

EXHIBITOR PROSPECTUS



EXPERIENCE VEGAS 2012

SOCIETY OF EXPLORATION GEOPHYSICISTS

**SEG**  
**Las Vegas**  
**2012**

Society of Exploration Geophysicists  
International Exposition and 82nd Annual Meeting  
Mandalay Bay Convention Center  
4-9 November 2012 • Las Vegas, Nevada USA

# SEG Las Vegas 2012

## THE GLOBAL MARKETPLACE



The Annual Meeting of the Society of Exploration Geophysicists gives companies the opportunity to display their products and services to a highly focused audience from around the world. Geophysicists, geologists, earth scientists, energy industry executives, researchers and software developers attend the conference to learn about the latest technology and advances in exploration. The combination of an extensive technical program of more than 800 oral and poster presentations by the leaders of the industry in conjunction with a state-of-the-art exposition draws attendees from more than 85 countries. By exhibiting at the SEG International Exposition, your company can join 350 leading companies, government agencies, research and educational institutions at the industry's most impressive display of the latest technology and services.

The Society of Exploration Geophysicists International Exposition and Eighty-Second Annual Meeting will bring together all of the major companies involved in global oil, gas and mineral exploration, and new areas of civil engineering, environmental and archaeology. The conference will be held at the Mandalay Bay Convention Center in Las Vegas, Nevada.

### Why Exhibit?

- Explore international business opportunities
- Reach the industry's most qualified professionals
- See the latest technological advances in exploration geophysics, instruments and computers
- Networking opportunities
- Introduce new products and services

### SEG's International Exposition and Eighty-Second Annual Meeting in Las Vegas, Nevada 4–9 November 2012.

Come exhibit, meet new contacts and renew acquaintances from previous expositions. More than 350 companies from around the globe know the benefits of exhibiting at the SEG Annual Meeting. This is the largest concentration of buying power for geophysical technology, products and services in one place at one time.

### Opportunities

- ▶ **Sunday Night Icebreaker** – This event is the Grand Opening of the Exposition and the Annual Meeting. It provides an opportunity to visit colleagues and preview the exhibit floor for more thorough meetings later in the week. Complimentary food and cash bars are available in a festive atmosphere you will not want to miss.
- ▶ **Heavy Equipment** – Companies that wish to display trucks, boats, helicopters, portable drill rigs, and other heavy equipment can exhibit them at an affordable rate. The requirement is that a company rent one space at the regular price of US\$2,200, and the remaining space is priced at US\$600 per 100 square feet with a minimum of 200 square feet.
- ▶ **Career Placement Area** – The SEG Career Placement Area provides a central place for students, companies, and job seekers to meet. Booth space is available for companies wishing to connect with job seekers. Complimentary interview rooms will be available for companies that rent space. Companies participating in the Career Placement Area will also be able to post job openings on display boards.
- ▶ **Press Room** – A fully functioning, staffed press room is available to exhibitors and the media. Exhibitors may bring press kits.
- ▶ **Advertising** – THE LEADING EDGE, SEG's monthly magazine, targets your audience and increases awareness of your company's "brand" well in advance of the exposition. Reach all of the attendees by advertising in the Official Program and Exhibitors Directory.
- ▶ **Pre-Registration List** – The list of advance registrants is available to exhibiting companies to market their involvement in the SEG Annual Meeting. The list is available approximately five weeks prior to the start of the event.
- ▶ **Website Links** – When you exhibit, you receive a Web site link to your company's Web site, and an e-mail link to your contact on the Booth Browser. The Booth Browser gives your company year-round exposure.
- ▶ **Sponsorship** – Opportunities are boundless for placing your company name in front of the meeting attendees. A full listing is available upon request or at [www.seg.org/am](http://www.seg.org/am)

### ▶ Exposition Hours:

4 November	..... Sunday	..... 6 p.m.–8 p.m.
5 November	..... Monday	..... 9 a.m.–6 p.m.
6 November	..... Tuesday	..... 9 a.m.–6 p.m.
7 November	..... Wednesday	..... 9 a.m.–4 p.m.

