



**GEO
CONGRESS**
18 - 20 July 2018
University of Johannesburg | South Africa



Geocongress 2018

Bringing the geosciences together



✓ **Connect** with the best and brightest minds in the geosciences

✓ **Face** to face interaction with the geosciences community

✓ **Connect** your brand with industry leaders



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Dear Colleagues

The Local Organizing Committee (LOC), the University of Johannesburg (UJ) and the Geological Society of South Africa (GSSA) would like to extend their warmest welcome to you for Geocongress 2018. The theme of this conference is "Bringing the Geosciences Together", with the aim to provide a platform for southern Africa-based geoscientists to present their latest research. The meeting is to take place at the University of Johannesburg's Auckland Park Kingsway Campus, South Africa, 18 to 20 July 2018.

Geocongress is a GSSA-backed conference that was held every second year in South Africa up to 2008, when it was successfully combined with the Society of Economic Geologists Conference. In recent years leaders from academia and industry have expressed the need for such a conference with a focus on southern Africa to return. The number of geoscience post-graduate students and post-doctoral research fellows have also increased drastically in recent years, making the need for a local platform for research exposure and networking even greater. Considering the world-class quality of geoscientific work being produced annually in southern Africa, the GSSA decided to bring back Geocongress in 2018. Since announcing the call for sessions at the end of 2017, the reaction has been very positive, with numerous session proposals focusing on both academia and industry already submitted.

The backbone on which meetings like these are built is sponsorship. As this is a national conference with a special focus on getting young researchers from universities and young professionals from industry to present their work, the costs of attending this conference need to be kept reasonable, which will not be possible without sponsorship. A broad spectrum of industry and academic geoscientists will be attending Geocongress, and as such it will be a great opportunity for sponsor companies to advertise and promote their work to their target audiences. Contact time between employers and potential employees will also be accommodated, with sponsors able to reach many young graduates during the conference. Where possible, financial assistance will also be provided by the LOC to full-time post-graduate students to attend.

All the sponsorship opportunities and their benefits associated with Geocongress are outlined in this prospectus. The LOC would therefore like to invite you to invest in Geocongress 2018, and to help stage a world-class meeting in Johannesburg.

Regards,
Bertus Smith
Chair: Geocongress 2018 Local Organizing Committee





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Primary Sponsorship Benefits

Connect with people that Matter

Make an impact with targeted sponsored experiences and help your business go even further

Diamond Sponsor Benefits

Our Diamond Sponsor will have the **unique opportunity** to sponsor the Mantle Exhibition which will be set up at the UJ Library for Geocongress 2018. This exclusive sponsorship package allows for many beneficial opportunities:

- Exclusive sponsorship of the Mantle Exhibition
- Secure extensive brand awareness prior to, during and post conference
- Logo on all communication relating to the Mantle Exhibition

The Mantle Exhibition

This extraordinary multi-format exhibition "Messengers from the Mantle" highlights the specimens and science behind a unique research collection of mantle rocks delivered to South Africa's surface over 100 million years ago in episodes of explosive kimberlite volcanism. The exhibition represents the career long research efforts of Professor John Gurney, colleagues and students, and is based on samples curated in the Mantle Room research facility at the University of Cape Town. The exhibit consists of 13 sections covering the Structure of the Earth, Kimberlites, Peridotites, Eclogites, Metasomatism, Megacrysts, Diamonds, Exploration, Alluvial Diamonds, Marine Diamonds, History of Diamond Mining, History of the Mantle Room and Unsolved Mysteries. It is a 'must see' exhibition for any earth scientist, and will also be open to the public prior to the Congress.

Platinum, Gold, Silver and Bronze Sponsor Benefits

Gold and Silver Sponsors receive varying levels of appropriate visibility at the Congress. Some benefits include:

- Gaining extensive marketing exposure and branding to your target audience and including your company literature in delegate packs
- Showcasing new products at your exhibition stand
- Receiving intensive exposure prior to, during and after the Congress

Additional Sponsor Benefits

Sponsors investing in any of our other additional Sponsorship opportunities will have a platform to:

- Create brand awareness and promote product knowledge through distributing promotional material to your target audience
- Cultivate brand loyalty through extensive acknowledgement of your investment



