

Sponsorship Opportunities

Seeking New Depths

SEG HOUSTON 2009

SOCIETY OF EXPLORATION GEOPHYSICISTS
INTERNATIONAL EXPOSITION AND 79TH ANNUAL MEETING
GEORGE R. BROWN CONVENTION CENTER
25-30 OCTOBER 2009 ★ HOUSTON, TEXAS USA

www.seg.org



Society of Exploration Geophysicists
The international society of applied geophysics

Society of Exploration Geophysicists
International Exposition and Seventy-Ninth Annual Meeting
Houston, Texas USA • 25-30 October 2009

The Path to Discovery

Your company is invited to be an integral presence at the SEG International Exposition and Seventy-Ninth Annual Meeting to be held in Houston, Texas 25-30 October 2009.

Support from the geophysical community is important in providing high-quality technical programs, affordable registration, travel grants for students and international attendees, and educational programs.

We encourage you to partake in the many advantages and benefits that result from sponsoring the SEG Annual Meeting, an educational program that enables company exposure to a highly targeted audience of earth science professionals.

We are all aware of the rapid expansion within the geophysical community both locally and globally. SEG provides the venue for members to discover geophysical innovations and new technology in use on another continent that might apply to a project with which your company is involved. With 33,000 members in 129 countries, SEG continues to focus on the need for sharpened technology and superior opportunities to be available to a worldwide audience. The International Showcase is an excellent way to involve your company in the globalization of the geophysical world.

The 2009 International Showcase will feature the theme: "Middle East: Back to the Future." The focus will bring a balance of the technical issues and business challenges experienced in the region. The International Showcase is key in connecting interested delegates with top industry professionals and guarantees face-to-face exchanges of innovative new ideas. Your kind donations would do a great service to the geophysical community by assisting in the expenses of travel, hotel accommodations, registration fees, and exhibit expenses for the delegates from over 25 countries.

We are betting that if you take a moment to read this brochure, you will realize how important your involvement in the SEG Expo can be. All sponsorship ideas are welcome and always appreciated. If you wish to make a donation to the general fund, the Annual Meeting Steering Committee will allocate the funds directly to areas in need.

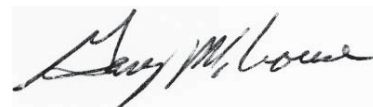
Thank you in advance for your kind consideration. We are very excited to join forces to ensure a fun and successful convention at the George R. Brown Convention Center in October.



Debera Fontenot
Sponsorship Chairman
dfontenot@seg.org



Ralph Bridle
International Showcase
Co-Chairman
ralph.bridle@aramco.com



Gary Crouse
International Showcase
Co-Chairman
gary@iahcrouse.com



Be a part of the world's largest oil, energy, and mineral exposition showcasing cutting-edge geophysical technology: the 2009 SEG International Exposition and Seventy-ninth Annual Meeting. It's an opportunity to place your company in front of more than 300 exhibiting companies and thousands of professionals. In this brochure you will find a number of opportunities to showcase your company as a sponsor of the Annual Meeting and a leader in the industry.

Sponsorship Recognition

Each sponsor will be recognized for its contribution to the Exhibition and Annual Meeting in both the pre- and post-convention issues of *THE LEADING EDGE*, conference materials, the Official Program and Exhibitors Directory, and signage at specifically sponsored events. Priority points will be given to exhibiting companies, which increase their advantage in the booth location selection process.



Levels and Additional Benefits:

Titanium = \$20,000 or greater

- ★ Company logo on signage at entrance to the exhibit hall
- ★ Company logo on screen at the beginning of each Technical Program session
- ★ Company logo in Annual Meeting Announcement, the Official Program and Exhibitors Directory, and the SEG Meetings Web site
- ★ Complimentary booth in the Career Placement Area
- ★ Complimentary table at the Student Networking Event
- ★ Company logo in next year's sponsorship brochure
- ★ Company logo in "Thank You" ad in *THE LEADING EDGE*
- ★ Opportunity to place an approved item in the delegate bag

Platinum = \$15,000-\$19,999

- ★ Company name on signage at the entrance to the exhibit hall
- ★ Company name on screen at the beginning of each Technical Program session
- ★ Company name in Annual Meeting Announcement, the Official Program and Exhibitors Directory, and the SEG Meetings Web site
- ★ Company name in next year's sponsorship brochure
- ★ Company name in "Thank You" ad in *THE LEADING EDGE*
- ★ Complimentary booth in the Career Placement Area
- ★ Complimentary table at the Student Networking Event
- ★ Opportunity to place an approved item in the delegate bag

