

GEOCANADA 2010

WORKING WITH THE EARTH / TERRE D'AVENIR

SPONSORSHIP OPPORTUNITIES
EARTH SCIENCE FOR
SOCIETY AND
OUTREACH



GEOCANADA 2010

WORKING WITH THE EARTH

May 10–14, 2010 . BMO Centre Stampede Park . Calgary, Alberta

www.GeoCanada2010.ca

Sponsored by:



CANADIAN COUNCIL OF PROFESSIONAL GEOLOGISTS / CONSEIL CANADIEN DES GÉOIDENTIFIQUES PROFESSIONNELS

Canadian Federation of Earth Sciences / Fédération canadienne des sciences de la Terre

SPONSORSHIP LEVELS

GeoCanada 2010's Outreach Events, including the flagship Earth Science for Society Exhibition, will offer a once-in-a-decade opportunity to acquire the enhanced knowledge of Earth Science fundamental to public understanding of natural hazards, climate science, environmental issues, and responsible consumption and management of resources.

Knowledge of Earth Science is crucial so geoscientists, governments, companies, and individuals can collaborate responsibly to find and develop resources for the products and infrastructure that we use in our daily lives.

Increased science literacy is especially essential for the students of today as they are the decision-makers of tomorrow and the future caretakers of the Earth.

The **target audience** of Earth Science for Society and GeoCanada 2010's other Outreach events is:

- Junior and senior high school students (2000+ hosted students), youth groups, and university students
- The general public
- Conference delegates (5000+)
- The media

SPONSORSHIP BENEFITS

- Company name and/or logo displayed on sponsorship signage
- Signage at specific sponsored event(s)
- Corporate description in Convention Delegate Book (commitment due by March 1, 2010)
- Website listing, with hyperlink to your company's site

There are seven different levels of sponsorship available for GeoCanada, and the following pages detail the numerous opportunities available for you to tailor your company's involvement to fit your corporate needs. You may choose to sponsor one aspect of the Convention or multiple events, and your company's recognition level will be determined by the total investment you make in the sponsorship opportunities of your choice.

SPONSORSHIP LEVELS	
DIAMOND	\$40,000+
TITANIUM	\$25,000+
PLATINUM	\$15,000+
GOLD	\$10,000+
SILVER	\$5,000+
BRONZE	\$2,000+
PATRON	\$1,000+





WORKING WITH THE EARTH



DIAMOND-LEVEL SPONSORS ALSO RECEIVE:

Exclusive Sponsorship opportunities are available to our Diamond Sponsors and will be negotiated on a one-to-one basis. Recognition of Diamond Sponsors will include;

- 10 Complimentary Delegate Registrations
- 2 reserved tables (16 tickets) at the Monday Luncheon featuring Ray Zahab and 1 Reserved table (8 tickets) at the Wednesday Luncheon featuring Brent Butt
- 1 full page ad on the Inside Front Cover of the Delegate Handbook

TITANIUM-LEVEL SPONSORS ALSO RECEIVE:

- 6 Complimentary Delegate Registrations
- 1 reserved table (8 tickets) at the Monday and Wednesday luncheons, featuring Ray Zahab and Brent Butt.
- One full page, four-colour ad in Delegate Handbook

PLATINUM-LEVEL SPONSORS ALSO RECEIVE:

- 4 Complimentary Delegate Registrations
- ½ reserved table (4 tickets) at the Monday and Wednesday luncheons, featuring Ray Zahab and Brent Butt.

GOLD-LEVEL SPONSORS ALSO RECEIVE:

- 3 Complimentary Delegate Registrations
- 2 tickets to each of the Monday and Wednesday luncheons, featuring Ray Zahab and Brent Butt.

SILVER-LEVEL SPONSORS ALSO RECEIVE:

- 1 Complimentary Delegate Registration

Note to Exhibiting Companies:

Sponsorship contributions will be a determining factor in the Exhibitor Booth Selection Process. The Sponsorship Contribution form along with full payment MUST be received by January 15, 2010 to ensure that your sponsorship is calculated towards the ranking in the booth selection order. Please refer to the Exhibitor Prospectus for additional information.

To explore the sponsorship options that will align with your marketing strategies, please contact

Alyssa Middleton,
Convention Sponsorship Coordinator
1.403.513.1233
Alyssa.Middleton@cspg.org

OUTREACH ACTIVITIES

GENERAL OUTREACH SPONSORSHIP

All contributions accepted (Unlimited)

Your sponsorship contributes to the overall success of the Outreach program, and your company will be recognized as indicated on pages 2 and 3 of this package.

