



18-21 October, Portland, Oregon, USA
www.geosociety.org/meetings/2009

Sponsorship PROSPECTUS

*Your sponsorship of the
Geological Society of America's
Annual Meeting and Geoscience
Exposition supports a 121-year
tradition of serving science and
the profession*



Partnering with the Geological Society of America helps to increase the vitality of the exceptional programs and activities offered at the annual meetings and throughout the year.

Select your events or create a package that aligns with your marketing goals.

SUPPORT THE GREATEST NEED

● General Fund

Your contribution will be applied to general meeting expenses when you choose to support one of the world's premier geosciences Societies.

All contributions accepted.

SUPPORT CUTTING EDGE SCIENCE

◆ Education Short Courses

Education short courses cover a spectrum of interests to attract targeted audiences.

\$10,000 exclusive

\$5,000 increment

[20 courses planned; exclusive overarching sponsorship available; please inquire; course sessions already established for 2009]

◆ Technical Session Rooms

Align your organization with a concentrated targeted audience as they seek out the latest in research and development through specific technical presentations.

\$20,000 exclusive

\$5,000 increment

[approx 22 rooms to be utilized]

◆ Poster Sessions

Be part of the transfer of knowledge to the thousands of attendees who will visit the poster sessions each day.

\$10,000 exclusive

\$5,000 increment

[about 400-600 posters presented/day]

● Field Trips

Field research is critical. Provide overarching sponsorship for the entire Field Trips program or focus on trips that enhance your products and services. The field trip program is unique to the Geological Society of America meeting events and provides terrific networking opportunities.

Sponsors name(s) on signage in transportation vehicles, on materials distributed to participants; sponsor may provide marketing materials as well.

\$10,000 exclusive

\$5,000 increment

[600 to 700 participants]

SUPPORT THE FUTURE OF THE GEOSCIENCES

◆ Mentor Programs

Geology in Industry [1 program]

Geology in Government [1 program]

An informal Q&A luncheon setting will feature select panels* representing various industries and government agencies. Panelists will invite questions from the students, offer advice about preparing for a career, and comment on the prospects for current and future job opportunities within their organizations.

\$20,000 exclusive/program

\$2,500 increment/program

[about 300 students participate in each program. *Panel members already selected for 2009]

◆ Student Volunteer Program

These up-and-coming geoscientists provide an essential element to the success of the Society's meeting events.

Sponsor may provide materials for distribution at student volunteer office; volunteer vest or shirt with your logo

\$10,000 exclusive

\$5,000 increment (max two sponsors)

◆ Educator's Reception

Key educators from across the nation gather to network and share ideas on current trends and future opportunities.

\$5,000 exclusive

SUPPORT PROFESSIONAL ACHIEVEMENT

◆ GSA Presidential Address and Awards Ceremony Reception

A delicious dessert reception follows the prestigious Presidential Address and Awards Ceremony, where the highest achievers in earth science research are honored by peers and associates.

\$5,000 exclusive

\$2,500 increment

[about 400-500 participants]

◆ GSA President's Awards Dinner

Join GSA's President at a special dinner recognizing GSA's top awardees for 2009.

\$5,000 exclusive

\$2,500 increment

[about 60-80 participants]

SUPPORT TOOLS AND TECHNOLOGY

◆ Abstracts on Flash Drive

This highly valued electronic version of the meeting's technical programs' content is a great reference tool given to all attendees. Company name & logo will be printed on each unit. Opening thank you page allows additional company content along with active website link. space will be available on the drive for company program or ads.

\$25,000 exclusive

\$12,500 increment

[about 6500 units]

[Lanyard allows for additional corporate visibility with sponsor name.

Available at exclusive sponsorship level only]

◆ Internet Cafés

Located in the exhibit hall as well as near meeting rooms, these "cafés" draw crowds all meeting long.

Sponsors name(s) will appear at log-in on each monitor as well as on signage in the area.

Sponsor's informational handouts may be placed in the area(s).

