Exhibition and Sponsorship Prospectus

The International Meeting for Applied Geoscience and Energy

28 August–1 September 2022
George R. Brown Convention Center
Houston, Texas

Plan now! This event starts in August.

Innovate, Showcase, and Collaborate with the Biggest Names and Brightest Minds.

ImageEvent.org
The Society of Exploration Geophysicists (SEG) and the American Association of Petroleum Geologists (AAPG), in conjunction with the Society for Sedimentary Geology (SEPM), are hosting the second annual International Meeting for Applied Geoscience and Energy (IMAGE), 28 August–1 September in Houston, Texas, at the George R. Brown Convention Center.

IMAGE ’22 has been designed and built by industry professionals as the place for geoscientists, energy professionals, and thought leaders to meet and shape the future of applied geoscience and energy. It will provide an influential platform for sharing best practices, discovering solutions, and developing new perspectives and strategies to challenge and plan for what’s ahead.

A traditional yet forward-looking technical program of more than 1,000 presentations will inspire and encourage collaboration in areas including strategic market trends, the business of applied geoscience, energy markets and finance, near-surface geophysics, energy transition and sustainability, diversity and inclusion, and government policies and regulation.

The exhibition will bring multiple sectors of geoscience and energy together in one arena to share innovations, network with colleagues, and showcase the latest technologies. A key addition to the 2022 exhibit hall will be three new pavilions focused on carbon management, digitalization, and the near surface.

Mark your calendar and start making plans to join us in Houston.
IMAGE Delivers a Global Audience

### IMAGE '21 By the Numbers

- **TOTAL ATTENDANCE**: 5,135
- **COUNTRIES REPRESENTED**: 81

### Represented Regions:
- Asia • 13%
- Europe • 12%
- Latin America • 7%
- Middle East • 2%
- North America • 64%
- Sub-Saharan Africa • 2%

### Years of Geoscience Experience:
- 0–5 Years • 11%
- 6–10 Years • 13%
- 11–15 Years • 15%
- 16+ Years • 61%

### Profession Breakdown:
- Geophysicist • 34%
- Geologist • 24%
- Executive Management/Manager • 6%
- Consultant • 5%
- Marketing and Sales • 3%
- Professor/Academic • 7%
- Research and Development • 11%
- Young Professional • 3%
- Other • 7%

### Company/Organization Breakdown:
- National Oil Company • 8%
- Independent Corporation • 15%
- Product and Service Provider/Supplier • 20%
- Consulting Firm • 13%
- Government Employee • 5%
- University/Academic/Student • 25%
- Research and Development • 4%
- Currently Unemployed • 3%
- Other • 7%
Why Should
Your Company
Exhibit at IMAGE ‘22?

Benefit From ...

- Access to a targeted and highly qualified audience of thousands of geoscience and energy professionals from around the globe
- 24 hours of face-to-face exhibition time
- Networking opportunities designed to connect you with new and existing customers
- Unique pre-show and onsite visibility opportunities to increase your company’s exposure
- Opportunities to invite key clients and new business prospects to visit you at the event and showcase your company’s products and services
- Access to private meeting rooms to conduct client meetings, hold stakeholder gatherings, or present sensitive materials or technologies
- Sponsorship packages in a variety of investment levels to increase your company’s visibility
- Post-show report including analysis of event attendees

At IMAGE, your company will have access to an estimated 8,000 attendees from more than 80 countries around the globe looking to you for solutions to key challenges and opportunities within our industry.
NEW!

IMAGE ’22 Exhibit Hall Pavilions

A key addition that will set IMAGE apart from other industry events is the newly improved exhibit floor, featuring all the elite companies and service providers you expect to see, plus several that you might not have expected. IMAGE is rolling out three new exhibit hall pavilions focused on the latest technologies and innovations and revamping a fourth to better represent the future of energy.

Carbon Management
The maturing carbon market has been a major driver for carbon management, development, and opportunities. The Carbon Management Pavilion at IMAGE will highlight the science and companies at the forefront of a sustainable development initiative within our geosciences and energy industry. Be one of the first to select booth space in this premium floor location and help lead the way for a successful shift toward a carbon-neutral and sustainable energy future.

