

Co-hosted by:
THE AUSTRALIAN SOCIETY OF EXPLORATION GEOPHYSICISTS
and THE PETROLEUM EXPLORATION SOCIETY OF AUSTRALIA



Future discoveries are in our hands

21st International Geophysical Conference and Exhibition
Sydney Convention & Exhibition Centre,
Darling Harbour, Sydney, Australia 22–26 August 2010

www.aseg-pesa2010.com.au



SPONSORSHIP PROSPECTUS



Future discoveries are in our hands

21st International Geophysical Conference and Exhibition

Our conference theme provides a challenge to our profession to demonstrate how we have responded to the world financial situation and achieved major commercial and technical outcomes for our industries. This opportunity is embraced by leading professionals, explorers, managers, educators and service providers alike.

Your sponsorship of the 21st International Geophysical Conference and Exhibition will demonstrate leadership, generosity and commitment to a dynamic industry and we encourage you to review the many benefits associated with this participation proposal.

Our prospectus provides specific information on the tangible benefits of sponsorship. We would also like to address the less tangible values associated with your important contribution. Our Platinum and Gold Sponsors will have a big impact on the conference with their capacity to influence the priorities and desired outcomes for this conference.

This collaboration between PESA and ASEG, as in Adelaide in 2009 and in Perth in 2007, will be an important focus for the development of new ideas, a meeting place for technical experts to discuss and resolve industry problems, as well as a rewarding forum for industry leaders to meet with students and future employees. There is a strong technical program, an outstanding exhibition and widely sponsored student participation.

Australian federal and state governments are strong supporters of this conference with high level delegate and

exhibition representation. As a sponsor, your leadership opens opportunities to discuss issues of technology, legislation and process.

Our major sponsors have a platform on which to discuss important issues facing our industries, ensuring that these issues are projected strongly within the conference sub-themes.

We are inviting presentations in the following sectors:

- Seismic data processing
- Oil and gas exploration
- Minerals exploration
- Engineering and community
- The discipline of geophysics
- Economics and major challenges

Within these sectors, we will address case histories, exploration provenances, interpretation methods, research and development, education, integrated approaches and big picture topics that are currently influencing the direction of our industries.

The venue is the ultra modern Sydney Conference Centre located a short walk across Darling Harbour from the vibrant Central Business District. Sydney's Harbour Bridge, Opera House and abundant waterside meeting places guarantee an exciting visit for both delegates and partners from all over the country.

Who Will Be There?

In line with recent conferences, the ASEG-PESA 2010 Conference & Exhibition is expected to attract approximately 700 delegates from a variety of geophysical fields and a wide range of countries.

There will be strong representation from the following fields:

- Petroleum geophysics – acquisition, processing and interpretation
- Minerals geophysics – acquisition, processing and interpretation
- Industrial minerals geophysics
- Project generation and greenfields geophysics
- Geothermal geophysics
- Groundwater & environmental science
- Coal seam gas geoscience
- Extractive coal geoscience
- Research centre initiatives
- Government legislation, regulation & initiatives
- University students and postgraduates
- Landholder and native title liaison
- Geophysics in unconventional reservoirs/play types



Overseas Promotion

It is intended that the conference will receive extensive overseas promotion through its related societies, the Society of Exploration Geophysicists (USA), the European Association of Geoscientists and Engineers, the Geophysical Society of China and the Society of Exploration Geophysicists of Japan.

Sub-theme List

This conference attracts diverse speakers from around the world and they have been invited to submit presentations in the following themes:

Seismic Data Processing

- Latest tools in seismic interpretation
- More efficient computing methods
- 3D technologies
- Inversion breakthroughs
- Global partnerships in oilfield R&D.

Oil and Gas Exploration

- Coal seam gas exploration
- Finding oil in complex geological terrains
- Seismic attribute interpretation
- Seismic attribute interpretation update
- Emerging non-seismic techniques
- Case histories in oil and gas discovery

Minerals Exploration

- Deeper penetration & higher resolution
- Satellite deposit detection
- Transferring oilfield technologies
- Technology developments
- Uranium exploration update
- Case histories of successes and failures

Engineering and Community

- Increasing innovative opportunities
- Role of geophysics in major human crises
- Better delineation of groundwater resources
- Case histories in environmental geophysics

The Discipline of Geophysics

- Greater clarity in imaging geology
- Discipline integration
- Education, experience and technology
- Geophysical exploration in China

Economics / Big Picture Topics

- Optimisation of “Greenfields” acreage
- The carbon trading /carbon reduction scheme
- Oil and gas supply/demand projections for the next decade/century
- Supply/demand projections for gold/copper/nickel for the next decade/century

Sponsorship Opportunities

One Platinum and four Gold sponsorship opportunities are being offered with the objective of providing early access to the substantial benefits and influence that these important categories offer. Your early participation makes it possible for the societies to manage the upfront conference expenditures.

| SPONSORSHIP BENEFITS | SPONSORSHIP | | | |
|---|----------------------------------|--|---------------------------------|---------------------------------|
| | PLATINUM One Only \$45,000 | GOLD Four Options \$30,000 | SILVER 7 Options \$15,000 | BRONZE 4+ Options \$8,000 |
| <i>Sponsorship amounts are in A\$ and include GST</i> | | | | |
| Naming rights to selected event, service or product | ✓ | ✓ | ✓ | ✓ |
| Company logo on front cover of Registration Brochure | ✓ | | | |
| Company logo on front cover of Conference Program | ✓ | | | |
| Company logo in the Conference Proceedings | ✓ | | | |
| Advertisement in the Registration Brochure (Note 1) | ✓ | | | |
| CEO to address Opening Ceremony | ✓ | | | |
| Company logo on all name badges | ✓ | | | |
| 27 sq m display near Registration Desk (Note 2) | ✓ | | | |
| CEO to address Conference Dinner/Welcome Drinks | | ✓ 2 options | | |
| Provide Keynote Speaker on relevant topic | ✓ | ✓ 1 option | | |
| Company logo on conference satchels | ✓ | ✓ | | |
| Company logo on all marketing options | ✓ | ✓ | | |
| Acknowledgement during the Opening Ceremony | ✓ | ✓ | | |
| Preview article published 3-6 mos. before Conference (Note 3) | ✓ 4 page | ✓ 2 page | | |
| Complimentary Conference Dinner tickets | ✓ 4 | ✓ 2 | | |
| Complimentary Delegate Registration (DR) to the Conference | ✓ 4 DRs | ✓ 2 DRs | ✓ 1 DR | |
| Complimentary copy of Conference CD-ROM | ✓ | ✓ | ✓ | ✓ |
| Prominent and complimentary Exhibition Booth (EB) | ✓ 3 EBs | ✓ 2 EBs | ✓ 1 EB | |
| Advertisement in Conference Program (Note 1) | ✓ Full page | ✓ Half page | | |
| Hot link to company web page on Conference web site | ✓ | ✓ | ✓ | ✓ |
| Article & advertisement in CD-ROM (Note 4) | ✓ | ✓ | | |
| Acknowledgement during the Conference | ✓ | ✓ | ✓ | ✓ |
| Company logo on prominent signage | ✓ | ✓ | ✓ | ✓ |
| Company logo inside Registration Brochure | ✓ | ✓ | ✓ | ✓ |
| Company logo inside Conference Program | ✓ | ✓ | ✓ | ✓ |
| Company logo displayed between technical presentations | ✓ | ✓ | ✓ | ✓ |
| Inclusion of brochure in the Conference Satchel (Note 3) | ✓ Booklet | ✓ 6xA4 | ✓ 4xA4 | ✓ 1xA4 |
| Digital delegate list (Note 5) | ✓ | ✓ | ✓ | ✓ |
| <i>Note 1: Preferred artwork to be supplied by sponsor</i> | | <i>Note 4: As published in Preview and in Conference Program</i> | | |
| <i>Note 2: Desired display material to be supplied by sponsor</i> | | <i>Note 5: Subject to privacy laws</i> | | |
| <i>Note 3: Desired material to be supplied by sponsor</i> | | | | |



Platinum Sponsorship

One Platinum Sponsorship position is being offered at the ASEG-PESA 2010 Conference.

Plenary Session Address

- The sponsor's CEO is invited to address the Conference Opening Ceremony with generous acknowledgement by the Conference Chairman.

