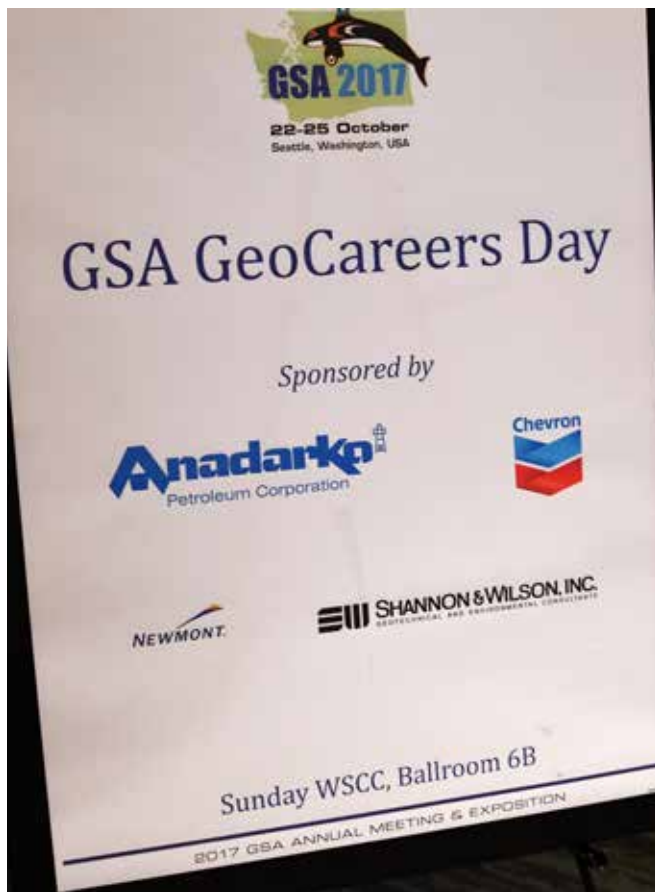


Geological Society of America Annual Meeting & Exposition

SPONSORSHIP OPPORTUNITIES



4-7 November
Indianapolis, Indiana, USA

BENEFITS OF SPONSORSHIP

Visibility

Sponsors are highly visible to 7,000+ attendees at the main site and beyond:

- Registration, lobbies, concourses, exhibit halls
- Poster sessions
- Receptions and special events
- Student volunteer headquarters
- Meeting mobile app
- Short courses and field trips

Before and After the Meeting

- Annual Meeting website, GSA and GSAF websites
- *GSA Today* June, September, and October issues (each with distribution as high as 26,000)
- *GSA Connection*—pre- and post-meeting electronic newsletters as well as daily on-site newsletters

Leadership in Giving Back to Your Community

Nearly 27,000 members, not just meeting attendees, will see your company's support to foster the growth of current and future leaders in the geosciences.

Students

Sponsors have access to thousands of the best and brightest geoscience students who make up one-third of the meeting attendance.

CUSTOMIZED PACKAGES AVAILABLE

There are a number of ways to engage GSA Annual Meeting attendees from all sectors onsite:

- Meeting **sponsorships** as described in this brochure
- **Exhibit space** on the exhibition hall floor for the duration of the meeting
- **Technology Demonstration Theater** demo slots
- **Branding** opportunities throughout the convention center (escalator signage, banners, wraps)
- **Advertising** (meeting program book, *GSA Today*, *GSA Connection* e-newsletter)

We are happy to help determine your interests and create a discounted package that will best meet your needs.

For more information, contact **Debbie Marcinkowski:**
dmarcinkowski@geosociety.org or +1-303-357-1047

WHAT'S IN IT FOR YOUR INDUSTRY?

