EXHIBITION & SPONSORSHIP PROSPECTUS

Gain Exposure to a Truly Global Audience of E&P Professionals

ICEevent.org
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 International Conference and Exhibition (ICE) held 27-30 August, in Buenos Aires, Argentina gathers a global audience of energy professionals and geoscientists allowing you the opportunity to showcase your latest innovations, solutions, and services.

Your name and brand should be instantly recognizable in the minds of your target audience. Showcase your company’s products and services to more than 2,100 ICE attendees from more than 70 countries. Your company deserves access to the unparalleled geosciences business environment that ICE offers. Reserve your exhibit space today and:

- Develop new sales leads
- Sell to existing customers
- Regain lost customers
- Gain competitive intelligence
- Increase brand awareness
- Launch and/or demonstrate new technologies and products
- Build strategic business relationships
- Stay current with emerging industry trends
- Source new suppliers and vendors
- Meet face-to-face with decision-makers

Who exhibits?
Join leading international companies and place your name 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.
ICE ATTRACTIONS GEOSCIENISTS WORLDWIDE

ICE delivers a great audience to you. Known for its world-class technical program, ICE appeals to an audience passionate about discovering the newest innovations for exploration and production. Attendees include: geologists, geophysicists, engineers, academia, and more.

### BY THE NUMBERS

<table>
<thead>
<tr>
<th>City</th>
<th>Total Attendees</th>
<th>Exhibitors</th>
<th>Countries Represented</th>
<th>Non-U.S. Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LONDON</strong></td>
<td>2,109</td>
<td>70</td>
<td>79</td>
<td>95%</td>
</tr>
<tr>
<td><strong>ISTANBUL</strong></td>
<td>1,446</td>
<td>45</td>
<td>67</td>
<td>83%</td>
</tr>
<tr>
<td><strong>CARTAGENA</strong></td>
<td>1,912</td>
<td>77</td>
<td>51</td>
<td>74%</td>
</tr>
<tr>
<td><strong>SINGAPORE</strong></td>
<td>2,122</td>
<td>91</td>
<td>62</td>
<td>89%</td>
</tr>
<tr>
<td><strong>MILAN</strong></td>
<td>1,989</td>
<td>71</td>
<td>70</td>
<td>80%</td>
</tr>
<tr>
<td><strong>MELBOURNE</strong></td>
<td>1,386</td>
<td>40</td>
<td>39</td>
<td>97%</td>
</tr>
<tr>
<td><strong>CAPE TOWN</strong></td>
<td>1,065</td>
<td>41</td>
<td>75</td>
<td>88%</td>
</tr>
<tr>
<td><strong>CANCUN</strong></td>
<td>1,085</td>
<td>42</td>
<td>17</td>
<td>65%</td>
</tr>
</tbody>
</table>

- **99%** of attendees would recommend ICE to a colleague or friend.
- **95%** of attendees found that attending ICE directly impacted day to day work.
MOST ATTENDEES BY COUNTRY OF ORIGIN  (ten year average)

1. United States
2. United Kingdom
3. Canada
4. Australia
5. Colombia
6. Mexico
7. Italy
8. Indonesia
9. Singapore
10. China
11. Norway
12. Malaysia
ICE ATTENDEES VISIT THE EXHIBITION

- 99% of attendees visit the exhibition
- 96% of attendees found that the exhibition’s content adequately reflects what is current/emerging in petroleum geosciences
- 95% of attendees found that the exhibition hosts a diverse range of products and services
- 95% of attendees found the exhibition offers opportunity for new business relationships

ICE DELIVERS TRAFFIC FOR EXHIBITORS BY CONDUCTING EXTENSIVE PRE-SHOW MARKETING EFFORTS AND BY PLACING STRATEGIC EVENTS IN THE HALL.

Events and activities that drive traffic to your booth:
- Icebreaker reception
- Daily coffee and refreshment breaks
- End-of-day receptions
- Poster presentations
- AAPG Center
- International Pavilion

Marketing efforts that build traffic:
- Email campaigns to association members, past attendees, and other industry professionals
- Display advertising and editorials in industry publications
- Free exhibitor listing online and in printed conference announcement and program
- Exhibitor guest passes to send to clients/prospects
- Social media campaigns

Additional advertising opportunities are available to add value to your exhibition space investment:
- Program book advertising
- Enhanced exhibitor listing in program book
- Targeted emails sent to all current attendees
- Email newsletter advertising
- On-site branding including banners, floor decals, and more
ACT NOW TO SECURE EXHIBIT SPACE FOR YOUR COMPANY

Book your ICE 2019 exhibit space today before the best spots are gone. Whether you’re looking for new market breakthroughs or face time with leading geosciences professionals, you can’t afford to miss ICE Buenos Aires.

