

ICE 2024

AAPG International Conference & Exhibition

MUSCAT, OMAN
30 Sept–2 Oct 2024

LEARN MORE AT
Muscat2024.ICEevent.org

THE ROLE OF GEOSCIENCES IN SHAPING OUR ENERGY FUTURE

MAXIMIZE YOUR VISIBILITY WITH THE
WORLD'S ELITE ENERGY EXPLORERS

— AAPG —

EXHIBITION AND SPONSORSHIP PROSPECTUS

SPONSORSHIP LEVELS

With opportunities for every budget, our sponsorship levels allow you the chance to select the best fit for your company. Your total dollar commitment determines your sponsorship level and benefits.

BRAND ALIGNMENT

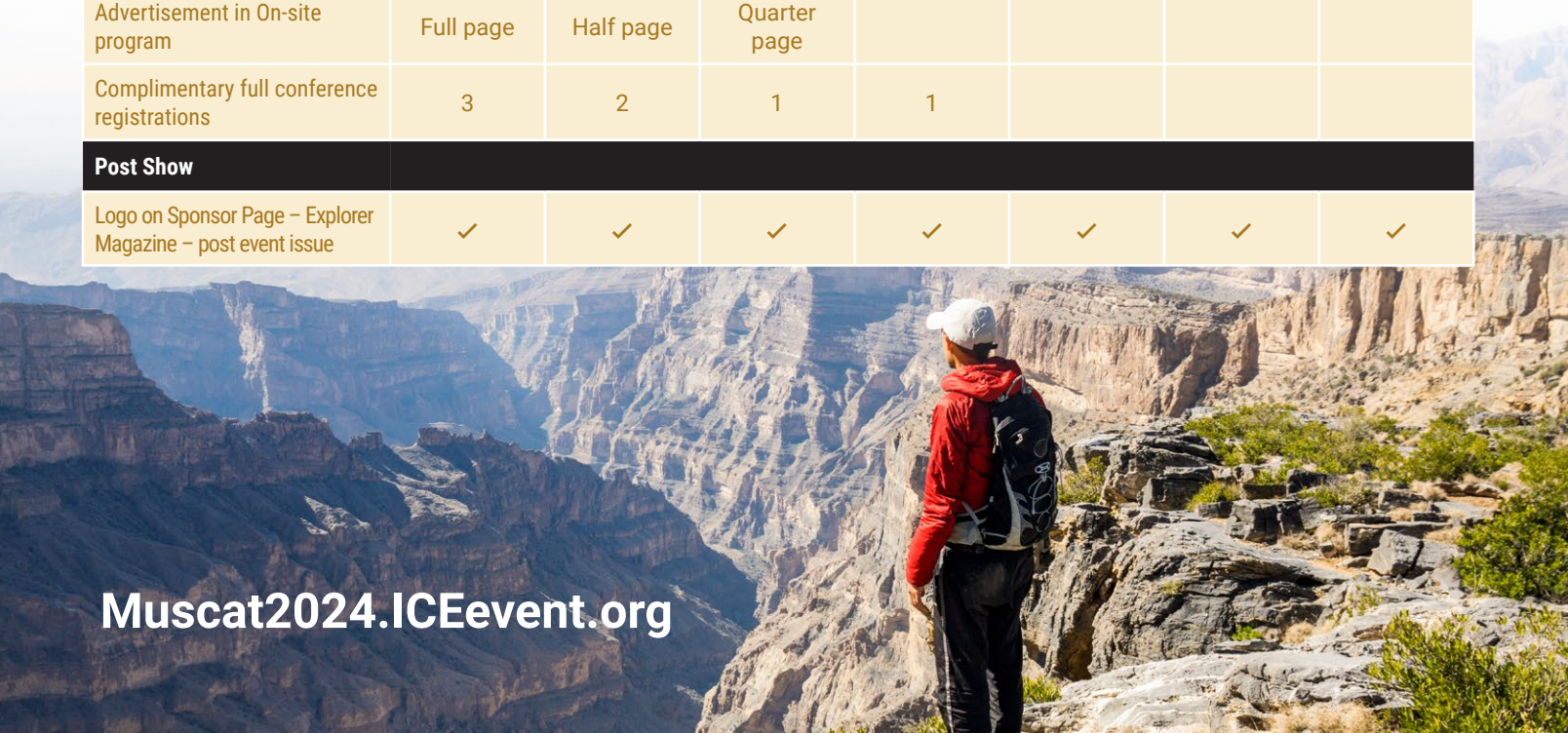
SHOW YOUR COMPANY'S SUPPORT OF AAPG AND THE ICE EVENT BY CHOOSING ONE OF THE GENERAL FUND SPONSORSHIPS BELOW:

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.

