

Geological Society of America Annual Meeting & Exposition



22-25 September
Phoenix, Arizona, USA

SPONSORSHIP OPPORTUNITIES

Photo by Steven Samken



BENEFITS OF SPONSORSHIP

Visibility

Sponsors are highly visible to 7,000+ attendees at the main site and beyond:

- Registration, lobbies, concourses, exhibit hall
- Poster sessions
- Receptions and special events
- Student volunteer headquarters
- Meeting mobile app
- Short courses and field trips

Before and After the Meeting

- 2019 Annual Meeting website, GSA and GSAF websites
- *GSA Today* June, September, and October issues (with free online access and distribution to 22,000 members)

- *GSA Connection*—pre- and post-meeting electronic newsletters as well as daily on-site newsletters

Leadership in Giving Back to Your Community

Nearly 22,000 members, not just meeting attendees, will see your company's support to foster the growth of current and future leaders in the geosciences.

Students

Sponsors have access to thousands of the best and brightest geoscience students who make up one-third of the meeting attendance.

WHAT'S IN IT FOR YOUR INDUSTRY?

Energy

- Recruitment of interns and future employees: access to several thousand of the best and brightest geoscience students (international and domestic)
- Educational opportunities for current employees: relevant technical sessions, short courses, and field trips in Industry Tracks

Government Agencies And National Labs

- Educational opportunities for employees through technical sessions, short courses, and field trips
- Communication of current topics with international and domestic researchers
- Recruitment of high-quality future employees

Universities And Colleges

- Opportunities to connect with prospective grad students and professors through careers programming and focused exhibition space
- Share and review current geo-research projects
- Alumni gatherings to rekindle interests and potential support

Retailers

- Potential market of 7,000 consumers who use auto-mobiles, gear, clothing, and food in their work in the geoscience field
- Large audience for facility tours or retail visits/special offers
- Visibility in high-traffic events like opening night receptions or the multi-day exhibition

Consulting

- Employee development and education: opportunities to give technical presentations and attend relevant Industry Track technical sessions, short courses, and field trips
- Networking and cultivation of business contacts
- Recruitment of interns and future employees: access to several thousand of the best and brightest geoscience students

Technology

- Recruitment of creative math-science proficient interns and future employees from a dynamic student pool; cast a wider net to more varied applicants
- Expose new products to a relevant scientific audience through demos or presentations
- Networking opportunities for research and scientific connections

Utilities

- Technical sessions focused on risk-management including geo-hazards mitigation, engineering geology, and how geo-design can lead to project improvements
- Educational opportunities for employees: relevant technical sessions, short courses, and field trips in Industry Tracks
- Recruitment of interns and future employees

Recognition, employee education, recruitment, and more!

GENERAL MEETING SPONSORSHIPS

Badge Lanyards

- Logo on lanyard provided at registration to all attendees

\$15,000 Exclusive

Bookstore Bags

- Logo on bags at the onsite GSA Bookstore

\$2,500 Exclusive - SOLD -

Branded Water Bottles

- Logo on water bottle provided at registration to attendees

\$15,000 Exclusive

Directional Signage

- Logo displayed on-site on all directional signage

\$15,000 Exclusive

Exhibit Hall Opening Reception

- Logo on event and bar signage

\$10,000 Exclusive

Exhibition Refreshment Breaks

Morning coffee, afternoon beer receptions

- Logo on napkins provided during drink service
- Logo on table tents at coffee station and bars
- Opportunity to provide branded coffee cups, mugs, sleeves, koozies

\$15,000/Day

\$7,500/Half Day

Icebreaker Opening Reception

- Logo or company name on event signage
- Logo or company name on bar signage
- Opportunity to provide branded cups, mugs, or koozies at bars

\$10,000 Lead Sponsorship

\$5,000 Supporting Sponsorship

\$2,500 Sponsorship

International Reception

- Logo or company name on event and bar signage

\$5,000 Exclusive

\$2,500 Supporting Sponsorship

Mobile Meeting App

- Logo inclusion on the app interface with link to website

\$10,000 Exclusive

\$5,000 Supporting Sponsorship

Poster Sessions

- Logo on poster area signage including entrance sign, overhead banner and inside signage
- Logo on technical program page of meeting website

\$10,000 Sponsorship

Presidential Address and Awards Ceremony

- Logo on event and stage signage, opening slide onscreen
- Verbal mention from podium