Recognition, employee education, recruitment, and more:

ENERGY

- Recruitment of interns and future employees: access to several thousand of the best and brightest geoscience students (international and domestic)
- Educational opportunities for current employees: relevant technical sessions, short courses, and field trips in Industry Tracks

CONSULTING

- Employee development and education: opportunities to give technical presentations and attend relevant Industry Track technical sessions, short courses, and field trips
- Networking and cultivation of business contacts
- Recruitment of interns and future employees: access to several thousand of the best and brightest geoscience students

TECHNOLOGY

- Recruitment of creative math-science proficient interns and future employees from a dynamic student pool; cast a wider net to more varied applicants
- Expose new products to a relevant scientific audience through demos or presentations
- Networking opportunities for research and scientific connections

UTILITIES

- Technical sessions focused on risk-management including geo-hazards mitigation, engineering geology, and how geo-design can lead to project improvements
- Educational opportunities for employees: relevant technical sessions, short courses, and field trips in Industry Tracks
- Recruitment of interns and future employees

GOVERNMENT AGENCIES AND NATIONAL LABS

- Educational opportunities for employees through technical sessions, short courses, and field trips
- Communication of current topics with international and domestic researchers
- Recruitment of high-quality future employees

UNIVERSITIES AND COLLEGES

- Opportunities to connect with prospective grad students and professors through careers programming and focused exhibition space
- Share and review current geo-research projects
- Alumni gatherings to rekindle interests and potential support

RETAILERS

- Potential market of 7,000 consumers who use automobiles, gear, clothing, and food in their work in the geoscience field
- Large audience for facility tours or retail visits/special offers
- Visibility in high-traffic events like opening night receptions or the multi-day exhibition

GENERAL MEETING SPONSORSHIPS

Program Book

- Logo (full color) on front cover
- Full-page advertisement, prime locations (must meet July 31 commitment deadline)

\$20,000 Exclusive

Registration

- Logo displayed on registration counters
- Logo on pens provided at registration
- Recognition on registration confirmation emails

\$20,000 Exclusive

Directional Signage

- Logo displayed on-site on all directional signage (approximately 11 locations)

\$15,000 Exclusive

Icebreaker Opening Reception

- Logo or company name on event signage
- Logo or company name on bar signage
- Opportunity to provide branded cups, mugs, or koozies at bars

\$10,000 Lead Sponsorship
\$5,000 Supporting Sponsorship
\$2,500 Sponsorship

Icebreaker Expo

Opportunity for companies (gear, outfitters, supplies, etc.) to display products in or at the entrance to the reception

- Table available for products and promotional items

\$500 Participating Table

Exhibition Refreshment Breaks

Morning coffee, afternoon beer receptions

- Logo on napkins provided during drink service
- Logo on table tents at coffee station and bars
- Opportunity to provide branded coffee cups, mugs, sleeves, koozies

\$15,000/Day
\$7,500/Half Day

Mobile Meeting App

- Logo inclusion on the app interface with link to website

\$10,000 Exclusive
\$5,000 Supporting Sponsorship

Speaker Ready Room

- Logo on signage inside and outside room
- Logo on technical program page of Meeting website
- Logo screensaver on (approximately 22) computers in room

\$10,000 Exclusive

Poster Sessions

- Logo on poster area signage including entrance sign, overhead banner and inside signage
- Logo on technical program page of meeting website

\$10,000 Sponsorship

Wi-Fi Hot Spots

- Logo on signs at hot spots
- Logo with web link on login page
- Opportunity to provide print materials inside hot spot area

\$10,000 Exclusive
\$5,000 Supporting Sponsorship

Badge Lanyards

- Logo on lanyard provided at registration to all attendees

\$15,000 Exclusive

Diversity Installation

- Logo on signage at installation
- Opportunity to showcase product (in the case of in-kind screen/digital hardware use)

\$10,000 Lead Sponsorship
\$5,000 Supporting Sponsorship

GEO.SCI

Technology Demo Theater

This centrally located space offers hands-on experience and live demonstrations or interactive displays of your latest products, software, and innovations.

