

Exhibition and Sponsorship Prospectus

AAPG

4-7 November
South Africa

Cape Town International Convention Centre



International Conference & Exhibition

**MAXIMIZE YOUR VISIBILITY
WITH THE WORLD'S ELITE
ENERGY EXPLORERS**

Opportunities for Every Budget

Coming off a busy and successful ICE 2017 in London, AAPG is excited to take the globe's leading petroleum geoscience event to Cape Town, South Africa. The event, which will be co-located with Africa Oil Week, will feature a range of sponsorship opportunities both on-site and off-site as well. This is a unique occasion to connect with the world's leading petroleum geoscientists.

- Build your brand with geoscientists and decision makers.
- Gain international exposure to over 60 countries.
- Position your brand with the leaders in exploration science and technology.

Sponsorship Levels

Choose the sponsorship level that is right for you and visit ICEevent.org to download a sponsorship application form or contact us today.

Benefits of Sponsoring ICE:

- Support the next generation of geoscientists.
- Enhance the total conference experience.
- Gain international exposure to over 60 countries.
- Be aligned as an industry supporter to the world's largest group of petroleum geoscientists and energy professionals.

	DIAMOND \$50,000 +	TITANIUM \$40,000 +	PLATINUM \$30,000 +	GOLD \$20,000 +	SILVER \$10,000 +	BRONZE \$5,000 +	PATRON \$1,000 +
Program Book							
Advertisement in Program Book	1 Full page	1 Half page	1 Quarter page	25% Discount	15% Discount		
Logo Recognition on Thank You Page	✓	✓	✓	✓	✓	✓	✓
Website							
Logo on Sponsor Page (with hyperlink)	✓	✓	✓	✓	✓	✓	✓
Logo on Homepage Scrolling Banner	✓	✓	✓	✓			
Website Advertising	✓	✓	✓				
EXPLORER News Site 3 Months	33% Discount	25% Discount	15% Discount	10% Discount			
EXPLORER Newsletter 10 Drops	33% Discount	25% Discount	15% Discount	10% Discount			
On-Site							
# of Complimentary Full Conference Registrations	3	2	1				
Logo on Signage (may include banners)	✓	✓	✓				
Logo on Technical Session Walk-in Slides	✓	✓	✓	✓	✓		
Logo on Opening Ceremony Walk-in Slides	✓	✓	✓	✓			
Sponsor Ribbons	✓	✓	✓	✓	✓	✓	✓
Post Show							
Logo on Sponsor Page EXPLORER Dec. 2018 Issue	✓	✓	✓	✓	✓	✓	✓
Three Month Banner Ad Search and Discovery	50% Discount	30% Discount	20% Discount				

Sponsorship Opportunities

Show your company's support for the petroleum geosciences community by sponsoring the AAPG 2018 International Conference and Exhibition (ICE), 4-7 November at the Cape Town International Convention Centre in South Africa.

Conference Amenity

\$34,500 Exclusive or \$11,500 Co-Sponsored – 3 available

- Sponsor logo displayed on conference attendee amenity
- Sponsor logo (full color) displayed on signage near registration

Technical Program & Registration Announcement

\$40,000 Exclusive

- Sponsor logo (full color) on front cover
- Four-color, full-page advertisement on inside back cover

Registration Sponsor

\$23,000 Exclusive

- Sponsor logo (full color) prominently displayed on registration counters and signage
- Sponsor recognized on Registration Confirmation emails

Directional Signage

\$20,000 Exclusive or \$11,500 Co-Sponsored – 2 available

- Sponsor logo (full color) prominently displayed on all directional signage

Exhibition Daily Refreshments

\$28,500 Exclusive or \$11,500/day Co-Sponsored – 3 available

- Sponsor logo (full color) on signage throughout Exhibition
- Sponsor logo (full color) on table tent cards

Exhibition End-of-Day Receptions

\$31,500 Exclusive or \$14,500/day Co-Sponsored – 2 available

- Sponsor logo (full color) on signage throughout Exhibition
- Sponsor logo (full color) on table tent cards

Icebreaker Bar Sponsor

\$5,500/Bar – 10 available

- Sponsor logo (full color) on signage at designated bar station
- Sponsor logo (full color) on table tent cards
- Opportunity for sponsor to provide koozies at designated bar station

Program Book

\$23,000 Exclusive

- Sponsor logo (full color) on the front cover
- Four-color, full-page advertisement (prominent placement)

Conference Abstracts Digital Library

\$20,000 Exclusive or \$11,500 Co-Sponsored – 2 available

- Sponsor logo (full color) displayed on website
- Digital advertisement on website with hyperlink

