SOCIETY of EXPLORATION GEOPHYSICISTS
INTERNATIONAL EXPOSITION AND 86TH ANNUAL MEETING

16-21 OCTOBER 2016
KAY BAILEY HUTCHISON CONVENTION CENTER
DALLAS, TEXAS
WWW.SEG.ORG/AM
Maximize your company’s presence at the SEG International Exposition and 86th Annual Meeting by investing in a sponsorship package designed to provide high-visibility branding and exposure opportunities before and during the event. With a variety of options and investment levels available, high-impact sponsorship packages are designed to fit every budget and need. Whether you’re interested in announcing a new product or technology, or increasing your company’s brand awareness, becoming a sponsor at the SEG Annual Meeting provides tangible, profit-driving results, beyond the benefits of exhibiting alone.
BECOME A SPONSOR TO:
- Increase your company’s visibility to attendees
- Take advantage of unique branding opportunities
- Stand out from your competitors before and during the event
- Drive traffic directly to your booth
- Grow lead generation opportunities
- Highlight new products and technologies
- Reach new customers
- Maximize your exhibiting investment

WHICH PACKAGE IS RIGHT FOR YOU?
To meet specific marketing objectives, consider these sponsorship options:

Showcase Your Company
- Annual Meeting App
- Book Mart Book Bags
- Recharge Station
- Escalator Runner
- Networking Event Beverage Stations
- Column Wrap
- Conference Pens/Pads
- Official Program
- Pocket Guide Exposition Floor Plan
- Registration Aisle Signs
- Registration Lanyards
- Self-Serve Badge Printing Kiosks
- Social Media
- Technical Session Coffee Breaks

Build Brand Awareness
- Delegate Bags
- Global Travel Grant
- Icebreaker
- International Reception
- SEG Opening Ceremony and Presidential Address
- Networking Event Beverage Stations
- Print/Digital Media Advertising

Recruit New Employees
- Applied Science Education Program
- Interview Room
- Social Media
- Student Pavilion

Attract Special Interest Groups
- Golf Tournament
- Guest Program
- Women’s Networking Breakfast
- Women’s Networking Evening Event
- Wednesday Night Wrap-up Party
ADVERTISING and DIGITAL MEDIA OPPORTUNITIES

Position your brand in front of attendees from around the world as they discover the latest geoscience innovations at the SEG Annual Meeting. These extensive, targeted opportunities for exposure to your key customer audiences make the SEG Annual Meeting one of the most anticipated events for exhibitors, sponsors, and advertisers.

YOUR CHOICES INCLUDE:

The Leading Edge®
SEG’s flagship publication, sent to industry professionals and SEG members.

Website Banner Ads
Increased exposure on the SEG website.

SEG Daily News
The official SEG AM daily newspaper brought to you by the SEG editorial staff. Copies are available to all attendees over the three-day event.

2016 SEG AM Official Program
Distributed onsite to all attendees.

Pre- & Post-Show Exhibitor E-Blast Newsletter
Unique daily e-blast editions to registered attendees. Limited to only five ad positions per edition.

