

2010 Denver
GSA Annual Meeting and Exposition

Reaching New Peaks in Geoscience

Sponsorship Opportunities

Partnering with the Geological Society of America's Annual Meeting and Exposition supports an extraordinary tradition, and plays a critical role, in serving the international geosciences community and the profession

31 Oct. – 3 Nov. 2010
Colorado Convention Center
Denver, Colorado USA

www.geosociety.org

Reaching New Peaks in Geoscience

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 event(s) 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 THE FUTURE OF THE GEOSCIENCES

- ◆ Mentor Programs
Two programs scheduled: Geology in Industry and Geology in Government
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*

- ◆ Student Volunteer Program
These up-and-coming geoscientists provide an essential element to the success of the Society's meeting events.
*\$10,000 exclusive
\$5,000 increment (max two sponsors)
Sponsor may provide materials for distribution at student volunteer office; or consider a volunteer vest or shirt with your logo!*

- ◆ 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 CUTTING EDGE SCIENCE

- ◆ Education Short Courses
Educational short courses cover a spectrum of interests to attract targeted audiences.
*\$10,000 exclusive
\$5,000 increment
exclusive overarching sponsorship available; please inquire*

- ◆ 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 will 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
400 – 600 posters presented each 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 – 700 participants*

SUPPORT TOOLS AND TECHNOLOGY

- ◆ Abstracts on CD [or 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 for company program or ads.
*[Lanyard allows for additional corporate visibility with sponsor name. Available at exclusive sponsorship level only]
\$25,000 exclusive
\$10,000 increment
About 6500 units*

- ◆ Internet Cafés
Located in the exhibit hall as well as near meeting rooms, these "cafés" draw crowds all meeting long.
*Sponsors name(s) will be 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).
\$10,000 exclusive
\$5,000 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 splash page.
*\$10,000 exclusive
\$5,000 Increment*

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
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
60 – 80 participants*

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
- ◆ 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
2,500 increment
About 3500-4000 participants*

◆ indicates highly visible event

Reaching New Peaks in Geoscience

GEOLOGICAL SOCIETY OF AMERICA
ANNUAL MEETING

◆ 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, and has naming rights for their bar. GSA must approve name.

● 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

● 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.

\$5,000 exclusive

\$2,500 Increment

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

SUPPORT A "GREEN" MEETING

◆ Convention Give-Away

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

\$15,000 exclusive

any in-kind donation of product(s) will be fully covered by sponsor.

◆ Recycle Bins

As attendees recycle their badge holders, your company name and logo are seen.

\$2,000 exclusive

\$1,000 increment

◆ Escalator Signage

Your company name and logo are seen as attendees use escalators throughout the day.

\$2,000 exclusive

\$1,000 increment

Event Selection as easy as 1-2-3

SEND INFORMATION: ■ ADVERTISING ■ EXHIBITS

1 select activities or event(s)

Event Selection*

Select activities / event(s) from this brochure, or inquire about creating an exclusive product based on your marketing goals. Indicate event below as exclusive** or incremental participation. You may also contribute to the Greatest Need fund at any level.

Apply to Greatest Need at level indicated

OR [PRINT CLEARLY]

LIST EVENT CHOICE AND>> EXCLUSIVE INCREMENTAL

LIST EVENT CHOICE AND>> EXCLUSIVE INCREMENTAL

LIST EVENT CHOICE AND>> EXCLUSIVE INCREMENTAL

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

Sponsorship Levels

- Double Diamond \$40k+
- Diamond \$20k+
- Platinum \$10k+
- Gold \$5,000+
- Silver \$2,500+
- Bronze \$1,000+
- Patron \$500+

BE SURE TO
CHECK THE
BENEFITS
AVAILABLE
WITH YOUR
SELECTION

[BENEFITS-AT-A-GLANCE CHART]

EXCLUSIVE SPONSORSHIP
Accepted on a First-Come
First-Reserved Basis
DEPOSIT REQUIRED TO SECURE
EXCLUSIVE SPONSORSHIP**

2 complete contact information

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

EXHIBITOR?
BOOTH NUMBER

3 return request to GSA

CALL, EMAIL, OR
FAX BACK TO:

GSA Sponsorships

Ann Crawford

+1.800.472.1988 x1053

acrawford@geosociety.org

fax: +1.303.357.1070

PAYMENT INFORMATION

Organization will receive invoice. Payment may be made by credit card or check.

**Exclusive support of event requires non-refundable deposit equal to 25% of total. Deposit due 90 days prior to annual meeting with final payment due no later than 45 days prior to annual meeting.

LOCK IN YOUR EXCLUSIVE LEVEL FOR
NEXT YEAR'S ANNUAL MEETING

YEAR-LONG PARTNERSHIPS
AVAILABLE

Benefits AT-A-GLANCE GUIDE

Benefits: At-A-Glance Guide

	Dble 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's Annual Meeting home / landing web page	●	●	●				
Free display ad in official meeting Program (black & white only)	● Full pg	● Full pg	● 1/2H pg				
Table display at sponsored event (may put out literature 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 <i>GSA Connection</i>	●	●	●	●			
Additional refreshment stand tickets (per sponsorship level)	● 25	● 20	● 15	● 10	● 5		
Recognition (per level) on Annual Meeting Sponsors' web page	● Company logo w/ hyperlink	● Company logo w/ hyperlink	● Company logo w/ hyperlink	● Company logo w/ hyperlink	● Company logo only	● Company Name	● Company Name
Recognition at Presidential Address and Awards Ceremony	● Company Logo	● Company Logo	● Company Logo	● Company Logo	● Company Logo	● Company Name	● Company Name
Recognition on slide show in all technical sessions	● Company Logo	● Company Logo	● Company Logo	● Company Logo	● Company Logo	● Company Name	● Company Name
Recognition in pre-show edition e-newsletter <i>GSA Connection</i> [emails to 19,500]	● Company logo w/hyperlink	● Company logo w/hyperlink	● Company logo w/hyperlink	● Company logo w/hyperlink	● Company Logo	● Company Name	● Company Name
Recognition (per level): on-site signage, official Program, and post-show highlights issue of <i>GSA Today</i>	● Company Logo	● Company Logo	● Company Logo	● Company Logo	● Company Logo	● Company Name	● Company Name



THANK YOU FOR INVESTING IN THE GROWTH OF CURRENT AND FUTURE LEADERS IN THE GEOSCIENCES COMMUNITY

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Five Good Reasons to Partner 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

PAST GSA MEETING ATTENDEE PROFILES

27%
academic

29%
students (graduates & undergraduates)

8%
government employees

6%
industry

71.5%
ages 30-60

100%
involved in their geosciences community