



**geoconvention**  
Calgary • Canada • May 17-19 **2027**

# SPONSORSHIP GUIDE



**May 17 – 19, 2027**

**Calgary TELUS Convention Centre**

CALGARY • ALBERTA • CANADA



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

Thank you for considering sponsorship with GeoConvention; your support truly strengthens our community and the work we do together.

With all proceeds going directly to our partner societies, your contribution not only supports the conference, but also continued education and outreach programs as hosted through the CEGA and CSEG.

## MAXIMIZE YOUR RETURN

GeoConvention provides the ultimate opportunity to highlight your company's brand and increase visibility with the largest gathering of geoscience professionals in Canada. Sponsorship with GeoConvention provides highly visible opportunities to showcase your company to conference attendees while investing in innovation and advancement within the earth sciences.

## SPONSORSHIP LEVELS

**The benefits outlined below are in addition to the selected sponsor item(s) listed on the subsequent pages.** For instance, if sponsoring a Technical Session at \$2500, you will receive the Technical Session benefits in addition to the Bronze benefits outlined below. The following outlines the benefits associated with total sponsorship contribution.

	Platinum \$ 20,000 +	Gold \$ 10,000 +	Silver \$ 5,000 +	Bronze \$ 2,500 +	Patron \$ 500 +
<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)	✓	✓	✓	✓	✓
<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 Breakout Room 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	2	1			
Number of Networking night drink tickets	5				

## 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>Calgary Telus Convention Centre Escalators or Stairs</b> .....	<b>\$12,000 (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	
<b>Window Decals</b> .....	<b>\$6,500 (4 Available)</b>
We will work with you to design the best layout for your budget; Many window placement opportunities are available.	
<b>Poster Sessions</b> .....	<b>\$6,000 (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 or Tuesday Night Social Event</b> .....	<b>\$6,000 (4 Available)</b>
Choose the evening that best aligns with your goals. Our Monday and Tuesday Night Social Events take place on the Exhibit Floor and serve as key networking opportunities where attendees connect with new and existing clients over light refreshments. Your company will receive prominent recognition through event signage. Complimentary hors d'oeuvres will be served.	
<b>Student Lounge **NEW**</b> .....	<b>\$3,000 (2 Available)</b>
Back for 2027, GeoConvention will host a lounge for students to gather, learn and exchange ideas with industry leaders. With a formal program focused on the success of students and early professionals, the Student Lounge will be a hub of activity for those new to the industry.	
<b>Volunteer (T-Shirt Branding)</b> .....	<b>\$5,500 (Exclusive)</b>
Your logo will be shown prominently on the sleeve of the volunteer t-shirts, worn by all volunteers at the program (approximately 100) in a distinct light blue color. This sponsorship is directly applied to reimburse conference fees for students who volunteer with us.	
<b>Door Decals or Floor Decals</b> .....	<b>\$5,500 (Exclusive)</b>
Grab the attention of the delegates and make your presence known as they walk into Calgary Telus Convention Centre with decals on multiple doors or vinyl floor placements. Direct attendees to your booth, advertise your presence and more with these unique branding placements!	
<b>GeoConvention On-Site Lunch **NEW**</b> .....	<b>\$5,000 (4 available)</b>
Back for 2027, GeoConvention intends to provide delegates with an informal lunch option on the exhibition floor with the cost of the lunch offset partially or in full by sponsorship. This opportunity will provide branding at the lunch tables and recognition throughout the conference on digital displays and rolling loops with branding within the handbook, app and website also featured.	
<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>Phone Charging Station</b> .....	<b>\$3,000 (3 Available)</b>
Located in the various breakout areas, the phone charging station will digitally display your logo or any content you wish on the digital screens above the charging cubbies	
<b>Technical Sessions</b> .....	<b>\$2,500 (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>The keynote is available for sponsorship at \$5,000.</b>	
<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.	
<b>Advertising Panel</b> .....	<b>\$2,500 (dedicated), \$500 (shared)</b>
Advertising panels will be available throughout the exhibit Floor and other areas around the convention center.	

# Sponsorship: Highlight your geoscience leadership

## Swag Opportunities

### Delegate Padfolio ..... \$10,000 (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. Please note, the sponsor must provide the padfolio for distribution.

### Delegate Pen ..... \$5,000 (Exclusive)

Provide each of the delegates attending this year's convention with a pen branded with your company logo; please note, the sponsor must provide the pen for distribution.