For more information, please contact:
Steve Praytor at +1.918.497.5524 or spraytor@seg.org.
<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>TITANIUM</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASED ON LEVEL OF INVESTMENT, SPONSORS RECEIVE A RANGE OF BENEFITS:</td>
<td>USD $35,000 OR MORE RECEIVE:</td>
<td>USD $20,000 - $34,999 RECEIVE:</td>
<td>USD $10,000 - $19,999 RECEIVE:</td>
<td>USD $5,000 - $9,999 RECEIVE:</td>
<td>USD $1,000-$4,999 RECEIVE:</td>
</tr>
<tr>
<td>Company logo on signage at event*</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
</tr>
<tr>
<td>Company logo on screen at each Technical Program Session*</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
</tr>
<tr>
<td>Company logo in Annual Meeting Announcement, Official Program and event website*</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
</tr>
<tr>
<td>Company logo in 2017 Sponsorship brochure*</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
</tr>
<tr>
<td>Company logo in “Thank You” ad in 2016 November TLE*</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
</tr>
<tr>
<td>Priority points for exhibit space booking at 2017 SEG Annual Meeting</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
</tr>
<tr>
<td>Sponsorship recognition table tent card (7”x11”) for booth (if Sponsor and Exhibitor)*</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
</tr>
<tr>
<td>Complimentary booth in Career Placement area</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
</tr>
<tr>
<td>Logo in Program Exhibitor Directory</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
</tr>
<tr>
<td>Opportunity to place approved item in delegate bag</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
</tr>
<tr>
<td>Link to your company website from SEG website</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
</tr>
<tr>
<td>Increased onsite exposure on banners and signage</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
<td>🌍</td>
</tr>
</tbody>
</table>

**NOTE:** Must meet required deadlines.
SPONSORSHIP PACKAGES

EVENTS AND NETWORKING

Golf Tournament

$10,000 Exclusive Commitment (Deadline 31 July 2016)
- One complimentary foursome
- Sponsor logo on Golf Tournament marketing materials
- Sponsor logo on Golf Tournament Pairing Form
- Sponsor logo on signage at check-in and food/beverage functions
- Welcome banner with Sponsor logo outside entrance or alternative location based on course
- Hole-in-One competition to win a car including:
  - Sponsor logo on golf stake at designated tee and hole
  - Sponsor logo on signage showcasing car to be given away
- Closest to Pin competition
  - Sponsor logo on golf stake at designated tee and hole
- Longest Drive competition
  - Sponsor logo on golf stake at designated tee and hole
- Sponsor logo on trophies
- Awarded to Winning Foursome Team
- Winner of Closest to Pin
- Winner of Longest Drive
- Opportunity to provide company logo items given out at check-in

Icebreaker

$5,000 each (Multiple available)
The Sunday night Icebreaker is the official opening of the 2016 SEG Annual Meeting and provides a sneak preview of the Exposition Hall with a festive atmosphere. Attendees will enjoy complimentary food and drink tickets while visiting the Exposition Hall and greeting friends.
- Beverage station near Sponsor booth
- Sponsor logo on napkins at beverage and food stations
- Sponsor logo on signage at beverage and food stations

Opening Ceremony and Presidential Address

$10,000 each (Two available)
The Opening Ceremony and Presidential Address brings together leaders in the oil and gas industry to discuss current issues that influence our industry. The event uses a panel format with a moderator and allows questions.
- Sponsor logo on signage at event
- Opportunity to provide literature for delegate bags
- Sponsor logo on presentation screens before and after the event
- Sponsor recognition from stage at event

Guest Program

$2,500 each (Multiple available)
The Guest Program attracts guests of Annual Meeting delegates. The program runs Monday through Wednesday. The program is housed in the Guest Hospitality Suite, where guests can enjoy light refreshments throughout the day, a formal luncheon on Tuesday, entertainment, and educational seminars.
- Sponsor logo on Guest Program delegate bags
- Sponsor logo on signage at the Guest Hospitality Suite
- Sponsor logo on napkins and table tents at the Guest Luncheon
Women’s Networking Breakfast
$2,500 each (Multiple available)
This networking breakfast features a keynote speaker as well as roundtable discussions regarding women leaders in the industry.
- Sponsor logo on signage at networking breakfast
- Sponsor logo on table tents at networking breakfast
- Sponsor receives two tickets for networking breakfast

Women’s Networking Evening Event
$2,500 each (Multiple available)
This event brings attendees together to discuss current events and trends. All attendees are welcome.
- Sponsor logo on signage at event
- Sponsor logo on table tents at event
- Sponsor receives two tickets for event

