

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



EXHIBITION & SPONSORSHIP  
**PROSPECTUS**

[ACE.AAPG.org](http://ACE.AAPG.org)

**ACE** 2020

7-10 JUNE  
HOUSTON

INCORPORATING  
— THE SEPM —  
ANNUAL MEETING

**AAPG ANNUAL CONVENTION & EXHIBITION**

IN CONJUNCTION WITH:



# THE LEADING CONVENTION AND EXHIBITION FOR PETROLEUM GEOSCIENTISTS

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!

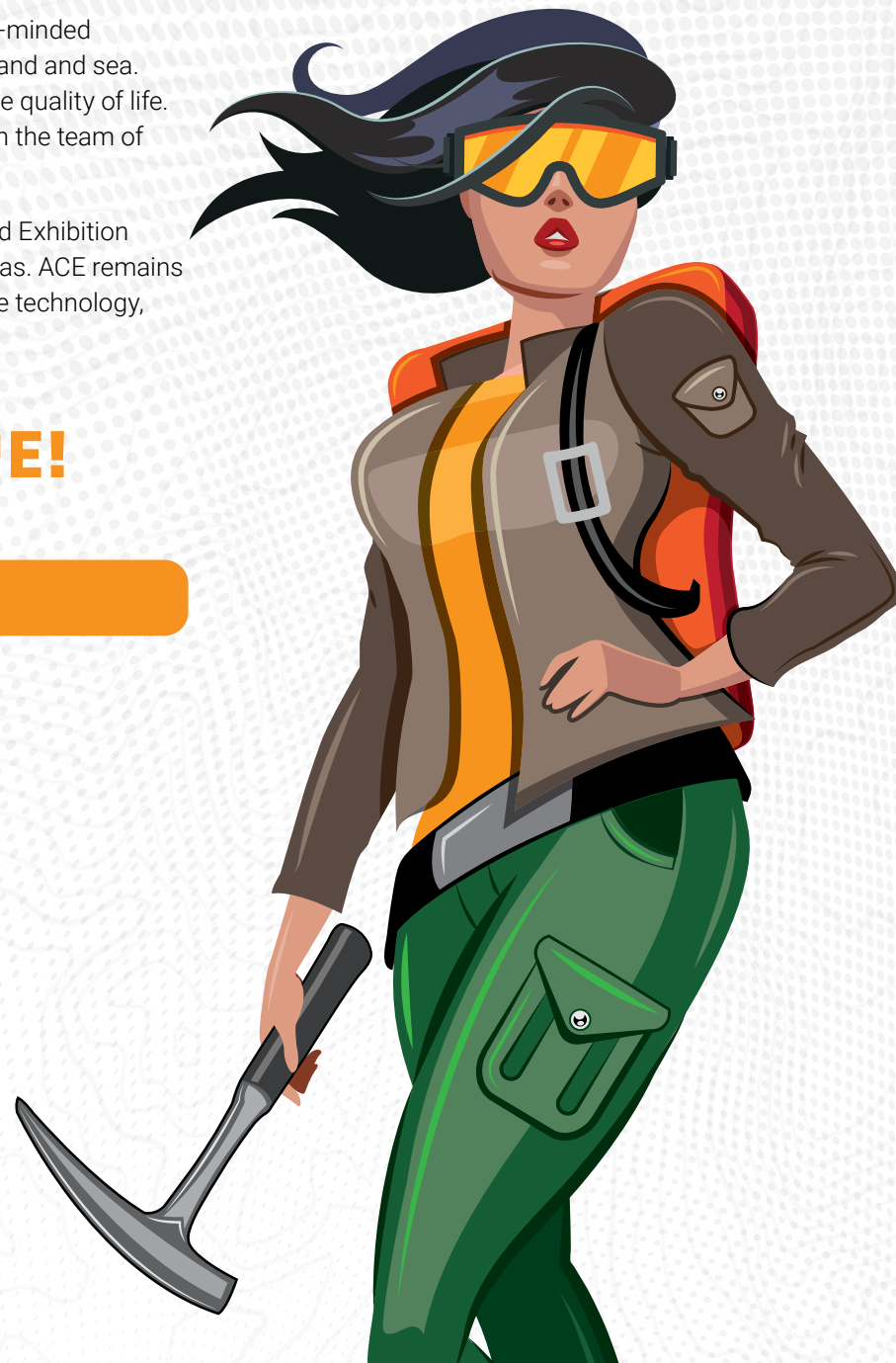
### WHY EXHIBIT AT ACE 2020?

