EXPLORE NOW | EXTEND YOUR BRAND AND REACH A WORLDWIDE AUDIENCE OF GEOSCIENTISTS

ACE.AAPG.org

ACE 2019
ANNUAL CONVENTION & EXHIBITION
19-22 May • San Antonio

Exhibition & Sponsorship
PROSPECTUS

IN CONJUNCTION WITH:
For more than 100 years AAPG has been at the core of the petroleum geoscience world. Now in our 2nd century, AAPG is still guided by its original mission of fostering scientific research, advancing the science of geology, promoting technology, and inspiring high professional conduct.

Over the past four years, investment in exploration has sunk to unnatural levels. AAPG believes exploration investments in technology, education, and expertise will drive the industry, economy, and world to unseen heights.

AAPG takes its role as the globe’s leading petroleum geoscience organization very seriously. Every dollar you invest in AAPG is returned to the industry through the dissemination of science, skills, and best practices...and frankly, that’s just scratching the surface.

The 2019 Annual Convention and Exhibition (ACE) held 19-22 May, in San Antonio, Texas, gathers a wide range of energy professionals, geoscientists, and students allowing you the opportunity to showcase your latest innovations, solutions, and services.

**THE LEADING CONVENTION AND EXHIBITION FOR PETROLEUM GEOcientISTS**

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**WHY EXHIBIT AT ACE 2019?**

ACE provides a unique business platform that ensures your company’s name and brand are in the minds of your target audience. Showcase your company’s products and services to more than 7,500 attendees from more than 80 countries looking to you for solutions to key challenges facing our industry.

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

**WHO EXHIBITS?**

Join the industry elite and place your company among some of the world’s most influential service providers and innovators. By doing so you are setting up opportunity for new business relationships, follow ups with existing clients, and extending your global brand.
PAST EXHIBITORS INCLUDE
ACE DELIVERS YOU A GREAT AUDIENCE

BY THE NUMBERS | LAST TIME ACE TOOK PLACE IN SAN ANTONIO - 2008

7,439 ATTENDEES

LOCATION BREAKDOWN

81 COUNTRIES REPRESENTED

TOP COUNTRIES REPRESENTED
- United States
- Canada
- United Kingdom
- Norway
- Brazil
- China
- Australia
- France
- Saudi Arabia
- Germany

TOP U.S. STATES REPRESENTED
- Texas
- Colorado
- Oklahoma
- California
- Louisiana
- Kansas
- New Mexico
- Utah
- Florida
- Wyoming

OCCUPATION BREAKDOWN
- Academic - 9%
- Engineer - 4%
- Geologist - 52%
- Geophysicist - 10%
- Other - 25%

POSITION BREAKDOWN
- Executive and Management - 29%
- Staff Employee - 34%
- Independent Consultant - 8%
- Professor - 6%
- Student - 10%
- Retired - 1%
- Other - 12%

81 COUNTRIES REPRESENTED

TOP COUNTRIES REPRESENTED
- United States
- Canada
- United Kingdom
- Norway
- Brazil
- China
- Australia
- France
- Saudi Arabia
- Germany

TOP U.S. STATES REPRESENTED
- Texas
- Colorado
- Oklahoma
- California
- Louisiana
- Kansas
- New Mexico
- Utah
- Florida
- Wyoming
92% OF PAST ATTENDEES ARE LIKELY TO ATTEND ACE 2019

BY THE NUMBERS | LAST TIME ACE TOOK PLACE IN TEXAS - 2017 (HOUSTON)

7,531 ATTENDEES

LOCATION BREAKDOWN

59 COUNTRIES REPRESENTED

TOP COUNTRIES REPRESENTED
- United States
- United Kingdom
- Canada
- China
- Nigeria
- Mexico
- France
- Norway
- Saudi Arabia
- Australia

TOP U.S. STATES REPRESENTED
- Texas
- Colorado
- Oklahoma
- California
- Louisiana
- Kansas
- Pennsylvania
- Florida
- Utah
- Washington

OCCUPATION BREAKDOWN
- Academic - 10%
- Engineer - 7%
- Geologist - 51%
- Geophysicist - 14%
- Other - 18%

POSITION BREAKDOWN
- Executive and Management - 20%
- Staff Employee - 33%
- Independent Consultant - 12%
- Professor - 5%
- Student - 15%
- Retired - 3%
- Other - 12%

59 COUNTRIES REPRESENTED

Texas
Colorado
Oklahoma
California
Louisiana
Kansas
Pennsylvania
Florida
Utah
Washington
1/2 OF ACE ATTENDEES PROVIDE A SIGNIFICANT INFLUENCE OR FINAL DECISION IN ACQUIRING/EVALUATING PRODUCTS AND SERVICES