Conference Presence

- Provide or nominate a Keynote Speaker to present a topic that is important to the sponsor and relevant to ASEG and PESA.
- Your organisation's logo and name will be displayed prominently in the program, during the sponsored Keynote Speaker Session and a 27 square metre banner displayed near the conference registration desk.
- Three Exhibition booth spaces included with the first choice of booth location^{#1}.
- Exclusive and prominent company logo on every delegate name badge.
- Conference satchel – prominent display of your company logo.
- Registration brochure – prominent labelling.
- Technical session breaks – prominent display of your company logo.
- Conference Handbook – prominent labelling or full page advertisement.
- Prominent recognition at all appropriate occasions, including Closing Ceremony.

Other Benefits

- Four full delegate registrations.
- Four free dinner tickets for sponsor representatives.
- Two free Welcome Reception tickets.
- Pre-conference promotions – prominent labelling.
- Pre-conference mail – prominent labelling.
- Your logo will be displayed prominently on the Conference web site.
- Hot link to your company web site on the Conference web site.
- Preview article published 3 – 6 months prior to the conference. This can be two separate 2 page articles or one 4 page item.
- Satchel insert – major item.
- Preview full page advertisement in conference volume.
- Delegate list (subject to privacy laws).

#1 The first choice benefit of booth location assumes that this sponsorship has been confirmed before the booth space offers have been sent to all non sponsors.



Gold Sponsorships

Four Gold Sponsorship positions are being offered at the ASEG-PESA 2010 Conference and the Conference CD ROM and associated benefits represent excellent value for one of the Gold options.

GOLD SPONSORSHIP

Conference CD ROM

Principal Benefit

- Naming rights to the Conference CD ROM. This is the primary method for distributing the conference Extended Abstracts and many other details associated with the conference. The CD ROM is utilised for many years following the Conference as a key technical resource.
- Ten copies of the Conference CD ROM

Conference Presence

- Your organisation's logo and name will be displayed prominently on the CD-ROM label and within the Conference CD ROM content.
- Two booth spaces included with priority choice of booth location^{#1}.
- Conference satchel – significant display of your company logo.
- Registration brochure – prominent labelling.
- Technical session breaks – significant display of your company logo.
- Conference Handbook – prominent labelling or full page advertisement.

Other Benefits

- Two free Welcome Reception tickets.
- Two full delegate registrations.
- Pre-conference promotions – prominent labelling.
- Pre-conference mail-outs – prominent labelling.
- Your logo will be displayed prominently on the Conference web site.
- Hot link to your company web site on the Conference web site.
- Preview article published 3 – 6 months prior to the conference. This can be two separate 2 page articles or one 4 page item.
- Satchel insert up to booklet size.
- Preview half page advertisement in conference volume.
- Delegate list (subject to privacy laws).

#1 The choice of booth location assumes that sponsorship has been taken up before the booth space offers have been sent to all non sponsors. Gold Sponsor booth allocations are assigned after the Platinum Sponsor and in order of receipt of sponsorship payments.

GOLD SPONSORSHIP

Conference Dinner

Principal Benefit

- Naming Rights to the Conference Dinner.
- Right of Company CEO or Executive representative to speak at the dinner.
- Your logo and name will be displayed on the dinner menu, dinner tickets and banner.
- Four free dinner tickets for sponsor representatives.

Conference Presence

- Your organisation's logo and name will be displayed prominently within the Conference CD ROM content.
- Two booth spaces included with priority choice of booth location^{#1}.
- Conference satchel – significant display of your company logo.
- Registration brochure – prominent labelling.
- Technical session breaks – significant display of your company logo.
- Conference Handbook – prominent labelling or full page advertisement.

Other Benefits

- Two free Welcome Reception tickets.
- Two full delegate registrations.
- Pre-conference promotions – prominent labelling.
- Pre-conference mail-outs – prominent labelling.
- Your logo will be displayed prominently on the Conference web site.
- Hot link to your company web site on the Conference web site.
- Preview article published 3 – 6 months prior to the conference. This can be two separate 2 page articles or one 4 page item.
- Preview half page advertisement in conference volume.
- Satchel insert up to booklet size.
- Delegate list (subject to privacy laws).



