



# **Sponsor Prospectus**

**July 26 -July 30, 2010**

[www.geowebconference.org](http://www.geowebconference.org)

## Key Facts

**Date:** July 26 – July 30

**Location:** Vancouver, British Columbia, Canada

**Venue:** Morris J. Wosk Centre for Dialogue

**Special Focus:** The emphasis for GeoWeb 2010 is Going Real Time. GeoWeb is about the technologies/standards for information sharing and collaboration respecting events and activities in the real world. It is about designing our world and reacting to the changes in the world around us. It is about managing our way in the world using the best information about the current and probable future state(s) of the world. Going Real Time is emphasizing the need to access information fast enough for effective decision making, whether that is Emergency Response or response to climate change.

**Expected attendance:** 350

**Type of audience:** INTERNATIONAL: Senior decision-makers, industry leaders and technologists

**Types of markets:** Government (national, state/provincial, municipal), homeland security & defence, emergency response, search engines, utilities, natural resources, database and GIS

**Type of organization:** All businesses, educators and government officials

**Duration** 5 days

## Description

Geospatial information is widely acknowledged as a key component of almost all decision making both in government and the private sector. To make effective decisions we need to understand where things are located, and their extension in space and time. This is geographic information. GeoWeb is concerned with how we access that information – across distributed organizations with different responsibilities and different world views so that we can make effective and unified responses. GeoWeb links the geographic information and the web, the web of hyperlinked documents and the web of systems. *GeoWeb 2010 Going Real Time* emphasizes the need for information infrastructures at all levels to deliver information in real-time, that is fast enough for effective decision making, whether that is Emergency Response or response to climate change.

## Conference Design

GeoWeb 2010 will follow the successful model established in prior years. GeoWeb 2010 will continue to focus on enabling conference attendees to strengthen relationships and turn ideas into real applications. GeoWeb 2010 will bring together developers, end-users, technologists and decision makers in a forum that stimulates debate and fosters the growth of new ideas. The conference will be composed of the following:

- 2.5 days of presentations & discussion panels
- Multiple networking events
- Product showcase (Thursday)
- 2 days of workshops/courses

## Marketing Strategy

Sponsoring GeoWeb 2010 offers targeted visibility to the Geospatial and Location-based services industries. Below is a list of sample campaigns:

- Press Release Distribution
- E-Mail Blasts to individuals
- Digital advertising
- Reciprocal advertising
- Conference promotions
- Onsite marketing

## GeoWeb Networking Events

1. **Reception:** The previous GeoWeb events proved to be a networking-rich event on the GIS calendar -- GeoWeb 2010 will be no different! The official networking reception of GeoWeb 2010 will take place on Wednesday night. Currently, the GeoWeb organizers are planning to host this event atop Vancouver's most scenic viewpoint: the Vancouver Lookout. Attendees will enjoy the very best local food, wine, and beer that B.C. has to offer.
2. **Industry Night.** New to 2010 is a pub-style event hosted by one of the GeoWeb sponsors. It will be held on Thursday night; it's casual and is a great way to spend a night on the town. *Notes:* The Industry Night event will only take place if sponsored. Sponsorship covers the facility rental costs and 1 free drink ticket per attendee. Attendees are responsible for their own food and beverages.

## Workshops

GeoWeb 2010's competitive advantage lies mainly in unique opportunities related to knowledge acquisition. There is no other event that offers the same combination of courses; we're planning to offer 16 in-depth workshops taught by recognized industry leaders. The objective is to focus on mainstream technologies that are enabling the creation and proliferation of the GeoWeb, including, but not exclusive to, Going Real Time.

## Technology & Product Showcase

GeoWeb attracts industry-leading companies and organizations and their involvement in this conference is invaluable. We want to ensure that our corporate partners have a successful experience at GeoWeb 2010 and so we've replaced our exhibitor tradeshow with a Technology and Product Showcase. Each showcase presenter will be given the opportunity to fill a 40min program timeslot for 25-40 participants on Thursday, July 29<sup>th</sup>. Multiple time slots can be purchased. This will be an amazing opportunity to share your message and showcase your applications, products, services, and ideas to a targeted audience. It's also a great way to add value to your experience as a participant or simply as a company that wants to get more exposure.

## ***Presentations & Discussion Panels***

The previous GeoWeb events each offered over 70 presentations by industry experts along with six discussion panels, all focusing on the themes of convergence of XML, Web services, and geographic information systems. GeoWeb 2010's paper selection and discussion panel will be very competitive and will center on the following topics:

- Air traffic management
- Geospatial technology & analysis
- GeoWeb & SDI architecture & registries including Sensor Webs
- 3D model acquisition, imagery & visualization
- Virtual worlds & media application
- Urban infrastructure, planning, design, management, protection, & BIM
- Business development & marketing
- Public health & social services
- Security, defence, privacy & intelligence
- Emergency planning, public safety, response, monitoring & analysis
- Environmental & land data management & registries
- Asset management & monitoring
- Data aggregation, integration, management, modeling & publication

Conference papers can also be submitted that address these issues in technical terms or in policy/social terms or even combinations of the above.