	DIAMOND \$65,000 +	TITANIUM \$55,000 +	PLATINUM \$35,000 +	GOLD \$25,000 +	SILVER \$15,000 +	BRONZE \$10,000 +	PATRON \$1,000 +
Website Recognition							
Company logo with hyperlink on event website	✓	✓	✓	✓	✓	✓	✓
Company logo with hyperlink on scrolling banner on ICE home page	✓	✓					
On-Site Recognition							
Company logo in the On-site Program	✓	✓	✓	✓	✓	✓	✓
Company logo on PowerPoint slides in Technical Session rooms	✓	✓	✓	✓	✓	✓	✓
Company logo on PowerPoint slides in Opening Session	✓	✓	✓				
Company logo on sponsor recognition slides positioned in high traffic areas	✓	✓	✓	✓	✓	✓	✓
Advertisement in On-site program	Full page	Half page	Quarter page				
Complimentary full conference registrations	3	2	1	1			
Post Show							
Logo on Sponsor Page – Explorer Magazine – post event issue	✓	✓	✓	✓	✓	✓	✓

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BRAND EXPOSURE SPONSORSHIP AND BRANDING OPPORTUNITIES

Attendee-Focused

Attendee Bags / \$40,000 Exclusive / \$22,500 Co-Sponsor

- Sponsor logo (full colour) prominently displayed on conference attendee bags

Attendee Water / \$15,000 Exclusive

- Sponsor logo (full colour) displayed at water stations in conference rooms

AV Equipment / \$20,000 Exclusive / \$12,000 co-sponsor

- Sponsor logo (full colour) on dedicated holding slide in each conference room

Badges / \$25,000 Exclusive

- Sponsor logo (full colour) printed on attendee badges

Conference Notepads / \$10,000 Exclusive

- To be supplied by sponsor

Conference Pens / \$10,000 Exclusive

- To be supplied by sponsor

Lanyards / \$15,000 Exclusive

- To be supplied by sponsor

Mobile App / \$50,000 Exclusive / \$20,000 Co-Sponsor

- Sponsor logo (full colour) on the landing page
- Four-colour, full-page advertisement (prominent placement)

Registration / \$30,000 Exclusive

- Sponsor logo (full colour) prominently displayed on registration counters and signage
- Sponsor recognized on Registration Confirmation emails

Wi-Fi / \$20,000 Exclusive

- Sponsor logo (full colour) prominently displayed on signage around the venue

Technical Program

On-site Program Guide / \$25,000 Exclusive

- Sponsor logo (full colour) on front cover
- Four-colour, full page advertisement on back cover or inside front cover (sponsor to decide)

Poster Sessions / \$10,000 Co-Sponsor

- Sponsor logo (full colour) on signage located in poster area

Technical Program and Registration Announcement Brochure (digital brochure) / \$17,000 Exclusive

- Sponsor logo (full colour) on front cover
- Four-colour, full page advertisement inside the brochure

International Pavilion

International Pavilion Theatre / \$16,000 Exclusive / \$9,000 Co-Sponsor

- Sponsor logo prominently displayed on signage in the IP theatre
- Sponsor logo included on the PowerPoint slides in the IP theatre

International Pavilion Networking Area / \$7,000 Exclusive / \$4,000 Co-Sponsor

- Sponsor logo displayed on signage in the IP networking area

Signage

Directional Signage / \$17,500 Exclusive / \$10,000 Co-Sponsor

- Sponsor logo (full colour) prominently displayed on all directional signage

Technical Session Signage / \$7,000 Co-Sponsor

- Sponsor logo (full colour) on signage located outside technical session rooms

Catering

Lunches / \$50,000 Exclusive for all 3 days lunches / \$20,000 per day

- Sponsor logo (full colour) on signage in luncheon area
- Sponsor logo (full colour) on tables in luncheon area