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.





# HOUSTON - A PROVEN SUCCESS ATTRACTING YOUR TARGET AUDIENCE

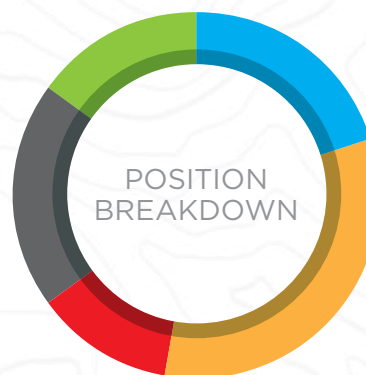
ACE 2020 will be the 15th time the annual convention has been held in the "Energy Capital of the World." ACE in Houston consistently boasts some of the highest-recorded attendance in the history of the event. The breadth and depth of the technical program appeals to multiple geoscience disciplines providing a diverse audience.

## ACE 2017

**7,531**  
ATTENDEES



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



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

## LOCATION BREAKDOWN

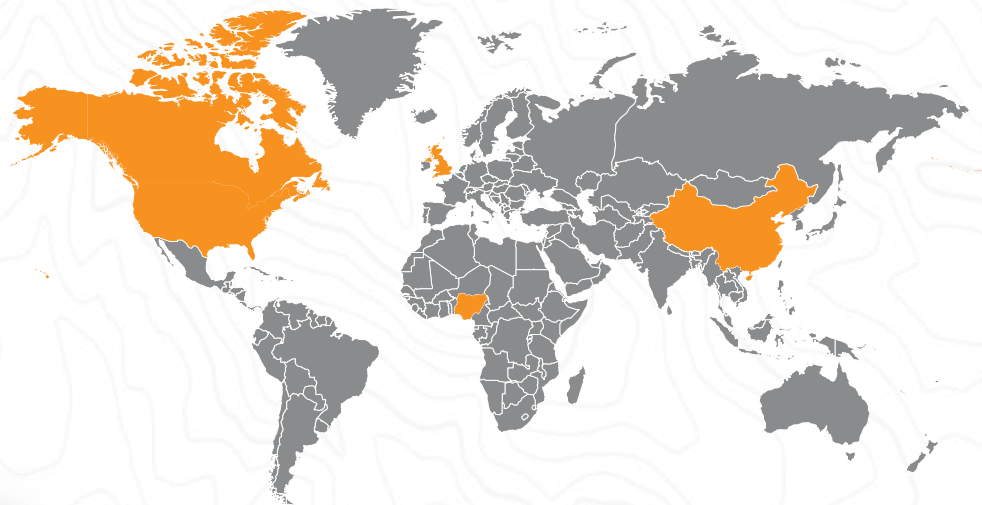
**59 COUNTRIES REPRESENTED**  
**1,215 INTERNATIONAL ATTENDEES**

### TOP COUNTRIES REPRESENTED

- |                  |           |
|------------------|-----------|
| + United States  | + China   |
| + United Kingdom | + Nigeria |
| + Canada         |           |

### TOP U.S. STATES REPRESENTED

- |            |              |
|------------|--------------|
| + Texas    | + California |
| + Colorado | + Louisiana  |
| + Oklahoma |              |