Primary Sponsorship Benefits Grid

Description	Diamond	Platinum	Gold	Silver	Bronze
Value (Includes VAT)	R 100 000	R 80 000	R 50 000	R 35 000	R 10 000
Number Available	1	1	2	4	6
Pre-Congress Exposure					
Logo on congress website with URL link and company description	Yes (300 words)	Yes (200 words)	Yes (110 words)	Yes (80 words)	Yes (50 words)
Logo to appear on all marketing material distributed prior to the Congress	Yes – including material relating specifically to the Mantle Exhibition	Yes	Yes	Yes	n/a
Exposure in the Geobulletin	Yes	Yes	Yes	n/a	n/a
At Congress Exposure					
Listing in Congress programme	Yes (300 words)	Yes (200 words)	Yes (110 words)	Yes (80 words)	Yes (50 words)
Exhibition / Display	3m x 3m exhibition stand	3m x 3m exhibition stand	1 display table	n/a	n/a
Complimentary delegates (includes conference session access)	4	3	2	1	1
Company free standing roll up banner (to be provided by company)	At the Mantle Exhibition and in the plenary hall	In plenary hall	In 1x breakaway venue	In 1x breakaway venue	n/a
Function / Product Branding (non-Exclusive)	Exclusive branding at the Mantle Exhibition (incl. 5 min slot at the Mantle exhibition opening)	Congress dinner (incl. 5 min presentation slot)	Cocktail function	n/a	n/a
Acknowledgement in plenary venue (includes Logo on looped presentation in plenary session)	Yes – prominent position	Yes – prominent position	Yes	Yes	Yes
Logo on Congress signage and banners	Yes – prominent position	Yes – prominent position	Yes	Yes	Yes
Informational items / brochures to be included in delegate pack	Yes – 3 inserts	Yes – 2x inserts	Yes – 1x insert	Yes – 1x insert	n/a
Advertisement in final programme	Double page advertorial spread	Double page advertorial spread	Full Page	Half Page	n/a
Post Congress Exposure					
E-mail to attendee database with sponsorship / exhibitor acknowledgement	Yes	Yes	Yes	Yes	Yes



Additional Sponsorship Opportunities

* Based on a quantity of 200 delegates

Item	DELEGATE PACK ITEMS	Cost	Detail
1.	Congress Notepads and Pens	R 12 000-00	Logo on notepad along with Congress branding Acknowledgement on the Congress website and in final Congress programme book (logo and URL Link)
2.	USB Flash Drives	R 26 000-00	Co-branding of USB's with Congress logo Quarter page advert in Congress programme book Acknowledgement on the Congress website and in final Congress programme book (80-word write-up, logo and URL Link) 1x insert into delegate pack
3.	Congress Bags	R 30 000-00	Co-branding on the Congress bags with Congress logo Quarter page advert in Congress programme book 1x insert into congress bag Acknowledgement on the Congress website and in final Congress programme book (80-word write-up, logo and URL Link)
4.	Delegate Pack Inserts	R 4 000-00	Company to supply copies of the insert A4 size (1 insert only)

Item	REGISTRATION	Cost	Detail
1.	Registration	R 13 500-00	Branding of registration area – along with Congress branding Opportunity to display brochures and banners in registration area 1x insert into delegate pack Acknowledgement on the Congress website and in final Congress programme book (logo and URL Link)
2.	Name badges and Lanyards	R 12 000-00	Logo included on name badge and lanyard Acknowledgement on the Congress website and in final Congress programme book (logo and URL Link)

Item	STUDENT GRANTS/SPONSORSHIP	Cost	Detail
1.	Student Sponsorship	R 25 000-00	Acknowledgement on the Congress website and in final Congress programme book (80-word write-up logo and URL Link) Acknowledgement on Congress website and in final programme book Exposure in the Geobulletin



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5 – 10 min presentation slot in the pre-congress workshop of your choice
Facilitate student interviews during the 'speed meeting' slot

Item	CATERING & EVENTS	Cost	Detail
1.	Hospitality Sponsor for Congress Tea Breaks and Lunches	R 20 000-00 per day	Branding at all tea / coffee stations for the day (sponsor to supply overlays for buffet station and cocktail tables, as well as branded serviettes) 4x free standing pull up banners in exhibition hall on day being sponsored Acknowledgement on the Congress website and in final Congress programme book (80-word write-up, logo and URL Link)
2.	Welcome Cocktail	R 24 000-00	Logo included in all mailers Quarter page advert in Congress Acknowledgement on the Congress website and in final Congress programme book (80-word write-up, logo and URL Link) 5 min welcome speech at cocktail function 3x free standing pull up banners in the exhibition hall during the cocktail (sponsor to provide)
3.	Congress Dinner	R 40 000-00	Logo on all items related to the dinner, including menu's invitations, mailers Half page advert in Congress Acknowledgement on the Congress website and in final Congress programme book (110-word write-up, logo and URL Link) 5 min welcome speech at cocktail function 4x free standing pull up banners at the dinner venue (sponsor to provide)