2/3+ OF ATTENDEES ARE REPEAT ATTENDEES OF ACE

97% OF ATTENDEES WOULD RECOMMEND ACE TO A COLLEAGUE OR FRIEND

50% OF ACE ATTENDEES FOUND THAT THE VALUE OF ATTENDING ACE IS HIGHER THAN ATTENDING OTHER PETROLEUM-RELATED CONFERENCES

97% OF ATTENDEES WOULD RECOMMEND ACE TO A COLLEAGUE OR FRIEND
Face-to-face networking at trade shows is one of the most cost-effective ways to meet with clients, find new prospects, and promote your brand. ACE helps to drive traffic through the exhibition and to your booth.

ACE ATTENDEES VISIT THE EXHIBITION

98% of attendees visit the exhibition
97% of attendees found that the exhibition hosts a diverse range of products and services
95% of attendees found that the exhibition’s content adequately reflects what is current/emerging in petroleum geosciences
93% of attendees rated the exhibition hours good or higher

ATTENDEES VISITED THESE ATTRACTIONS THE MOST IN THE EXHIBITION
- Exhibitor Booths
- Poster Presentations
- Refreshment Breaks
- Core Exhibits
- End-of-Day Receptions
- Icebreaker Reception

ACE delivers exhibit hall traffic for exhibitors by strategically placing specific events in the hall and by extensive pre-show marketing efforts.

EVENTS AND ACTIVITIES THAT DRIVE TRAFFIC:
- Icebreaker Reception
- Daily coffee and refreshment breaks
- End-of-Day Receptions
- Poster Presentations
- AAPG Center/Bookstore
- Media Lounge
- International Pavilion

MARKETING EFFORTS THAT BUILD TRAFFIC:
- Targeted email campaigns to members, past attendees, and other industry leaders
- Display advertising and editorial in industry publications
- Free exhibitor listing in conference announcement, online, and program guide
- Exhibitor guest passes to send to your clients/prospects
THE TIME TO BOOK IS NOW!

Act fast and book your ACE 2019 exhibit space today before the best spots are gone. Don’t miss this chance to proudly display your brand to more than 7,500 attendees looking to you for exploration solutions.

HOW TO BOOK

1. View the exhibition floor plan at ACE.AAPG.org and select your desired location
2. Download and complete the Commercial Space Contract (or Nonprofit if you qualify)
3. Return to your ACE 2019 Representative

EXHIBITORS RECEIVE

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

BOOTH PRICES

| Commercial: Minimum size: 10’ x 10’ (additional space in multiples of 100 sq. ft.) | $27.50/ft² |
| Exhibition space (including drapes) | |

| Nonprofit: Minimum size: 10’ x 10’ (additional space in multiples of 100 sq. ft.) | $13.75/ft² |
| Exhibition space (including drapes) | |

Companies submitting contracts will be assigned space on a first-come, first-served basis.
WHY SPONSOR?
Use ACE to help spotlight your brand and connect with the global geoscience community. Sponsoring a scientific event like ACE shows your commitment to advancing the geosciences and reinvesting into growing the exploration 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 – For more than 100 years, AAPG has developed the scientists and the science that have driven energy exploration. Your sponsorship allows AAPG to continue this critical mission building a positive future for the entire energy sector.

BENEFITS OF SPONSORING ACE:
- Support the next generation of geoscientists
- Invest into growing the exploration industry
- Enhance that total conference experience
- Gain an international exposure to more than 80 countries
- Align as an industry supporter to the world’s largest group of petroleum geoscientists and energy professionals

WHO SPONSORS?
Industry leaders see the value of sponsoring at AAPG events where your sponsor dollars are reinvested back into exploration. Join an elite group leading oil and gas service providers from around the world and be exposed to the most recognized, expert geoscientists.
A FEW PAST SPONSORS
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:

<table>
<thead>
<tr>
<th>Your total dollar commitment determines your sponsorship level and benefits:</th>
<th>Diamond $40,000+</th>
<th>Titanium $20,000+</th>
<th>Platinum $10,000+</th>
<th>Gold $7,500+</th>
<th>Silver $5,000+</th>
<th>Bronze $1,000+</th>
<th>Patron $500+</th>
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</thead>
<tbody>
<tr>
<td>Company logo with hyperlink on event website</td>
<td>✔</td>
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<tr>
<td>Company logo with hyperlink on scrolling banner on ACE home page</td>
<td>✔</td>
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<tr>
<td>Company logo in the Technical Program &amp; Registration Announcement (Commitment by: 26 November 2018)</td>
<td>✔</td>
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<tr>
<td>Company logo in Program Book (Commitment by: 15 April 2019)</td>
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<tr>
<td>Company logo on PowerPoint slides in Technical Session rooms</td>
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<tr>
<td>Company logo on PowerPoint slides in Opening Session &amp; Awards Ceremony</td>
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<tr>
<td>On-site Signage</td>
<td>✔</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Complimentary full-convention registrations</td>
<td>Two (2)</td>
<td>One (1)</td>
<td></td>
<td></td>
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<tr>
<td>Invitations to the President’s Reception at ACE</td>
<td>Five (5)</td>
<td>Three (3)</td>
<td>Two (2)</td>
<td></td>
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<tr>
<td>Advertisement in Program Book (Commitment by: 15 April 2019)</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td></td>
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</tbody>
</table>
## Sponsorship Items

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

<table>
<thead>
<tr>
<th>On-Site Branding</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aisle Signage</strong></td>
<td>$25,000 Exclusive</td>
</tr>
<tr>
<td><strong>Audio Visual</strong></td>
<td>$10,000 Each $25,000 Exclusive</td>
</tr>
<tr>
<td><strong>Coffee Break Sponsorship</strong></td>
<td>$3,500 Monday $3,500 Tuesday $3,500 Wednesday</td>
</tr>
<tr>
<td><strong>Convention Bags</strong></td>
<td>$20,000 Each $75,000 Exclusive</td>
</tr>
<tr>
<td><strong>Directional Signage</strong></td>
<td>$15,000 Exclusive</td>
</tr>
<tr>
<td><strong>End-of-Day Reception Bar Sponsorship</strong></td>
<td>$1,500 Each $12,500 Exclusive</td>
</tr>
<tr>
<td><strong>Food Court Sponsorship</strong></td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Luggage Check Sponsorship</strong></td>
<td>$1,500 Each</td>
</tr>
<tr>
<td><strong>Icebreaker Bar Sponsorship</strong></td>
<td>$2,500 Each $30,000 Exclusive</td>
</tr>
<tr>
<td><strong>Lanyard Sponsorship</strong></td>
<td>$12,500 Exclusive</td>
</tr>
<tr>
<td><strong>Registration</strong></td>
<td>$36,500 Exclusive</td>
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<table>
<thead>
<tr>
<th>Attendee Focused</th>
<th></th>
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<tbody>
<tr>
<td><strong>All-Convention Luncheon</strong></td>
<td>$10,000 Each</td>
</tr>
<tr>
<td><strong>Career Center</strong></td>
<td>$1,500 Each $5,000 Exclusive</td>
</tr>
<tr>
<td><strong>Poster Sessions</strong></td>
<td>$7,500 Each</td>
</tr>
<tr>
<td><strong>Technical Program Notebooks</strong></td>
<td>$12,500 Each $20,000 Exclusive</td>
</tr>
<tr>
<td><strong>Technical Program Speaker Support</strong></td>
<td>$12,500 Each</td>
</tr>
</tbody>
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<thead>
<tr>
<th>Print Advertising</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Technical Program and Registration Announcement</td>
<td>$40,000 Exclusive</td>
</tr>
<tr>
<td>Program Book</td>
<td>$36,500 Exclusive</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital Elements</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>AAPG Facebook Post (During or just before the Event)</td>
<td>$1,000 Each</td>
</tr>
<tr>
<td>AAPG LinkedIn Post (During or just before the Event)</td>
<td>$1,000 Each</td>
</tr>
<tr>
<td>AAPG Twitter Tweet (During or just before the Event)</td>
<td>$500 Each</td>
</tr>
<tr>
<td>Digital Technical Session Signage Co-Sponsor (Limit 3) or Exclusive</td>
<td>$12,500 Each $30,000 Exclusive</td>
</tr>
<tr>
<td>Technical Program and Abstracts Co-Sponsor (Limit 2) or Exclusive</td>
<td>$15,000 Each $25,000 Exclusive</td>
</tr>
<tr>
<td>Wi-Fi Hot Spots per Hot Spot (Limit 2) or Exclusive</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Student and Young Professional Focused</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>AAPG/SEPM Student Chapter Field Trips and Short Courses All contributions accepted (Minimum $250+)</td>
<td>$__________</td>
</tr>
<tr>
<td>AAPG Student Chapter YouTube Competition Co-Sponsor (Limit 2) or Exclusive</td>
<td>$6,500 Each $10,000 Exclusive</td>
</tr>
<tr>
<td>Earth Science Teacher Education Program</td>
<td>$20,000 Exclusive</td>
</tr>
<tr>
<td>Student and Faculty Lounge Co-Sponsor (Limit 3) or Exclusive</td>
<td>$15,000 Each $35,000 Exclusive</td>
</tr>
<tr>
<td>Student Attendance Assistance All contributions accepted (Minimum $500+)</td>
<td>$__________</td>
</tr>
<tr>
<td>Student Participation in Field Trips and Short Courses All contributions accepted (Minimum $500+)</td>
<td>$__________</td>
</tr>
<tr>
<td>Student Volunteers Co-Sponsor (Limit 3) or Exclusive</td>
<td>$5,000 Each $12,500 Exclusive</td>
</tr>
<tr>
<td>Student Reception</td>
<td>$40,000 Exclusive</td>
</tr>
<tr>
<td>Young Professional Field Trip</td>
<td>$3,000 Exclusive</td>
</tr>
<tr>
<td>Young Professionals Meet &amp; Greet</td>
<td>$10,000 Exclusive</td>
</tr>
<tr>
<td>Young Professionals Reception Co-Sponsor (Limit 3) or Exclusive</td>
<td>$10,000 Each $20,000 Exclusive</td>
</tr>
</tbody>
</table>