Digitalization
The pace of digitalization is impacting every part of our industry, and one of the most compelling business challenges facing leaders everywhere is preparing their companies to win in the digital future. New technologies and new ways of working are no longer luxuries. Instead, they are fundamental requirements to optimize operations and transition toward a low-carbon energy future. The Digitalization Pavilion at IMAGE provides a platform for companies to demonstrate how data and the use of data will change and be complementary with technologies such as 5G, artificial intelligence, and quantum computing. At this pavilion, attendees will learn how some of the world’s largest energy companies are embracing digitalization to advance their aims and what this all means for the future of geoscientists.

Near Surface
The Near-Surface Geophysics Pavilion will host several panel discussions, Ask the Experts student events, and corporate presentations. The pavilion will have something happening each day the exhibition floor is open. If you are engaged in engineering and/or environmental geophysics, this is the place to be and be seen. Don’t miss your chance to be part of the Near-Surface Geophysics Pavilion at IMAGE.

Global Energy Opportunities Pavilion — Step into the World of Global Energy Opportunities
The Global Energy Opportunities Pavilion is a worldwide showcase for NOCs, ministries, and government agencies promoting a broad spectrum of energy opportunities. Once dedicated almost exclusively to oil and gas opportunities, the Global Energy Opportunities Pavilion presentations now feature geothermal, mineral resources, hydrogen, renewable energy generation projects, and government strategies for moving toward a low-carbon economy.

In the Global Energy Opportunities Pavilion, IMAGE attendees will be able to review a host of energy opportunities and network directly with representatives from the countries who know the area geology and opportunities in detail. Expect to come away with heightened insight into current and future global trends and the inside track on where the best opportunities can be found.
Book Your IMAGE ‘22 Exhibit Space Now!

Secure your spot now as an exhibitor at IMAGE ‘22 for your chance to reach the industry’s most influential leaders of today — and tomorrow. Several opportunities are available to stand out and power forward as we discover new roads for the future of geosciences and energy together.

What’s Included

- Back and side drape with identification sign
- Commercial space agreements receive two full-conference registrations per every 100 square feet and non-commercial space agreements receive one full-conference registration per every 100 square feet
- Booths that are 80 square feet will include 1 full-conference registration
- Digital Exhibition Hall Guest Passes
- Company listing in the Program Book (must be submitted by deadline)

How to Book

- View the live exhibition floor plan at ImageEvent.org
- Download and complete the Commercial Space Contract (or Noncommercial if you qualify)
- Return the contract to your IMAGE ‘22 Sales Representative

Exhibit Pricing

- Commercial Exhibit Space $35 per sq. ft.
- Non-Commercial/University Exhibit Space $18 per sq. ft.
Exhibition and Sponsorship Prospectus

Why Should Your Company Sponsor IMAGE ‘22?

IMAGE can help you spotlight your brand and connect you with the global geoscience community. Sponsoring a scientific event such as IMAGE shows your commitment to advancing applied geoscience and reinvesting in our growing energy industry.

Drive Traffic – Maximize your booth investment by driving traffic with a host of options 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 – IMAGE reaches the scientists and propels the science that have driven our rapidly changing energy landscape.

Benefit By...

- Supporting the next generation of geoscientists and energy professionals
- Increasing your company’s brand awareness and visibility
- Enhancing the total convention experience
- Gaining an international exposure
- Capitalizing on unique branding opportunities
Big Players, Big Value, Big Payouts

Industry leaders see the value of sponsoring an event such as IMAGE where your sponsor dollars are reinvested back into the geosciences sector. Join the elite group of geoscience and energy service providers from around the world who sponsored our IMAGE ’21 conference and be exposed to the most recognized, expert geoscientists.
Sponsorship Levels

With opportunities for every budget, sponsorship levels allow you the chance to select the best fit for your company.

Your total dollar commitment determines your sponsorship level and benefits. Sponsors receive the marketing outlined at each level in addition to the branding of the sponsorship package selected.