For more information, contact Debbie Marcinkowski:
dmarcinkowski@geosociety.org or +1-303-357-1047

\$10,000 Lead Sponsorship

\$5,000 Supporting Sponsorship

\$1,000 Contributor (one presentation slot)

\$500 Contributor for Non-Profit Organizations
(one presentation slot)

STUDENT AND EARLY CAREER PROGRAM SPONSORSHIPS

Field Trips – Offset Student and Early Career

Registration for Lowered Rates

- Company logo on signage at field trip launch sites
- Company logo on signage in transportation vehicles
- Company logo on participant materials
- Opportunity to provide attendee giveaways (approved by GSA)

\$10,000 Lead Sponsorship
\$5,000 Supporting Sponsorship

Short Courses – Offset Student and Early Career Rates

- Company logo on signage at short courses
- Company logo on correspondence to participants

\$10,000 Lead Sponsorship
\$5,000 Supporting Sponsorship

Student Volunteer Program

- Opportunity to provide a branded item to be worn by up to 300 volunteers throughout meeting (shirt, hat, vest)
- Company logo or name on signage at coffee stations in volunteer office
- Company logo or name on Student Volunteer Website
- Company logo or name on correspondence to volunteers

\$10,000 Exclusive
\$5,000 Supporting Sponsorship
\$2,500 Sponsorship

Women in Geology Mentor Program

- Logo or company name on event signage
- Opportunity to have promotional materials on-site

\$10,000 Lead Sponsorship
\$5,000 Supporting Sponsorship
\$2,500 Sponsorship

GeoCareers in Industry and Government

- Top logo or name billing on event signage and print materials
- Table at the morning Career Information Session
- Table-Mentor positions (up to 2) before and after the lunch panel

Series of Sunday career events for student and early career members; for more information, contact Debbie Marcinkowski: dmarcinkowski@geosociety.org or +1-303-357-1047

\$10,000 Lead Sponsorship
\$5,000 Supporting Sponsorship
\$2,500 Sponsorship
\$1,000 Participation
\$500 Government Participation

Early Career Professionals Coffee Mixers

- Logo or company name on event signage
- Logo or company name on table tents
- Opportunity to provide branded cups, mugs

\$10,000 Lead Sponsorship
\$5,000 Supporting Sponsorship
\$2,500 Sponsorship

Student and Early Career Networking Luncheon

Mentors (35–40 onsite) answer questions from attendees who rotate tables

\$1,000 Sponsorship
\$500 Support

On To the Future

Engaging groups underrepresented in the geosciences

\$5,000 Sponsorship
\$1,500 Support One Student to Attend GSA

Corporate recognition and benefits levels reflect the total sponsorship contribution if a company chooses to participate in more than one area. Benefits noted here are unique to each opportunity and in addition to the benefits chart.

Please contact **Debbie Marcinkowski** to coordinate an effective sponsorship plan:
dmarcinkowski@geosociety.org or +1-303-357-1047

Sponsorship Levels and Benefits Summary



4-7 November
Indianapolis, Indiana, USA

Benefit	Double Diamond \$40,000+	Diamond \$20,000+	Platinum \$10,000+	Gold \$5,000+	Silver \$2,500+	Bronze \$1000+	Contributor <\$1,000
Special mention at Presidential Address	•						
Dedicated sponsorship panels (2) at Annual Meeting	•						
Logo with hyperlink on GSA Annual Meeting web home page	•	•	•				
Ad in Meeting program book (black & white)	Full-page	Full-page	Half-page				
Table display at sponsored event	•	•	•				
Complimentary professional Meeting registration (per level)	4	3	2	1			
Additional refreshment tickets	25	20	15	10	5		
Recognition at sponsored event	Company logo				Company name		
Recognition at Presidential Address	Company logo				Company name		
Recognition on slide show in all technical sessions	Company logo				Company name		
Recognition by level on Meeting's sponsor web page	Company logo with hyperlink			Company logo	Company name		
Recognition by level in pre-show edition of GSA Connection	Company logo with hyperlink			Company logo	Company name		
Recognition by level in program book, on-site signage, pre- and post-show highlights in issue of GSA Today (Distribution: 28,000)	Company logo				Company name		



