

# GeoConvention 2022



**geoconvention**

Calgary • Canada • June 20-22 **2022**

## Sponsorship and Advertising Opportunities

**June 20 – 22, 2022**

Calgary, Alberta, Canada



[www.geoconvention.com](http://www.geoconvention.com)

## MAXIMIZE YOUR RETURN

Drive traffic to your booth and be top of mind to potential customers with custom sponsorship packages. The GeoConvention team will work with you to ensure your objectives are met and your goals exceeded. GeoConvention is the ultimate opportunity to reinforce and increase your company's brand and visibility with conference delegates and exhibit attendees. **All sponsor items with an \* will also receive the virtual equivalent for the online conference portion.** For those items that do not have a direct equivalent, general sponsorship will be recognized. The online conference materials will be available through the end of 2022.

## SPONSORSHIP LEVELS

Select the sponsorship level that is right for you. GeoConvention is happy to work with you and your budget to ensure positive return. The follow outlines the benefits associated with total sponsorship contribution. **These benefits are in addition to the selected sponsor item.**

	Platinum \$ 20,000 +	Gold \$ 10,000 +	Silver \$ 5,000 +	Bronze \$ 2,000 +	Patron \$ 1,000 +
<b>Program Book</b>					
Advertisement in Delegate Handbook	Half Page	Quarter Page	50% discount	25% discount	10% discount
Logo on list of Sponsors	✓	✓	✓	✓	
Name on List of Sponsors					✓
<b>Mobile App</b>					
Banner Ad	✓	50% discount	50% discount	25% discount	10% discount
Company-specific Conference Game Question/Activity	✓	✓			
Company Specific Recognition (logo, description, contact information)	✓	✓	✓	✓	✓
<b>Website</b>					
Logo on Sponsor Page (with Hyperlink)	✓	✓	✓	✓	
Website banner Ad	✓				
Name on Sponsor Page (with Hyperlink)					✓
<b>Social Media</b>					
Personalized recognition opportunities per month (all platforms)	2				
General Recognition (all platforms)	✓	✓	✓	✓	✓
<b>On Site Recognition</b>					
Logo on Sponsor Signage	✓	✓	✓	✓	
Logo on Technical Presentation Rolling Slides	✓	✓	✓	✓	
Sponsor Ribbons	✓	✓	✓	✓	✓
Logo on Showcase Stage Rolling Slides	✓	✓	✓	✓	
Name on Technical Presentation Rolling Slides					✓
Name on Showcase Stage Rolling Slides					✓
<b>On Site Benefits</b>					
Number of Complimentary Delegate Passes	5	2	1		
Number of Complimentary Showcase Stage 30-minute timeslots	1				
Number of Networking night drink tickets	5				

