

## ACTIVITIES

## INTERNATIONAL CONFERENCES

### ACTIVITIES (continued)

(6/99 EC Mtg.):

#### B. Levels of SEG Support in Organizing International Events

##### **Level I:**

- A. Publicity listing published in Calendar of Meetings in TLE/Geophysics.
- B. General Publicity listing in the Calendar of Meetings on the SEG Web Site, along with a link to the meeting organizer's Web Site, if such a site exists.

##### **Level II:**

- A. Publicity in TLE/*Geophysics* to include:
  - 1. Calendar of Meetings: listing of the event in the published Calendar of Meetings
  - 2. Call for Papers Announcement: A brief (300 words) Call for Papers Announcement in one issue of TLE.
  - 3. Advertising in TLE: TLE will run a single one-quarter black-and-white advertisement in one issue based on space availability.
- B. Publicity on the SEG Web Site:
  - 1. Calendar of Meetings: a listing on the SEG Web Site Calendar of Events limited to the event title, location, dates and contact information (name, facsimile and telephone numbers, e-mail address.)  
Note: all material submitted to SEG for inclusion on its Web Site must be prewritten and edited (in English) to final form and must be submitted in digital form in PostScript, PDF or HTML format. (HTML must follow SEG guidelines available on SEG Web Site. Pages submitted in PostScript or PDF must be no larger than A4 format.)

##### **Level III:**

- A. Publicity in TLE/*Geophysics* to include:
  - 1. Calendar of Meetings: listing of the event in the published Calendar of Meetings.
  - 2. Call for Papers Announcement: a brief (300 words) Call for Papers Announcement in one issue of TLE.
  - 3. Advertising in TLE: TLE will run a single one page four-color advertisement in one issue based on space availability.

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#### ACTIVITIES (continued)

B. Publicity on the SEG Web Site:

Note: all material submitted to SEG for inclusion on its Web Site must be prewritten and edited (in English) to final form and must be submitted in digital form in PostScript, PDF or HTML format. (HTML must follow SEG guidelines available on SEG Web Site. Pages submitted in PostScript or PDF must be no larger than A4 format.)

1. Calendar of Meetings: a listing on the SEG Web Site Calendar of Events limited to the event title, location, dates and contact information (name, facsimile and telephone numbers, e-mail address.)
2. A second SEG Web Site location of not more than five pages in length organized in the following way:
  - a. Pages #1 and #2: General event information, meeting details, dates, location, contact information, a graphic of the event logo, and a link to the organizers' main event Web Site.
  - b. Page #3: Technical Program Call for Papers which should include the Technical Program intent, specific subjects to be addressed, abstract parameters, and format, along with submittal information.
  - c. Pages #4 and #5: Two pages of Event Forms (e.g., Advance Registration Form, Hotel Reservation Form.)

C. SEG Support of Event Publicity Mailing

SEG Business Office will provide, free of charge, mailing labels (pressure sensitive) of SEG active and associate members in the geographical vicinity of the event in geographical sort only with a limit of 2,000 address labels. The labels to be provided by expedited shipment (DHL, etc.) to the event organizers for their mailing.

D. Appointment of SEG Technical Program Representative

SEG will appoint a member of the event's Technical Program Committee who will actively assist in the organization of the Technical Program.

E. Production of Event Publicity

The SEG International Department will contact the Level III event organizer and request a publicity poster to display in SEG exhibit booths at both SEG and non-SEG events. If such a poster does not exist, the organizer will be asked to supply appropriate photos and other relevant material to the SEG staff who shall design and produce the poster on behalf of the organizer and at no cost to the organizer. The SEG staff shall coordinate display of the poster in the SEG exhibit booths.

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**ACTIVITIES (continued)**

**Level IV:**

- A. SEG Occupies Role of Secondary Operator  
This Level places SEG in the role of Secondary Operator but includes major support of the SEG International Department and other SEG staff members in all areas of production of the event.
- B. Memorandum of Agreement  
All responsibilities of both SEG and the Primary Operator shall be set forth in detail in a formal Memorandum of Agreement.
- C. Appointment of Organizing Committee Members  
SEG will appoint a General Co-Chairman of the event and a Co-Technical Program Chairman for the Organizing Committee.
- D. Publicity on the SEG Web Site:  
Note: all material submitted to SEG for inclusion on its Web Site must be prewritten and edited (in English) to final form and must be submitted in digital form in PostScript, PDF or HTML format. (HTML must follow SEG guidelines available on SEG Web Site. Pages submitted in PostScript or PDF must be no larger than A4 format.)
  - 1. Calendar of Meetings: a listing on the SEG Web Site Calendar of Events limited to the event title, location, dates and contact information (name, facsimile and telephone numbers, e-mail address.)
  - 2. SEG Web Site location to include, as available, the following conference and exposition documents, provided they are made available to SEG in the appropriate digital format:
    - a. Call for Papers and associated forms.
    - b. Exhibit Prospectus and forms.
    - c. First Announcement brochure and associated forms.
    - d. Final Announcement and associated forms.
- D. Publicity in TLE/*Geophysics* to include:
  - 1. Calendar of Meetings: listing of the event in the published Calendar of Meetings.
  - 2. Call for Papers Announcement: a brief (300 words) Call for Papers Announcement in two-four issues of TLE.
  - 3. Advertising in TLE: TLE will run a single one page four-color advertisement in one issue based on space availability.

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#### ACTIVITIES (continued)

##### **Level V:**

- A. SEG Occupies Role of Primary Operator  
This Level places SEG in the role of Primary Operator which carries the added responsibility of the Leadership Role for all aspects of the event production as well as primary support from SEG's International Department and other SEG staff members.
- B. Memorandum of Agreement  
All responsibilities of both SEG and the Secondary Operator shall be set forth in detail in a formal Memorandum of Agreement.
- C. Appointment of Organizing Committee Members  
SEG will appoint a General Co-Chairman of the event, and a Co-Technical Program Chairman for the Organizing Committee.
- D. Publicity on the SEG Web Site:  
Note: all material submitted to SEG for inclusion on its Web Site must be prewritten and edited (in English) to final form and must be submitted in digital form in PostScript, PDF or HTML format. (HTML must follow SEG guidelines available on SEG Web Site. Pages submitted in PostScript or PDF must be no larger than A4 format.)
  - 1. Calendar of Meetings: a listing on the SEG Web Site Calendar of Events limited to the event title, location, dates and contact information (name, facsimile and telephone numbers, e-mail address.)
  - 2. A second SEG Web Site location to include, as available, the following conference and exposition documents, provided they are made available to SEG in the appropriate digital format:
    - a. Call for Papers and associated forms.
    - b. Exhibit Prospectus and Forms.
    - c. First Announcement brochure and associated forms.
    - d. Final Announcement and associated forms.
- E. Publicity in TLE/Geophysics to include:
  - 1. Calendar of Meetings: listing of the event in the published Calendar of Meetings.
  - 2. Call for Papers Announcement: a brief (300 words) Call for Papers Announcement in two-four issues of TLE.
  - 3. Advertising in TLE: TLE will run a single one page four-color advertisement in one issue based on space availability.