EARTH SCIENCE FOR SOCIETY

**\$25,000 (5 Sponsorships Available, or
10 shared pavilion sponsorships of \$12,500 each)**

Earth Science for Society, held Monday and Tuesday, will host 2,000 junior and senior high school students, university and college students, youth groups, the general public and media as well as Convention delegates. This event, utilizing the entire Stampede Corral, will feature hands-on, interactive exhibits that show the role the Earth Sciences play in today's world. Sponsorships are available for any one of five different pavilions. Pavilion sponsors will be recognized with signage, and will have the opportunity to place company/organization information at a display in that pavilion. Sponsors will also have their logo printed on the bag distributed to all visitors. Significant marketing will be conducted to increase awareness of this program.

The following five Pavilions will be available:

Resources & You, Energy for Us, One Dynamic Earth, Your Career?, Our Future!

EARTH SCIENCE FOR SOCIETY BAG SPONSOR

\$5,000 (Exclusive)

A great way to get brand recognition for your company! Your logo will be placed prominently on the front of 3,000 bags distributed to all Earth Science for Society participants and visitors. Your company will also have the opportunity to place a giveaway in the bag.

EARTH SCIENCE FOR SOCIETY STUDENT BUS SPONSOR

**\$20,000 (1 Exclusive Platinum Sponsorship or
2 Gold sponsorships available at \$10,000 each)**

Help bring 2,000 junior high students to experience Earth Science for Society. Your contribution will be recognized through logo recognition on materials sent to the participating schools as well as logo recognition at BMO Centre bus loading zones. This opportunity will increase brand recognition not only among the industry but also with the public.

FOUNDATIONS: THE SCIENCE BENEATH THE ART.

**GEOLOGIC UNDERPINNINGS TO ICONIC
CANADIAN LANDSCAPES**

\$5,000 (3 Sponsorships Available)

This intriguing exhibition, created specifically for GeoCanada 2010 and organized by the Canadian Federation of Earth Sciences and the Glenbow Museum, will explore the confluences between earth science and art at the Convention itself and at a central downtown location with free public access. It will offer an opportunity to view some great Canadian landscapes, as well as to celebrate the mapping and interpretive efforts of individual geologists over the course of more than a century and a half. Your company will be recognized through signage at the event, as well as table drops at the Convention.

TEACHER WORKSHOP AND FIELD TRIP

All contributions accepted (Unlimited)

Be part of a program that will help empower 30-50 high school teachers from across Canada to integrate Earth Science topics into the core subjects of physics, chemistry and biology. Your donation will help fund the costs of a one-day workshop in Calgary and a field trip to the Royal Tyrrell Museum, and will directly fund travel for teachers from across Canada. Your company logo will be placed on signage at the workshop, and on workshop resource manuals.

KNOW THE EARTH UNDER YOUR FEET

\$2,000 (3 Sponsorships Available)

This poster competition, open to students from grades 7 to 12 from across Canada will:

- Expose / introduce students to geosciences
- Help students understand how the geology in their area is related to the geology in the areas of other students in other schools/communities across the country
- Increase science literacy among students
- Enable students to make more informed decisions about environment issues in their local area

Your company logo will be displayed prominently in conjunction with this event.

WORKING WITH THE EARTH

DELEGATE BAG **\$25,000 (6 Sponsorships Available)**

Your company logo will appear prominently on the front of the delegate bag, which is distributed to all Convention attendees, approximately 4,500+ geo-science professionals.

CONVENTION WEBSITE **\$15,000 (Exclusive)**

Your company logo will appear prominently on the Convention website, which is used by delegates, exhibitors and sponsors as the primary vehicle for gathering information on, among other things, the technical program, exhibit floor and special events. The logo will be hyperlinked to your company's website.

DELEGATE TRANSPORTATION **\$25,000 (Exclusive)**

The Convention delegate badge entitles the wearer to complimentary use of the Calgary transit system from Monday-Friday. Your company logo will appear, in colour, at the top of the delegate badge that each attendee receives.

INTERNET CAFÉ **\$5,000 (Exclusive)**

Found on the Exhibit Floor and featuring three internet kiosks, the Internet Café is a draw for many delegates. Your company will be recognized with signage in the café, and your company's website will be the homepage for all three computers.