**How to Book**
1. Choose your desired location from the live online floor plan at ICEevent.org
2. Download and complete a space contract from ICEevent.org
3. Return it to your ICE 2019 Sales Representative

**Here’s What’s Included with Your Exhibit Investment:**
- Your company name listed online
- Two full-convention registrations for every 6m² of commercial stand space (one for nonprofit)
- Company contact information in the Official Program Book, plus listing of products and services (must meet required deadlines)
- Access to the exhibitor lounge

**STAND PRICES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Floor Space Only</strong></td>
<td></td>
</tr>
<tr>
<td>Minimum 24m²</td>
<td>US $535/m²</td>
</tr>
<tr>
<td><strong>Basic Package</strong></td>
<td></td>
</tr>
<tr>
<td>White panels with aluminum frames, aluminum fascia board with white panels, electrical main connection 1 kW including consumption and wall socket, company name, grounding/earthing stand, carpet (show management color choice)</td>
<td>US $565/m²</td>
</tr>
<tr>
<td><strong>Basic Package + Furnishings</strong></td>
<td></td>
</tr>
<tr>
<td>White panels with aluminum frames, aluminum fascia board with white panels, electrical main connection 1 kW including consumption and wall socket, company name, rounding/earthing stand, carpet (show management color choice) PLUS Furniture Package including 1 table, 2 chairs, 1 waste bin</td>
<td>US $595/m²</td>
</tr>
</tbody>
</table>

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

The birthplace of the tango is, like the dance itself, captivating, seductive, and bustling with excited energy. Atmospheric old neighborhoods are rife with romantic restaurants and thumping nightlife, and Buenos Aires’ European heritage is evident in its architecture, boulevards, and parks. First-time visitors tend to associate Buenos Aires with tango, steak, and wine—that trifecta of local passions—but the Argentine capital’s French buildings, Italian food, and Spanish nightlife also tell the story of a city with one foot in Latin America and the other in Europe. Tree-lined avenues, a thriving nightlife, and great food and wine make the Argentinian capital one of the most exciting cities in the continent.

THINGS TO DO
1. Tour the Recoleta Cemetery
2. Visit Tigre and explore the delta
3. Dance Tango at a Milonga
4. Visit the Museo Nacional de Bellas Artes’
5. Shop at the San Telmo Market
6. Watch a Polo Match or Horse Racing in Palermo
7. Take in a Show at Teatro Colón
8. Wander Puerto Madero
9. Check out the Museum of Latin American Art
10. Stroll Corrientes Avenue
11. Relax in the Botanical Gardens
12. Explore the Feria de Recoleta and Plaza Francia
13. Meander through the Colorful La Boca Neighborhood
14. Head underground and see the El Zanjón de Granados
15. Eat Steak, Drink Malbec!
ALIGN YOUR COMPANY WITH THE MOST IMPORTANT GLOBAL GEOSCIENCES EVENT

**WHY SPONSOR?**

Use ICE to position your brand before the best and brightest minds in the geosciences. Your sponsorship commitment is essential to the success of ICE covering the continuing breakthroughs, innovations, and discoveries being made into our growing exploration industry.

**Increase ROI** – Maximize your booth investment by driving traffic with a host of options before or during the show.

**Premium Placement** – Ensure your brand is the first thing your target thinks of when making a buying decision by investing in an aggressive brand strategy that paves the way for your sales team.