\$15,000 exclusive

\$7,500 increment

[2 areas in bldg: Exhibit Hall and near meeting rooms]

◆ Wireless Internet Access Areas

This valuable service to attendees allows them to stay connected throughout the event. Sponsor name and logo with link will appear on the splash page.

\$15,000 exclusive

\$7,500 Increment

SUPPORT NETWORKING: BRINGING SCIENTISTS TOGETHER

◆ Welcome Reception

The Welcome Reception kicks off each year's Annual Meeting in the Exhibit Hall. It's a great time to reconnect with colleagues, relax, and view the exhibits.

\$25,000 exclusive

\$5,000 increment

[about 5000 participants]

● Water Stations

Placed throughout meeting venues. Attendees will thank you for this necessary provision.

\$5,000 exclusive/day

◆ indicates higher-visibility

◆ **Adopt-A-Bar** A GREAT OPPORTUNITY FOR EXHIBITORS

Refreshment bars in the exhibit hall will provide coffee, smoothies, beer, wine, and/or soda during exhibit hall hours. Certain to be a huge draw, bars will afford an opportunity to broadcast sponsor's name to the thousands who will visit the hall – especially during the Welcoming Party on Sunday night!

\$2,000 exclusive per bar

[Sponsor receives 30 drink tickets to distribute; sponsor has naming rights for their bar. GSA must approve name.]

◆ **Afternoon Beer Receptions**

In the Posters area. Popular afternoon beer/soda receptions. Attendees can enjoy a free beverage Monday and Tuesday afternoons. To say it's popular is an understatement!

\$7,500 exclusive/day

2,500 increment/day

[about 3500-4000 participants]

● **Coffee Breaks**

Mornings in exhibit hall. Coffee and tea stations provide informal gathering places that are enjoyed by a broad cross-section of delegates.

\$5,000 exclusive/day

\$2,500 increment/day

● **Closing Reception**

Be part of the celebrations that will close another successful GSA annual meeting on Wednesday afternoon.

\$7,500 exclusive

\$2,500 increment

[about 3000 participants]

SUPPORT COMMUNICATING THE VALUE OF GEOSCIENCE

◆ **Science Theatre**

The Science Theatre will provide a spot to relax and enjoy scientific films that are sure to enhance the attendee's meeting experience.

\$5,000 exclusive

● **GSA's Media Center / Newsroom**

Reporters and science writers will use this high profile area daily as meeting events unfold and are dispensed to various media outlets.

Internet access, computer and laptop terminals, printers, and interview area.

\$5,000 exclusive

\$2,500 Increment

SUPPORT A "GREEN" MEETING

◆ **Convention Give-Away**

Consider something "green" like delegate bags or reusable water containers

\$15,000 exclusive

or in-kind donation of product(s); fully covered by sponsor

◆ **Escalator Signage**

As attendees ascend & descend throughout the day, they will see your company name and logo.

\$5,000 exclusive

\$2,500 increment

SUPPORT A SPECIAL EVENT

◆ **L.A. Theatre Works presents: The Great Tennessee Monkey Trial**

Play based on 1925 Scopes Trial
Contact GSA for more information about support of this presentation.

\$5,000 increment

sponsored in part by Subaru of America

◆ indicates higher-visibility

Sponsorship Event Selection

As easy as 1-2-3

send information: ■ advertising ■ exhibits

1 select your event(s) & method of payment

Events Selection*
select event from any activities in this brochure. Indicate exclusive or increment value [PRINT CLEARLY]

APPLY TO GREATEST NEED AT LEVEL INDICATED

OR

Sponsorship Levels	
<input type="checkbox"/> Double Diamond	... \$40k+
<input type="checkbox"/> Diamond	... \$20k+
<input type="checkbox"/> Platinum	... \$10k+
<input type="checkbox"/> Gold	... \$5,000+
<input type="checkbox"/> Silver	... \$2,500+
<input type="checkbox"/> Bronze	... \$1,000+
<input type="checkbox"/> Patron	... 500+

EXCLUSIVE EVENT SPONSORSHIPS

ACCEPTED ON A FIRST-COME, FIRST-SERVED BASIS.