Coffee Breaks / \$28,000 Exclusive for all 3 days / \$12,000 per day

- Sponsor logo (full colour) on signage in Exhibition area

Icebreaker Reception, 29 September / \$25,000 Exclusive / \$15,000 Co-Sponsor

- Sponsor logo (full colour) on signage in Reception area

Exhibition End of Day Reception, 30 September / \$25,000 Exclusive / \$15,000 Co-Sponsor

- Sponsor logo (full colour) on signage in Reception area

Exhibition End of Day Reception, 1 October / \$25,000 Exclusive / \$15,000 Co-Sponsor

- Sponsor logo (full colour) on signage in Reception area

Volunteer Recognition

VIP Speaker Gifts / \$10,000 Exclusive

- Sponsor name and logo will accompany thank-you gifts given out to panel session speakers and other keynote speakers
- Sponsor logo on signage inside Speaker Service Center

Volunteer Support / \$7,500 Exclusive

- Sponsor logo (one colour) on volunteer shirts worn on-site by volunteers

Student Programs

Field Trip and Short Course Registration Assistance / Minimum \$1,000 for recognition

- Financial assistance to students with financial need

Student Attendance and Accommodations Assistance / Minimum \$1,000 for recognition

- Financial assistance to students with financial need

Students and Young Professionals

Meet and Greet / \$10,000 Exclusive

- Sponsor logo (full color) prominently displayed on signage at event
- Sponsor logo (full color) on table tent cards

Students and Young Professionals

Reception / \$35,000 Exclusive

- Sponsor logo (full color) prominently displayed on signage at event
- Sponsor logo (full color) on table tent cards

Student Lounge / \$16,000 Exclusive / \$9,000 Co-Sponsor

- Sponsor logo prominently displayed on signage in the lounge area

ICE Student Dinner / \$10,000 Exclusive

- Dinner for up to 50 students at an external venue
- Sponsor logo displayed around the dinner venue

InspireX Student Sessions / \$5,000 Exclusive

- Sponsor logo included on the holding slides during the sessions
- Sponsor logo included in marketing material for the InspireX Sessions

“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.”

“Poster sessions and exhibition under one roof is brilliant.”

“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

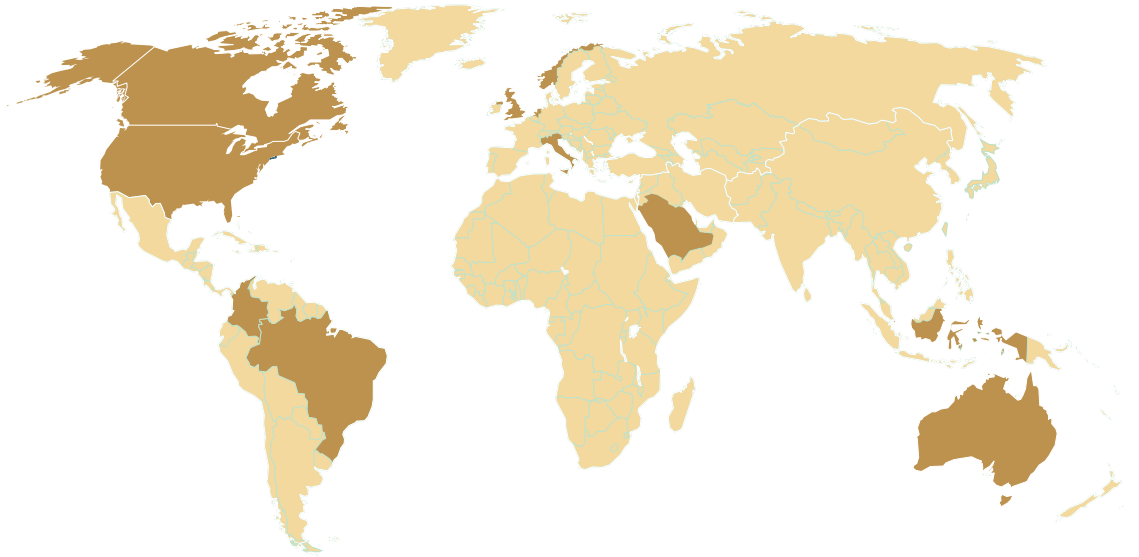
ICE also has many targeted advertising opportunities to add value to your Exhibition Space investment

- Program Book Advertising
- Enhanced Exhibitor Listings
- Email Newsletter Advertising
- On-Site branding including banners, floor decals, and more!