**Guide 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:**

- Increase visibility with international exposure to more than 70 countries
- Drive traffic directly to your booth
- Gain a competitive advantage over other brands
- Support the next generation of geoscientists
- Invest in growing the exploration industry
- Enhance the total conference experience

**WHO SPONSORS?**

ICE sponsors are industry leaders that see the value of supporting AAPG events where sponsor dollars are reinvested back into exploration. Join an elite group of leading oil and gas service providers from around the world and be exposed to the most recognized, expert geoscientists.
PAST SPONSORS INCLUDE
## SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Diamond $50,000+</th>
<th>Titanium $40,000+</th>
<th>Platinum $30,000+</th>
<th>Gold $20,000+</th>
<th>Silver $10,000+</th>
<th>Bronze $5,000+</th>
<th>Patron $1,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Book Recognition</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement in Technical Program and Registration Announcement</td>
<td>1 Full page</td>
<td>1 Half page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement in Program Book</td>
<td>1 Full page</td>
<td>1 Half page</td>
<td>1 Quarter page</td>
<td>25% Discount</td>
<td>15% Discount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on List of Sponsors</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

| Website Recognition | | | | | | | |
| Logo on Sponsor Page (with hyperlink) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on Scrolling Sponsor Banner | ✓ | ✓ | ✓ | | | | |

| On-Site Benefits | | | | | | | |
| # of Complimentary Full Conference Registrations | 2 | 2 | 1 | 1 | | | |
| Sponsor Banner | ✓ | ✓ | ✓ | ✓ | | | |
| Logo on Technical Session Walk-in Slides | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on Opening Ceremony Walk-in Slides | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor Ribbons | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

| Post-Show Recognition | | | | | | | |
| Logo on Sponsor Page Explorer September 2019 Issue | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Secure your sponsorship items now to help your company succeed. Not only will your brand be exposed to the preeminent minds in geosciences, but you will be directly contributing to the advancement of our energy sector and the revitalization of overall exploration.

**HOW TO SECURE**

1. Select the sponsored items that are the best fit for your company.
2. Complete and return the sponsorship commitment form along with your company logo. (Logo needs to be a vector .eps file)

**DESIGN YOUR OWN SPONSORSHIP**

Do you have a particular sponsorship in mind you don’t see on our list? AAGP is pleased to customize a package that suits your specific needs.

