

ACE 101: Introduction to Successful Sponsorship



In conjunction with:

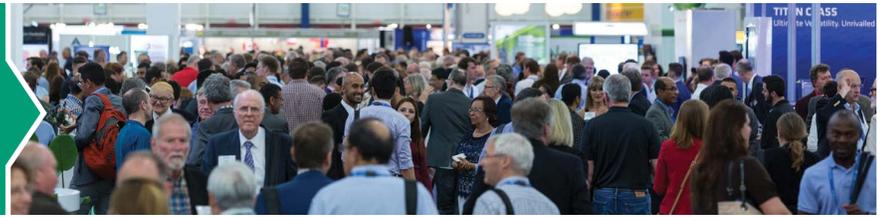


AAPG 20-23 May 2018 • Salt Lake City, Utah
ACE 2018
ANNUAL CONVENTION & EXHIBITION

ACE.AAPG.org

Drive Traffic:

Maximize your booth investment by driving traffic with a host of options both before or during the show.

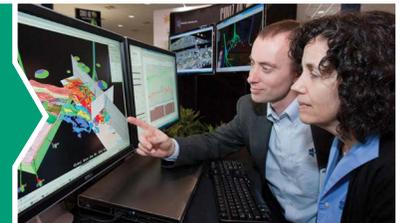


First In Mind:

Good marketers understand the advantage of being first in mind. Be the first brand your target thinks of when making a buying decision by investing in an aggressive brand strategy that paves the way for your sales team.

Build Your Future:

For over 100 years, AAPG has developed the scientists and science that have driven energy exploration. Your sponsorship allows AAPG to continue this critical mission building a positive future for the entire energy sector.



Sponsorship Levels

Your total dollar commitment determines your sponsorship level and benefits:	Diamond \$40,000+	Titanium \$20,000+	Platinum \$10,000+	Gold \$7,500+	Silver \$5,000+	Bronze \$1,000+	Patron \$500+
Company logo with hyperlink on event website	✓	✓	✓	✓	✓	✓	✓
Company logo with hyperlink on scrolling banner on home page	✓	✓	✓				
Company logo in the Technical Program & Registration Announcement (Commitment by: 5 December 2017)	✓	✓	✓	✓	✓	✓	✓
Company logo in Program Book (Commitment by: 2 March 2018)	✓	✓	✓	✓	✓	✓	✓
Company logo on PowerPoint slides in Technical Session rooms	✓	✓	✓	✓	✓	✓	✓
Company logo on PowerPoint slides in Opening Session & Awards Ceremony	✓	✓	✓				
On-site Signage	✓	✓	✓	✓	✓	✓	✓
Complimentary full-convention registrations	Two (2)	One (1)					
Invitations to the President's Reception at ACE	Five (5)	Three (3)	Two (2)				
Advertisement in Program Book (Commitment by: 2 March 2018)	Full Page	Half Page	Quarter Page				