EMAIL UPDATES **\$5,000 (Exclusive)**

General Convention update emails will be sent out once a month from October – May and are expected to reach over 5,000 Earth Science professionals. Brand these emails with your company logo, which hyperlinks to your website.

GENERAL CONVENTION SPONSORSHIP **All contributions accepted (Unlimited)**

Your contribution supports the overall success of the Convention, and will be applied to offset general Convention expenses.



SPECIAL EVENTS

POWER UP BREAKFAST **\$10,000 (2 Sponsorships Available)**

Make sure the delegates start the day with a great cup of coffee and a continental breakfast! Monday to Wednesday, the Convention starts with breakfast on the Exhibit Floor, your contribution will be recognized through signage at all breakfast stations and in the delegate handbook.

MONDAY, MAY 10 **LUNCHEON WITH RAY ZAHAB** **\$25,000 (One Exclusive Titanium, or two Platinum sponsorships available at \$15,000 each)**

Ultra-marathoner and inspirational speaker Ray Zahab will address the Convention Monday. Your company's sponsorship includes 1 reserved table for 8 guests and your company logo will appear on signage at the doors to the event. Your company will also have the opportunity to provide table drops for the event and a representative will have the opportunity to thank the speaker.

MONDAY LUNCHEON BOOKS **\$5,000 (One Exclusive Silver Sponsor, or two Bronze sponsorships available at \$2,500 each)**

Sponsor the purchase of books for attendees of the luncheon! Your company logo will appear in the book as recognition for your contribution. Mr. Zahab will be available to autograph books after his talk.

MONDAY NIGHT MIXER **\$10,000 (2 Sponsorships Available)**

The first reception of Convention week takes place on the Exhibit Floor of the BMO Centre as delegates mingle with their peers and network with colleagues. Complimentary hors d'oeuvres will be served and your company name will appear on 50 drink tickets provided for you to distribute as you wish. Recognition also includes event signage through the Exhibit Floor and logo recognition in the delegate hand book.

WEDNESDAY, MAY 12 **LUNCHEON WITH BRENT BUTT** **\$25,000 (One Exclusive Titanium, or two Platinum sponsorships available at \$15,000 each)**

Comedian Brent Butt will delight Convention attendees on Wednesday. Your company's sponsorship includes 1 reserved table for 8 guests and your company logo will appear on signage at the doors to the event. Your company will also have the opportunity to provide table drops for the event and a representative will have the opportunity to thank the speaker

THURSDAY TECHNICAL PROGRAM LUNCH **\$5,000 (Exclusive)**

This opportunity will provide delegates attending the Thursday Technical Program with a bagged lunch. Your company logo will be on all signage related to the luncheon and will be listed in the Delegate Handbook.



SPECIAL EVENTS and STUDENT ACTIVITIES

COFFEE BREAKS \$10,000 (3 Sponsorships Available)

Provide morning and afternoon refreshments for the 4,500+ delegates expected to attend the 2010 Convention. Your company will be recognized with signage at the coffee stations, positioned throughout the Technical Sessions and the Exhibit Floor, and your logo will appear on napkins.

CORE CONFERENCE BBQ LUNCH In-Kind (Exclusive)

A popular event at the ERCB Core Research Centre, this BBQ lunch takes place Thursday and Friday in 2010. Your company will be recognized with signage at the event and with logo recognition in the delegate handbook.

TUESDAY, MAY 11 NETWORKING LUNCH \$10,000 (Exclusive)

Tuesday will feature a ticketed lunch on the Exhibit Floor where, for a nominal fee, delegates can grab a bite to eat and view the exhibits while catching up with colleagues. Your company will be recognized in the delegate handbook in the special events listing, on signage at the event, and your company name will appear on the lunch tickets distributed to delegates.

TUESDAY, MAY 11 NETWORKING HAPPY HOUR \$15,000 (1 Exclusive Platinum, or 2 Silver sponsorships available for \$7,500 each)

The networking opportunities continue all afternoon on Tuesday, as the Exhibit Floor becomes the place to grab a drink or a light snack and enter to win some great door prizes. Your company will be recognized with signage at the event.

CORE MELTDOWN \$15,000 (Exclusive)

The annual Convention wind-up event, the Core Meltdown will take place Friday, May 14 and is expected to attract over 1,000 delegates. Your company logo will appear on complimentary drink tickets as well as signage at the entrance and on tables.