GOLD SPONSORSHIP

Welcome Reception

Principal Benefit

- Naming Rights to the Welcome Reception.
- Right to speak to the delegates at Reception.
- Your logo and name will be displayed on the tickets, banner and promotional displays.
- Four free Welcome Reception tickets for sponsor representatives.

Conference Presence

- Your organisation's logo and name will be displayed prominently within the Conference CD ROM content.
- Two booth spaces included with priority choice of booth location^{#1}.
- Conference satchel – significant display of your company logo.
- Registration brochure – prominent labelling.
- Technical session breaks – significant display of your company logo.
- Conference Handbook – prominent labelling or full page advertisement.

Other Benefits

- Two full delegate registrations.
- Pre-conference promotions – prominent labelling.
- Pre-conference mail-outs – prominent labelling.
- Your logo will be displayed prominently on the Conference web site.
- Hot link to your company web site on the Conference web site.
- Preview article published 3 – 6 months prior to the conference. This can be two separate 2 page articles or one 4 page item.
- Preview half page advertisement in conference volume.
- Satchel insert up to booklet size.
- Delegate list (subject to privacy laws).

GOLD SPONSORSHIP

Keynote Speaker

Principal Benefit

- Naming Rights to the Keynote Session.
- Provision of the Keynote Speaker or nomination of a Speaker.
- Your logo and name will be displayed prominently during the session.
- Two one day registrations for the day of the Keynote Address.

Conference Presence

- Your organisation's logo and name will be displayed prominently within the Conference CD ROM content.
- Two booth spaces included with priority choice of booth location^{#1}.
- Conference satchel – significant display of your company logo.
- Registration brochure – prominent labelling.
- Technical session breaks – significant display of your company logo.
- Conference Handbook – prominent labelling or full page advertisement.

Other Benefits

- Two free Welcome Reception tickets.
- Two full delegate registrations.
- Pre-conference promotions – prominent labelling.
- Pre-conference mail-outs – prominent labelling.
- Your logo will be displayed prominently on the Conference web site.
- Hot link to your company web site on the Conference web site.
- Preview article published 3 – 6 months prior to the conference. This can be two separate 2 page articles or one 4 page item.
- Preview half page advertisement in conference volume.
- Satchel insert up to booklet size.
- Delegate list (subject to privacy laws).

#1 The choice of booth location assumes that sponsorship has been taken up before the booth space offers have been sent to all non sponsors. Gold Sponsor booth allocations are assigned after the Platinum Sponsor and in order of receipt of sponsorship payments.

Silver Sponsorships

Seven Silver Sponsorship opportunities are being offered at the ASEG-PESA 2010 Conference.

Bronze Sponsorships

Numerous Bronze Sponsorship opportunities are being offered at the ASEG-PESA 2010 Conference.

SILVER SPONSORSHIP

Conference Facilities

Key Major Benefit

- Naming Rights to one of the following:
 - (1) the Wireless Internet Service in the Exhibition Area
 - (2) the Internet Kiosk for delegate emails
 - (3) the Conference Farewell presentations
 - (4) the Conference Lunch Area
 - (5) the morning & afternoon tea breaks for four days (Note 1).
 - (6) the Pocket Technical Program
 - (7) a specific Technical Session
- Your organisation's logo and name will be displayed prominently in relation to the activity, event or session.

Conference Presence

- One Exhibition Booth space included.
- One full delegate registration included.
- Acknowledgement in registration brochure.
- Display of your company logo in technical session breaks.
- Your organisation's logo and name will be displayed within the Conference CD ROM.

Other Benefits

- Two free Welcome Reception tickets.
- Acknowledgement in pre-conference promotions (Note 2).
- Acknowledgement in pre-conference mail-outs (Note 2).
- Hot link to your company web site on the Conference web site.
- Satchel insert up to 4xA4 size.
- Delegate list (subject to privacy laws).