### ▶ Exhibit Pricing and Specifications

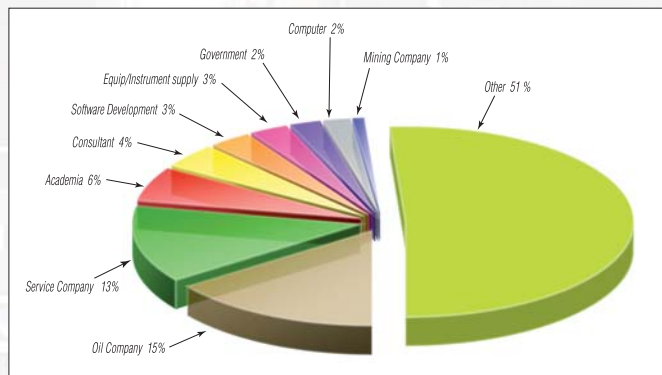
Booth dimensions, shown on the Exhibit Area Floor Plan, are 10 ft x 10 ft (3m x 3m). Booths are priced in 10 ft x 10 ft (3m x 3m) increments at US\$2,200 and US\$2,500. Each booth is individually priced on the Exhibit Area Floor Plan so that you may check the price as you select your space. In the event that aisles are altered or islands created to accommodate exhibitor requests, the price of a booth may change from what is indicated on the original floor plan.

Exhibitors will be advised of any such changes at the time of booth assignments.

#### Each 10 ft x 10 ft (3m x 3m) booth comes with:

- 8 ft (2.4m) back wall and two 3 ft (1m) side walls made of pipe and drape
- Sign with company name
- Two complimentary full-delegate registrations
- Two reduced-price meeting registrations allowing entrance into exposition only
- Company listing and description in the Official Program and Exhibitors Directory
- Company listing on the SEG Web site
- E-mail link
- Web site link

# Who Attends the **SEG** Annual Meeting?



# Type of business



## ► Important Dates for SEG Las Vegas 2012:

- 1 March ..... Space application deadline for maximum priority points benefit
- 1 June ..... Service Manual link goes live
- 3 August ..... Space cancellation deadline
- 1 September ..... Exhibitor's Directory Listing Form deadline
- 5 October ..... Advance registration deadline

## ► Exhibitor Move-In:

- 30 October ..... Tuesday ..... 1 p.m.
- 31 October ..... Wednesday ..... 7 a.m.–6 p.m.
- 1 November ..... Thursday ..... 7 a.m.–6 p.m.
- 2 November ..... Friday ..... 7 a.m.–6 p.m.
- 3 November ..... Saturday ..... 7 a.m.–6 p.m.
- 4 November ..... Sunday ..... 7 a.m.–12 p.m.

## ► Exhibitor Move-Out:

- 7 November ..... Wednesday ..... Begins 4:01 p.m.
- 8 November ..... Thursday ..... 8 a.m.–5 p.m.
- 9 November ..... Friday ..... 8 a.m.–3 p.m.

*All booth and equipment in Shorelines B move-out must be completed by 3 p.m. on Friday 9 November.  
All booth and equipment in Shorelines A move-out must be completed by 6 a.m. on Friday 9 November.*

# We Bring **Expositions** To Life





**Society of Exploration Geophysicists**  
*The international society of applied geophysics*

*Founded in 1930, the Society of Exploration Geophysicists (SEG) has grown steadily over the past 79 years, reaching 31,000 members worldwide as of 2011.*

*SEG members include everyone from executives to technical specialists, working in all phases of the discovery, development, evaluation, and utilization of oil and gas, mining, environmental and related technologies.*

*SEG is the preeminent association in the world addressing these issues.*

*SEG is committed to the broad dissemination of information among its members, with continuously improved professional practice as the goal.*

*SEG serves its members and meets its mission in a neutral, global environment that is completely independent of the influence of any one organization or authority.*

*For Exhibit and Sponsorship Information, please contact:*

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



## FUTURE MEETINGS

Year	Meetings	Location	Dates
	Gravity, Electrical and Magnetic Methods Workshop	Beijing, China	10–13 October 2011
	SEG/SPG Conference	Shenzhen, China	7–10 November 2011
	SEG Istanbul	Istanbul, Turkey	17–19 September 2012
2012	SEG Annual Meeting	Las Vegas, Nevada	4–9 November 2012
2013	SEG Annual Meeting	Houston, Texas	22–27 September 2013

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