Method of Payment PLEASE INVOICE

APPLY TO CREDIT CARD: VISA MASTERCARD AMEX

CARD NUMBER & EXPIRATION DATE

NAME AS IT APPEARS ON CARD

SIGNATURE PLEASE SEND RECEIPT

2 complete contact information

EXHIBITOR BOOTH NUMBER

Company Information [PLEASE PRINT]

COMPANY

CONTACT PERSON

EMAIL

ADDRESS

CITY / STATE / PROVINCE COUNTRY / ZIP OR POSTAL CODE

BUSINESS PHONE

WEB ADDRESS

Additional Contact Information [IF OTHER THAN ABOVE]

CONTACT PERSON

EMAIL

AGENCY (IF APPLICABLE)

ADDRESS

CITY / STATE / PROVINCE COUNTRY / ZIP OR POSTAL CODE

BUSINESS PHONE

3 call, email or fax back to GSA

GSA Sponsorships
Ann Crawford
+1.800.472.1988 x1053
acrawford@geosociety.org
fax: +1.303.357.1070

FREE ADVERTISING
Double Diamond, Diamond, and Platinum level sponsors are eligible for free advertising space in the '09Program. See benefits.

Ad space must be requested no later than July 20, 2009.

Contact Ann Crawford
acrawford@geosociety.org

Lock in exclusive level for next year's program in Denver

YEAR-LONG PARTNERSHIPS AVAILABLE!

*Sponsorship Manager will notify you immediately if your selection is no longer available.

Geological Society of America 2009 Annual Meeting Sponsorship Benefits AT-A-GLANCE

	Double Diamond \$40,000+	Diamond \$20,000+	Platinum \$10,000+	Gold \$5,000+	Silver \$2,500+	Bronze \$1000+	Patron \$500+
Opportunity to Speak at Presidential Address Ceremony and/or Dinner	●						
Opportunity for a one-day personalized tour with guide on-site	●						
Logo with hyperlink on GSA 09Annual Meeting web home page	●	●	●				
Free ad in meeting Program (black & white only)	● Full	● Full	● 1/2 hz				
Table display at sponsored event [literature may be set out for attendees]	●	●	●	●			
Complimentary professional meeting registration (per level)	● 4	● 3	● 2	● 1			
Pre-show attendee postal mailing list (excludes email addresses)	●	●	●	●			
Logo with hyperlink in pre-show edition e-newsletter GSA Connection	●	●	●	●			
Additional refreshment stand tickets	● 25	● 20	● 15	● 10	● 5		
Recognition on slide show in all technical sessions	●	●	●	●	●	●	●
Recognition at Presidential Address and Awards Ceremony	● Company Logo	● Company Logo	● Company Logo	● Company Logo	● Company Name	● Company Name	● Company Name
Recognition (per level) on 2009 meeting's sponsors web page	● Logo w/hyperlink	● Logo w/hyperlink	● Logo w/hyperlink	● Logo	● Logo	● Company Name	● Company Name
Recognition (per level) in: Program & on-site signage, pre-show issues of GSA Connection (e-newsletter), and pre- and post-show issues of GSA Today	●	●	●	●	●	●	●



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www.geosociety.org

GSA Sponsorships: Ann Crawford
acrawford@geosociety.org +1.800.472.1988 x1053



PAST GSA MEETING ATTENDEE PROFILES

27%
academic

29%
students (graduates & undergrads)

8%
government employees

6%
industry

71.5%
ages 30-60

100%
involved in their geosciences
community

Five Good Reasons to Partner in Sponsorship with The Geological Society of America

- Business and science will shape the future together, and together we can shape it responsibly
- GSA is helping the communities where you do business
- Good people are not hard to find; they come to GSA
- Dollars and successful programs are worth more together
- Planet Earth is priceless

Thank you for investing
in the growth of current
and future leaders in
the geosciences
community.