CHALLENGE BOWL \$5,000 (2 Sponsorships Available)

Watch University students compete head to head in this fast-paced Jeopardy-style competition. Where the future of the industry gets their start! Your company will be recognized with signage at the event and accompanying cocktail reception. Your company's logo will also appear in all advertising for this event. A great way to build your brand with the future of the industry.

STUDENT OUTREACH \$5,000 (Exclusive)

The Student Outreach area of the Exhibit Floor is where the minds of tomorrow gather to meet today's industry leaders. Sponsorship of this area is a great way to increase your company's visibility with these important delegates. Your company will be acknowledged on signage in the Student Outreach area of the Exhibit Floor, and in the delegate book.



TECHNICAL PROGRAM

ORAL SESSIONS

\$10,000 each (10 Sponsorships Available for approx. 7 sessions each)

Your company logo will appear beside the sponsored session information in the delegate book, and your company will be acknowledged on signage at the doors as well as scrolling PowerPoints which run before and after the sessions.

POSTER SESSIONS

\$5,000 (3 Sponsorships Available)

Comprising a large part of the 2010 Technical Program, the posters will be located on the Exhibit Floor and will be on display Monday – Wednesday. Your company will be acknowledged on signage in the poster area for the duration of the program.

CORE CONFERENCE

\$15,000 (Exclusive)

Your company logo will appear on title banners located at each Core presentation, as well as on signage throughout the ERCB Core Research Centre, thanking you for sponsoring such aspects as the audio visual presentations and core shipping.

CORE CONFERENCE ABSTRACT PUBLICATION

\$10,000 (Exclusive)

Extended Core Conference abstracts are collected and published for conference attendees. There is an anticipated distribution of 1,000+ for this publication and your company logo will be placed prominently on the front cover.

KEYNOTE PRESENTATIONS

\$5,000 (4 Sponsorships Available)

Each morning the Technical Program will begin with a keynote talk presented by an invited expert on the day's subject matter. Your company will be acknowledged on signage leading into the room, as well as scrolling PowerPoints before and after the presentation. As well, the opportunity to provide literature or promotional items to attendees will be made available, and a company representative will have the opportunity to introduce or thank the keynote speaker.

SPEAKERS' BREAKFAST

\$5,000 (2 Sponsorships Available)

The Speakers' Breakfast is where the minds behind the Technical Program meet each morning. Monday-Thursday each day's session chairs and speakers meet each other and talk about the coming sessions. Your company will be recognized on directional signage, signage at the breakfast, and you will have the opportunity to provide a table drop for the approximately 100 attendees per day.



ADDITIONAL EXPOSURE OPPORTUNITIES

Looking for an exciting new way to catch the eye of the delegates? New to this year's Convention are fantastic opportunities to expose delegates to your brand and products. All of these opportunities are highly visible and will generate traffic to your booth.

Additional advertising opportunities do not apply to sponsorship levels.

YOU ARE HERE SIGNAGE **(Exclusive) \$5,000**

4 map stations placed throughout the convention centre will guide delegates through the Exhibit Floor and Technical Session locations. Your company will be highlighted in the exhibitor listing and your company's booth space will be highlighted directing traffic to your booth.

CONCOURSE BANNERS **(2 Opportunities) \$2,500 each**

As delegates enter the BMO Centre they will be greeted with a banner advertising your company's brand or products. This is a great way to draw people to your booth as they walk in the door.

DELEGATE BAG INSERT **(2 Opportunities) \$5,000 each**

With over 3,000 delegate bags distributed, inserts are a great way to provide information to delegates before they even reach the exhibit floor. Whether you are providing a schedule of your presentations or a giveaway, you are sure to attract people to your booth.

ADVERTISING PANEL **(4 Opportunities) \$2,500 each**

Advertising panels will be available throughout the Exhibit Floor and other areas around the convention centre. These panels offer additional brand and product exposure as delegates make their way around the convention centre.

DOOR DECALS **(Exclusive) \$5,000**

Grab the attention of the delegates as they walk into the BMO Centre with decals on each door; a great place to direct them to your booth!



