EXTEND YOUR REACH AND PLACE YOUR BRAND IN THE MINDS OF GEOSCIENTISTS AROUND THE WORLD

EXHIBITION & SPONSORSHIP

PROSPECTUS

ACE.AAPG.org

ACE 2020

AAPG ANNUAL CONVENTION & EXHIBITION

7-10 JUNE
HOUSTON

INCORPORATING
THE SEPM
ANNUAL MEETING

IN CONJUNCTION WITH:
Armed with knowledge and precision, the AAPG Geo Heroes alongside a network of like-minded geoscience companies, our Geo Heroes discover and protect energy resources across land and sea. Overcoming obstacles, they work to find and deliver the energy services that increase the quality of life. Be the hero the world looks to for solutions to key challenges facing our industry and join the team of Geo Heroes at ACE 2020.

The American Association of Petroleum Geologists (AAPG) 2020 Annual Convention and Exhibition (ACE) will be held 7–10 June, at the George R. Brown Convention Center in Houston, Texas. ACE remains a symbol and the intellectual headquarters for the geosciences community providing the technology, science, and skills to help fuel our future.

YOUR ADVENTURE BEGINS HERE!

WHY EXHIBIT AT ACE 2020?

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 an average of 8,300 attendees from over 72 countries looking to you for solutions to key challenges facing our industry.

+ Build and maintain your strategic business relationships
+ Increase your brand awareness to key industry players
+ Develop sales leads for future success
+ Launch and promote new and key product lines
+ Recruit the next generations of geoscience leaders
+ Control costs by sourcing new suppliers

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 opportunities for new business relationships, follow ups with existing clients, and extending your global brand.
ACE 2020 will be the 15th time the annual convention has been held in the “Energy Capital of the World.” ACE in Houston consistently boasts some of the highest-recorded attendance in the history of the event. The breadth and depth of the technical program appeals to multiple geoscience disciplines providing a diverse audience.

ACE 2017

7,531 ATTENDEES

OCCUPATION BREAKDOWN

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

POSITION BREAKDOWN

- Executive and Management - 20%
- Staff Employee - 33%
- Independent Consultant - 12%
- Academia - 20%
- Retired and Other - 15%

LOCATION BREAKDOWN

59 COUNTRIES REPRESENTED

1,215 INTERNATIONAL ATTENDEES

TOP COUNTRIES REPRESENTED
- United States
- China
- United Kingdom
- Nigeria

TOP U.S. STATES REPRESENTED
- Texas
- California
- Colorado
- Louisiana
- Oklahoma
ACE 2014

9,498 ATTENDEES

LOCATION BREAKDOWN

72 COUNTRIES REPRESENTED
1,350 INTERNATIONAL ATTENDEES

TOP COUNTRIES REPRESENTED
- United States
- United Kingdom
- Canada
- China
- Brazil

TOP U.S. STATES REPRESENTED
- Texas
- Pennsylvania
- Colorado
- Oklahoma
- West Virginia

OCCUPATION BREAKDOWN
- Academic - 10%
- Engineer - 6%
- Geologist - 52%
- Geophysicist - 12%
- Other - 20%

POSITION BREAKDOWN
- Executive and Management - 21%
- Staff Employee - 40%
- Independent Consultant - 8%
- Academia - 20%
- Retired and Other - 11%

HOUSTON - A PROVEN SUCCESS ATTRACTING YOUR TARGET AUDIENCE
ACE DRIVES TRAFFIC TO YOUR BOOTH

Face-to-face networking at trade shows is one of the most cost-effective ways to network with clients, find new prospects, and promote your brand.

VISIT THE EXHIBITION

VALUE THE DIVERSE RANGE OF PRODUCTS AND SERVICES

DISCOVER WHAT IS EMERGING IN PETROLEUM GEOSCIENCES

97%

96%

94%

ATTENDEES VISITED THESE ATTRACTIONS THE MOST IN THE EXHIBITION

+ EXHIBITOR BOOTHS
+ POSTER PRESENTATIONS
+ ICEBREAKER RECEPTION
+ REFRESHMENT BREAKS

+ END-OF-DAY RECEPTIONS
+ AAPG CENTER/BOOKSTORE
+ EXHIBITOR PRESENTATIONS
+ INTERNATIONAL PAVILLION

EVENTS AND ACTIVITIES THAT DRIVE TRAFFIC:
+ Icebreaker Reception
+ Daily refreshment breaks
+ End-of-Day Receptions
+ Poster Presentations
+ AAPG Center/Bookstore
+ Media Lounge
+ International Pavilion
+ Wi-Fi Hot Spot
+ U-Pitch Technology Showcase