## ***Science/Academic Tracks***

In addition to the technical presentations GeoWeb now offers two science/academic tracks with peer reviewed papers and published proceedings. For 2010 these tracks will be 3D Modeling (continued from 2009), and Sensor Webs. This brings significant additional value to the attendees.

## ***Web-based Program Guide***

New to GeoWeb 2010 is the launch of a digital program guide. In an effort to reduce waste and streamline the communication of program updates as well as session times and locations, we're making our detailed program available on our website and for mobile viewing.

## **Offering**

GeoWeb 2010 offers organizations maximum exposure and recognition with this great event held in Vancouver, B.C., Canada. Take advantage of these great promotional opportunities and select the level of sponsorship best suited for your organization on the attached form.

### **Platinum Sponsors — \$25,000 USD (maximum 3)**

Sponsors at the highest sponsorship level will receive the following:

- Role on the Programming Committee
- 5 Platinum Conference Registration at No Cost
- Plenary Session Involvement: 1 of 3 Keynote Addresses
- 2 Product Showcase timeslots
- Meal Sponsorship: 1 of 3 Lunch Sponsorships
- Special Sponsor Recognition (event signage)
- Included on Conference Sponsor Signage
- Distribution of Corporate Collateral in Registration Package
- Logo on Conference Padfolio (with organizers)
- Logo on Conference Website Homepage
- Logo/Link & Corporate Profile on Conference Website Sponsor Page
- Logo/Link on Conference Website Technology & Product Showcase Page
- Final attendee list
- First Right of Refusal

### **Gold Sponsors — \$10,000 USD (maximum 3)**

Sponsors at the Industry Partner level will receive the following:

- 3 Gold Conference Registration at No Cost
- Plenary Session Involvement: Sr. Exec. - Introduction of Keynote
- 1 Product Showcase timeslot
- Meal Sponsorship: 1 of 3 Continental Breakfast Sponsorships
- Included on Conference Sponsor Signage
- Distribution of Corporate Collateral in Registration Package
- Logo on Conference Padfolio (with organizers)
- Logo on Conference Website Homepage
- Logo/Link & Corporate Profile on Conference Website Sponsor Page
- Logo/Link on Conference Website Technology & Product Showcase Page
- 1 Submission to the Featured Business Spotlight (confirmation required)
- Final attendee list
- First Right of Refusal

**Silver Sponsors — \$5,000 USD (maximum 6)**

Sponsors at the Silver level will receive the following:

- 1 Silver Conference Registration at No Cost
- Technical Workshop Sponsor/Involvement: Host, Introduce Presenter
- 1 Product Showcase timeslot
- Meal Sponsorship: 1 of 6 Coffee Breaks
- Included on Conference Sponsor Signage
- Logo on Conference Website Homepage
- Logo/Link & Corporate Profile on Conference Website Sponsor Page
- Logo/Link on Conference Website Technology & Product Showcase Page
- Final attendee list

**Industry Night Sponsor — \$5,000 USD (maximum 1)**

Sponsor at the Industry Night level will receive the following:

- Event Sponsorship of an off-site, pub-style social event
- Special Sponsor Recognition (event signage in conference area and at the event)
- Included on Conference Sponsor Signage
- Logo/Link on Conference Website Sponsor Page
- 3 minute group address/welcome speech
- Right to distribute collateral at event
- Final attendee list

**Technology & Product Showcase— \$600 USD**

Presenting companies participating in the showcase will receive the following:

- 1 Product Showcase timeslot on Thursday
- 1 Product Showcase Pass at No Cost
- Logo/Link on Conference Website Technology & Product Showcase Page
- Final attendee list

**Past Sponsors**



**For sponsorship opportunities, please contact:**

GeoWeb Sponsorships  
 c/o Henry Rosales, GITA  
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## GeoWeb 2010 Sponsorship Acknowledgement

**Note:** This form is available ONLINE at [www.geowebconference.org](http://www.geowebconference.org). Payment terms are Net 10 days. Acceptable forms of payment are checks payable in US Funds to GITA.

<b>Sponsor Details</b>		
Contact Name:		Tel:
Email:		Fax:
Company:		
Street Address:		
City:		State/Province:
Zip/Postal Code:		Country:
<b>Sponsorship Details</b>		
Event:	<b>GeoWeb 2010 – Morris J. Wosk Centre for Dialogue Vancouver, Canada – July 26 –30, 2010</b>	
Package Details:	Price:	Selection: (please indicate)
Platinum Sponsor	\$25,000 USD	
Gold Sponsor	\$10,000 USD	
Silver Sponsor	\$5,000 USD	
Industry Night Sponsor	\$5,000 USD	
Technology & Product Showcase	\$600 USD	

### Company Information and Logo

Please submit corporate logo (300dpi, JPG or higher) and brief company overview (<100 words) to [sponsors@geowebconference.org](mailto:sponsors@geowebconference.org).

### Sponsor & Exhibitor Acknowledgement

By signing this acknowledgement, you are agreeing to participate in GeoWeb 2010 as indicated above.

Signed:		Date:
Name:		Tel:
Title:		Email: