

100<sup>TH</sup> AAPG ANNIVERSARY

# ACE 2017

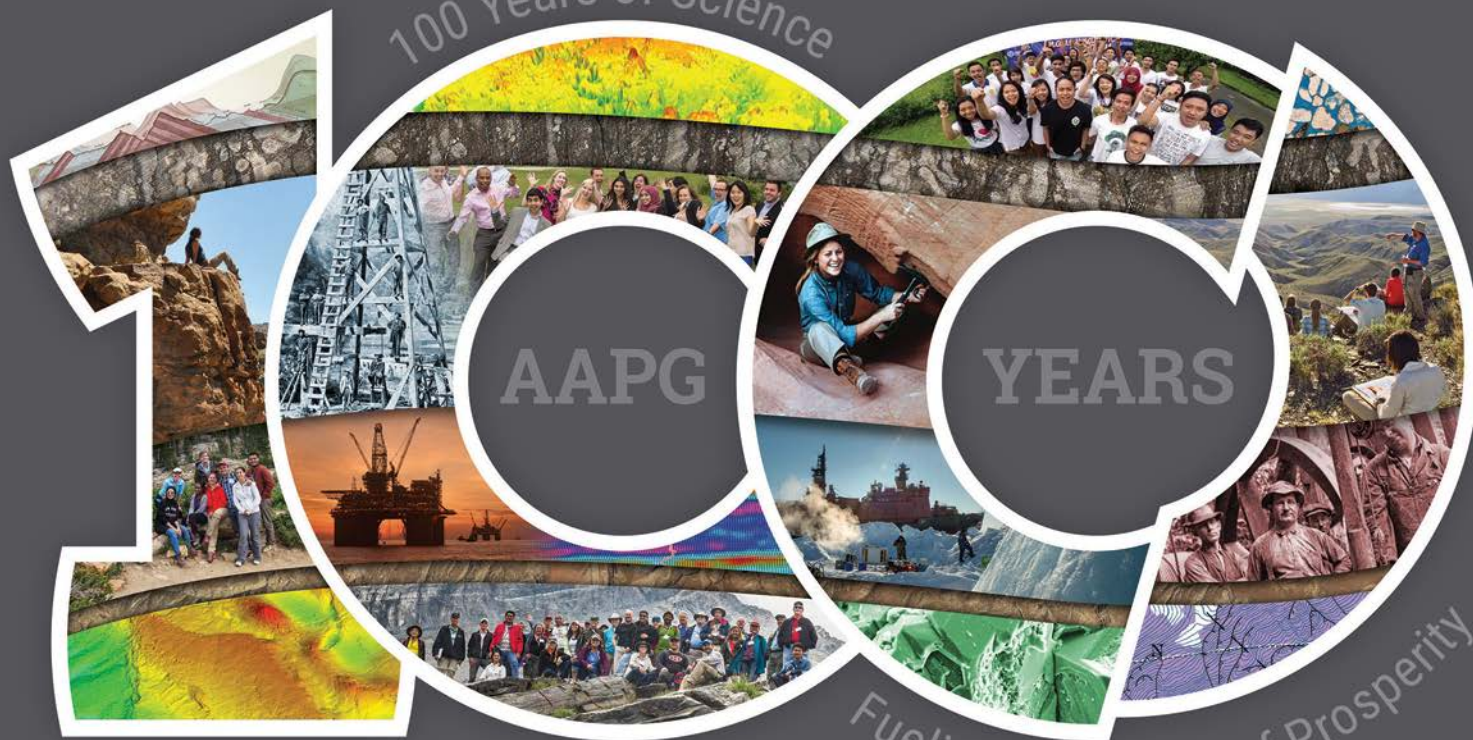
ANNUAL CONVENTION & EXHIBITION

2-5 April 2017 • Houston, TX • George R. Brown Convention Center

In conjunction with:



100 Years of Science



Fueling 100 Years of Prosperity

# EXHIBIT SPACE PROSPECTUS

The ACE (Annual Convention and Exhibition) has been

100<sup>TH</sup> AAPG ANNIVERSARY

ACE 2017

ANNUAL CONVENTION & EXHIBITION

## Exhibit Space Prospectus

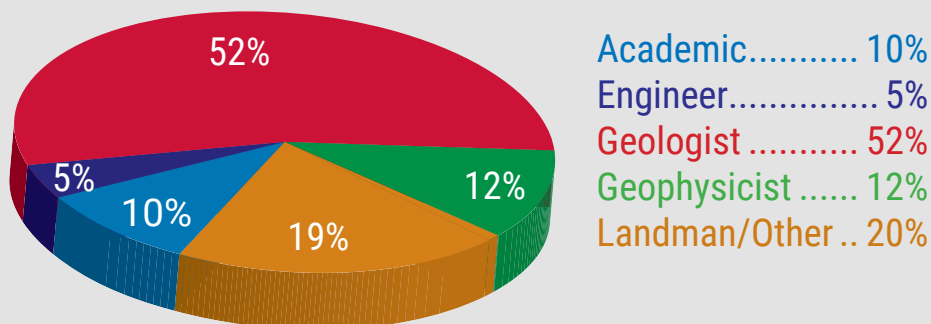
Now is your golden opportunity to showcase your latest innovations, solutions and services to the industry's elite. Show your support and celebrate the 100th anniversary celebration with the world's top experts and innovators whose research, explorations and discoveries are the foundation of our industry.

By exhibiting at ACE 2017 you are contributing to AAPG, one of the world's largest professional geosciences associations that conducts this annual convention for the purposes of fostering scientific research, advancing the geosciences and promoting the technology necessary for our industry's prosperity.

