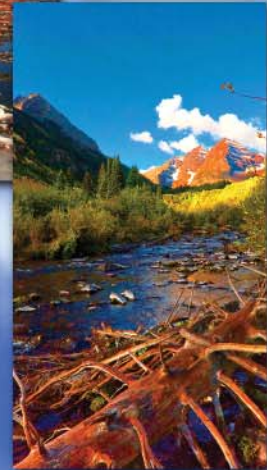
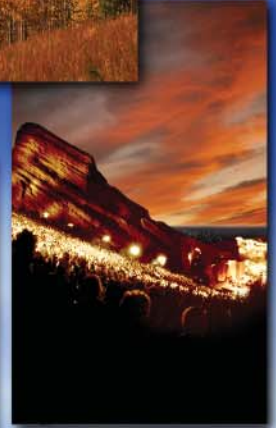


# Sponsorship Opportunities



**SEG**  **DENVER 2010**  
[www.seg.org](http://www.seg.org)



Society of Exploration Geophysicists International Exposition and 80th Annual Meeting  
Colorado Convention Center • 17-22 October 2010 • Denver, Colorado USA

 **80<sup>th</sup>**  
ANNIVERSARY

**SOCIETY OF EXPLORATION GEOPHYSICISTS**

# SEG DENVER 2010



Society of Exploration Geophysicists International Exposition and 80th Annual Meeting  
Colorado Convention Center • 17–22 October 2010 • Denver, Colorado USA



The SEG International Exposition would like to invite your company to take a major role in the Eightieth Annual Meeting to be held in Denver, Colorado on 17–22 October 2010.

The SEG is the premier venue for companies to meet under one roof to discuss new geophysical technologies and how they can be applied to new and existing play areas. With the inter-company exchange of ideas we can create a synergy, to aggressively increase and expand our current plays and increase the potential to open new oil and gas prospects.

More companies are seeing and realizing the benefit of sponsoring the SEG Annual Meeting as a means to create new business opportunities for increased visibility in both domestic and international markets. 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.

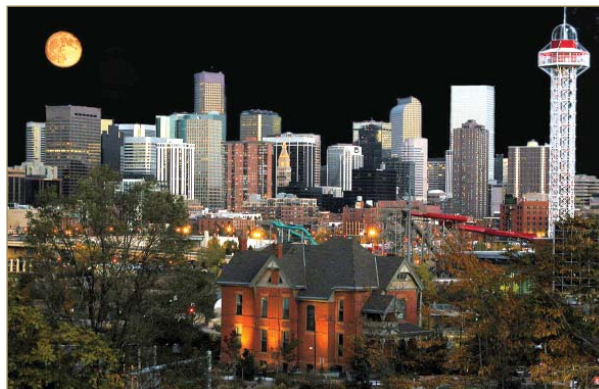
Recovering from a poor economy, companies are finding that it is once again time to reinvest in the energy community. The SEG 2010 Annual Meeting in Denver provides a wonderful opportunity to do so at a number of sponsorship levels listed below.

SEG provides a unique venue for members to discover geophysical innovations and new technologies in use on other continents that might apply to a project with which their companies are involved. With 35,000 members in 138 countries, SEG continues to focus on the need for sharpened technology and greater opportunities for a worldwide audience. The International Showcase, in particular, is an excellent way to involve your company in the globalization of the geophysical world.

The 2010 International Showcase will feature the former Soviet Union and Europe. The focus will be 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 be 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 more than 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 Exposition 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 Denver Convention Center in October.



**Samantha Malach**  
Sponsorship Chairman  
smalach@aguilaexploration.com

**Mary Purcell**  
International Showcase Chairman  
Mary.purcell@williams.com

**Tagir Galikeev**  
International Showcase Co-Chairman  
tagir@unifiedgeo.com



# Sponsorship Opportunities



## Icebreaker

The Sunday night "Icebreaker" is the official opening of the 2010 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.**

## 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 also will 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 sponsorship level marketing opportunity. Present your company's name on a banner to delegates upon arrival at the area at the Colorado Convention Center. **Exclusive sponsorship amount is \$5,000.**



## Wireless Cyber Café

Two hot spots will be located in the exhibition hall and will allow attendees to connect to the Internet through their laptop computers. **Two offered at \$15,000 each.**



## Internet Café

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



**Exclusive sponsorship is \$10,000.**

## 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.**

## 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 win trophies 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 a 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.**



### ► **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 2010. Contributors must meet the minimum Gold sponsorship level to be eligible for bag inserts.