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Sponsorship levels are determined by the total dollar amount contributed and received by AAPG. Pricing excludes taxes.
<table>
<thead>
<tr>
<th>Sponsorship Items</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| **Attendee Bags**                                                                | **[$30,000 Exclusive or $10,000 Co-Sponsor (Limit 3)]** | • Sponsor logo (full color) prominently displayed on conference attendee bags  
  • Sponsor logo (full color) displayed on signage near registration  
  • Sponsor logo (full color) prominently displayed on conference attendee bags  
  • Sponsor logo (full color) displayed on signage near registration |
| **Technical Program & Registration Announcement**                                 | **[$35,000 Exclusive]**              | • Sponsor logo (full color) on front cover  
  • Four-color, full-page advertisement on inside back cover  
  • Sponsor logo (full color) on front cover  
  • Four-color, full-page advertisement on inside back cover |
| **Registration Sponsor**                                                         | **[$25,000 Exclusive]**              | • Sponsor logo (full color) prominently displayed on registration counters and signage  
  • Sponsor recognized on Registration Confirmation emails  
  • Sponsor logo (full color) prominently displayed on registration counters and signage  
  • Sponsor recognized on Registration Confirmation emails |
| **Conference Wi-Fi**                                                            | **[$10,000 Co-Sponsor (Limit 3)]**   | • Sponsor logo (full color) prominently displayed on signage inside Exhibition  
  • Sponsor logo (full color) displayed on sign-in screen for Wi-Fi access  
  • Sponsor logo (full color) prominently displayed on signage inside Exhibition  
  • Sponsor logo (full color) displayed on sign-in screen for Wi-Fi access |
| **Directional Signage**                                                          | **[$17,500 Exclusive or $10,000 Co-Sponsor (1 available)]** | • Sponsor logo (full color) prominently displayed on all directional signage  
  • Sponsor logo (full color) prominently displayed on all directional signage |
| **Exhibition Daily Refreshments**                                                | **[$25,000 Exclusive or $10,000/day Co-Sponsor (Limit 3)]** | • Sponsor logo (full color) on signage throughout Exhibition  
  • Sponsor logo (full color) on table tent cards  
  • Sponsor logo (full color) on signage throughout Exhibition  
  • Sponsor logo (full color) on table tent cards |
| **Exhibition End-of-Day Receptions**                                             | **[$27,500 Exclusive or $15,000/day Co-Sponsor (Limit 2)]** | • Sponsor logo (full color) on signage throughout Exhibition  
  • Sponsor logo (full color) on table tent cards  
  • Sponsor logo (full color) on signage throughout Exhibition  
  • Sponsor logo (full color) on table tent cards |
| **Icebreaker Bar Sponsor**                                                       | **[$5,000 per 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  
  • 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**                                                                 | **[$25,000 Exclusive]**              | • Sponsor logo (full color) prominently displayed on conference attendee bags  
  • Four-color, full-page advertisement (prominent placement)  
  • Sponsor logo (full color) prominently displayed on conference attendee bags  
  • Four-color, full-page advertisement (prominent placement) |
| **Mobile App Sponsor**                                                          | **[$50,000 Exclusive or $20,000 Co-Sponsor (Limit 3)]** | • Sponsor logo (full color) on front cover  
  • Four-color, full-page advertisement (prominent placement)  
  • Sponsor logo (full color) on front cover  
  • Four-color, full-page advertisement (prominent placement) |
| **Conference Abstracts Digital Library**                                         | **[$17,500 Exclusive or $10,000 Co-Sponsor (Limit 2)]** | • Sponsor logo (full color) displayed on website  
  • Digital advertisement on website with hyperlink  
  • Opportunity for sponsor to provide flash ad  
  • Sponsor logo (full color) displayed on website  
  • Digital advertisement on website with hyperlink  
  • Opportunity for sponsor to provide flash ad |
| **Exhibition Aisle Signage**                                                      | **[$15,000 Exclusive]**              | • Sponsor logo (full color) prominently displayed on aisle signs in exhibition  
  • Sponsor logo (full color) prominently displayed on aisle signs in exhibition |
| **Badge Cords/Lanyards**                                                         | **[$14,500 Exclusive (provided by sponsor)]** | • Sponsor logo (full color) on inches lanyards distributed at registration  
  • Sponsor logo (full color) on inches lanyards distributed at registration |
| **Presenter and Judges Gifts**                                                   | **[$8,500 Exclusive]**               | • Sponsor name and logo will accompany thank-you gifts chosen by committee provided to presenters and judges  
  • Sponsor logo (full color) on signage inside Speakers Service Center  
  • Sponsor name and logo will accompany thank-you gifts chosen by committee provided to presenters and judges  
  • Sponsor logo (full color) on signage inside Speakers Service Center |
| **Technical Session Signage**                                                    | **[$6,500 Co-Sponsor (Limit 3)]**    | • Sponsor logo (full color) on signage outside each session  
  • Sponsor logo (full color) on technical session walk-in slides  
  • Sponsor logo (full color) on signage outside each session  
  • Sponsor logo (full color) on technical session walk-in slides |
| **Conference Notebooks**                                                         | **[$15,000 Exclusive]**              | • Sponsor logo (one color) provided on 127mm x 178mm notepads provided inside all technical session rooms  
  • Sponsor logo (one color) provided on 127mm x 178mm notepads provided inside all technical session rooms |
| **Poster Sessions**                                                             | **[$5,000 Co-Sponsor (2 available)]** | • Sponsor logo (full color) on signage in Poster Session area inside exhibition  
  • Sponsor logo (full color) on signage in Poster Session area inside exhibition |
| **Volunteer Support**                                                           | **[$7,500 Exclusive]**               | • Sponsor logo (full color) on volunteer shirt/vest worn on site by volunteers  
  • Sponsor logo (full color) on volunteer shirt/vest worn on site by volunteers |
| **Student/Young Professional Programs**                                          |                                         | **Field Trip and Short Course Registration Assistance**  
  • (minimum of $1,000 for sponsor recognition)  
  • (minimum of $1,000 for sponsor recognition)  
  • Student Attendance and Travel/Accommodations Assistance**  
  • Student and Faculty Lounge**  
  • Student and Faculty Lounge**  
  • Young Professional and Student Reception**  
  • Young Professional and Student Reception**  
  • Young Professional Meet and Greet Event**  
  • Young Professional Meet and Greet Event**  
  • Student-Young Professional Leadership Summit**  
  • Student-Young Professional Leadership Summit**  
  • Student-Young Professional Leadership Summit**  
  • All pricing is in U.S. Dollars and excludes taxes. Pricing subject to change.
ENTERTAIN YOUR CLIENTS

Buenos Aires is waiting with its amazing steaks, red wine, and plenty of sites to occupy you and your clients for days on end. Take advantage of this beautiful city and immerse your business relationships with dining and entertainment outings that are sure to offer a lasting impression.