# Sponsorship: Elevate your brand with GeoConvention

## On-Site Opportunities

<b>Conference Title Sponsor*</b> .....	<b>\$25,000 (Exclusive)</b>
Accompanying the GeoConvention logo, the conference title sponsor's logo will be displayed on all materials and communications	
<b>Registration and Lanyard Sponsor*</b> .....	<b>\$15,000 (Exclusive)</b>
Your company logo will appear on the delegate badge lanyards, the registration booths and the delegate registration forms	
<b>Technical Sessions*</b> .....	<b>\$2,000 (Each)</b>
Your company logo will appear beside the session information in the delegate book and be acknowledged on applicable signage, including website and mobile app. Your company can provide a PowerPoint slide that will run before and after each presentation within your sponsored session and you have the opportunity to introduce the session.	
<b>Poster Sessions*</b> .....	<b>\$5,000 (6 Available)</b>
Comprising a large part of the Technical Program, the posters will be located throughout the Convention Centre and will be on display Monday - Wednesday. Your company's logo will appear on applicable signage and in the delegate handbook.	
<b>Monday Night Social Event</b> .....	<b>\$5,000 (4 Available)</b>
The first social event of the week starts on the exhibit Floor. Complimentary hors d'oeuvres will be served and you will receive 10 drink tickets to distribute as you wish.	
<b>Tuesday Night Networking Event</b> .....	<b>\$5,000 (4 Available)</b>
Tuesday evening will become the place to network with clients old and new, grab a drink or a light snack. Your company will be recognized with signage at the event and you will receive 10 drink tickets to hand out to delegates or clients	
<b>Coffee Breaks</b> .....	<b>\$3,000 (6 Available)</b>
Provide morning or afternoon refreshments over the three days of the Convention for the 3,000+ delegates expected to attend. Positioned throughout the Convention Centre and exhibit floor, your company will be recognized with signage at your preferred coffee break	
<b>Door Decals</b> .....	<b>\$5,500 (Exclusive)</b>
Grab the attention of the delegates as they walk into Calgary Telus Convention Centre with decals on each door.	
<b>Window Decals</b> .....	<b>\$5,500 (4 Available)</b>
We will work with you to design the best layout for your budget; Many window placement opportunities are available.	
<b>Speaker's Breakfast and Speaker Ready Room</b> .....	<b>\$2,500 (Exclusive)</b>
Directly market to over 300 speakers during the convention. Your company logo will be displayed on directional signage to the breakfast and speaker ready room. Your logo will also be printed on napkins for use during the three speaker's breakfasts and you will have the opportunity to provide a table drop or collateral item for the breakfasts.	
<b>Advertising Panels</b> .....	<b>\$2,500 (4 Available)</b>
Advertising panels will be available throughout the exhibit Floor and other areas around the convention center.	
<b>Floor Decals</b> .....	<b>\$4,500 (Exclusive)</b>
Make your presence known to delegates as they walk through Convention Centre with decals directing delegates to the exhibit Floor and technical sessions, also a great way to direct traffic to your booth.	
<b>Calgary Telus Convention Centre Escalators or Stairs</b> .....	<b>\$10,000 (Exclusive)</b>
Your company's logo/name will appear on the up or down escalators or the bank of stairs in the middle of the convention center	

\* Includes online sponsor equivalent

## Swag Opportunities

- Delegate Padfolio** .....\$20,000 (Exclusive)  
Your company logo will appear prominently on the front of the delegate padfolios. Distributed to each registered delegate, this is a great way to build brand recognition.
- Delegate Pen** .....\$5,000 (Exclusive)  
Provide each of the delegates attending this year's convention with a pen branded with your company logo.
- Padfolio Or Swag Bag Insert** .....\$1,000 (Not Exclusive)  
Your company has the opportunity to place a one page insert or other swag into each delegate padfolio or swag bag distributed at check-in.
- Swag Bag**.....\$5,000 (2 Available)  
Your company logo will be featured on one side of the swag bag available to delegates, also includes the opportunity to provide a one-page insert.
- Speaker Gift Sponsor** .....\$3,000 (Exclusive)  
In addition to traditional recognition on the website, Mobile App and Delegate Handbook, be prominently recognized on the speaker gifts, given to each one of our oral presenters, as a supporter of GeoConvention.

## Digital Opportunities

- Convention Mobile App** .....\$8,000 (Not Exclusive)  
Receive valuable exposure through this exciting opportunity. Your brand will be prominently featured in exclusive locations and top-of-mind as people enter and navigate the app. The app will be a vital tool for accessing sessions listings, exhibit Floor maps, company listings, important updates and so much more.
- Wifi Sponsorship** .....\$5,000 (Exclusive)  
Sponsoring WiFi connection at the Convention Centre will put your company name front and center as you can set the passcode with connecting delegates directed to your website. WiFi access will be handy to all those working in between sessions or looking to connect to our mobile app without using their data plans
- Convention Website and Email Updates**.....\$10,000 (Exclusive)  
Your company logo (with company website hyperlink) will appear on the convention website, as well as on all email updates. Email updates are sent out year-round and reach approximately 5,500 Geoscience Professionals. The website provides a vehicle for you to increase your visibility to delegates, exhibitors and sponsors as they gather information on the convention including the technical program, exhibit Floor and special events

## Other

- University Student Attendance Assistance**.....\$5,000 (Unlimited)  
This opportunity allows for the costs of students traveling from outside Calgary to attend GeoConvention. You will be recognized in the delegate handbook, at the Wednesday Student Lunch and through logo recognition on all University Student badges.
- General Convention Sponsorship** ..... All Contributions Accepted  
Your contribution supports the overall success of the convention, and will be applied to offset general convention expenses, you will be recognized through the website and sponsorship insert in the delegate handbook.
- On-Site Convention Centre Room Rental** .....\$2,000 (Per Day)  
Host your clients in the thick of the Convention activity with a private room capable of hosting over 80 people in a theatre setting, but customizable to fit your needs.

