Exhibition and Sponsorship Prospectus

AAPG
4-7 November
South Africa
Cape Town International Convention Centre

ICE 2018
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.

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<tr>
<th>Sponsorship Level</th>
<th>Program Book</th>
<th>Website</th>
<th>On-Site</th>
<th>Post Show</th>
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</thead>
<tbody>
<tr>
<td>DIAMOND $50,000 +</td>
<td>1 Full page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>TITANIUM $40,000 +</td>
<td>1 Half page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>PLATINUM $30,000 +</td>
<td>1 Quarter page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>GOLD $20,000 +</td>
<td>25% Discount</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>SILVER $10,000 +</td>
<td>15% Discount</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>BRONZE $5,000 +</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>PATRON $1,000 +</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

### Program Book
- Advertisement in Program Book
  - Full page
  - Half page
  - 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

## 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.
## 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 Attendee Bag
$18,000 Exclusive or $10,000 Co-Sponsored – 3 available
- Sponsor logo displayed on conference attendee amenity
- Sponsor logo (full color) displayed on signage near registration

### Registration Sponsor *SOLD*
$23,000 Exclusive
- Sponsor logo (full color) prominently displayed on registration counters and signage
- Sponsor recognized on Registration Confirmation emails

### Directional Signage
$11,500 Co-Sponsored – 1 of 2 available
- Sponsor logo (full color) prominently displayed on all directional signage

### Exhibition Daily Refreshments
$10,000 Exclusive or $6,500/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
$10,000 Exclusive or $6,000/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 *SOLD*
$23,000 Exclusive
- Sponsor logo (full color) on the front cover
- Four-color, full-page advertisement (prominent placement)

### Conference Abstracts Digital Library
$12,000 Exclusive or $7,000 Co-Sponsored – 2 available
- Sponsor logo (full color) displayed on website
- Digital advertisement on website with hyperlink

### Aisle Signage
$12,000 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
$14,500 Exclusive (provided by sponsor)
- Sponsor to provide 1-inch lanyards for dispersement 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
$5,000 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
$8,500 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
  $17,000Exclusive
  - Sponsor logo (full color) on signage
  - Opportunity for sponsor to provide materials to be displayed

### Young Professional and Student Reception
$34,000 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

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**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.

* VAT included in pricing
“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.”

“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

<table>
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<tr>
<td><strong>Floor Space Only</strong></td>
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<tr>
<td>Minimum 27m²..............................................US $604/m²</td>
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</table>

**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 $628/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 $652/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 and wall socket, (1) spotlight per 3m², fascia sign with company name, grounding/earthing stand, carpet (show management color choice). Plus Furniture Package including 1 table, 2 chairs, 1 waste bin.......................................................... US $340/m²

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

*Note: All rate above include 15% VAT.*
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

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