### ► **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.

### ► **Global Affairs Committee Luncheon Meetings**

We encourage your company to sponsor the 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 with distinguished speakers and event updates for featured countries 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.**



## SEG International Showcase

### Focus—**FSU/Europe:** **Unite in Denver**

As we celebrate our 15th year in the International Showcase, we “*unite the world in Denver,*” focusing on the region of the former Soviet Union and Europe. The past five years have spotlighted business technology and opportunities in Africa, Latin America, Asia/Pacific, and the Middle East. We now invite you to increase your knowledge of Europe and the FSU with exhibits and presentations from companies and speakers from this important region. 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, 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.



A Russian/European Tuesday afternoon reception open to all delegates will celebrate SEG’s initiatives and associations in FSU/Europe. You can help encourage the globalization of SEG along with the Global Affairs Committee by sponsoring the International Showcase.

#### **International Showcase Sponsor Items**

##### ► **Grant and General Sponsorship**

The International Showcase underwrites grants for travel, lodging, delegate registration, and exhibit space for state oil and mining companies, energy ministries, and technical institutes from emerging countries. 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.**

**Full delegate sponsorship grant is \$4000. This will completely sponsor one country’s delegates.**

##### ► **Global Theater**

The Global Theater (*located adjacent to the International Showcase*) will host two days of technical sessions with guest speakers from leading industrial companies specially chosen and consistent with this year’s “*FSU/Europe: Unite in Denver*” theme. The traditional Tuesday and Wednesday sessions will include top technology challenges of exploration in former Soviet Union and Europe, which are, at the same moment, of great interest worldwide: near-surface static corrections in case of large heterogeneities, multicomponent acquisition and interpretation, and advanced imaging techniques. The Monday afternoon session will focus on the exploitation of tight gas sands – focusing on technologies developed in Rocky Mountain basins near Denver, and of current interest to gas producers throughout the world. This tight gas session will bring together concepts and technologies from our colleague societies, SPE, EAGE, and AAPG, “*uniting the world in Denver*” in more ways than one. 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 Theater will offer them on the FSU and Europe.

**Minimum sponsorship amount is \$1500.**

**Exclusive sponsorship amount is \$14,000.**



For further information, please contact: \_\_\_\_\_

#### **Samantha Malach, Sponsorship Chairman**

Aguila Exploration  
910 16th Street, Ste 516, Denver, CO 80202  
303-945-2241 ► [smalach@aguilaexploration.com](mailto:smalach@aguilaexploration.com)

#### **Mary Purcell, International Showcase Co-Chairman**

Williams Production  
1515 Arapahoe Street, Tower III, Ste. 900, Denver, CO 80202  
303-606-4286 ► [Mary.purcell@williams.com](mailto:Mary.purcell@williams.com)

#### **Tagir Galikeev, International Showcase Co-Chairman**

Unified Geosystems  
686 Entrada Dr, Golden, CO 80401  
303-800-2960 ► [tagir@unifiedgeo.com](mailto:tagir@unifiedgeo.com)

#### **SEG Business Office**

**Steve Emery, Sponsorship Coordinator**  
8801 South Yale, Suite 500, Tulsa, OK 74137-3575  
918-497-5500 ► Fax 918-497-5557 ► [semery@seg.org](mailto:semery@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](mailto:semery@seg.org)  
**[www.seg.org](http://www.seg.org)**



**2010 SEG Annual Meeting**  
**SPONSORSHIP COMMITMENT**  
**17-22 October 2010 • Denver, CO USA**



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(AS TO APPEAR ON PRINTED MATERIALS)

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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 \_\_\_\_\_

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**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 Theater ..... \$ \_\_\_\_\_

**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

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**SEG HOUSTON  
2009**

SOCIETY OF EXPLORATION GEOPHYSICISTS  
INTERNATIONAL EXPOSITION AND 79TH ANNUAL MEETING  
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Join this elite group by becoming an official Sponsor of the  
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or visit: [www.seg.org/meetings](http://www.seg.org/meetings)