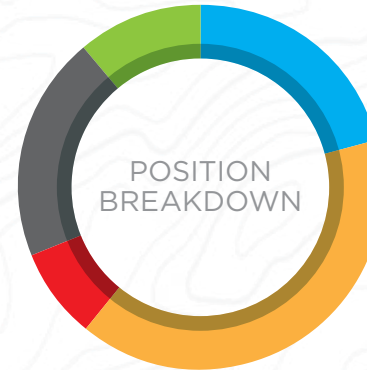
# HOUSTON - A PROVEN SUCCESS ATTRACTING YOUR TARGET AUDIENCE

**APE 2014**

**9,498**  
ATTENDEES



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



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

## LOCATION BREAKDOWN

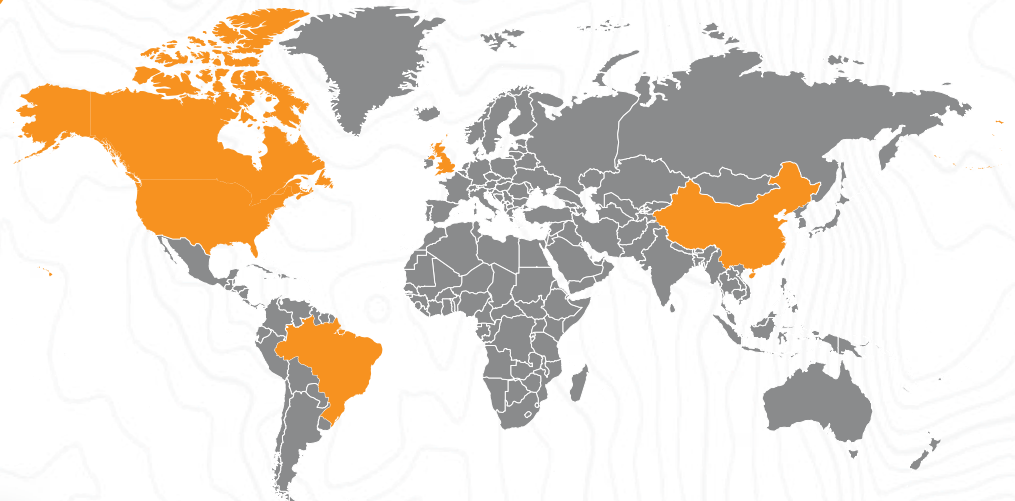
**72 COUNTRIES REPRESENTED**  
**1,350 INTERNATIONAL ATTENDEES**

### TOP COUNTRIES REPRESENTED

- |                  |          |
|------------------|----------|
| + United States  | + China  |
| + United Kingdom | + Brazil |
| + Canada         |          |

### TOP U.S. STATES REPRESENTED

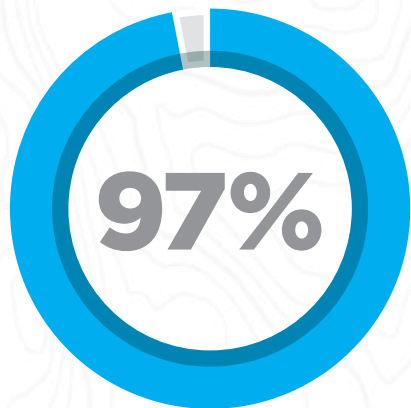
- |                |                 |
|----------------|-----------------|
| + Texas        | + Oklahoma      |
| + Pennsylvania | + West Virginia |
| + Colorado     |                 |



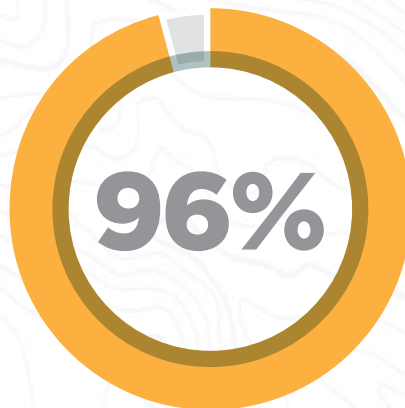


# ACE DRIVES TRAFFIC TO YOUR BOOTH

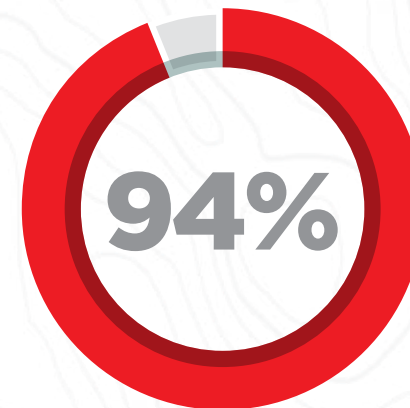
Face-to-face networking at trade shows is one of the most cost-effective ways to network with clients, find new prospects, and promote your brand.



VISIT THE EXHIBITION



VALUE THE DIVERSE RANGE OF  
PRODUCTS AND SERVICES



DISCOVER WHAT IS EMERGING  
IN PETROLEUM GEOSCIENCES



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

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 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

# BOOK YOUR EXHIBIT SPACE TODAY!

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](http://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

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## BOOTH PRICES

**Commercial:** Minimum size: 10' x 10'

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

**Exhibition space (including drapes)** . . . **\$27.50/ft<sup>2</sup>**

**Nonprofit:** Minimum size: 10' x 10'

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

**Exhibition space (including drapes)** . . . **\$13.75/ft<sup>2</sup>**

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





# SPONSOR ACE 2020 - THE GEOSCIENCES KNOWLEDGE EXCHANGE OF THE YEAR

## WHY SPONSOR?

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:



أرامكو السعودية  
saudi aramco



ConocoPhillips

ExxonMobil

Anadarko  
Petroleum Corporation

BHP

geoLOGIC  
SYSTEMS

Schlumberger

TOTAL

equinor

eog resources



noble energy

RANGE  
RESOURCES®

BLACKBRUSH  
OIL & GAS, L.P.