Gold = \$10,000 to \$14,999

- ★ Company name on signage at entrance to exhibit hall
- ★ Company name in Annual Meeting Announcement, the Official Program and Exhibitors Directory, and the SEG Meetings Web site
- ★ Complimentary table at the Student Networking Event
- ★ Opportunity to place an approved item in the delegate bag
- ★ Company name in "Thank You" ad in *THE LEADING EDGE*

Silver = \$5000 to \$9999

- ★ Company name on signage at entrance to exhibit hall
- ★ Company name in Annual Meeting Announcement, the Official Program and Exhibitors Directory, and the SEG Meetings Web site
- ★ Company name in "Thank You" ad in *THE LEADING EDGE*

Bronze = \$1000 to \$4999

- ★ Company name on signage at entrance to exhibit hall
- ★ Company name in Annual Meeting Announcement, the Official Program and Exhibitors Directory, and the SEG Meetings Web site
- ★ Company name in "Thank You" ad in *THE LEADING EDGE*



Sponsorship Opportunities

★ Icebreaker

The Sunday night "Icebreaker" is the official opening of the 2009 SEG Annual Meeting, and it provides a sneak preview of the exhibit hall with exciting entertainment and a festive atmosphere for everyone. Enjoy complimentary food and cash bars while strolling the exhibit hall and greeting friends. Your company will be featured as a sponsor on signage at this event, convention materials and the Official Program and Exhibitors Directory.

Minimum sponsorship amount is \$1000.

★ SEG Forum

The SEG Forum brings together leaders in the oil and gas industry to discuss the current issues that influence our industry. The SEG Forum uses a panel format with a moderator and allows questions.

Exclusive title sponsorship amount is \$10,000.

★ Technical Session Coffee Breaks

This area provides great exposure for your company as delegates gather to network and discuss sessions during breaks. Coffee and tea are provided in convenient locations near the Technical Sessions. Sponsorship signage is placed near each station.

Minimum sponsorship amount is \$1000.

★ Applied Science Education Program

The Applied Science Education Program is an opportunity for our industry and Society to reach out to local high school students and teachers with a focus to excite and challenge them to learn more about the earth sciences. In the recent past, the program has featured scientists who explore the depths of the oceans, look at the age of the dinosaurs, and study other planets in the solar system.

Minimum sponsorship amount is \$1000.

★ Exhibit Floor Beverage Stations

Monday and Tuesday afternoons beverage stations will be set up throughout the exhibit hall to draw attendees back to the exhibit hall after the end of the technical sessions. Complimentary beer will be offered with signage placed at each beverage station to recognize sponsors.

Minimum sponsorship amount is \$1000.

★ Delegate Bags

This year's bag will offer long-term use to the delegate. Your company's logo will be prominently displayed on the outside of at least 7000 bags. Your logo will also appear in the Official Program and Exhibitors Directory given to all attendees.

Minimum sponsorship amount is \$27,000.

★ Press Room

The SEG Press Room hosts local and international media representatives during the annual meeting. Sponsorship will provide refreshments on a daily basis.

Exclusive sponsorship amount is \$4000.

★ Registration

A Silver level marketing opportunity. Present your company's name on a banner to delegates upon arrival at the Registration Area in the George R. Brown Convention Center.

Exclusive sponsorship amount is \$5,000.

★ Wireless Cyber Café

Two hot spots will be located in the exhibition hall so attendees can connect to the Internet through their laptop computers.

Two offered at \$15,000 each.

★ Internet Café

High-traffic electronic center in the exhibition hall so attendees can stay in touch with their offices.

Exclusive sponsorship is \$10,000.

★ Student Networking Event

This ever-popular tradition provides an exclusive opportunity for students, faculty, and many of SEG's distinguished members to come together for food, drinks, and fellowship. If a company or organization has met a minimum Gold level in sponsorship, it is eligible to receive a complimentary table at the event on Monday night.

Minimum sponsorship amount is \$1000.



★ **Student Challenge Bowl Finals**

This international contest tests student's breadth and depth of knowledge about geosciences. Winners of regional competitions will compete in this rapid-fire, push-the-buzzer, who-can-answer-first quiz competition. The teams compete to win a trophy and cash prizes.

Minimum sponsorship amount is \$2500.

★ **Wednesday Night Gala**

The Wednesday Night Gala is a great opportunity to prominently display your company's support of the Annual Meeting. This fun and festive event generally attracts one third of all meeting attendees. The Gala is a great place to network, meet friends and relax at the end of the exhibition. The gala will feature food, fun, and drinks to get you on your feet and blaze a trail of fun. Prominent signage listing all sponsors will be placed at the event.

Minimum sponsorship amount is \$2500.