Item	OTHER	Cost	Detail
1.	Branded Bottled Water	R 2 500-00 per day	Co-branding on the water bottle with Congress logo to be placed in the breakaway rooms)1x bottle per delegate per day) Acknowledgement on the Congress website and in final Congress programme book (logo and URL Link)
2.	Branded Delegate Snack Pack	R 16 000-00	Co-branding on packaging with the Congress logo 1x insert into delegate pack Acknowledgement on the Congress website and in final Congress programme book (logo and URL Link)
3.	Student Helper T-Shirts	R 2 300-00	Co-branding on t-shirts with congress logo Acknowledgement on the Congress website and in final Congress programme book (logo and URL Link)



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EXHIBITION

It is true that the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow. Exhibitions are more about relationship-building than selling a product. They are the most explicit form of direct marketing.

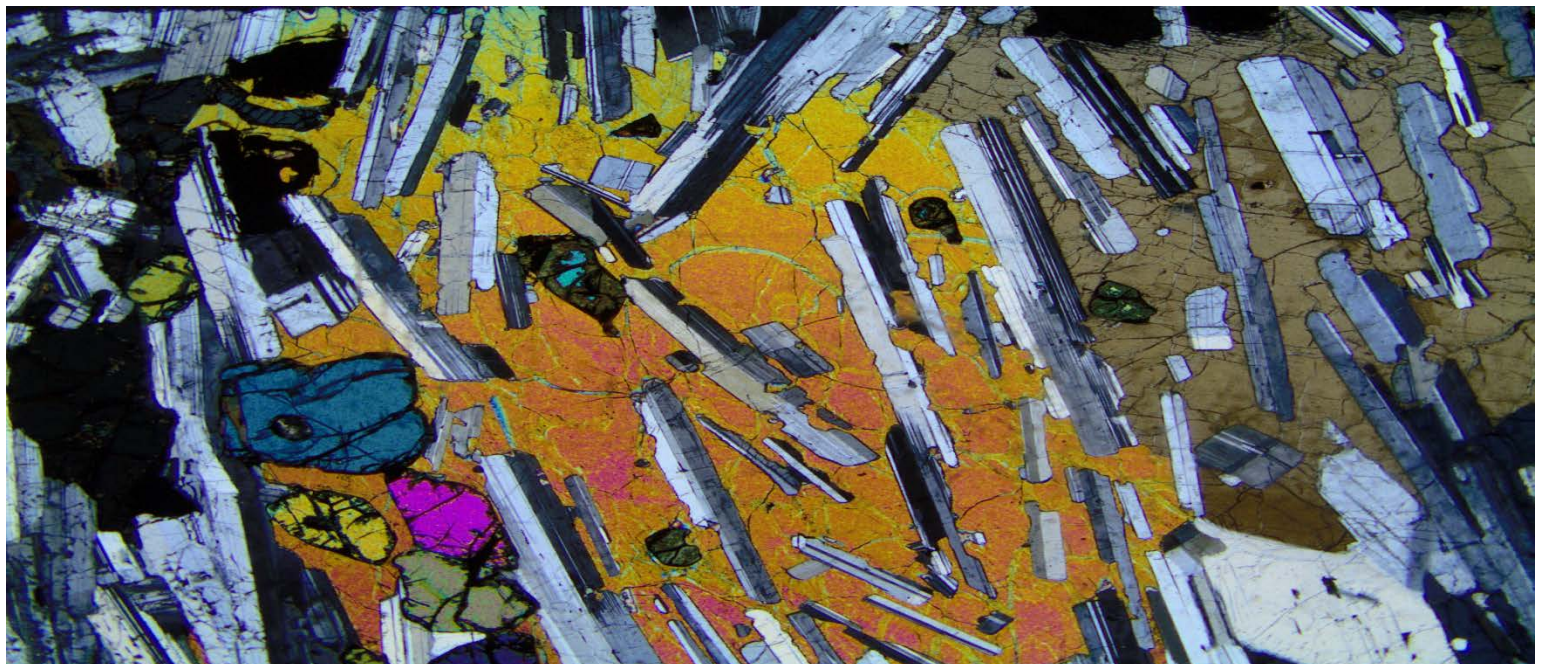
When it comes to the total quantity of a marketing interaction, nothing holds a candle to exhibitions. Exhibitions have a number of advantages over other media. They are powerful tools for:

- Bringing your customers and most active prospects to you
- Meeting pre-qualified prospects
- Allowing you to meet your market face-to-face
- Allowing you to demonstrate products, answer questions and overcome objections
- Using all five senses to communicate a message
- Representing the marketplace in one place and time, bringing together suppliers, buyers, purchase influencers, consultants and media

Exhibitions also produce tangible results, making it easy to measure the medium's return on investment.

The Geocogress 2018 will provide companies in the following fields an opportunity to participate in their exclusive exhibition, focused on all facets of the water industry. These companies would be:

1. Companies who are concerned with, would like to influence, or actively practice in any aspect of geosciences
2. Companies who provide equipment or supplies for any aspect within the geosciences industry
3. Companies who provide bursaries to those who study in geosciences related fields.





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OPPORTUNITIES AVAILABLE

DESCRIPTION	SIZE	COST (incl. VAT)
Standard Exhibition Stand	3m x 3m	R10,500
Display Table	Trestle table	R5,000

INCLUDED IN EACH 3m x 3m STAND:

- Shell Scheme – 2,500 mm high
- Fascia Board with your company name printed on it in black Arial font
- 1 x Plug Point
- 2 x Spotlights
- 2 x Chairs
- 1 x Table
- 1 x Exhibitor passes to man the stand for the duration of the Conference (includes access to Conference sessions)



*Image is subject to change

INCLUDED IN EACH DISPLAY TABLE:

- 1 x Trestle Table
- 1 x Plug Point
- 1 x Chairs
- 1 x Exhibitor passes to man the stand for the duration of the Conference (includes access to Conference sessions)

PAYMENT TERMS:

Payment Terms will be as follows:
25% deposit on signing of contract to secure your stand/display table
Further 25% payable on 30 April 2018
Balance payable by 30 June 2018

FOR MORE INFORMATION, CONTACT:

Charné Millett-Clay
Conference Secretariat
Tel: 011 463 5085
Email: charne@soafrica.com