GENERAL MEETING SPONSORSHIPS

Program Book	\$20,000 Exclusive <input type="checkbox"/>
Registration	\$20,000 Exclusive <input type="checkbox"/>
Directional Signage	\$15,000 Exclusive <input type="checkbox"/>
Icebreaker Opening Reception	\$10,000 Lead Sponsorship <input type="checkbox"/>
	\$5,000 Supporting Sponsorship <input type="checkbox"/>
	\$2,500 Sponsorship <input type="checkbox"/>
Icebreaker Expo	\$500 Participating Table <input type="checkbox"/>
Exhibition Refreshment Breaks	\$15,000/Day <input type="checkbox"/>
	\$7,500/Half Day <input type="checkbox"/>
Mobil Meeting App	\$10,000 Exclusive <input type="checkbox"/>
	\$5,000 Supporting Sponsorship <input type="checkbox"/>
Speaker Ready Room	\$10,000 Exclusive <input type="checkbox"/>
Poster Sessions	\$10,000 Sponsorship <input type="checkbox"/>
Wi-Fi Hot Spots	\$10,000 Exclusive <input type="checkbox"/>
	\$5,000 Supporting Sponsorship <input type="checkbox"/>
Badge Lanyards	\$15,000 Exclusive <input type="checkbox"/>
Diversity Installation	\$10,000 Lead Sponsorship <input type="checkbox"/>
	\$5,000 Supporting Sponsorship <input type="checkbox"/>
GEO.SCI	\$10,000 Lead Sponsorship <input type="checkbox"/>
	\$5,000 Supporting Sponsorship <input type="checkbox"/>
	\$1,000 Contributor (one presentation slot) <input type="checkbox"/>
	\$500 Contributor for Nonprofit Organizations (one presentation slot) <input type="checkbox"/>

Company Contact

Company Name to be Listed as

Mailing Address

City

State

Zip

Telephone

Fax

Email

**Please complete and return this form
to the fax number or address below.**

Sponsorships are assigned on a first-come, first-served basis.
GSA Foundation Federal Tax ID #: 74-2156871

STUDENT AND EARLY CAREER PROGRAM SPONSORSHIPS

Field Trips—Offset Student and Early Career Registration for Lowered Rates	\$10,000 Lead Sponsorship <input type="checkbox"/>
	\$5,000 Supporting Sponsorship <input type="checkbox"/>
Short Courses—Offset Student and Early Career Rates	\$10,000 Lead Sponsorship <input type="checkbox"/>
	\$5,000 Supporting Sponsorship <input type="checkbox"/>
Student Volunteer Program	\$10,000 Exclusive <input type="checkbox"/>
	\$5,000 Supporting Sponsorship <input type="checkbox"/>
	\$2,500 Sponsorship <input type="checkbox"/>
Women in Geology Mentor Program	\$10,000 Lead Sponsorship <input type="checkbox"/>
	\$5,000 Supporting Sponsorship <input type="checkbox"/>
	\$2,500 Sponsorship <input type="checkbox"/>
GeoCareers in Industry and Government	\$10,000 Lead Sponsorship <input type="checkbox"/>
	\$5,000 Supporting Sponsorship <input type="checkbox"/>
	\$2,500 Sponsorship <input type="checkbox"/>
	\$1,000 Participation <input type="checkbox"/>
	\$500 Government Participation <input type="checkbox"/>
Early Career Professionals Coffee Mixers	\$10,000 Lead Sponsorship <input type="checkbox"/>
	\$5,000 Supporting Sponsorship <input type="checkbox"/>
	\$2,500 Sponsorship <input type="checkbox"/>
Student and Early Career Networking Luncheon	\$1,000 Sponsorship <input type="checkbox"/>
	\$500 Support <input type="checkbox"/>
On To the Future	\$5,000 Sponsorship <input type="checkbox"/>
	\$1,500 Support One Student to Attend GSA <input type="checkbox"/>

Method of Payment:

☐ Check (payable to **Geological Society of America Foundation**)

☐ MasterCard

☐ Visa

☐ AmEx

In the amount of \$

Card Number

Expiration Date

Name as it Appears on Card

Cardholder's Address

Cardholder's Signature

Date