NOTE 1: *Subject to availability at the time of request*

NOTE 2: *Subject to early commitment prior to printing of documents, and to the provision of artwork by the sponsor*

BRONZE SPONSORSHIP

Conference Facilities

Key Major Benefit

- Naming Rights to one of the following:
 - (1) One of the Daily Happy Hour Periods
 - (2) Conference Best Paper Publication
 - (3) Postgraduate Student reception
 - (4) Morning and afternoon teas for two days (Note 1)

OR one of the following

- Receive one complimentary Exhibition Booth
- Receive three complimentary Delegate Registrations

Conference Presence

- Acknowledgement in registration brochure.
- Your organisation's logo and name will be displayed within the Conference CD ROM
- Display of your company logo in technical session breaks.
- Acknowledgement in Conference Handbook.

Other Benefits

- Acknowledgement in pre-conference promotions (Note 1).
- Acknowledgement in pre-conference mail-outs (Note 1).
- Hot link to your company web site on the Conference web site.
- Satchel insert up to one A4 page.
- Delegate list (subject to privacy laws).

NOTE 1: *Subject to availability at the time of request*



Other Sponsorship Opportunities

Meeting Rooms

PER ROOM \$1,000

Your company's logo, signage or banner will be displayed in the meeting room throughout the event and your sponsorship will be acknowledged in the registration brochure and program. This opportunity is only available where it does not conflict with the rights of the Platinum, Gold, Silver and Bronze sponsors.

Advertisements

See separate sheet for details.

Advertising is available in the registration brochure, program and Conference Proceedings CD-ROM. Finished artwork is to be provided by the sponsor.

Note Pads or Pens

PER ITEM \$3,000

Sponsor to provide pads or pens for satchel (first come, first served for each item).

Satchel Inserts

PER ITEM \$1,000

Limited number, so first come, first served. Maximum size 5x4 pages per insert. Other promotional items (caps, key rings, mouse pads) can be accepted from sponsor.

Acknowledgement

The Organising Committee thanks Newcrest Mining Limited and Apache Energy Limited for supplying images used in this prospectus.

Exhibition Opportunities

All prices are in Australian dollars and include GST.

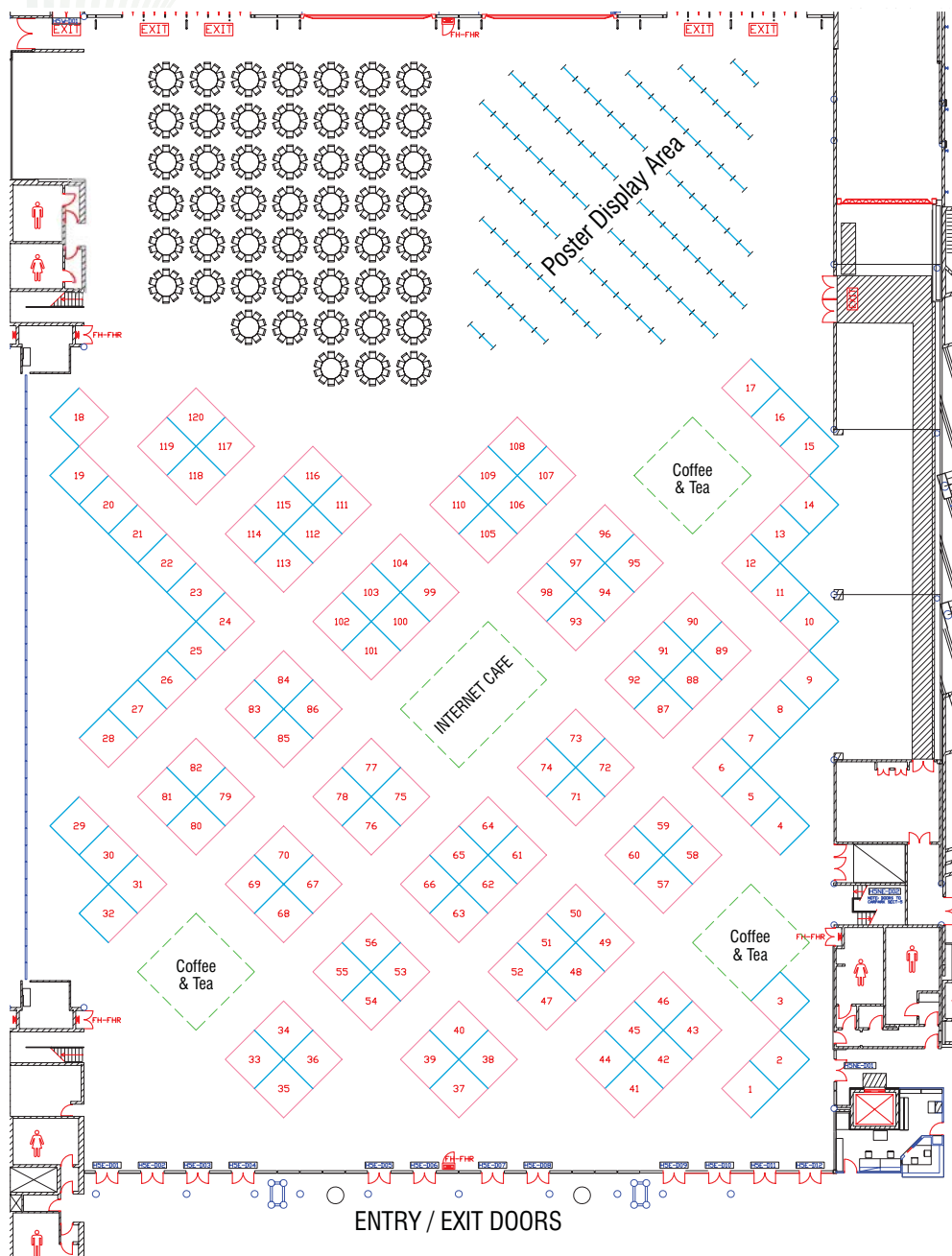
The Welcome Reception and catering breaks will be held in the exhibition area.