Choose the Optimal Mix of Sponsorships to Drive Your Success

On-Site Branding

Aisle Signage (Exclusive)..... \$25,000

Audio Visual

(Co-Sponsor: Limit 3)..... \$10,000
(Exclusive) \$25,000

Coffee Break Sponsorship

(Co-Sponsor – One Day: Limit 5) \$3,500

Convention Amenity

(Co-Sponsor: Limit 4) \$20,000
(Exclusive) \$75,000

Directional Signage (Exclusive)..... \$15,000

End-of-Day Reception Bar Sponsorship

(Co-Sponsor: Limit 10)..... \$1,500
(Exclusive) \$12,500

Food Court Sponsorship

(Co-Sponsor: Limit 3) \$5,000

Luggage Check Sponsorship

(Exclusive) \$1,500

Icebreaker Bar Sponsorship

(Co-Sponsor: Limit 15)..... \$2,500
(Exclusive) \$30,000

***Lanyard Sponsorship (Exclusive)**..... \$12,500

Registration (Exclusive)..... \$36,500

Attendee Focused

All-Convention Luncheon

(Co-Sponsor: Limit 5)..... \$10,000

Career Center

(Co-Sponsor: Limit 4)..... \$1,500
(Exclusive) \$5,000

Poster Sessions (Co-Sponsor: Limit 5) \$7,500

*Technical Program Notepads

(Co-Sponsor: Limit 2)..... \$12,500
(Exclusive) \$20,000

Technical Program Speaker Support

(Co-Sponsor: Limit 3)..... \$12,500

Print Advertising

Technical Program and Registration Announcement

(Exclusive) \$40,000

Program Book (Exclusive)..... \$36,500

Pocket Guide

(Co-Sponsor: Limit 2)..... \$7,500
(Exclusive) \$18,000

Digital Elements

AAPG Facebook Post

(During or just before the Event)..... \$1,000

AAPG LinkedIn Post

(During or just before the Event)..... \$1,000

AAPG Twitter Tweet

(During or just before the Event)..... \$500

Digital Technical Session Signage

(Co-Sponsor: Limit 3)..... \$12,500
(Exclusive) \$30,000

Technical Program and Abstracts

(Co-Sponsor: Limit 2)..... \$15,000
(Exclusive) \$25,000

Wi-Fi Hot Spots

(per Hot Spot: Limit 2)..... \$15,000
(Exclusive) \$25,000

Student and Young Professional Focused

AAPG/SEPM Student Chapter Field Trips and Short Courses

Minimum \$250+ contributions accepted

AAPG Student Chapter YouTube Competition

(Co-Sponsor: Limit 2)..... \$6,500
(Exclusive)..... \$10,000

Earth Science Teacher Education Program

(Exclusive)..... \$20,000

Student and Faculty Lounge

(Co-Sponsor: Limit 3)..... \$15,000
(Exclusive)..... \$35,000

Student Attendance Assistance

All contributions accepted Minimum \$500+

Student Participation in Field Trips and Short Courses

All contributions accepted Minimum \$500+

Student Volunteers

(Co-Sponsor: Limit 3)..... \$5,000
(Exclusive) \$12,500

Student Reception (Exclusive) \$40,000

Young Professional Field Trip (Exclusive)..... \$3,000

Young Professionals Meet & Greet (Exclusive) \$10,000

Young Professionals Reception

(Co-Sponsor: Limit 3)..... \$10,000
(Exclusive) \$25,000

* Sponsors to provide items.

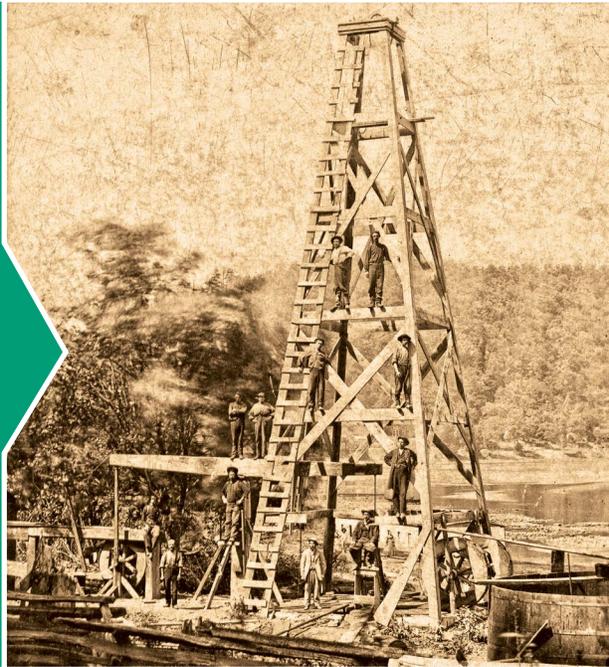
Sponsorships go fast, secure yours today!

1. Select the sponsored items that are the best fit for your company.
2. Complete and return the sponsorship commitment form along with your company logo.
(Logo needs to be a vector .eps file.)

It's not just a good short term business decision

AAPG, the oldest of the petroleum geoscience organizations, has been at the forefront of the geosciences for over 100 years. This commitment has driven the exploration and discovery of the plays our global petroleum market relies on today. Investing in AAPG is investing in the science and scientists who will make future discoveries possible.

Thank you for your support of AAPG.



Division and Society Sponsorships

All contributions to divisions and societies are accepted for their General Funds and/or their respective activities such as Field Trips, Short Courses, Luncheons, Award Dinners and Receptions, Research Groups, Student Support, and Social Events.

Utah Geological Association (UGA)

Support the local geological community.

Division of Environmental Geosciences (DEG)

The Division of Environmental Geosciences' activities offer a forum for the intersection of geosciences and the environment.

Division of Professional Affairs (DPA)

The Division of Professional Affairs' activities appeal to those interested in ethics, professionalism and related topics.

Energy Minerals Division (EMD)

The Energy Minerals Division showcases activities on various energy resources and issues of the 21st century.

Petroleum Structure & Geomechanics Division (PSGD)

Driven by keen interest in geomechanics and supported by an established foundation in structural geology and tectonics, the amalgamated discipline of petroleum structural geology and geomechanics is one of the fastest growing disciplines in petroleum geoscience.

PROWESS (Professional Women in Earth Sciences)

The goal of PROWESS is to promote professional women in Earth sciences. Its mission includes interacting with women in Earth science, their male peers and employers, educational institutions and professional societies.

SEPM (Society for Sedimentary Geology)

Sponsorship of any of the SEPM events will help fulfill SEPM's mission of supporting the application and dissemination of the science of sedimentary geology. SEPM sponsors will be acknowledged on the SEPM website, on signage at the SEPM booth, and events and in the Sedimentary Record.

International Pavilion (IP) Sponsorships

For information about IP sponsorships, visit www.internationalpavilion.com or contact Gina Godfrey at +1 303.308.9100 or gina.godfrey@petroweb.com.

CONTACTS

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