Wednesday Night Wrap-up Party
$20,000 Exclusive (Or four available at $5,000 each)
This event is a great opportunity to prominently display your company’s support of the Annual Meeting. It’s a great place to network, meet friends, and relax at the end of the Exposition. The event will include appetizers and a bar, and the venue will be set with a dance floor and entertainment.
- Sponsor logo (full color) on customized signage at event
- Sponsor receives a Reserved table at event and five complimentary drink tickets
- Sponsor recognized in special announcements made throughout the night
- Sponsor logo (full color) on all marketing materials for the party
- Sponsor logo (black & white) imprinted on cocktail napkins provided during the party
- Sponsor logo (full color) and customized information (dependent on space) imprinted on tabletop cards
- Sponsor logo (full color) glass lithograph gobo—gobo available for Sponsor to keep after the event

Technical Session Coffee Breaks
$5,000 each (Four available)
This event provides great exposure for your company as delegates gather to network and discuss sessions during breaks. Coffee and tea are provided Monday through Thursday.
- Sponsor logo imprinted on napkins
- Sponsor logo imprinted on coffee wraps for to-go cups provided
- Sponsor logo on signage near each beverage station

Networking Event Beverage Stations
$5,000 each (Multiple available)
On Monday or Tuesday afternoons, beverage stations are set up throughout the Exposition Hall to draw attendees to the floor after the end of the Technical Sessions.
- Beverage station near Sponsor’s booth
- Sponsor logo on napkins at beverage station
- Sponsor logo on table tent cards at beverage station
- Sponsor logo on signage at beverage station

Applied Science Education Program
$1,200 each (Multiple available)
The Applied Science Education Program is an opportunity for our industry and Society to reach out to local high school students and teachers to excite and challenge them to learn more about the earth sciences. In the past, the program has featured oceanographers, paleontologists, and astronomers.
- Sponsor logo on banner and signage at ASEP event
- Sponsor logo on bags distributed to ASEP students
GAC Luncheons: Latin America/ULG, Asia/Pacific, Europe/FSU, or Middle East
$2,500 (Minimum contribution)
For more than 13 years, the Global Affairs Committee has organized luncheons with distinguished speakers and event updates for featured regions. These have become meeting points for companies and individuals seeking opportunities in the Middle East, Africa, Latin America, Europe, Asia, the FSU, and the Pacific. The GAC Luncheons are well-attended by geophysicists working in those areas, making them great networking opportunities for businesses as well as individuals seeking and offering jobs.

- Sponsor logo on slide playing in room prior to lunch
- Sponsor logo (full color) prominently displayed on signage at entrance into the luncheon
- Opportunity for Sponsor to provide information and/or gifts for luncheon attendees available during lunch

International Reception
$5,000 each (Multiple available)
Reception featuring Europe/FSU; entertainment and food is planned for Tuesday afternoon inside the Exposition Hall to celebrate SEG activities and partnerships in the area.

- Sponsor logo (full color) prominently displayed on signage at event
- Sponsor logo (full color) on tent cards at tables
- Sponsor logo (full color) on directional floor stickers to the event
- Sponsor logo (one color) printed on cocktail napkins

Global Travel Grants
$2,000 each (Multiple available)
This year’s focus region is Europe/FSU. Speakers from leading industrial companies will focus on technology challenges, innovations, and opportunities in the region. Assistance will be provided for select speakers, professionals, and faculty from the region who would not be able to travel to the SEG Annual Meeting without some assistance.

- Sponsor logo (full color) prominently displayed on signage in the Technical Session area

Near-Surface Geophysics Luncheon
$2,500 (Minimum contribution)
The continuing growth of near-surface geophysics has brought this area to the forefront as an important industry topic. This luncheon features a keynote speaker.

- Sponsor logo (full color) on tent cards at each luncheon table
- Sponsor logo (full color) prominently displayed on signage at entrance into the luncheon
- Opportunity for Sponsor to provide information and or gifts for luncheon attendees available during lunch

Near-Surface Geophysics Networking Reception
$750 (Minimum contribution)
This off-site social provides opportunities to meet fellow near-surface professionals. Near Surface Travel Grant awardees will also be recognized.