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 technical program and registration announcement, online, event mobile app, and program guide
+ Exhibitor guest passes to send to your clients/prospects

ACE delivers exhibit hall traffic for exhibitors by strategically placing specific events in the hall and by extensive pre-show marketing efforts.
Act fast and book your ACE 2020 exhibit space today before the best spots are gone. Don't miss this chance to proudly display your brand to more than 8,300 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 2020 Sales 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, Technical Program and Registration Announcement, online, and on the events mobile app

**BOOTH PRICES**

**Commercial**: Minimum size: 10’ x 10’ (additional space in multiples of 100 sq. ft.)

Exhibition space (including drapes) . . . . $27.50/ft²

**Nonprofit**: Minimum size: 10’ x 10’ (additional space in multiples of 100 sq. ft.)

Exhibition space (including drapes) . . . . $13.75/ft²

Companies submitting contracts will be assigned space on a first-come, first-served basis.
The most successful companies in geoscience see the rewards in sponsoring ACE. Use the event 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.

**BENEFITS OF SPONSORING ACE:**

+ Increase your company’s brand awareness and visibility
+ Capitalize on unique branding opportunities
+ Drive traffic directly to your booth
+ Reach new customers and grow lead generation opportunities
+ Invest into growing the exploration industry
+ Capitalize on unique branding opportunities
+ Support the next generation of geoscientists

**WHO SPONSORS?**

From some of the largest oil and gas service providers to the independent operators, ACE sponsors recognize the value of being associated with leading convention and exhibition for petroleum geology. Join an elite group companies from around the world and be exposed to the most credible, expert geoscientists.