\$10,000 Exclusive

Program Book

- Logo (full color) on front cover
- Full-page advertisement, prime location (must meet July 31 commitment deadline)

\$20,000 Exclusive

Registration

- Logo displayed on registration counters
- Logo on pens provided at registration
- Recognition on registration confirmation emails

\$20,000 Exclusive

Customized Packages Available

There are a number of ways to engage GSA Annual Meeting attendees from all sectors onsite:

- Meeting **sponsorships** as described in this brochure
- **Exhibit space** on the exhibition hall floor for the duration of the meeting
- **Branding** opportunities throughout the convention center (escalator signage, banners, wraps)
- **Advertising** (meeting program book, GSA Today, GSA Connection e-newsletter)

We are happy to help determine your interests and create a discounted package that will best meet your needs.

For more information, contact **Debbie Marcinkowski**:
dmarcinkowski@geosociety.org or +1-303-357-1047

STUDENT AND EARLY CAREER PROGRAM SPONSORSHIPS

Early Career Professionals Coffee Mixers

- Logo or company name on event signage and on table tents
- Opportunity to provide branded cups, mugs

*\$10,000 Lead Sponsorship
\$5,000 Supporting Sponsorship
\$2,500 Sponsorship*

Field Trips – Offset Student and Early Career Registration for Lowered Rates

- Company logo on signage at field trip launch sites, in transportation vehicles, and on participant materials
- Opportunity to provide attendee giveaways (approved by GSA)

*\$10,000 Lead Sponsorship
\$5,000 Supporting Sponsorship*

GeoCareers Program

- Exhibit hall booth in GeoCareers Connection
- Logo or name on event signage and print materials
- Showcase company in pre-meeting webinars or onsite presentations
- Opportunity to network with large number of onsite universities, as well as students

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dmarcinkowski@geosociety.org or +1-303-357-1047

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\$5,000 Supporting Sponsorship
\$2,500 Sponsorship*

If your company would like to actively recruit this year, add \$200 for an interview booth, early access to the online resume bank, and a list of technical sessions including students who are currently seeking jobs.

On To the Future

Engaging groups underrepresented in the geosciences

*\$5,000 Sponsorship
\$1,500 Support One Student to Attend GSA 2019*

Short Courses – Offset Student and Early Career Rates

- Company logo on signage at short courses and on correspondence to participants

*\$10,000 Lead Sponsorship
\$5,000 Supporting Sponsorship*

Student and Early Career Networking Luncheon

Mentors (35–40 onsite) answer questions from attendees who rotate tables

*\$1,000 Sponsorship
\$500 Support*

Student Reception

- Logo or company name on event and bar signage

*\$5,000 Lead Sponsorship
\$2,500 Supporting Sponsorship
\$500 Support*

Student Volunteer Program

- Opportunity to provide a branded item to be worn by up to 300 volunteers throughout meeting (shirt, hat, vest)
- Company logo or name on signage at coffee stations in volunteer office
- Company logo or name on Student Volunteer Website
- Company logo or name on correspondence to volunteers

*\$10,000 Exclusive
\$5,000 Supporting Sponsorship
\$2,500 Sponsorship*

Women in Geology Mentor Program

- Logo or company name on event signage
- Opportunity to have promotional materials on-site

*\$10,000 Lead Sponsorship
\$5,000 Supporting Sponsorship
\$2,500 Sponsorship*

Corporate recognition and benefits levels reflect the total sponsorship contribution if a company chooses to participate in more than one area. Benefits noted here are unique to each opportunity and in addition to the benefits chart.

Please contact **Debbie Marcinkowski** to coordinate an effective sponsorship plan:
dmarcinkowski@geosociety.org or +1-303-357-1047

SPONSORSHIP LEVELS AND BENEFITS SUMMARY



Benefit	Double Diamond \$40,000+	Diamond \$20,000+	Platinum \$10,000+	Gold \$5,000+	Silver \$2,500+	Bronze \$1000+	Contributor <\$1,000
Special mention at Presidential Address	•						
Dedicated sponsorship panels (2) at Annual Meeting	•						
Logo with hyperlink on GSA Annual Meeting web home page	•	•	•				
Ad in Meeting program book (black & white)	Full-page	Full-page	Half-page				
Table display at sponsored event	•	•	•				
Complimentary professional Meeting registration (per level)	4	3	2	1			
Additional refreshment tickets	25	20	15	10	5		
Recognition at sponsored event	Company logo				Company name		
Recognition at Presidential Address	Company logo				Company name		
Recognition on slide show in all technical sessions	Company logo				Company name		
Recognition by level on Meeting's sponsor web page	Company logo with hyperlink			Company logo	Company name		
Recognition by level in pre-show edition of GSA Connection	Company logo with hyperlink			Company logo	Company name		
Recognition by level in program book, on-site signage, pre- and post-show highlights in issue of <i>GSA Today</i> (Distribution: 22,000+)	Company logo				Company name		

GENERAL MEETING SPONSORSHIPS

Badge Lanyards	\$15,000 Exclusive <input type="checkbox"/>
Bookstore Bags	\$2,500 Exclusive - SOLD - <input type="checkbox"/>
Branded Water Bottles	\$15,000 Exclusive <input type="checkbox"/>
Directional Signage	\$15,000 Exclusive <input type="checkbox"/>
Exhibit Hall Opening Reception	\$10,000 Exclusive <input type="checkbox"/>
Exhibition Refreshment Breaks	\$15,000/Day <input type="checkbox"/> \$7,500/Half Day <input type="checkbox"/>
Icebreaker Opening Reception	\$10,000 Lead Sponsorship <input type="checkbox"/> \$5,000 Supporting Sponsorship <input type="checkbox"/> \$2,500 Sponsorship <input type="checkbox"/>
International Reception	\$5,000 Exclusive <input type="checkbox"/> \$2,500 Supporting Sponsorship <input type="checkbox"/>
Mobile Meeting App	\$10,000 Exclusive <input type="checkbox"/> \$5,000 Supporting Sponsorship <input type="checkbox"/>
Poster Sessions	\$10,000 Sponsorship <input type="checkbox"/>
Presidential Address and Awards Ceremony	\$10,000 Exclusive <input type="checkbox"/>
Program Book	\$20,000 Exclusive <input type="checkbox"/>
Registration	\$20,000 Exclusive <input type="checkbox"/>

Company Contact

Company Name to be Listed as

Mailing Address

City

State

Zip

Telephone

Fax

Email

STUDENT AND EARLY CAREER PROGRAM SPONSORSHIPS

Early Career Professionals Coffee Mixers	\$10,000 Lead Sponsorship <input type="checkbox"/> \$5,000 Supporting Sponsorship <input type="checkbox"/> \$2,500 Sponsorship <input type="checkbox"/>
Field Trips—Offset Student and Early Career Registration for Lowered Rates	\$10,000 Lead Sponsorship <input type="checkbox"/> \$5,000 Supporting Sponsorship <input type="checkbox"/>
GeoCareers Program	\$10,000 Lead Sponsorship <input type="checkbox"/> \$5,000 Supporting Sponsorship <input type="checkbox"/> \$2,500 Sponsorship <input type="checkbox"/> \$200 Recruitment option add-on <input type="checkbox"/>
On To the Future	\$5,000 Sponsorship <input type="checkbox"/> \$1,500 Support One Student to Attend GSA 2019 <input type="checkbox"/>
Short Courses—Offset Student and Early Career Rates	\$10,000 Lead Sponsorship <input type="checkbox"/> \$5,000 Supporting Sponsorship <input type="checkbox"/>
Student and Early Career Networking Luncheon	\$1,000 Sponsorship <input type="checkbox"/> \$500 Support <input type="checkbox"/>
Student Reception	\$5,000 Lead Sponsorship <input type="checkbox"/> \$2,500 Supporting Sponsorship <input type="checkbox"/> \$500 Support <input type="checkbox"/>
Student Volunteer Program	\$10,000 Exclusive <input type="checkbox"/> \$5,000 Supporting Sponsorship <input type="checkbox"/> \$2,500 Sponsorship <input type="checkbox"/>
Women in Geology Mentor Program	\$10,000 Lead Sponsorship <input type="checkbox"/> \$5,000 Supporting Sponsorship <input type="checkbox"/> \$2,500 Sponsorship <input type="checkbox"/>

Method of Payment:

☐ Check (payable to **Geological Society of America Foundation**)

☐ MasterCard

☐ Visa

☐ AmEx

In the amount of \$

Card Number

Expiration Date

Name as it Appears on Card

Cardholder's Address

Cardholder's Signature

Date

Please complete and return this form to the address or email below.

Sponsorships are assigned on a first-come, first-served basis.

GSA Foundation Federal Tax ID #: 74-2156871

Debbie Marcinkowski, GSA and GSA Foundation

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