- Sponsor logo (full color) prominently displayed on signage at entrance into the Reception
- Sponsor logo (one color) printed on cocktail napkins
REGISTRATION

Main Registration
$25,000 Exclusive (Or two available at $15,000 each)
Present your company’s logo to delegates upon arrival at the Convention Center.
- Sponsor logo on kick panels of all onsite registration counters
- Sponsor logo on PDF registration form
- Sponsor logo on signage at the registration area

Self-serve Badge Printing Kiosks
$20,000 Exclusive
Quick, easy, and efficient, these kiosks have proven to be an attendee favorite feature. Attendees who have pre-registered can easily print their own badge to avoid the rush of main registration.
- Sponsor logo on badge printing kiosks located in headquarter hotel and Convention Center

Registration Lanyards
$20,000 Exclusive
- Sponsor logo along with SEG logo imprinted on both sides of badge holder lanyards (provided by SEG)
- Sponsor logo displayed on signs in the registration area

Custom Registration Badge
$20,000 Exclusive
- Sponsor logo (full color) imprinted on badge stock inserted into each badge holder

Delegate Bags
$30,000 each (Six available)
Your company’s logo will be prominently displayed on the outside of the SEG 2016 Annual Meeting delegate bags.
- Sponsor logo on delegate bags
- Opportunity to provide literature for attendee bags

Delegate Bags Inserts
$2,500 each (multiple available)
Delegate bag inserts are another way to give your company exposure. All artwork, giveaways, collateral, etc. must be approved by SEG prior to inclusion in SEG Annual Meeting materials. Deadline to receive materials at show site is 12 September 2016.

Official Program
$20,000 Exclusive
- One full-page ad in premium location in Official Program
- Sponsor logo and website prominently displayed throughout the Official Program
- Sponsor logo on front cover of Official Program
- Opportunity to provide literature for delegate bags

EXPOSITION HALL

Aisle Signage
$30,000 Exclusive
- Sponsor logo (full color) displayed on hanging aisle signs in Exposition Hall
- One full page, four color ad in the onsite Official Program

Escalator Runner
$10,000 each (Limited available)
With thousands of attendees using the Convention Center escalator each day, your company name will be prominently displayed for maximum exposure.

Pocket Guide Floor Plan
$20,000 Exclusive
- Sponsor logo with link to website on the live floor plan on the SEG website
- Sponsor logo on map inserted into the Official Program
- Sponsor ad on the printed pocket guide floor plan
- Artwork to be provided by Sponsor by 12 August 2016
Interview Rooms
$2,400 (Limited to companies with Career Placement booths only—does NOT count toward overall sponsorship level)
Located in the Exposition Hall Career Placement Area. Reserve a dedicated meeting room throughout the duration of the event during Exposition Hall hours for conducting interviews. A limited number of interview rooms will be available to book onsite for pre-scheduled amounts of time. Contact the SEG sales team for more information.
- 10’x10’ room includes a lockable door, signage with company logo, one table, four chairs, and a wastebasket

Lobby Banners, Column Wraps, and Window Clings
Multiple options, locations, and sizes available. Contact the SEG sales team for complete information.
- Artwork must be received in a high resolution format no later than 12 August 2016

TECHNOLOGY

Wireless Hot Spot
$20,000 Exclusive
One hot spot will be located in the Exposition Hall, allowing attendees to connect to the Internet through their laptops and mobile devices.
- Sponsor logo on redirect screen for Wi-Fi access
- Sponsor logo on banner and signage at Wireless Hot Spot area