### Swag Bag ..... \$6,000 (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.

### Padfolio Or Swag Bag Insert ..... \$1,500 (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.

## Digital Opportunities

### 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

### 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 ..... \$6,000 (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

## 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, Student Travel Website and all sponsor signage.

### 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 ..... \$3,000 (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)

# Sponsorship: Energy Innovation

The Energy Innovation Pavilion will showcase the remarkable work happening in the energy innovation space in Canada focusing on career development, energy inclusiveness and highlighting the successes and advances in the collective energy space.

To support our partner membership in new and emerging areas, the Energy Innovation Pavilion concept is seen as a high-impact opportunity to showcase companies on the cutting edge of the energy industry. Benefits for companies in the pavilion range from easy networking, GeoConvention-hosted marketing through social media and e-blasts and most importantly, the opportunity to tell your company's success story to an eager audience. In addition to company and brand visibility to a GeoConvention audience of highly technical and skilled individuals, the pavilion will allow participating companies to directly interact with and recruit these sought-after individuals.

## PAVILION OPPORTUNITIES

The 2027 Energy Innovation Pavilion will host a full schedule of talks on the stage appealing to delegates from all areas of energy to participate and learn from industry innovators and experts. By participating as a sponsor or innovation exhibitor within the space, you will highlight your company as a leader within Energy Innovation.

### Energy Innovation Pavilion Opportunities

#### Pavilion Title Sponsor \$5,000 (exclusive)

Recognized as the premier sponsor of the pavilion space, your logo will be featured on the pavilion rolling loop, on signage within the space and you have the opportunity to emcee a day of stage presentations. This opportunity also includes a presentation opportunity on the stage (Tuesday afternoon) and recognition as the Pavilion Tuesday Networking sponsor with the opportunity to purchase drink tickets (cost of tickets not included in the price of the sponsorship). This opportunity includes website, mobile app and social media recognition and includes 1 conference delegate pass. Also includes 10 complimentary floor invitations.

#### Pavilion Silver Sponsor \$2,500 (2 available)

Silver sponsors will enjoy prominent logo placement on the stage rolling slides and the opportunity to introduce a speaker or panel of your choosing. This opportunity also includes a presentation opportunity on the stage (Tuesday afternoon). This opportunity includes website, mobile app and social media recognition. Includes 5 complimentary floor invitations.

#### Pavilion Bronze Sponsor \$1,500 (4 available)

Bronze sponsors will enjoy logo placement on the stage rolling slides and includes website, mobile app and social media recognition and includes 5 complimentary floor invitations.

#### Pavilion Lunch Sponsorship \$3,000 (2 available)

Lunch sponsors will be recognized during the chosen lunch (Tuesday or Wednesday) on the stage slide deck and with signage at the lunch table within the space. This sponsorship provides 50 lunches for the lunch sponsor to distribute in the space (via invitation, general distribution, etc) and an opportunity to host a lunchtime presentation. This opportunity also includes website, mobile app and social media recognition and includes 5 complimentary floor invitations.

#### Pavilion Coffee or Networking Sponsorship \$1,500 (4 available)

Pavilion Coffee/Snack and Networking sponsors will be recognized during the chosen coffee break (Tuesday morning, Tuesday afternoon, Wednesday morning or Wednesday afternoon) or Networking event (Monday afternoon or Tuesday afternoon) on the stage slide deck and with signage at the beverage tables within the space. This opportunity includes website, mobile app and social media recognition.

# Advertising: Maximize your Presence with GeoConvention

## Delegate Handbook (Official Program)

Outside Back Cover (8" x 10 1/2") .....	\$2,500
Inside Back Cover (8" x 10 1/2") .....	\$2,100
Inside Front Cover (8" x 10 1/2") .....	\$2,100
Full Page (8" x 10 1/2") .....	\$1,870
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") .....	\$775
Enhanced Exhibitor Listing (highlighted listing in handbook).....	\$100

## Mobile App

### Splash Screen ..... \$4,000 (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.

## Social Media

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

3 posts per month January through May 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

### X (Twitter) ..... \$1,500 (3 Available)

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

## Advertising Specifications

### Ad Booking deadline: April 4, 2027 Ad Material deadline: April 15, 2027

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 opportunity)