PIONEER  
NATURAL RESOURCES

TGS



SM  
ENERGY



EPOCH  
PETROPHYSICAL AND GEOLOGICAL CONSULTING

MJ LOGS

GOODNIGHT  
MIDSTREAM



ion



Silverthorne  
Seismic LLC  
Enhancing Exploration

petroWEB

Spectrum  
MULTI-CLIENT • SEISMIC IMAGING

Wood Mackenzie  
A Verisk Business

perceptum

CHARIOT  
OIL & GAS

ABRAXAS

MOYES & CO.

WellSight

upstream  
THE INTERNATIONAL OIL & GAS NEWSPAPER

GEOExPRO

ebn

GeoPartners

E&P



AAPG EXPLORER

Offshore

OIL & GAS  
JOURNAL

THE AMERICAN OIL & GAS  
REPORTER



# SPONSORSHIP LEVELS

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:	Diamond \$40,000 +	Titanium \$25,000 +	Platinum \$10,000 +	Gold \$5,000 +	Silver \$1,000 +	Bronze \$1+
Company logo with hyperlink on event website	✓	✓	✓	✓	✓	✓
Company logo with hyperlink on scrolling banner on ACE home page	✓	✓	✓			
Company logo in the Technical Program & Registration Announcement (Commitment by: 7 December 2019)	✓	✓	✓	✓	✓	✓
Company logo in Program Book (Commitment by: 7 May 2020)	✓	✓	✓	✓	✓	✓
Company logo on PowerPoint slides in Technical Session rooms	✓	✓	✓	✓	✓	✓
Company logo on PowerPoint slides in Opening Session & Awards Ceremony	✓	✓	✓			
Company logo listed on Mobile Event App	✓	✓	✓	✓	✓	✓
On-site Signage	✓	✓	✓	✓	✓	✓
Complimentary full-convention registrations	Two (2)	One (1)				
Invitations to the President's Reception at ACE	Five (5)	Three (3)	Two (2)			
Advertisement in Program Book (Commitment by: 7 May 2020)	Full Page	Half Page	Quarter Page			



# SPONSORSHIP ITEMS

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

On-Site Branding	
<b>General Fund</b> <i>All contributions accepted</i>	<input type="checkbox"/> \$ _____
<b>Aisle Signage</b>	<input type="checkbox"/> \$25,000 <i>Exclusive</i>
<b>Audio Visual</b> <i>Co-Sponsor or Exclusive</i>	<input type="checkbox"/> \$10,000 <i>Each</i> <input type="checkbox"/> \$25,000 <i>Exclusive</i>
<b>Coffee Break Sponsorship</b> <i>Co-Sponsor – One Day</i>	<input type="checkbox"/> \$5,000 <i>Monday</i> <input type="checkbox"/> \$5,000 <i>Tuesday</i> <input type="checkbox"/> \$5,000 <i>Wednesday</i>
<b>Convention Attendee Bags</b> <i>Co-Sponsor or Exclusive</i>	<input type="checkbox"/> \$15,000 <i>Each</i> <input type="checkbox"/> \$35,000 <i>Exclusive</i>
<b>Directional Signage</b>	<input type="checkbox"/> \$15,000 <i>Exclusive</i>
<b>End-of-Day Reception Bar Sponsorship</b> <i>Co-Sponsor</i>	<input type="checkbox"/> \$2,000 <i>Each</i> <input type="checkbox"/> \$7,500 <i>Exclusive</i>
<b>Icebreaker Bar Sponsorship</b> <i>Co-Sponsor Exclusive</i>	<input type="checkbox"/> \$2,500 <i>Each</i> <input type="checkbox"/> \$10,000 <i>Exclusive</i>
<b>Lanyard Sponsorship</b>	<input type="checkbox"/> \$20,000 <i>Exclusive</i>
<b>Registration</b>	<input type="checkbox"/> \$35,000 <i>Exclusive</i>
<b>Technical Session Signage</b> <i>Co-Sponsor (Limit 3) or Exclusive</i>	<input type="checkbox"/> \$7,500 <i>Each</i> <input type="checkbox"/> \$20,000 <i>Exclusive</i>
Attendee Focused	
<b>All-Convention Luncheon Speaker Support</b> <i>Co-Sponsor</i>	<input type="checkbox"/> \$20,000 <i>Each</i>
<b>All-Convention Luncheon Table Sponsorship</b> <i>(Seating 8) \$1,500 per Table/# of Tables _____</i>	<input type="checkbox"/> \$ _____
<b>Career Center</b> <i>Co-Sponsor (Limit 4) or Exclusive</i>	<input type="checkbox"/> \$1,500 <i>Each</i> <input type="checkbox"/> \$5,000 <i>Exclusive</i>
<b>Poster Sessions</b> <i>(Co-Sponsor: Limit 5)</i>	<input type="checkbox"/> \$7,500 <i>Each</i>
<b>Program Book</b>	<input type="checkbox"/> \$36,500 <i>Exclusive</i>
<b>Technical Program Notepads</b> <i>Co-Sponsor (Limit 2) or Exclusive</i>	<input type="checkbox"/> \$15,000 <i>Each</i> <input type="checkbox"/> \$20,000 <i>Exclusive</i>
<b>Technical Program Speaker Support</b>	<input type="checkbox"/> \$7,500 <i>Each</i>
<b>Technical Program and Registration Announcement</b>	<input type="checkbox"/> \$35,000 <i>Exclusive</i>