For all Sponsorship and Advertising inquiries, please contact the Activation Committee at [info@geoconvention.com](mailto:info@geoconvention.com)

# Advertising: Maximize your Presence with GeoConvention

## Delegate Handbook (Official Program)

Outside Back Cover (8" x 10 1/2") .....	\$2,875
Inside Back Cover (8" x 10 1/2") .....	\$2,300
Inside Front Cover (8" x 10 1/2") .....	\$2,300
Full Page (8" x 10 1/2") .....	\$2,070
Half Page (Vertical: 4 13/16" x 9 7/8"; Horizontal: 7 3/8" x 4 15/16") .....	\$1,150
Quarter Page (3 1/2" x 4 9/16") .....	\$575
Enhanced Exhibitor Listing (includes featured listing in mobile app) .....	\$100

## Mobile App

**Splash Screen** .....\$3,000 (Exclusive)

Have your brand front and center -make a strong first impression. As the first screen that displays when the mobile application is opened, this advertisement covers the entire screen. Regardless of the device used (iPhone, iPad, Blackberry etc.), the advertisement is sized to fit, giving you maximum exposure and a great first impression with attendees.

**Main Banner Advertisement** .....\$1,500 (4 Opportunities Available)

Pasted at the top of the screen, a main banner advertisement allows interested attendees to click on the banner and get directed to your booth information or company website. An effective banner advertisement can help direct traffic to your booth or website and can create a lasting impression on industry attendees. Each banner advertisement is on a rotation and is displayed for 5 seconds.

**Push Notifications** .....\$225 per notification

Send an alert or update to attendees and fellow exhibitors/sponsors with a push notification. This year's mobile application will allow companies to create custom messages that can be sent to attendees anytime, anywhere. Alerts display at the top of the screen and in the center of the screen and attendees receive messages as long as they have the application on their device.

## Website

**Banner Advertising (125 x 250 Pixels)**

- November 2020 - June 2021 .....\$2,300
- March 2021 - June 2021 .....\$1,150

## Social Media

**Facebook**.....\$1,500 (3 Available)

3 posts per month January through June and 2 posts per day during the conference to drive traffic/attention to sponsor information

**LinkedIn** .....\$1,500 (3 Available)

3 posts per day during the conference to drive traffic/attention to sponsor information

**Twitter** .....\$1,500 (3 Available)

3 posts per month January through June and 2 posts per day during the conference to drive traffic/attention to sponsor information

## Advertising Specifications

**Ad Booking deadline: May 1, 2022**

**Ad Material deadline: May 10, 2022**

All material must be approved by the Convention Committee, GeoConvention reserves the right to refuse any print or web advertisement. Advertisements are placed on a first come, first server basis. All rates are in Canadian dollars. Agency commission fees, if applicable, are extra. No press proofs will be given to advertisers. Any major changes required to have an advertisement meet requirements will be charged back to the advertiser. Changes to advertisements are accepted up to the materials submission deadline. No refund will be given to any cancelled advertisements.

For all Sponsorship and Advertising inquiries, please contact the Activation Committee at [info@geoconvention.com](mailto:info@geoconvention.com)

**SHOWCASE YOUR COMPANY!**

Complete this form, scan and email to: [sponsorship@geoconvention.com](mailto:sponsorship@geoconvention.com)



# SPONSORSHIP CONTRIBUTION

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: \_\_\_\_\_

SPONSORSHIP OPPORTUNITIES (visit [www.geoconvention.com](http://www.geoconvention.com) to view all opportunities and included benefits; prices are per benefit)

**On-Site Opportunities**

- Title Sponsor \$25,000 \$ \_\_\_\_\_
- Registration and Lanyard Sponsor \$15,000 \$ \_\_\_\_\_
- Technical Sessions \$2,000 \$ \_\_\_\_\_
- Poster Sessions \$5,000 \$ \_\_\_\_\_
- Monday Night Social Event \$5,000 \$ \_\_\_\_\_
- Tuesday Night Networking Event \$5,000 \$ \_\_\_\_\_
- Coffee Breaks \$3,000 \$ \_\_\_\_\_
- Door Decals \$5,500 \$ \_\_\_\_\_
- Window Decals \$5,500 \$ \_\_\_\_\_
- Speaker's Breakfast \$2,500 \$ \_\_\_\_\_
- Advertising Panels \$2,500 \$ \_\_\_\_\_
- Floor Decals \$4,500 \$ \_\_\_\_\_
- Calgary Convention Centre Escalators/Stairs \$10,000 \$ \_\_\_\_\_