SPONSORSHIP CONTRIBUTION

May 10-14, 2010 . Calgary, AB . www.GeoCanada2010.ca

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

Company: _____
 Address: _____ Postal/ZipCode: _____
 Primary Contact Name (please print): _____
 Title: _____
 Phone: _____ Fax: _____
 Email: _____ Web: _____

SPONSORSHIP OPPORTUNITIES

- Delegate Bag (6) \$25,000 \$ _____
- Convention Website (1) \$15,000 \$ _____
- Delegate Transportation (1) \$25,000 \$ _____
- Internet Café (1) \$5,000 \$ _____
- Email Updates (1) \$5,000 \$ _____
- General Convention Sponsorship
All contributions accepted (Unlimited) \$ _____

SPECIAL EVENTS

- Power up Breakfast (2) \$10,000 \$ _____
- Mon. May 10 Luncheon with Ray Zahab
(1 Exclusive Titanium) \$25,000 \$ _____
or (2 Platinum sponsorships) \$15,000 each \$ _____
- Mon. Luncheon Books
(1 Exclusive Silver Sponsor) \$5,000 \$ _____
or (2 Bronze sponsorships) \$2,500 each \$ _____
- Mon. Night Mixer (2) \$10,000 \$ _____
- Wed. May 12 Luncheon with Brent Butt
(1 Exclusive Titanium) \$25,000 \$ _____
or (2 Platinum sponsorships) \$15,000 each \$ _____
- Thurs. Tech Program Lunch (1) \$5,000 \$ _____
- Coffee Breaks (3) \$10,000 \$ _____
- Core Conference BBQ Lunch (1) In-Kind \$ _____
- Tues. May 11 Networking Lunch (1) \$10,000 \$ _____
- Tues. May 11 Networking Happy Hour
(1 Exclusive Platinum) \$15,000 \$ _____
or (2 Silver sponsorships) \$7,500 each \$ _____
- Core Meltdown (1) \$15,000 \$ _____

TECHNICAL PROGRAM

- Oral Sessions (10) \$10,000 \$ _____
- Poster Sessions (3) \$5,000 \$ _____
- Core Conference (1) \$15,000 \$ _____
- Core Conference Abstract
Publication (1) \$10,000 \$ _____
- Keynote Presentations (4) \$5,000 \$ _____
- Speakers' Breakfast (2) \$5,000 \$ _____

OUTREACH ACTIVITIES

- General Outreach Sponsorship
All contributions accepted (Unlimited) \$ _____
- Earth Science for Society (5 at \$25,000) \$25,000 \$ _____
or (10 at \$12,500) \$12,500 \$ _____
- Bag Sponsor (1) \$5,000 \$ _____
- Student Bus Sponsor
(1 Platinum Sponsorship) \$20,000 \$ _____
or (2 Gold sponsorships) \$10,000 each \$ _____
- Foundations: The Science Beneath
the Art. Geologic Underpinnings to
Iconic Canadian Landscapes (3) \$5,000 \$ _____
- Teacher Workshop and Field Trip
All contributions accepted (Unlimited) \$ _____
- Know the Earth Under Your Feet
Poster Competition (3) \$2,000 \$ _____

STUDENT ACTIVITIES

- Challenge Bowl (2) \$5,000 \$ _____
- Student Outreach (1) \$5,000 \$ _____

TOTAL = \$ _____

METHOD OF PAYMENT

The 2010 GeoCanada Convention will accept payment by Cheque, Visa or MasterCard.

Sponsorship cheques:

Please make cheques payable to **Joint Annual Convention**.

Please mail or deliver to:

Joint Annual Convention
600, 640 8 Avenue SW
Calgary, AB, Canada T2P 1G7
Fax: 403.264.5898
www.GeoCanada2010.ca

Payment by credit card:

- Visa Mastercard

Please indicate your credit card information below and mail or fax your Sponsorship Contribution form.

Card Holder: *(Full name as it appears on the card.)* _____

Card Number _____

Expiry _____

By signing below, Card Holder acknowledges that he/she has read the front and back of this form, and agrees to be bound by all its terms and conditions. Card Holder's signature also acknowledges that if Card Holder has felt it necessary, Card Holder has asked about anything unclear or unreadable in this form (on all pages), and has obtained clarification/answers the Card Holder considers to be satisfactory. The Card Holder authorizes (and agrees not to dispute) charges up to the amount of this agreement at anytime from the date of submission of this form through the closing of this Convention Show.

Card Holder Signature _____

Date _____

COMPANY LOGOS

Please forward your company logo to Alyssa Middleton (Alyssa.Middleton@cspg.org) in the following format: Printed Materials and Signage – EPS, vector-based, file format (for Mac or PC). to ensure the quality reproduction of your logo on printed materials.

AUTHORIZATION

I, as a duly authorized representative of the company identified above, do hereby make application for sponsorship contribution and authorize use of corporate logo and name at the 2010 GeoCanada Convention.

Authorized Representative's Signature _____

Date _____