**On-Site Opportunities**

- Title Sponsor \$25,000 \$ \_\_\_\_\_
- Registration and Lanyard Sponsor \$15,000 \$ \_\_\_\_\_
- Technical Sessions \$2,500 \$ \_\_\_\_\_
- Poster Sessions \$6,000 \$ \_\_\_\_\_
- Monday Night Social Event \$6,000 \$ \_\_\_\_\_
- Tuesday Night Networking Event \$6,000 \$ \_\_\_\_\_
- Coffee Breaks \$3,000 \$ \_\_\_\_\_
- Door Decals \$5,500 \$ \_\_\_\_\_
- Window Decals \$6,500 \$ \_\_\_\_\_
- Student Lounge \$3,000 \$ \_\_\_\_\_
- Speaker's Breakfast \$2,500 \$ \_\_\_\_\_
- Dedicated Advertising Panels \$2,500 \$ \_\_\_\_\_
- Shared Advertising Panels \$500 \$ \_\_\_\_\_
- Floor Decals \$5,500 \$ \_\_\_\_\_
- Calgary Convention Centre Escalators/Stairs \$12,000 \$ \_\_\_\_\_
- Volunteer program, T-Shirt branding \$5,500 \$ \_\_\_\_\_
- Conference Lunch \$5,000 \$ \_\_\_\_\_
- Phone Charging Station \$3,000 \$ \_\_\_\_\_
- Opening Keynote \$5,000 \$ \_\_\_\_\_

**Swag Opportunities**

- Delegate Padfolio \$10,000 \$ \_\_\_\_\_
- Delegate Pen \$5,000 \$ \_\_\_\_\_
- Padfolio Or Swag Bag Insert \$1,000 \$ \_\_\_\_\_
- Swag Bag \$6,000 \$ \_\_\_\_\_
- Speaker Gift Sponsor \$3,000 \$ \_\_\_\_\_

**Digital Opportunities**

- Convention Mobile App \$8,000 \$ \_\_\_\_\_
- Wifi Sponsorship \$6,000 \$ \_\_\_\_\_
- Convention Website and Email Updates \$10,000 \$ \_\_\_\_\_

**Energy Innovation**

- Pavilion Title Sponsor \$5,000 \$ \_\_\_\_\_
- Pavilion Silver Sponsor \$2,500 \$ \_\_\_\_\_
- Pavilion Bronze Sponsor \$1,500 \$ \_\_\_\_\_
- Pavilion Lunch Sponsor \$3,000 \$ \_\_\_\_\_
- Pavilion Coffee/Networking Sponsor \$1,500 \$ \_\_\_\_\_

**Other**

- University Student Attendance Assistance \$5,000 \$ \_\_\_\_\_
- On-Site Convention Centre Room Rental \$3,000 \$ \_\_\_\_\_
- General Sponsorship All Contributions Accepted \$ \_\_\_\_\_

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

**PAYMENT OPTIONS**

GeoConvention prefers payment by VISA or MasterCard

Payment by Cheque: payable in Canadian Funds to:

GeoConvention Partnership  
500, 4 Ave SW  
Calgary, AB T2P 2V6  
Canada

E-Transfer is available to:  
[accounting@geoconvention.com](mailto:accounting@geoconvention.com) (password: Calgary)

Wire Transfer details available upon request

**PAYMENT BY CREDIT CARD**

AMEX VISA MasterCard

Please note Credit Card Transactions are subject to a 3.9% cost recovery charge

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 2027 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 \$2,500 \$ \_\_\_\_\_
- Inside Back Cover \$2,100 \$ \_\_\_\_\_
- Inside Front Cover \$2,100 \$ \_\_\_\_\_
- Full Page \$1,870 \$ \_\_\_\_\_
- Half Page \$1,150 \$ \_\_\_\_\_
- Quarter Page \$775 \$ \_\_\_\_\_
- Enhanced Exhibitor Listing \$100 \$ \_\_\_\_\_

### Mobile App

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

### Website - Banner

- November 2026- May 2027 \$2,300 \$ \_\_\_\_\_
- March 2027 - May 2027 \$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 OPTIONS

GeoConvention prefers payment by VISA or MasterCard

Payment by Cheque: payable in Canadian Funds to:

GeoConvention Partnership  
500, 4 Ave SW  
Calgary, AB T2P 2V6  
Canada

E-Transfer is available to:  
accounting@geoconvention.com (password: Calgary)

Wire Transfer details available upon request

### PAYMENT BY CREDIT CARD

AMEX                      VISA                      MasterCard

Please note Credit Card Transactions are subject to a 3.9% cost recovery charge

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 advertising contribution for the 2027 Convention and accept the decisions of the convention. I understand there are no refunds for canceled advertising.

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

\_\_\_\_\_  
Date

#### Logos and Artwork

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