Digital Elements	
<b>Mobile Event App</b> <i>Co-Sponsor (Limit 3) or Exclusive</i>	<input type="checkbox"/> \$20,000 <i>Each</i> <input type="checkbox"/> \$50,000 <i>Exclusive</i>
<b>Online Conference Proceedings</b> <i>Co-Sponsor (Limit 2) or Exclusive</i>	<input type="checkbox"/> \$15,000 <i>Each</i> <input type="checkbox"/> \$25,000 <i>Exclusive</i>
<b>Wi-Fi Hot Spots</b> <i>per Hot Spot (Limit 2) or Exclusive</i>	<input type="checkbox"/> \$15,000 <i>Each</i> <input type="checkbox"/> \$25,000 <i>Exclusive</i>
Student and Young Professional Focused	
<b>AAPG Student Chapter YouTube Competition</b> <i>Co-Sponsor (Limit 2) or Exclusive</i>	<input type="checkbox"/> \$6,500 <i>Each</i> <input type="checkbox"/> \$10,000 <i>Exclusive</i>
<b>Earth Science Teacher Education Program</b>	<input type="checkbox"/> \$25,000 <i>Exclusive</i>
<b>Student and Faculty Lounge</b> <i>Co-Sponsor (Limit 3) or Exclusive</i>	<input type="checkbox"/> \$15,000 <i>Each</i> <input type="checkbox"/> \$35,000 <i>Exclusive</i>
<b>Student Participation in Field Trips and Short Courses</b> <i>Contributions \$500+</i>	<input type="checkbox"/> \$ _____
<b>Student Volunteers</b> <i>Co-Sponsor (Limit 3) or Exclusive</i>	<input type="checkbox"/> \$5,000 <i>Each</i> <input type="checkbox"/> \$12,500 <i>Exclusive</i>
<b>Student Reception</b>	<input type="checkbox"/> \$40,000 <i>Exclusive</i>
<b>Young Professional Field Trip</b>	<input type="checkbox"/> \$3,500 <i>Each</i> <input type="checkbox"/> \$10,000 <i>Exclusive</i>
<b>Young Professionals Meet &amp; Greet</b>	<input type="checkbox"/> \$10,000 <i>Exclusive</i>
<b>Young Professionals Reception</b> <i>Co-Sponsor (Limit 3) or Exclusive</i>	<input type="checkbox"/> \$10,000 <i>Each</i> <input type="checkbox"/> \$30,000 <i>Exclusive</i>





# 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.

## **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:

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+1 303 308 9100

gina.godfrey@petroweb.com

www.internationalpavilion.com



**CONTACT US  
TODAY BEFORE  
THE BEST  
OPPORTUNITIES  
ARE GONE!**



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