Aisle Signage

\$17,000 Exclusive

- Sponsor logo (full color) prominently displayed on aisle signs in Exhibition (Aisle Sign format to be determined 60 days prior to event)

Badge Cords/Lanyards

\$17,000 Exclusive (provided by sponsor)

- Sponsor to provide 1-inch lanyards for dispersment at registration (Lanyards must meet Show Management approval before purchase)
- Sponsor logo (full color) displayed on signage in registration area

Presenter and Judges Gifts

\$9,500 Exclusive

- Sponsor name and logo will accompany thank you gifts provided to presenters and judges
- Sponsor logo (full color) on signage inside Speakers Service Center

Technical Sessions

\$7,500 Co-Sponsored – 3 available

- Sponsor logo (full color) on signage outside each session
- Sponsor logo (full color) on technical session walk-in slides

Conference Notepads

\$17,000 Exclusive

- Sponsor logo (one color) provided on 127mm x 178mm notepads provided inside all technical session rooms

Poster Sessions

\$5,500 Co-Sponsored – 3 available

- Sponsor logo (full color) on signage in Poster Session area inside Exhibition

Volunteer Support

\$8,500 Exclusive

- Sponsor logo (one color) on volunteer shirt/vest worn on-site by volunteers

Student Programs

Field Trip and Short Course Registration Assistance

(minimum of \$1,150 for sponsor recognition)

Student & Faculty Lounge

\$17,000 Exclusive

- Sponsor logo (full color) on signage
- Opportunity for sponsor to provide materials to be displayed

Young Professional and Student Reception

\$34,500 Exclusive

- Opportunity for Sponsor to have representative speak at the reception
- Sponsor logo (full color) prominently displayed on signage at reception
- Sponsor logo (full color) on table tent cards

Young Professionals Meet & Greet

\$5,500 Exclusive

- Sponsor logo (full color) prominently displayed on signage at event
- Sponsor logo (full color) on table tent cards

Design Your Own Sponsorship

Do you have a particular sponsorship in mind you don't see on our list? AAPG is pleased to customize a package that suits your specific needs.

* No additional VAT charges are required.

“Great opportunity for international networking and learning what others are doing.”

“This was a very successful event for my company...”

“The International Pavilion worked really well for us in the exhibition.”

“Poster sessions and exhibition under one roof is brilliant.”

“I not only met key clients, but clients at a decision making level. I was very pleased with the show.”

“Very well organized event.”

“This event has lots of options.”

ICE Delivers You a Great Audience

Develop Your Future

- Meet strategic industry players and build relationships
- Pave the way for tomorrow's sales by building your brand
- Gain competitive intelligence and stay current with industry trends

Move the Needle Now

- Launch and promote new and key product lines
- Control costs by sourcing new suppliers
- Close sales by meeting directly with decision makers

All Are Welcome on the ICE Exhibit Floor

CTICC will simultaneously host both ICE and Africa Oil Week. ICE welcomes all attendees to visit the exhibit floor regardless of the event you are attending. This gives you a unique opportunity to speak to a broader audience at a significantly lower price.

AAPG delivers exhibit hall traffic for exhibitors

- Icebreaker Reception
- Daily coffee and refreshment breaks
- Exhibitor-sponsored luncheon
- Exhibition guest passes to invite key clients and prospective customers
- AAPG Center and Bookstore
- International Pavilion
- 97% of attendees visit the exhibition

ICE also has many targeted advertising opportunities to add value to your Exhibition Space investment

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

ICE Attracts Geoscientists Worldwide

Most Attendees by Country of Origin (Ten Year Average)

1. United States
2. United Kingdom
3. Canada
4. Brazil
5. Australia
6. Colombia
7. Norway
8. Indonesia
9. Italy
10. Singapore
11. Saudi Arabia