Internet Café
$15,000 Exclusive
This high-traffic Internet access center in the Exposition Hall allows attendees to connect to the Internet with your company at the front and center.
- Sponsor logo as screensaver on computer screens
- Sponsor’s website set as landing page on each computer
- Sponsor logo on banner and signage at Internet Café
- Sponsor logo on computer kiosks at Internet Café

SEG Annual Meeting Mobile App
$20,000 Exclusive
Smartphone users worldwide will download the Annual Meeting mobile app to peruse events, create their own personalized schedules, network with other attendees, and determine which exhibitors they want to visit. As a Sponsor of the app, your company will show its logo to delegates before, during, and after the meeting.
- Sponsor logo on all onsite signage for the Annual Meeting mobile app
- Sponsor ad placements will be included as featured screenshots on the iTunes, Apple App Store and Android Play download sites/pages
- Sponsorship of the app is for a period of one year and all materials will be available for viewing and downloading throughout the year

Recharge Station
$10,000 each (Multiple available)
Mobile Device Charging Station—includes Apple Tips, USB Tips and Micro USB Tips.
- Station includes LCD screen displaying promotional video(s) provided by Sponsor
- Multiple station placement locations from which to choose
- Station will be wrapped with full color graphics provided by Sponsor
SOCIAL MEDIA

Twitter
$5,000 each (Limit three)
• Two tweets per day (Monday, Tuesday, and Wednesday) will be made to drive attendees to Sponsor booth or specific conference sessions
• Message to be provided by Sponsor with final approval by SEG Show Management

Facebook
$5,000 each (Limit three)
• Three posts will be made in the month leading up to the event promoting Sponsor’s participation
• Two posts per day (Monday, Tuesday, and Wednesday) will be made to drive attendees to Sponsor booth or specific conference sessions
• Message may include company logo and is to be provided by Sponsor with final approval by SEG Show Management

LinkedIn
$5,000 each (Limit three)
• Two posts per day (Monday, Tuesday, and Wednesday) will be made to drive attendees to Sponsor booth or specific conference sessions
• Message may include company logo and is to be provided by Sponsor with final approval by SEG Show Management

NOTE: All exhibitor social media will be preceded by a disclaimer that the post is sponsored.

OTHER

SEG Book Mart Book Bag
$7,500 Exclusive
Add your company logo to the SEG Book Mart recyclable shopping bags. SEG Book Mart customers will be walking advertisements for your company during the meeting and each time they use the recyclable shopping bag.
• Sponsor logo on recyclable shopping bags distributed to Book Mart customers
• Sponsor logo on signage in Book Mart
• Opportunity to provide literature for Book Mart bags

Conference Pens/Pads
$15,000 Exclusive
• Sponsor logo and website on pads of paper available at Technical Program Sessions
• Sponsor logo on ink pens available at Technical Program Sessions

Technical Program Abstracts
$7,500 (Six available)
The Technical Program Expanded Abstracts are made available to all delegates.
• Company logo and message on marketing materials
• Sponsor logo on abstract download instruction card
• Sponsor logo on SEG website event page

General Sponsorship Fund
$1,000 (Minimum contribution)
Do you want to provide industry support for the SEG Annual Meeting but don’t have a specific item in mind? Your company can make a contribution to the General Sponsorship Fund. This contribution will be applied to events that do not receive full sponsorship, and your company will receive recognition on general sponsorship signs throughout the meeting.
Student Networking Event
$1,000 each (Multiple available)
This popular tradition provides an exclusive opportunity for recruiters to interact personally with graduate students, young professionals and many of SEG’s distinguished members who come together for food, drinks and fellowship. Stay and join the fun and fantastic prizes.
• Sponsor logo on banner and signage at Networking event
• Sponsor logo and hyperlink on Student Events page of the event website
• Sponsor logo (full color) prominently displayed on signage at entrance into the Student Networking Event