### The ACE Technical Program attracts the type of customer you're looking for.

ACE is known for its world-class technical program and that means attendees are passionate about the newest innovations for the E&P industry. Attendees include geologists, geophysicists, engineers, landmen, academicians and more at a show hosted by one of the world's leading geological associations. Here's a breakdown by title:

ACE 2014 – Houston



**ACE 2017 Connects You to Your Target Audience.**

serving geoscientists around the world for 100 years.

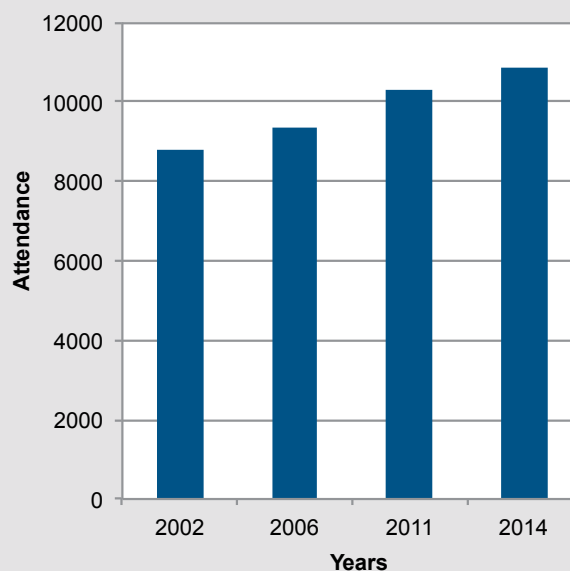
## Houston ... A Proven Location For Success

**A**CE 2017 will mark a record 14th time the annual convention has been held in Houston. ACE in Houston is consistently a record-breaking success boasting four of the top five highest-recorded attendance for the event in its 100 years.

Reaching a global audience is a must to stay competitive in the oil and gas industry. ACE regularly attracts an average of 6,800 global attendees from 72 countries (average for last five years). The breadth and depth of the technical program is international in scope and appeals to multiple geoscience disciplines, which means a diverse audience for you.

ACE is a worldwide showcase for countries promoting exploration and investment opportunities between government representatives and industry, resulting in the creation of successful business relationships. When this international crowd comes looking for partners, make sure your company is front and center.

Face-to-face networking at trade shows is the most cost-effective way to meet with clients, find new prospects and promote your brand to a highly targeted audience. AAPG's ACE 2017 in Houston is the perfect location for you to invest your marketing dollars.



### 2014 ACE Houston By The Numbers:

- 800+ technical and poster presentations
- 24 field trips and short courses
- 292 exhibiting companies in 79,000+ net square feet
- 9,498 attendees
- 1350 international attendees
- 70 countries represented

## HELPING YOU BUILD TRAFFIC

In addition to creating a favorable technology and business environment, AAPG conducts extensive marketing efforts to attract the right visitors:

- Targeted email campaigns to AAPG members, past show attendees and other industry experts
- Display advertising and editorials in industry publications including AAPG's *EXPLORER*
- Free exhibitor listing in the event program given to all attendees
- Free exhibitor listing on the ACE website, a key source of information for show attendees and geosciences professionals drawing thousands of page views every day
- Pre-show program announcements mailed to AAPG members and past ACE attendees
- Daily networking breaks and receptions in various locations designed to keep attendees on the floor

ACE also has many targeted advertising opportunities to add value to your Exhibition Space investment including:

- Program Book Advertising
- Enhanced Exhibitor Listings
- Email Newsletter Advertising
- On-Site branding opportunities including banners, floor decals and more!

## Book Your Best Space Now

1. Visit the Exhibit page at [ACE.AAPG.org/2017](http://ACE.AAPG.org/2017) and select your desired location from the Floor Plan.
2. Download and complete the Commercial Space Contract (or Nonprofit if you qualify)
3. Return to your ACE 2017 Representative below:

### • Companies A-K:

Mike Taylor, Exhibition Sales Manager  
Tel: +1 918 630 5672  
Email: [mtaylor@aapg.org](mailto:mtaylor@aapg.org)

### • Companies L-Z:

Tracy Thompson, Exhibition Sales Representative  
Tel: +1 918 560 9414  
Email: [tthompson@aapg.org](mailto:tthompson@aapg.org)

## Exhibitors receive

- Two full-convention registrations for every 100 sq. ft. space purchased (and one registration for non-profit), giving you access to the Technical and Poster Presentations
- 50 exhibition guest passes to send to clients/prospects
- Free listing in the Program Book

## Booth prices

Commercial: Minimum size: 10' x 10'

(additional space in multiples of 100 sq. ft.)

Exhibition space (including drapes) .....\$26/ft<sup>2</sup>

Nonprofit: Minimum size: 10' x 10'

(additional space in multiples of 100 sq. ft.)

Exhibition space (including drapes) .....\$13/ft<sup>2</sup>

Companies submitting contracts will be assigned space on a first-come, first-served basis.

# ACE 2017 Centennial Sponsor Package

Celebrate AAPG's 100th Anniversary with this custom sponsorship package:

## Centennial Sponsors receive:

- A 5' x 10' centennial banner to be displayed above exhibit booth or on the Centennial Celebration wall inside Exhibition Hall.
- Company Logo recognition at the 100th Anniversary Gala Dinner.
- Company Logo recognition in presentation slides at the Opening Ceremony and Technical Session rooms.
- Company Logo recognition on Centennial Sponsor page in Technical Program, Registration Announcement and ACE 2017 Official Program.
- Company Logo recognition as Centennial Sponsor on the ACE 2017 event web site.

**\$5,000**

~ OR ~

**\$3,500 for Diamond, Titanium or Platinum Sponsors**



# AAPG