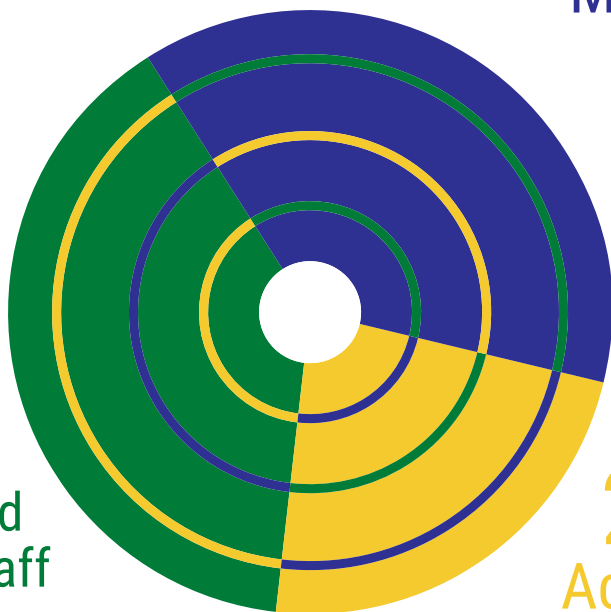


Attendee Profile

38% Decision
Makers

39%
Geology and
Technical Staff

23%
Academia



1 in 3 Attendees Are in a Management Role or Above

ICE BY THE NUMBERS

LONDON

2,109 attendees
70 exhibitors
79 countries represented
95% non-U.S. attendees

ISTANBUL

1,446 attendees
45 exhibitors
67 countries represented
83% non-U.S. attendees

CARTAGENA

1,912 attendees
77 exhibitors
51 countries represented
74% non-U.S. attendees

SINGAPORE

2,122 attendees
91 exhibitors
62 countries represented
89% non-U.S. attendees

MILAN

1,989 attendees
71 exhibitors
70 countries represented
80% non-U.S. attendees

MELBOURNE

1,386 attendees
40 exhibitors
39 countries represented
97% non-U.S. attendees

ICEevent.org



Act now to secure exhibit space for your company

1. Choose your desired location from the live online floor plan at ICEevent.org.
2. Download and complete a space contract form at ICEevent.org.
3. Return it to your ICE Sales Representative.

Here's what's included with your exhibit investment:

- Your company name listed online
- Two complimentary full-conference registrations per 9m² of commercial stand space (one for nonprofit)
- Company contact information in the Official Program Book, plus listing of products and services (must be submitted by 1 October 2018.)
- Access to the exhibitor lounge

Booth prices (Floor Space Only)

Minimum 27m².....US \$525/m²

Basic Package

1m (w) x 2.4m (h) white shell scheme panels with aluminum frames and fascia board with company name. Each stand will be carpeted (show management color choice). A 15 Amp Plug Point with a shared ¼ 30 Amp Single Phase Distribution Board and two 150 Watt Spotlights per 9m²..... US \$545/m²