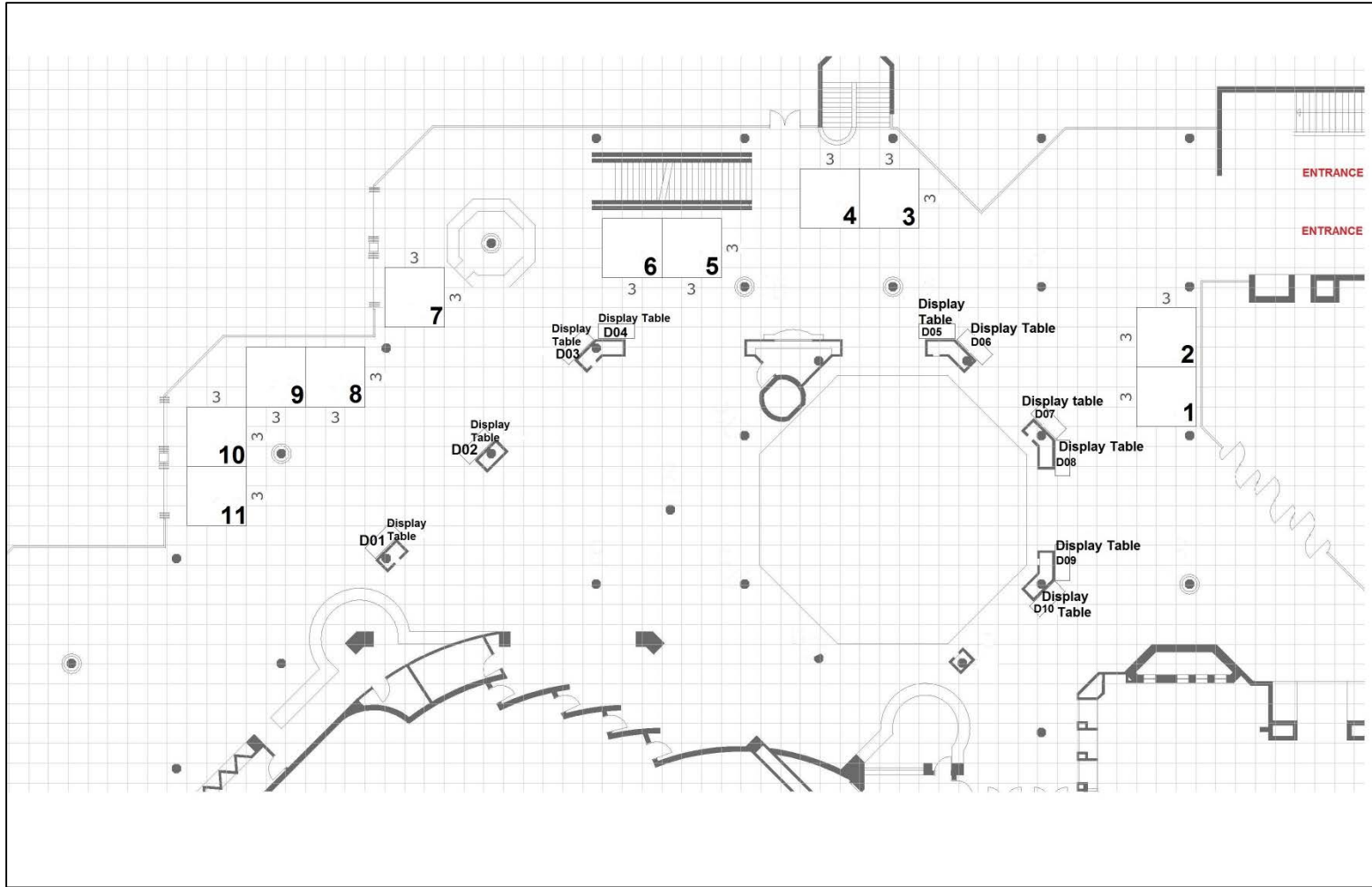
Noleen Pauls
Congress Trade Manager
Tel: 073 586 7338
Email: noleen@fastmail.fm



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FLOOR PLAN





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COMMITMENT FORM

Please complete this form and fax it to Charne Millett-Clay on 011 463 3265 or email it to charne@soafrica.com

I hereby confirm our commitment as a partner as follows:

Name of Company: _____

Contact Person: _____

Designation: _____

Telephone: _____ Fax: _____

Postal Address: _____

Email: _____

Mobile No.: _____

VAT Registration No.: _____

Commitment:

Partnership:

Event.: _____

Opportunity:

Opportunity: _____ Value: R _____

Opportunity: _____ Value: R _____

I confirm that I have the authority to make this commitment on behalf of my company:

Signed: _____ Date: _____

Print name: _____



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TERMS AND CONDITIONS

1. Terms of payment
 - a. 50% deposit on confirmation to secure booking (non-refundable)
 - b. Further 50% payable by 31 May 2018
2. An invoice and sponsorship confirmation document will be sent to you within 48 hours of receipt of Commitment Form.
3. Selection of partnership option is on a first-come first-served basis.
4. The Commitment Form does not constitute a legal and / or contractual engagement. It only serves as an indication of intent to proceed with the chosen commitment.
5. Sponsorship however, is only confirmed on receipt of a signed contract and payment of the 50% deposit.
6. Failure to comply with the payment schedule could result in the forfeiture of your commitment, and any refund due will be at the discretion of the Congress Organising Committee.
7. All sponsorship contracts are final and cannot be retracted.
8. The Congress Organising Committee reserves the right to decline sponsorship bookings.
9. The law of South Africa governs this contract.
10. The Congress Organising Committee reserves the right to amend the rules and regulations governing sponsorship at its discretion.
11. Logos must be provided in jpeg format and emailed to charne@soafrica.com within 24 hours of commitment to ensure that we are able to offer maximum exposure.
12. Cancellation policy:
 - a. All cancellations must be received by the Congress Secretariat in writing.
 - b. Cancellations received before 30 April will forfeit any deposits that have been paid.
 - c. Cancellations received after 31 May will be liable for the full value committed.

I accept these terms and conditions:

Signature: _____

Date: _____

Print Name: _____