★ **Golf Tournament**

The pre-convention golf tournament is one of SEG's most popular and successful social events. Sponsors of the golf tournament are recognized on signage at the course, the registration area, and the meal function.

Per hole sponsorship amount is \$500.

General tournament sponsorship minimum amount is \$1000.

★ **On-site Directional Maps**

Display your company name on a map of the exhibit hall. The maps are appreciated by the delegates and list all exhibitors with their booth numbers.

Six available for sponsorship amount of \$2000 each.

★ **Global Affairs Committee Luncheon/Meetings**

We encourage your company to sponsor GAC's events, which are an important part of the Annual Meeting of the Society of Exploration Geophysicists. SEG is a global society determined to reach out and spread the news on geophysics all over the world, and your company can be part of this growth.

For more than 10 years, the Global Affairs Committee has organized luncheons and other events that have become meeting points for companies and individuals seeking opportunities in the Middle East, Africa, Latin America, Europe, the FSU, the Pacific, and Asia. It has become a tradition for our membership to purchase tickets for these events during advance registration or on-site at the registration booth. Companies sponsor speakers, food and entertainment for these events, providing them with targeted audiences for marketing new products and services in specific regions of the world.

The GAC luncheons are always well attended by geophysicists working in those areas, so they are great networking opportunities for business, as well as for seeking and offering jobs. Also, it is a pleasant way to have a quick overview of recent and ongoing activities in these regions.

Please indicate which luncheon you wish to sponsor on the sponsorship form:

ULG/Latin American, Asia/Pacific, Europe/FSU or Middle East/Africa.

Minimum sponsorship per luncheon is \$1000.

★ **General Sponsorship**

Unsure what to sponsor? Your company or organization can make a contribution to the General Sponsorship Fund. This contribution will be applied to those events that have not received full sponsorship. Your company or organization will receive recognition on general sponsorship signs throughout the meeting.

★ **Goods-In-Kind Guidelines**

In-kind contributions are counted toward sponsorship at the rate of half of the cash value. All in-kind contributions must be approved and coordinated with the SEG Business Office. In-kind donations are accepted from companies or organizations that have met the minimum Gold sponsorship level.

★ **Delegate Bag Inserts**

Delegate bag inserts are another way to give your company exposure. Inserts are counted toward sponsorship at the rate of half of the cash value. All delegate bag inserts must be approved by the Annual Meeting Steering Committee. These items should be of use to delegates and cannot be a marketing tool or company advertisement such as brochures, flyers, or informational CDs. Useful items include pens, pads, or flashlights. Items donated as in-kind sponsorship are the responsibility of the donor to ship to the appropriate final destination for distribution. Items must be submitted for approval by 1 July 2009.

Contributors must meet the minimum Gold sponsorship level to be eligible for bag inserts.



International Showcase

THE MIDDLE EAST: BACK TO THE FUTURE

2009 INTERNATIONAL SHOWCASE



Focus—The Middle East: Back to the Future

The International Showcase celebrates its 14th anniversary in 2009 and will focus on the region of the Middle East. The showcase is an integral part of the exposition at SEG's Annual Meeting, where it has been *The Global Meeting Place*. State oil and mining companies, energy ministries, technical and scientific institutes, societies, and universities as well as private companies from all parts of the world have the opportunity to exhibit their products, services, and exploration potential. In past showcases, participants have taken full advantage of making new and valuable business and professional contacts with established industries within these countries.

An Arabian-themed Tuesday afternoon reception open to all delegates will celebrate SEG's initiatives and associations in the Middle East. You can help encourage the globalization of SEG by sponsoring The International Showcase.

International Showcase Sponsor Items

Grant Sponsorship

The International Showcase underwrites grants for travel, lodging, delegate registration, and exhibit space for geosciences companies from emerging (World Bank Group 1-3) countries. This year, preferential consideration will be given to companies in the Middle East. If your company has a special relationship with a particular country, you can decide to specify that your sponsorship funds be dedicated to one or more companies that participate from that country. Minimum sponsorship amount is \$1000. The full delegate sponsorship grant is \$4,000 and will sponsor one country's delegate.

Global Theatre

The Global Theatre (located adjacent to the International Showcase) will host two days of technical sessions with noted guest speakers from leading industrial companies specially chosen and consistent with this year's theme "Middle East: Back to the Future" theme. The sessions include top technology challenges of the Middle East: 3D noise suppression, multiples (data driven), near surface static corrections, size/hardware, azimuthal anisotropy and fracture detection, and pre-stack depth migration. We are planning an exciting event that will attract not only internationally minded geophysicists, but also managers and executives of resource and service companies that need the special insights the Global Theatre will offer them on the Middle East Region.