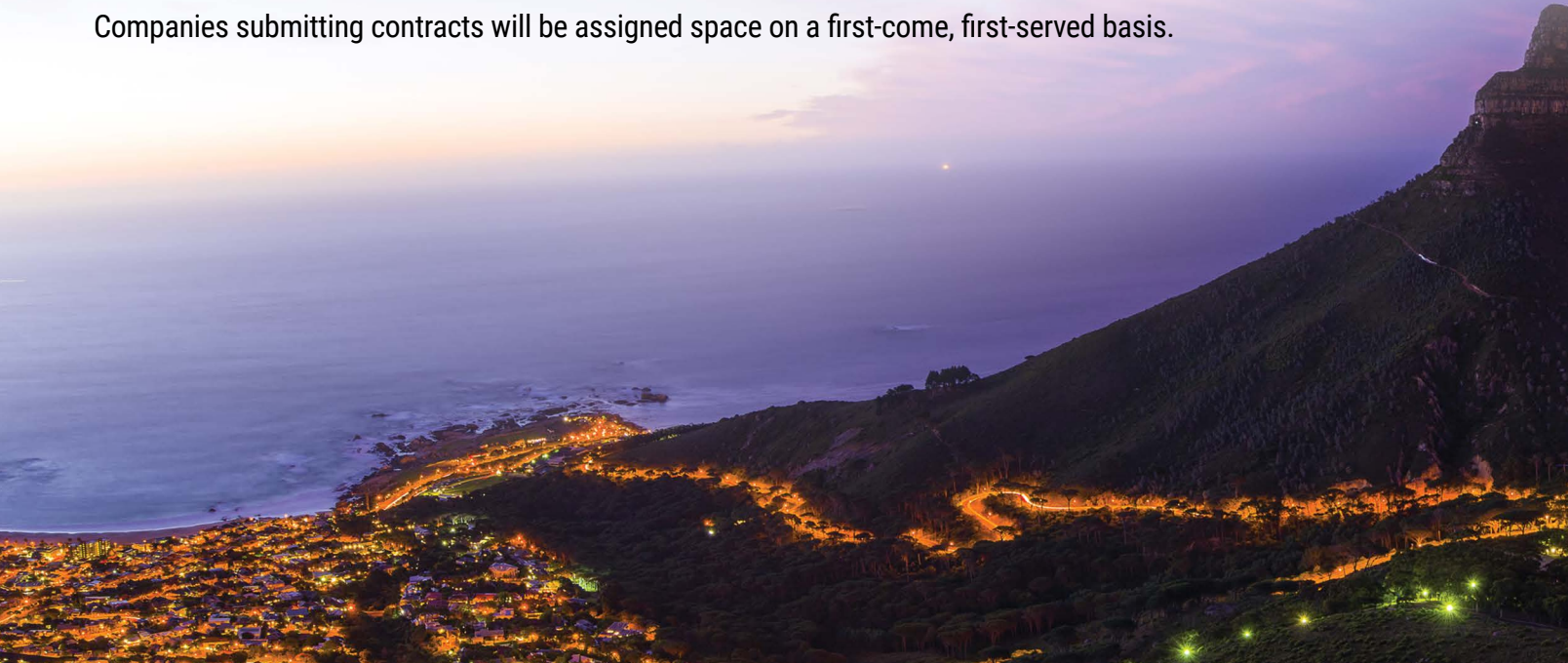
Basic Package + Furnishings

1m (w) x 2.4m (h) white shell scheme panels with aluminum frames and fascia board with company name. Each stand will be carpeted (show management color choice). A 15 Amp Plug Point with a shared ¼ 30 Amp Single Phase Distribution Board and two 150 Watt Spotlights per 9m². Plus one glass café table with two Libby white chairs and one small waste bin..... US \$565/m²

Basic Package + Furnishings (Non-Commercial Exhibitor)