In addition to a variety of sponsorship opportunities wrapped around IMAGE, there will be a number of ways to promote your company through brand builders and advertising. Reach attendees with banners and signage on every level of the George R. Brown Convention Center as well as digitally with targeted e-mails, social media posts, or mobile app push notifications. We will also extend advertising options though the print program book, pre-show update e-mails, and the digital show dailies.

Contact your exhibition salesperson for additional details and pricing information.

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Diamond $55,000+</th>
<th>Titanium $35,000+</th>
<th>Platinum $20,000+</th>
<th>Gold $10,000+</th>
<th>Silver $5,000+</th>
<th>Bronze $1,000+</th>
<th>Patron $500+</th>
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<tbody>
<tr>
<td>Company logo with hyperlink on IMAGE website</td>
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<tr>
<td>Company logo with hyperlink on scrolling banner on IMAGE home page</td>
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<td>Company logo in the Technical Program at a Glance</td>
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<td>Company logo in Program Book</td>
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<td>Company logo on PowerPoint slides in Technical Session rooms</td>
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<td>Company logo on PowerPoint slides in Opening Session</td>
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<td>Company logo listed on Mobile Event App</td>
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<td>On-site Signage</td>
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<tr>
<td>Complimentary full-convention registrations</td>
<td>Two (2)</td>
<td>One (1)</td>
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<tr>
<td>Invitations to the Presidents’ Reception</td>
<td>Five (5)</td>
<td>Three (3)</td>
<td>Two (2)</td>
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<tr>
<td>Advertisement in Program Book</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
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Visit us at ImageEvent.org/sponsorship-opportunities
Sponsorship Items

Select specific sponsorship items that align with the marketing goals of your business.

Aisle Signage / $25,000 Exclusive
Help attendees navigate the aisles of the exhibit hall with your brand guiding them in the right direction.
- Sponsor logo on every directional hanging aisle sign in the exhibition hall
- Sponsor logo on lollipop signs in specially designated aisles of the exhibition hall

All-Convention Luncheon / $20,000 Exclusive
Support this high-profile, well-attended event as the exclusive luncheon sponsor.
- Sponsor logo on table tents and signage
- Sponsor logo on tickets to luncheon
- Sponsor receives four luncheon tickets

Announcement Program / $20,000 Exclusive
Be the brand that announces the Technical Program for this year’s IMAGE event. This digital outline of the event will include your company logo on the cover and website URL on every page of this digital piece sent to past participants. Commitment deadline is 15 May 2022.
- One half-page ad within the announcement
- Sponsor logo and website URL prominently displayed throughout the announcement
- Logo on front cover of announcement

Applied Science Education Program (ASEP) / $2,500 minimum contribution
The Applied Science Education Program invites local high school students and teachers to experience the exhibit hall and get them excited about the earth sciences. In the past, the program has featured oceanographers, paleontologists, and astronomers.
- Sponsor logo on signage at event
- Sponsor logo on table tents on buffet tables in meeting room
- Sponsor recognition from stage at event
- Sponsor logo on podium sign at event

Attendee Badge / $20,000 Exclusive
With so many new names and faces, everyone is constantly scanning the attendee badges, and your logo will be there, too!
- Sponsor logo printed in black and white on every registration badge

SOLD! Attendee Lanyards / $25,000 Exclusive
Meeting the right people is what IMAGE is about! Make your brand a part of every encounter with your logo on the lanyards of every attendee.
- Sponsor logo on lanyards distributed with badges at registration
Sponsorship Items — continued

Attendee Wi-Fi / $50,000 Exclusive
This is the sponsorship that puts your brand everywhere: the exhibit floor, the Technical Program sessions, the relaxation zones, even your competitors’ booths. This opportunity is unmatched for the visibility it gives your brand and the goodwill it earns you as a sponsor in the eyes of every person involved in this event.

- Sponsor logo on redirect screen for ALL Wi-Fi access
- Sponsor logo on Wi-Fi area signage
- Sponsor logo throughout exhibition and technical program sessions as the event Wi-Fi sponsor

Audio Visual Support / $10,000 Co-Sponsor (3 Available)
Your support offsets the cost of audio visual equipment used in our Technical Program.