Standard Exhibitor per booth (9m²) - \$3,520

- 3m x 3m shell scheme booth (includes – Syma system walls, company name on fascia, two (2) x spotlights & one (1) x 4amp power point)
- Two (2) exhibitor badges
- Two (2) exhibitors for all official morning/ afternoon teas and lunches
- One satchel per company
- Two (2) tickets to Welcome Reception
- Listing in final program
- Listing in exhibitors guide

Multiple Booth Discounts

- 4 Booths - \$3,410 – per booth
- 6 Booths - \$3,300 – per booth
- 8 Booths - \$3,190 – per booth





Future discoveries are in our hands

Return Completed Application Form
To Fax +61 2 9901 4586

Contact: _____

Position: _____

Company: _____

Address: _____

Suburb: _____

State: _____

Postcode: _____

Work Tel: _____

Fax: _____

Mobile: _____

Email: _____

Sponsorship Opportunities

| | | |
|----------------------|----------|--------------------------|
| Platinum Sponsor | \$45,000 | <input type="checkbox"/> |
| Gold Sponsor | \$30,000 | <input type="checkbox"/> |
| Silver Sponsor | \$15,000 | <input type="checkbox"/> |
| Bronze Sponsor | \$8,000 | <input type="checkbox"/> |
| Meeting Rooms | \$1,000 | <input type="checkbox"/> |
| Pads or Pens Sponsor | \$3,000 | <input type="checkbox"/> |
| Satchel Inserts | \$1,000 | <input type="checkbox"/> |
| Advertising | \$1,000 | <input type="checkbox"/> |

Exhibition Opportunities

BOOTHS

| | |
|--|--------------------------|
| Standard Booth: \$3,520 per 9m ² (1-3 booths) | <input type="checkbox"/> |
| Standard Booth: \$3,410 per 9m ² (4-5 booths) | <input type="checkbox"/> |
| Standard Booth: \$3,330 per 9m ² (6-7 booths) | <input type="checkbox"/> |
| Standard Booth: \$3,190 per 9m ² (8 booths) | <input type="checkbox"/> |

Pref 1: _____

Pref 2: _____

Pref 3: _____

The ASEG-PESA 2010 Secretariat will confirm your participation with a confirmation email, tax invoice and contract.

Signed: _____

Date: _____

For more information please contact:
ASEG-PESA 2010 Conference Secretariat
Conference Action Pty Ltd
PO Box 576, Crows Nest NSW 1585 Australia
Ph: +61 2 9437 9333
Fax: +61 2 9901 4586
Email: aseg-pesa2010@conferenceaction.com.au



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