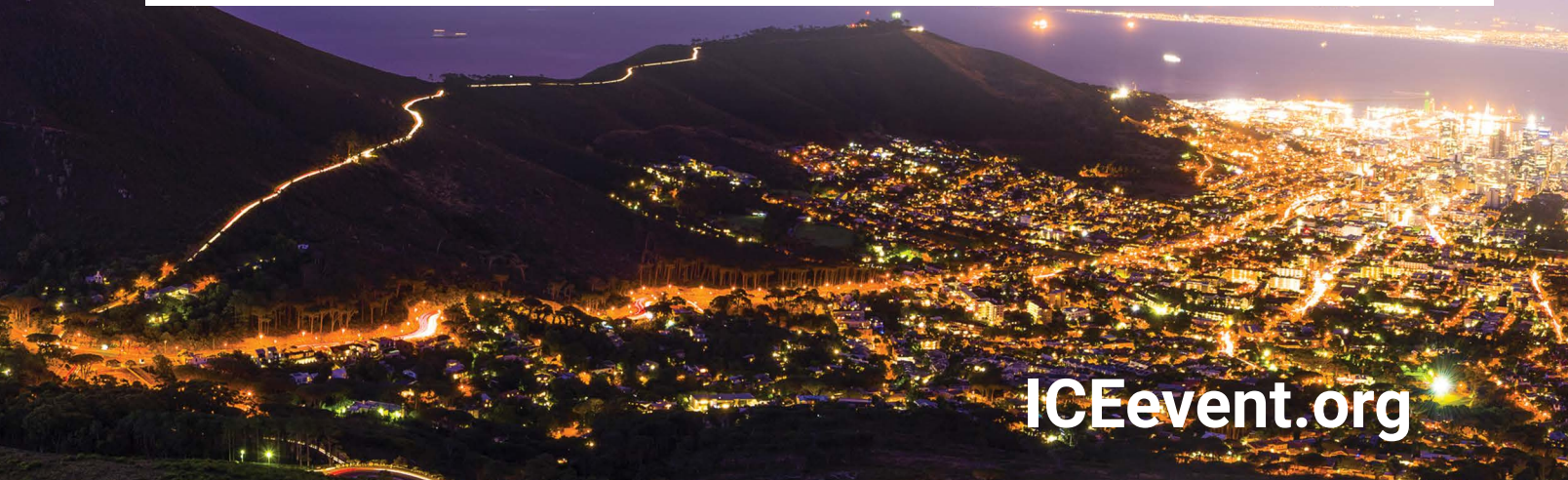
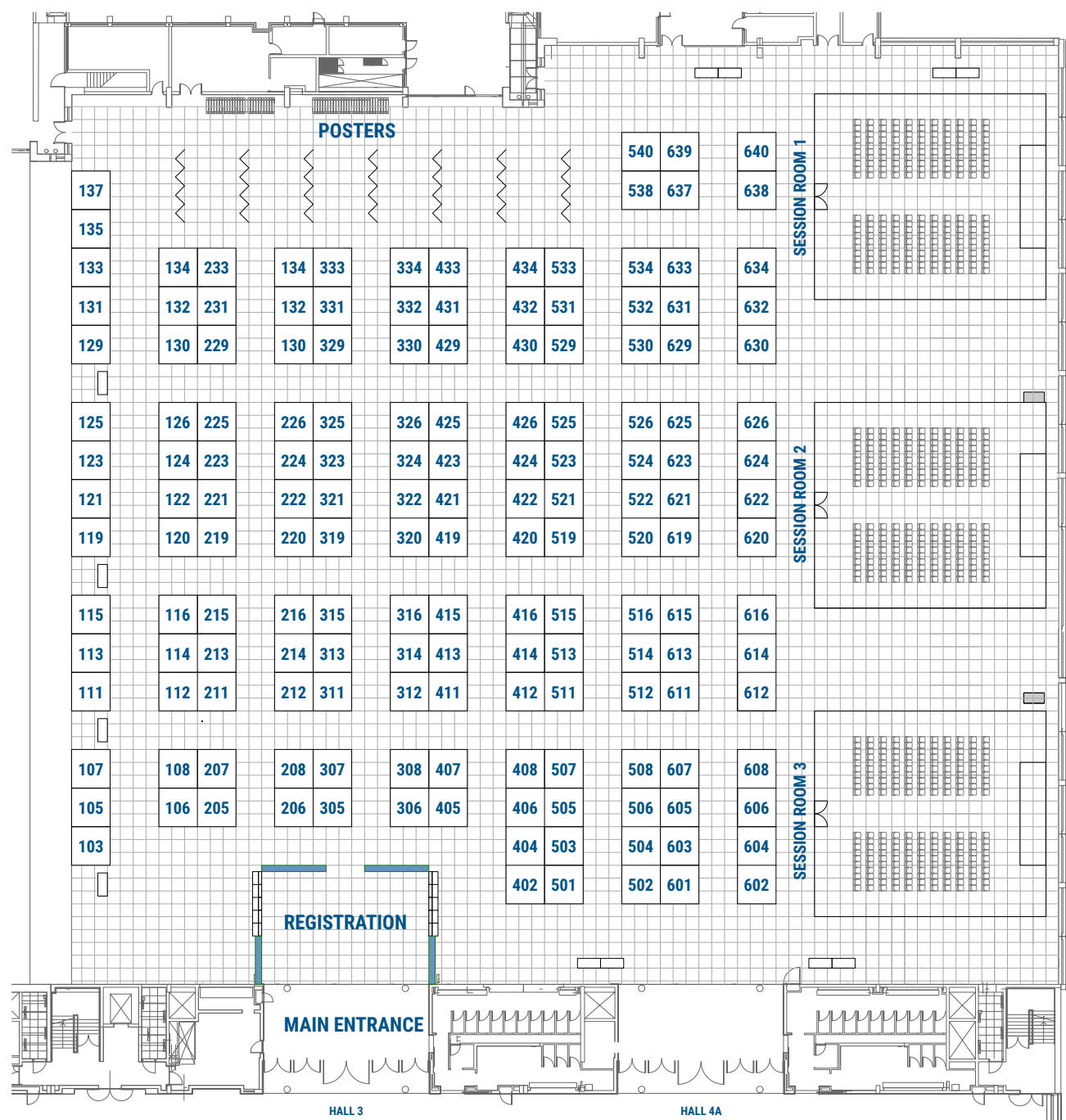
1m (w) x 2.4m (h) white panels with aluminum frames, aluminum fascia board with white panels, electrical main connection 1 kW including consumption & wall socket, (1) spotlight per 3m², fascia sign with company name, grounding/earthing stand, carpet (show management color choice). Plus Furniture Package including one table, two chairs, one waste bin US \$282.50/m²

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



Floor Plan – Halls 3/4A

(As of 8 February 2018 visit ICEevent.org for the latest floor plan)



*Join the most important, relevant, and credible
global geoscience event on the planet*

For Over 100 Years

For more than a century AAPG has led the world in the petroleum geosciences. Add your company to this legacy of success and help us drive energy science and technology to new and unseen heights.

- ▶ **Mike Taylor**
Exhibition Sales Manager
+1 918 630 5672 (Companies A-K)
mtaylor@aapg.org
- ▶ **Tracy Thompson**
Exhibition Sales Representative
+1 918 560 9414 (Companies L-Z)
tthompson@aapg.org
- ▶ **Abeer Al Zubaidi**
Director - AAPG Middle East & Africa
+971 4 372 4201
azubaidi@aapg.org

ICEevent.org