- Company logo (full color) displayed on signage in Technical Program areas
- Company logo (full color) on PowerPoint Slides in all Technical Program rooms

Bookstore Bags / $8,000 Exclusive
Recyclable shopping bags featuring your logo are provided with purchases at the IMAGE Bookstore. The IMAGE Bookstore is a popular location where attendees and guests can shop the array of books, collectibles, apparel, and more.

- Sponsor logo on recyclable shopping bags distributed to IMAGE Bookstore shoppers
- Opportunity to provide literature* for IMAGE Bookstore bags

* Literature may not have product names and/or pricing listed and must be approved by show management.

Carbon Management Pavilion Sponsor / $20,000 Exclusive
Situate yourself as a leader in moving the energy industry toward a sustainable future through your sponsorship of this new pavilion.

- Sponsor logo on the back of theater wall and all associated signage
- Sponsor logo on signage throughout the pavilion

Cloud Partner / $20,000 Exclusive
We could not present this event without cloud and technology support. This partnership assists with all the related expenses.

- Company logo on signage through the Technical Program sessions designating our Cloud Partner

Delegate Bags / $30,000 Co-Sponsor (6 Available)
Be associated with the industry leaders of IMAGE with your brand on the bag that each delegate receives when they arrive. Your company’s logo will be prominently displayed on the IMAGE bags distributed at registration.

- Sponsor logo on delegate bags
- Opportunity to provide literature* for delegate bags

* Literature may not have product names and/or pricing listed and must be approved by show management.

Digitalization Pavilion Sponsor / $20,000 Exclusive
Solutions based on machine learning and AI are major priorities in the oil and gas sector. Inform IMAGE attendees of your impact in this arena with your support of this pavilion.

- Sponsor logo on the back of theater wall and all associated signage
- Sponsor logo on signage within the pavilion
Sponsorship Items — continued

**Directional Signage throughout the Convention Center / $7,500 Co-Sponsor (3 Available)**
Position your brand for recognition while helping IMAGE attendees find their way around the event.
- Sponsor logo on directional signage throughout the convention center

**Early Career Networking Reception / $10,000 Co-Sponsor (2 Available)**
The future leaders of the geosciences will meet to network, discuss, and gain further understanding of their respective disciplines.
- Sponsor logo on signage at event
- Opportunity for the Sponsor to address the attendees present during the networking reception
- Sponsor logo on marketing materials for the event

**End-of-Day Reception Bar / $15,000 Exclusive / $2,500 Co-Sponsor (Multiple Available)**
Each night, the convention ends with a reception in the exhibition hall. Be the brand tied to these fun networking opportunities!
- Sponsor logo on bars
- Sponsor has the option to provide branded koozies

**EVOLVE / $10,000 Co-Sponsor (Multiple Available)**
The EVOLVE program offers students direct experience in conducting multidisciplinary subsurface integration projects using real-world seismic, wireline, core, production, and other data. Using the locally installed Petrel, Kingdom, or DecisionSpace software, students utilize modern technology, and through experiential learning, they recommend the “Best Investment Opportunity” in their assigned data set. Project management, teamwork skills, and business values are honed within the context of exploration, reservoir appraisal, field development planning, and production enhancement scenarios. The program also links experienced mentors to student teams, empowering the participants to solve the types of realistic challenges the students will encounter when they start working.

**Exhibition Floor Plan Guide / $15,000 Exclusive**
We will post the sponsor logo with hyperlink on the live floor plan on the IMAGE website.
- Sponsor logo on map inserted or printed in the Official Program
- Sponsor recognition on the printed exhibition floor plan guide

**General Fund Sponsorship / $1,000 Co-Sponsor (Multiple Available)**
General fund sponsors help IMAGE present the best event possible and cover our expenses while allowing sponsors to reach the right level for your budget.
- Sponsor logo on website
- Sponsor logo on mobile app
Sponsorship Items — continued

Geoscientists Without Borders® Reception / $5,000 Co-Sponsor (Multiple Available)
Support humanitarian work around the world where geoscientists battle drought, earthquakes, volcanoes, and more. The GWB Reception highlights support of humanitarian applications of geoscience around the world, including projects that help communities find water, prepare for earthquakes and volcanoes, mitigate the effects of tsunamis and pollution, advance archaeological research, and more.