Discover succulent dishes that spotlight homegrown ingredients from across the country and enjoy craft cocktails and artisanal breweries from the endless restaurant and bar options. Whichever you choose Buenos Aires has you covered! Here is just a taste of what you can experience.

EATS

- **El Pobre Luis**
  Fútbol jerseys line the walls at El Pobre Luis, a bustling Chinatown parrilla. Locals pack the house to order salchicha parrilleras and Uruguayan pamplonas, either beef, chicken, or pork stuffed with cheese, ham, and roasted red peppers, rolled up, and cooked on the parrilla. Head to the bar for the best seat in the house, which overlooks head parrillero Beto Niz on the grill. The crispy sweetbreads, also referred to as the caviar of the parrilla, are a must-order.

- **Mishiguene**
  This isn’t your Bubbe’s Friday night shabbat dinner. The upscale Jewish eatery recreates Ashkenazi, Sephardic, Israeli, and Middle Eastern dishes using fresh ingredients and modern techniques in a way that both intrigues and invokes nostalgia. The bone-in pastrami will leave you utterly verklempt.

- **Casa Cavia**
  It’s ideal for a boozy weekday lunch or afternoon merienda (tea time) to soak up the picture-perfect garden. The restaurant looks as if it were taken directly from a Vogue photoshoot and shares a space with a cultural center, publisher, bar, and florist shop.

- **Ceviche at La Mar Cebicheria**
  Buenos Aires isn’t known for its seafood; generally, what’s available is usually mistreated, unfresh, and overall of poor quality. Luckily, Peruvian powerhouse La Mar came to school Argentines in the art of ceviche making. One step across the threshold to a massive sunny terrace, and you’ll instantly be in the mood for some ceviche and pisco. It’s open for lunch and dinner.

- **Perón Perón Resto Bar**
  Not many political-themed restaurants serve good food, but Perón Perón — named after the beloved president Juan Perón and first lady Eva Duarte (you know, Madonna in Evita) — is the exception. Loyal followers come to sing the national anthem around a Peronist shrine while downing deep-fried empanadas, polenta with osso buco, and grilled pacú river fish. Just please, whatever you do, don’t start singing “Don’t Cry For Me Argentina.” It’s not a thing here.

Other great dining options:

- Argentine-Style Pizza at El Güerrin
- Choripán at Nuestra Parrilla
- Café Rivas
- Don Julio
- Elena
DRINKS

- **BierLife**
  The setting is an old San Telmo house that opens to an inner patio, which in turn leads to various other rooms and spaces. There are mismatched wooden tables, chairs, and stools tucked away in every corner of the place. There's nothing fancy about BierLife but the atmosphere is warm and friendly.

- **Gran Bar Danzon**
  This place opened back in 1998 and has consistently catered to a sophisticated looking crowd—think the professional crowd conducting business, 40-something jetsetters, local couples on a first date, and tourists who found their way here thanks to the recommendations of the concierge at the Alvear Palace Hotel.

- **Milion**
  This isn't just any bar in any old building. The setting is a stunning Belle Epoque mansion that offers rooms for drinking and lounging. Downstairs is the dining room that spills out onto an open air courtyard with ivy covered walls, leafy trees, and sparkling lights overhead. Up some marble steps and a grand staircase is the first of many high-ceiling rooms with restored oak floors, plush sofas on one end, and a long bar at the other. This place hits all the right notes.

- **Florería Atlántico**
  If you score a table, this is a place where you might make a night of it. If not, a seat at the bar is good for a couple of drinks before you hit another place. Either way, you'll have a good time whether you're on a date or with a couple of friends.

- **El Boliche de Roberto**
  What this small Almagro neighborhood bar lacks in fancy decor, it more than makes up for in authenticity. The rickety tables and chairs are mismatched; high up on the walls, old wine bottles line the shelves and below hang framed photos and keepsakes. In the corner of the room there's a local musician singing a tango and the crowd hangs on his every word.

Other great places to grab a drink:
- Bar 878
- Verne Cocktail Club
- Aldonza Bar
- Boticario
- Vico Wine Bar
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!

2019 International Conference & Exhibition
27-30 August Buenos Aires, Argentina
AAPG
ICEevent.org