Minimum sponsorship amount is \$1,500. Exclusive sponsorship amount is \$14,000.



For further information, please contact:

Debera Fontenot

Sponsorship Chairman

Fairfield Property Management Services

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Ralph Bridle

International Showcase Co-Chairman

Saudi Aramco

P.O. Box 31311, Saudi Arabia

966 3 873 0068 ★ ralph.bridle@aramco.com

Gary Crouse

International Showcase Co-Chairman

Venture Catalyst Group, Inc.

802 Green Belt Drive, Sugar Land, TX 77498-2752

713-818-2080 ★ gary@iahcrouse.com

Seeking New Depths SEG HOUSTON 2009

SEG Business Office

Sponsorship Coordinator

8801 South Yale, Ste. 500, Tulsa, OK 74137-3575

918-497-5500 ★ Fax 918-497-5557

sponsorship@seg.org

If you are interested in becoming an exhibitor please contact:

Steve Emery, Manager, Meetings and Expositions

Society of Exploration Geophysicists

8801 South Yale, Suite 500, Tulsa, OK 74137-3575

918-497-5539 ★ Fax 918-497-5552

semery@seg.org ★ www.seg.org



2009 SEG Annual Meeting
SPONSORSHIP COMMITMENT
25-30 October 2009 ★ Houston, Texas USA



► **Company:** _____
(AS TO APPEAR ON PRINTED MATERIALS)

Mr. Ms. Dr.

Name: _____

Title: _____

Mailing Address: _____

City/State: _____

Postal Code: _____

Country: _____

Phone: _____

Fax: _____

E-mail: _____

► **Sponsorship Level:** (amounts are in U.S. Dollars)

- Titanium* \$20,000 or greater
- Platinum \$15,000 to \$19,999
- Gold \$10,000 to \$14,999
- Silver \$5000 to \$9999
- Bronze \$1000 to \$4999

► **Payment Method:**

Check Enclosed ~ Check Number: _____

Please make checks payable to: SOCIETY OF EXPLORATION GEOPHYSICISTS

Bankcard Card Type _____

Account # _____ Exp. _____

Account Holder _____

Signature _____

SEG to Invoice:

Name _____
(IF OTHER THAN ABOVE)

Mailing Address:

SOCIETY OF EXPLORATION GEOPHYSICISTS
ANNUAL MEETING SPONSORSHIP
P.O. Box 702740 • Tulsa, OK 74170-2740 USA
8801 South Yale, Ste. 500 • Tulsa, OK 74137-3575
Phone: 1-918-497-5539 • Fax: 1-918-497-5552

In Behalf of _____
(COMPANY NAME)

I hereby authorize sponsorship as indicated.

Authorized signature: _____ Date _____

*TITANIUM LEVEL SPONSORS PLEASE SUBMIT COMPANY LOGO.

SPONSORSHIP OPPORTUNITIES

PLEDGE AMOUNT

- Applied Science Education Program ... \$ _____
- Registration \$ _____
- Delegate Bags \$ _____
- SEG Forum \$ _____
- Exhibit Floor Beverage Stations \$ _____
- On-site Directional Maps \$ _____
- Press Room \$ _____
- General Sponsorship \$ _____
- Wireless Cyber Café \$ _____
- Internet Café \$ _____
- Golf Tournament \$ _____
- Goods-in-Kind* \$ _____
- Icebreaker \$ _____
- Student Reception \$ _____
- Student Challenge Bowl \$ _____
- Technical Session Coffee Breaks \$ _____
- Wednesday Night Gala \$ _____

GAC Luncheons

- Africa/Middle East \$ _____
- Asia/Pacific \$ _____
- Europe/FSU \$ _____
- ULG/Latin America \$ _____
- Goods-in-Kind** \$ _____

INTERNATIONAL SHOWCASE

- Grant Sponsorship* \$ _____
- Country _____
- Global Theatre \$ _____

Total Pledged: \$ _____

SEG reserves the right to place any funds for over-subscribed events into the General Sponsorship fund.

(ALL PLEDGE AMOUNTS IN U.S. DOLLARS)
* SEE PAGE 5, GENERAL SPONSORSHIP
**1/2 CASH VALUE

Thank you

Annual Meeting Sponsors

Society of Exploration Geophysicists International Exposition
and Seventy-Eighth Annual Meeting
9-14 November 2008 • Las Vegas, Nevada



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www.seg.org

Join them in 2009!

Join this elite group by becoming an official Sponsor of the
SEG 2009 International Exposition and Annual Meeting in Houston, Texas!

Contact the SEG Business Office at: sponsorship@seg.org

or visit: www.seg.org/meetings