- Sponsor logo on signage at event
- Sponsor verbal recognition at event

Global Speaker Travel Grants / $5,000 (Multiple Available)
This sponsorship allows us to assist speakers with the expenses of travel to attend the event.

Global Travel Grants / $2,500 Co-Sponsor (Multiple Available)
Assistance will be provided to Regional Advisory Committee members and IMAGE Sections and Associated Societies leadership from the regions who would not be able to travel to IMAGE without assistance.

- Sponsor logo on signage in the Technical Program session area

Honors and Awards Ceremony / $12,500 Exclusive
Recognizing distinguished contributors to IMAGE, geoscience, and each organization overall. The Honors and Awards Ceremony recognizes and honors talented individuals and organizations that have advanced our science and benefited IMAGE.

- Sponsor logo on signage at event
- Sponsor logo on presentation screens before and after the event
- Sponsor recognition from the stage at event

Icebreaker and Exhibition Preview / $35,000 Exclusive
IMAGE begins with drinks and a sneak preview of the exhibit hall at the exciting Icebreaker reception! Be the first to get your brand out in front of attendees with this fun kickoff to the meeting.

- Sponsor logo on signage throughout the exhibition hall
- Sponsor logo on signage at food/beverage stations
- Sponsor logo at bar stations

Icebreaker Bar Sponsor / $2,500 Co-Sponsor (8 Available)
If the Icebreaker has an exclusive sponsorship, these will be moved to the networking reception on the second night. IMAGE begins with drinks and a sneak preview of the exhibit hall at the exciting Icebreaker reception. Be one of the first to get brand recognition with this exciting kickoff to the meeting. The Icebreaker is one of the Annual Meeting’s most popular events.

- Sponsor logo on bars
- Sponsor has the option to provide branded koozies
Sponsorship Items — continued

Mobile App / $25,000 Exclusive
Attendees will have you in the palm of their hands as they browse technical presentations and sessions while connecting with others. The IMAGE Mobile App is available for free on Android and iOS mobile devices. The app allows users to easily navigate the exhibitor listing, browse descriptions, view event times, create personalized schedules, and network with other attendees.

- Full-screen app landing page with buttons that can lead the user to exhibitor listing within mobile app or webpage URL
- One push message alert on Monday, Tuesday, and Wednesday (message approval required by IMAGE show management)
- One rotating recognition banner throughout the app

Near-Surface Pavilion and Reception Sponsor / $10,000 Exclusive / $2,500 Co-Sponsor (Multiple Available)
Reach the near-surface community with support of both the exhibition floor pavilion and Tuesday evening reception.

- Sponsor logo on signage within the pavilion
- Sponsor logo on invitations, tickets, table tents, and signage at reception
- Sponsor recognition from stage at the reception

Official Program Book / $25,000 Exclusive
Put your name on the book that tells it all, a tangible go-to source for all things IMAGE.

- One full-page advertisement in premium location in official program book
- Sponsor logo and website prominently displayed throughout the official program book
- Logo on front cover of official program book

Opening Session, Keynote Speaker, and Presidential Address / $25,000 Exclusive / $10,000 Co-Sponsor (3 Available)
Be the brand tied to the main event that launches IMAGE and brings together leaders in applied geoscience to take on the issues that influence the discipline.

- Sponsor logo on screens before and after the event
- Sponsor logo on signage at event
- Sponsor recognition from stage at event

Opening Session Notepads and Pens / $15,000 Exclusive
The Opening Session always garners a high rate of attendance. With AAPG and SEG joining forces with IMAGE, this year will be no exception. Notepads and pens will be distributed on the chairs prior to the session as a gift to our attendees when they arrive.

- Sponsor logo on signage at event
- Notepads and pens with sponsor logo placed in the seats of all chairs in the Opening Session

SOLD! Outstanding Student Chapter Awards / $10,000 Exclusive
Student Chapter Awards highlight and recognize distinguished student chapter contributors.