**BIG PLAYERS**

**BIG VALUE**

**BIG PAYOUTS**
PAST SPONSORS INCLUDE:

Chevron
Aramco
Saudi Aramco
Shell
ConocoPhillips
ExxonMobil
Anadarko Petroleum Corporation
BHP
GeoLogic Systems
Schlumberger
Total
equinor
eog resources
Repsol
Noble Energy
Range Resources
BlackBrust Oil & Gas L.P.
Pioneer Natural Resources
TGS
Whiting
SM Energy
Anschutz Exploration Corporation
PGS
Epoch Petrophysical and Geological Consulting
MJ Logs
Goodnight Helistream
TEC
Ion
Gillis & Cook
Silverthorne Seismic, LLC
petroweb
Spectrum Multi-Client Seismic Imaging
Wood Mackenzie
Perceptum
Chariot Oil & Gas
Abraxas
Moyes & Co.
Wellsight
Upstream
GeoExpro
E&P
Explorer
Offshore
Oil & Gas Journal
The American Oil & Gas Reporter
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>Sponsorship Level</th>
<th>Diamond ($40,000+)</th>
<th>Titanium ($25,000+)</th>
<th>Platinum ($10,000+)</th>
<th>Gold ($5,000+)</th>
<th>Silver ($1,000+)</th>
<th>Bronze ($1+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo with hyperlink on event website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo with hyperlink on scrolling banner on ACE home page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Company logo in the Technical Program &amp; Registration Announcement (Commitment by: 7 December 2019)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Company logo in Program Book (Commitment by: 7 May 2020)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo on PowerPoint slides in Technical Session rooms</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Company logo on PowerPoint slides in Opening Session &amp; Awards Ceremony</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Company logo listed on Mobile Event App</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>On-site Signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary full-convention registrations</td>
<td>Two (2)</td>
<td>One (1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<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>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement in Program Book (Commitment by: 7 May 2020)</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td></td>
<td></td>
<td></td>
</tr>
</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>Digital Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Fund</strong>&lt;br&gt;All contributions accepted</td>
<td><strong>Mobile Event App</strong>&lt;br&gt;Co-Sponsor (Limit 3) or Exclusive</td>
</tr>
<tr>
<td>$_________________</td>
<td>$20,000 Each&lt;br&gt;$50,000 Exclusive</td>
</tr>
<tr>
<td><strong>Aisle Signage</strong>&lt;br&gt;$25,000 Exclusive</td>
<td><strong>Online Conference Proceedings</strong>&lt;br&gt;Co-Sponsor (Limit 2) or Exclusive</td>
</tr>
<tr>
<td>$25,000 Each&lt;br&gt;$25,000 Exclusive</td>
<td>$15,000 Each&lt;br&gt;$25,000 Exclusive</td>
</tr>
<tr>
<td><strong>Audio Visual</strong>&lt;br&gt;Co-Sponsor or Exclusive</td>
<td><strong>Wi-Fi Hot Spots</strong>&lt;br&gt;per Hot Spot (Limit 2) or Exclusive</td>
</tr>
<tr>
<td>$10,000 Each&lt;br&gt;$25,000 Exclusive</td>
<td>$15,000 Each&lt;br&gt;$25,000 Exclusive</td>
</tr>
<tr>
<td><strong>Coffee Break Sponsorship</strong>&lt;br&gt;Co-Sponsor – One Day</td>
<td></td>
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<tr>
<td>$5,000 Monday&lt;br&gt;$5,000 Tuesday&lt;br&gt;$5,000 Wednesday</td>
<td></td>
</tr>
<tr>
<td><strong>Convention Attendee Bags</strong>&lt;br&gt;Co-Sponsor or Exclusive</td>
<td></td>
</tr>
<tr>
<td>$15,000 Each&lt;br&gt;$35,000 Exclusive</td>
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<tr>
<td><strong>Directional Signage</strong></td>
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<tr>
<td>$15,000 Exclusive</td>
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<tr>
<td><strong>End-of-Day Reception Bar Sponsorship</strong>&lt;br&gt;Co-Sponsor</td>
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<tr>
<td>$2,000 Each&lt;br&gt;$7,500 Exclusive</td>
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<tr>
<td><strong>Icebreaker Bar Sponsorship</strong>&lt;br&gt;Co-Sponsor Exclusive</td>
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<tr>
<td>$2,500 Each&lt;br&gt;$10,000 Exclusive</td>
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<tr>
<td><strong>Lanyard Sponsorship</strong></td>
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<tr>
<td>$20,000 Exclusive</td>
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<tr>
<td><strong>Registration</strong></td>
<td></td>
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<tr>
<td>$35,000 Exclusive</td>
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<tr>
<td><strong>Technical Session Signage</strong>&lt;br&gt;Co-Sponsor (Limit 3) or Exclusive</td>
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<tr>
<td>$7,500 Each&lt;br&gt;$20,000 Exclusive</td>
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<tr>
<td><strong>Attendee Focused</strong></td>
<td></td>
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<tr>
<td><strong>All-Convention Luncheon Speaker Support</strong>&lt;br&gt;Co-Sponsor</td>
<td></td>
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<tr>
<td>$20,000 Each</td>
<td></td>
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<tr>
<td><strong>All-Convention Luncheon Table Sponsorship</strong>&lt;br&gt;(Seating 8) $1,500 per Table/# of Tables</td>
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<td>$_________________</td>
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<tr>
<td><strong>Career Center</strong>&lt;br&gt;Co-Sponsor (Limit 4) or Exclusive</td>
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<tr>
<td>$1,500 Each&lt;br&gt;$5,000 Exclusive</td>
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<tr>
<td><strong>Poster Sessions</strong>&lt;br&gt;(Co-Sponsor: Limit 5)</td>
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<tr>
<td>$7,500 Each</td>
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<tr>
<td><strong>Program Book</strong></td>
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<tr>
<td>$36,500 Exclusive</td>
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<tr>
<td><strong>Technical Program Notepads</strong>&lt;br&gt;Co-Sponsor (Limit 2) or Exclusive</td>
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<tr>
<td>$15,000 Each&lt;br&gt;$20,000 Exclusive</td>
<td></td>
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<tr>
<td><strong>Technical Program Speaker Support</strong></td>
<td></td>
</tr>
<tr>
<td>$7,500 Each</td>
<td></td>
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<tr>
<td><strong>Technical Program and Registration Announcement</strong></td>
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<tr>
<td>$35,000 Exclusive</td>
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</tbody>
</table>

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

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

AAPG WOMEN’S NETWORK (AAPGWN)
The goal of AAPGWN 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 contact:
Gina Godfrey
+1 303 308 9100
gina.godfrey@petroweb.com
www.internationalpavilion.com
CONTACT US TODAY BEFORE THE BEST OPPORTUNITIES ARE GONE!

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Email: mtaylor@aapg.org

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Sales Representative
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Email: tthompson@aapg.org

TAMRA CAMPBELL
Sales Coordinator
Tel: +1 918 560 9434
Email: tcampbell@aapg.org

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