and accept the terms and conditions of the Exhibitor Manual and the decisions of the convention. All cancellation requests received on or before December 13, 2020 are subject to a 15% cancellation and administration fee. Cancellations must be made in writing to the Exhibits Committee. Cancellation requests received after December 13, 2019 will be accepted as a withdrawal from the Exhibition but will NOT receive any refund on payments made.

 Authorized Representative's Signature

 Date

NOTE:

Please find the GeoConvention Partnership Terms and Conditions attached. By signing the space application and incorporating these terms by reference, the exhibitor agrees to abide by these rules and regulations and those of the Calgary Telus Convention Centre and the GeoConvention Organizing Committee