* Sponsors to provide items.
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.

SOUTH TEXAS GEOLOGICAL SOCIETY
The purpose of the South Texas Geological Society is to advance the science of geology; to promote the technology of exploring for, finding and producing raw material from the earth, their conservation and propitious use; to foster the spirit of scientific research; to disseminate facts relating to geological science; to inspire and maintain a high standard of professional conduct on the part of its members; and to provide the public with means of recognition of adequately trained and professionally responsible geologists.

- **General Fund** - All contributions accepted

AUSTIN GEOLOGICAL SOCIETY
The mission of the Austin Geological Society is to stimulate interest and promote advancement of geology; facilitate discussion and dissemination of geologic information; encourage social and professional cooperation among geologists and associated scientists; and to enhance public understanding of the professional activities of the members.

- **General Fund** - All contributions accepted

DIVISION OF ENVIRONMENTAL GEOSCIENCES (DEG)
The Division of Environmental Geosciences' activities offer a forum for the intersection of geosciences and the environment.

- **DEG General Fund** - All contributions accepted

DIVISION OF PROFESSIONAL AFFAIRS (DPA)
The Division of Professional Affairs' activities appeal to those interested in ethics, professionalism, and related topics.

- **DPA General Fund** - All contributions accepted

ENERGY MINERALS DIVISION (EMD)
The Energy Minerals Division showcases activities on various energy resources and issues of the 21st century.

- **EMD General Fund** - All contributions accepted

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.

- **General Fund** - All contributions accepted

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.

- **General Fund** - All contributions accepted

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.

- **SEPM Annual Meeting (General)** - All contributions accepted
- **SEPM Research Groups** - All contributions accepted
- **SEPM Student Support (Short Courses and Field Trips)** - All contributions accepted
- **SEPM President’s Reception** - All contributions accepted

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.

Secure your sponsor items for an optimal mix to drive your success. Not only will you be exposing your brand to expert geoscientists, but you will also be contributing to the advancement of our energy sector and the revitalization of overall exploration.

To secure your sponsor items, see back cover and contact Mike Taylor or Tracy Thompson.
San Antonio
About San Antonio
Within a short drive from downtown San Antonio, you’ll uncover quaint cities that offer educational and cultural experiences from fine arts to the rustic outdoors. Take advantage of San Antonio’s close proximity to many towns and festivities that capture the diverse Texas spirit.

The Alamo City offers innumerable opportunities for dining and entertainment that will make it easy for you to schedule outings with your clients and business relationships.

Flavors of San Antonio
You’ll taste the world in San Antonio. Uncover delicious food and drinks from a slew of new eatery and old favorites. Here is just some of what you can experience.

- Con Safos Cocina Y Cantina
- TBD Bar + Social
- Range
- Battalion
- Bottling Dept.
- Francis Bogside
- Southerleigh Fine Food & Brewery
- Mixtli
- Feast
- Cured
- Dough Pizzeria Napoletana
- Shuck Shack
- Grayze
- Supper
- The Cookhouse
COMPANIES A-K:
MIKE TAYLOR
Sales Manager
Tel: +1 918.630.5672
Email: mtaylor@aapg.org

COMPANIES L-Z:
TRACY THOMPSON
Sales Representative
Tel: +1 918.560.9414
Email: tthompson@aapg.org

TAMRA CAMPBELL
Sales Coordinator
Tel: +1 918.560.9434
Email: tcampbell@aapg.org

CONTACT US TODAY BEFORE THE BEST OPPORTUNITIES ARE GONE!

ACE.AAPG.org