- Sponsor logo on signage at event
- Sponsor logo on presentation screens before and after the event
- Sponsor recognition from the stage at event
### Sponsorship Items — continued

#### Poster Sessions / $7,500 Co-Sponsor (Multiple Available)
Dominate a large area of the exhibit floor featuring two and a half days of constant poster presentations on important topics. The IMAGE Technical Program includes a range of diverse poster sessions and quality presentations offered in a special area on the exhibit floor.

- Sponsor logo on signage in poster session area
- Sponsor logo on three floor clings in poster session area

#### Refreshment Breaks / $5,000 Co-Sponsor (6 Available)
Everyone needs a little pick-me-up! Be the company that provides this for our attendees.

- Logo included on signage of five refreshment breaks in the exhibition hall throughout the entire event.

#### Registration / $40,000 Exclusive
At a meeting where all attendees, exhibitors, visitors, and staff require registration, all paths lead through your brand.

- Sponsor logo on kick panels of onsite main registration counters
- Sponsor logo on signage at the registration area

#### Speaker Ready Room / $7,500 Exclusive
Our speakers are the heart of the event. Show them we appreciate their participation with a sponsorship of the space where they upload, review, and finalize their presentations.

- Sponsor logo on screen saver of each computer
- Sponsor logo on signage at entrance of Speaker Ready Room

#### Student and Faculty Lounge / $35,000 Exclusive
This area provides a space on the exhibit floor where university students and faculty can gather, relax, and network. The lounge provides a significant opportunity for sponsoring companies to promote themselves to the best talent available.

- Sponsor logo on signage in the lounge
- Literature racks provided in the lounge for sponsor handouts
- Sponsor verbal recognition at events in the lounge

#### Student Participation in Field Trips and Short Courses / $500 minimum contribution Co-Sponsor (Multiple Available)
Support our student participation in Field Trips and Short Courses offered at the event with a contribution to this sponsorship fund.

#### Student Speed Mentoring Event / $3,000 Co-Sponsor (Multiple Available)
In this fast-paced event, mentors will provide career, business, and science guidance to students to encourage their career direction and advancement.

- Sponsor logo on signage at event
- Sponsor logo on table tents
- Sponsor verbal recognition at event

#### Student Volunteers / $12,500 Exclusive / $5,000 Co-Sponsor (3 Available)
This sponsorship allows us to pay our enthusiastic geoscience students a small stipend for their support in pulling off a successful event.

- Sponsor logo on item worn by students
Sponsorship Items — continued

Technical Program Abstract Access / $35,000 Exclusive
The IMAGE Technical Program owes its reputation to scientific rigor. Abstracts selected for inclusion in the Technical Program are made available to IMAGE attendees for a limited time thanks to this sponsorship. This sponsorship includes:

- Sponsor logo included on e-mail to all attendees providing the access code to abstract libraries
- Sponsor logo on temporary website

Technical Session Signage / $25,000 Exclusive / $10,000 Co-Sponsor (2 Available)
- Company logo (full color) displayed on signage outside Technical Session Rooms

Technical Program Speaker Kit / $7,500 Co-Sponsor (Multiple Available)
Support our most important asset of the event – the speakers! This sponsorship ties your brand to the information sent to each speaker with the details of their participation.

- Sponsor logo on the speaker packages e-mailed to each attendee with the details of their participation

U-Pitch Pavilion Sponsor / $4,000 Co-Sponsor (4 Available)
U-Pitch is an opportunity for innovative thinkers to pitch their ideas to the industry in an effort to find financial backing. Promote your support of this growth industry by sponsoring U-Pitch. Sponsor logo is included on the stage and all related signage.

SOLD! Water Coolers / $12,000 Exclusive
Keep attendees well hydrated throughout the exhibit floor, where water coolers are always a welcome sight.

- Sponsor branding on water coolers placed throughout the exhibit floor

Women’s Networking Functions / $3,000 Co-Sponsor (Multiple Available)
Connect with the women working to change science and industry as they network, hear speakers, and share knowledge. Events will feature speakers who share their experiences as prominent leaders in the industry.

- Sponsor logo on signage at event
- Sponsor logo on table tents
- Sponsor verbal recognition at event
Contact Us Today
Before the Best Opportunities are Gone!

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