**Digital Opportunities**

- Convention Mobile App \$8,000 \$ \_\_\_\_\_
- Wifi Sponsorship \$5,000 \$ \_\_\_\_\_
- Convention Website and Email Updates \$10,000 \$ \_\_\_\_\_

**Other**

- University Student Attendance Assistance \$5,000 \$ \_\_\_\_\_
- On-Site Convention Centre Room Rental \$2,000 \$ \_\_\_\_\_
- General Sponsorship All Contributions Accepted \$ \_\_\_\_\_

**Swag Opportunities**

- Delegate Padfolio \$20,000 \$ \_\_\_\_\_
- Delegate Pen \$5,000 \$ \_\_\_\_\_
- Padfolio Or Swag Bag Insert \$1,000 \$ \_\_\_\_\_
- Swag Bag \$5,000 \$ \_\_\_\_\_
- Speaker Gift Sponsor \$3,000 \$ \_\_\_\_\_

Total Contribution (CAD) \$ \_\_\_\_\_

**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 authorize the above-listed sponsorship contribution for the 2022 Convention and accept the decisions of the convention. I understand there are no refunds for canceled sponsorship.

\_\_\_\_\_  
Authorized Representative's Signature

\_\_\_\_\_  
Date

**Logos and Artwork**

Please forward your Logo to [sponsorship@geoconvention.com](mailto:sponsorship@geoconvention.com) in the following format: EPS or vector-based format (for Mac or PC) to ensure quality reproduction of your logo on printed material. We will follow up with all artwork, as applicable

**SHOWCASE YOUR COMPANY!**

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



# ADVERTISING CONTRIBUTION

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: \_\_\_\_\_

SPONSORSHIP OPPORTUNITIES (visit www.geoconvention.com to view all opportunities and included benefits; prices are per benefit)

### Delegate Handbook (Official Program)

- Outside Back Cover \$2,875 \$ \_\_\_\_\_
- Inside Back Cover \$2,300 \$ \_\_\_\_\_
- Inside Front Cover \$2,300 \$ \_\_\_\_\_
- Full Page \$2,070 \$ \_\_\_\_\_
- Half Page \$1,150 \$ \_\_\_\_\_
- Quarter Page \$575 \$ \_\_\_\_\_
- Enhanced Exhibitor Listing \$200 \$ \_\_\_\_\_

### Mobile App

- Splash Screen \$3,000 \$ \_\_\_\_\_
- Main Banner Advertisement \$1,500 \$ \_\_\_\_\_
- Push Notifications \$225 \$ \_\_\_\_\_

### Website - Banner

- November 2021 - June 2022 \$2,300 \$ \_\_\_\_\_
- March 2022 - June 2022 \$1,150 \$ \_\_\_\_\_

### Social Media

- Facebook \$1,500 \$ \_\_\_\_\_
- LinkedIn \$1,500 \$ \_\_\_\_\_
- Twitter \$1,500 \$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

Plus 5% GST (82578 9597 RT0001) \$ \_\_\_\_\_

Grand Total (CAD) \$ \_\_\_\_\_

#### Terms of Agreement

All material must be approved by the Convention Committee, GeoConvention reserves the right to refuse any print or web advertisement. Advertisements are placed on a first come, first server basis. Agency commission fees, if applicable, are extra. No press proofs will be given to advertisers. Any major changes required to have an advertisement meet requirements will be charged back to the advertiser. Please see the Advertising Specifications in the Sponsorship and Advertising Opportunities Package for further information.

All advertisements must be provided print-ready and in a high-resolution PDF per the specifications found in the Advertising Section of the Sponsorship and Advertising Opportunities package.

#### 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

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\_\_\_\_\_  
Authorized Representative's Signature                      Date

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Please forward your Logo to sponsorship@geoconvention.com in the following format: EPS or vector-based format (for Mac or PC) to ensure quality reproduction of your logo on printed material. We will follow up with all artwork, as applicable