Student Challenge Bowl Finals
$2,500 each (Multiple available)
This international contest tests students’ knowledge about the geosciences. Winners of regional competitions compete in this rapid-fire, push-the-buzzer, who-can-answer-first quiz competition. Sponsors address the crowd while they enjoy live music, food, trophies and cash prizes.
• Sponsor can address the crowd at intermission
• Sponsor logo on banner and signage at Finals
• Sponsor logo and hyperlink on Students page of the event website

Student Lounge
$2,500 each (Multiple available)
Located in the Exposition Hall, the Student Lounge is the largest, most prestigious gathering spot for the world’s geosciences students and early career professionals. This represents a significant opportunity for sponsoring companies to promote themselves to the best talent via mock interviews, technical sessions or career advancement workshops.
• Sponsors can select speaking slots desired in half hour increments (Mon–Wed)
• Sponsor logo on banner and signage at Student Lounge
• Sponsor logo (full color) prominently displayed on signage at entrance into the Lounge
• Sponsor logo and hyperlink on Student Events page of the event website
IMPORTANT DATES, CONTACTS and GRAPHIC SPECIFICATIONS

Deadlines
- 1 April 2016 for inclusion in Annual Meeting Announcement
- 1 August 2016 for onsite graphics
- 12 August 2016 for inclusion in Official Program

Company logo specifications
- Provide color logo in high-resolution vector or .eps file format, 300 dpi or larger

Priority Points
- Cut-off for 2016 Priority Points is 12 August 2016 for SEG 2017 Annual Meeting

To book your sponsorship, contact the SEG sales team:
Teresa K. Dallis, CEM
Exhibition & Sponsorship Sales Representative
+1.918.497.4606
tdallis@seg.org

To find out about advertising, contact:
Steve Praytor
Advertising Sales Representative
+1.918.497.5524
spraytor@seg.org
Sponsor must submit a 50 percent non-refundable deposit with this Contract or the 50 percent non-refundable deposit will be due and payable no less than thirty (30) days after the date of this Contract. Upon receipt of the deposit, SEG will invoice the Sponsor for the total balance due payable within thirty (30) days. In any event, sponsorship payments due to SEG must be paid by ninety (90) days before the Exposition begins. Sponsorships will not be fulfilled if there is still a balance due to SEG.
THANK YOU TO OUR 2015 SPONSORS

<table>
<thead>
<tr>
<th>Titanium</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>BGP</td>
<td>Chesapeake Energy</td>
<td>Anadarko Petroleum Corporation</td>
<td>Nexen</td>
<td>Alpha Seismic Compressors LLC</td>
</tr>
<tr>
<td>ConocoPhillips</td>
<td>Dolphin geophysical</td>
<td>bhpbilliton Petroleum</td>
<td>Qumulo</td>
<td>Global Geophysical Services</td>
</tr>
<tr>
<td>ExxonMobil</td>
<td>DownUnder GeoSolutions</td>
<td>Devon Petroleum</td>
<td>redhat</td>
<td>Headwave, Inc</td>
</tr>
<tr>
<td>saudi aramco</td>
<td>Intel experience what's inside</td>
<td>devon Petroleum</td>
<td>Seismic Equipment Solutions</td>
<td>Jaguar Exploration Inc.</td>
</tr>
<tr>
<td>Shell</td>
<td>IHS</td>
<td>Emerson Process Management</td>
<td>earth signal processing ltd</td>
<td>Parallel Geoscience Corporation</td>
</tr>
<tr>
<td>Statoil</td>
<td>INova</td>
<td>teledyne marine</td>
<td>Divestco</td>
<td>Sinopec Geophysical Corporation</td>
</tr>
<tr>
<td>Sinopec Geophysical Corporation</td>
<td>Total Petroleum</td>
<td></td>
<td></td>
<td>University of Tulsa Center for Global Education</td>
</tr>
</tbody>
</table>

THANK YOU! Thank you to our sponsors for the SEG 85th Annual Meeting. Without your generosity, many of the convention programs, breaks, and events would not exist.