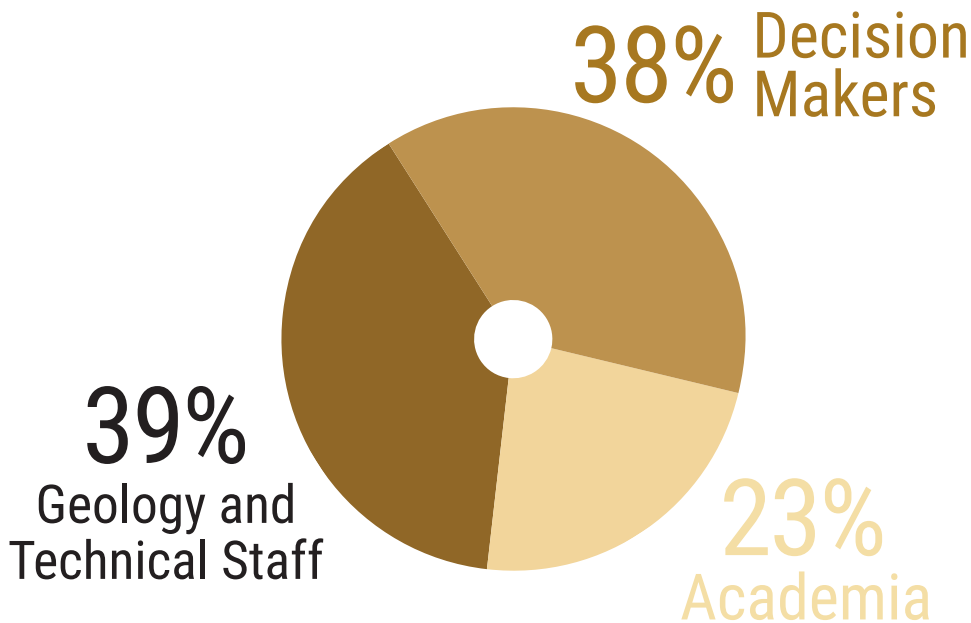
ICE ATTRACTS GEOSCIENTISTS WORLDWIDE

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



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

Exploring Eastern Seaboard: Risk in Risk and Dig in Seaboard

Conventional Solutions for Unconventional Situations

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WHY EXHIBIT?

BRAND ALIGNMENT:

Organized “by the industry, for the industry.” As a not-for-profit association AAPG’s mission is to disseminate robust technical and scientific information to its members and beyond through staging events such as ICE. Support an event that showcases the dedication of oil and gas producers, academics, service providers and corporations to the advancement of geoscience knowledge and technology application.

BRAND EXPOSURE:

Expand your brand exposure to a truly global audience of geoscience professionals at the event and through a marketing campaign that reaches over 30,000 individuals. A wide range of sponsorship and exhibiting packages provides a highly cost-effective opportunity to promote and showcase your brand, expertise, products and services.

THOUGHT LEADERSHIP:

Position your organization at the forefront of innovation or societal concerns: align your organization with key discussion points and challenges facing our industry and associate your brand with unparalleled conference content, curated by the geoscience community.



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EXHIBITOR PACKAGES

Stand Package provides a basic shell for your stand. Stand sizes start at 9m² up to 36m²



Stand package exhibitors receive:

- Carpeting
- 1m wall panels (number of panels will depend on the size of your stand and whether it is a corner/aisle stand)
- Electrical socket
- 2 spotlights
- Fascia with company name
- Table and two chairs

Price:

3 x 3m stand package: \$5,400

Space Only

Space only provides an area on the exhibition floor for you to construct your stand

Price:

Per square meter: \$450

All Exhibitors receive the following benefits

- Company name and profile listed in the On-site Program
- Company name listed on the ICE 2024 website and exhibitor listing
- Exhibitors will receive 1 complimentary full event registration per 9 square meters of exhibition space, up to a maximum of 6 registrations

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.

Sue Ellen Rhine

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