

Dedicated to helping our members
and their clients confront risk and
optimize business performance.

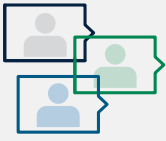


REUNION



FALL CONFERENCE
SPONSORSHIP
PROSPECTUS

OCTOBER 21-23, 2021
HENDERSON, NEVADA



REUNION

Dear GBA members and Industry vendors:

For over 50 years, the Geoprofessional Business Association has hosted annual events with a common purpose to innovate for our members' success. This includes helping members and their clients confront risk and optimize business performance. It has been nearly two years since our members have assembled in-person and we are looking forward to our Fall Conference where our theme is "Reunion." We certainly expect it will be a great reunion where members, industry vendors, speakers and guests can once again collaborate and network face to face.

The 2021 Fall Conference, taking place at the Westin Lake Las Vegas Resort, will be similar in format to past conferences including 2 ½ days of committee meeting collaborations, outstanding education sessions with thought leader speakers, GBA's signature round table sessions, and the ever-popular networking reception events.

GBA has created a sponsorship package and add-on enhancement opportunities that further increases your company's visibility and brand awareness in front of senior level decision-makers within the geoprofessional industry while aligning with your marketing goals.

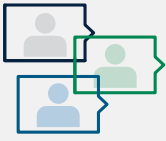
We hope you will consider our offerings and join us in Henderson, NV for our Reunion event!

Sincerely,

Joel G. Carson
GBA Executive Director



GBA thanks industry vendors and our GBA members for the continued support of GBA over the years. Our association is only as strong as the engagement of our stakeholders.

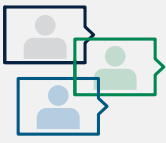


Maximize your company's brand recognition and reinforce your reputation as an industry leader. Achieve premium visibility and connect with senior level executives from North America's top geoprofessional firms.

CONFERENCE SPONSORSHIP – \$5,000

- Conference attendance for one sponsor representative (value \$1,095).
- Discounted registration fee for additional sponsor representatives (\$925 each).
- Sponsor logo and profile highlighted in GBA's NEWSlog (reaching 8700+ individuals).
- Sponsor logo on conference promotional materials and e-mail blasts.
- Half-page sponsor ad in the digital/print program.
- Sponsor logo displayed on screen and verbal recognition during opening general session remarks.
- Exhibit Table - in-person: six-foot exhibit table, 2 chairs and WiFi access.
- Virtual booth - sponsor profile, logo, link to your website; promotional video, and collateral documents uploaded to the attendee hub/meeting app.
- One Push Notification sent to attendees from GBA's meeting app.
- Private Demo Den for prospective client meetings
(*Limited to 20 minute time blocks: Thurs - 12:00pm-2:00pm or 4:00pm-6:30pm;
Fri - 7:30am-8:00am or 5:30pm-6:30pm or Sat – 7:30am-8:00am – coordinate with GBA staff).
- Opportunity to randomly draw attendee names for GBA or sponsor prize giveaways.





ATTENDEE EXPERIENCE ENHANCEMENTS

Further your engagement and elevate your company in front of geoprofessional leaders and decision-makers with add-on enhancement opportunities.

Thursday Welcome Reception / Reunion Picnic – \$2,000

- Prominent logo signage during the event and displayed at lawn games (corn hole, bocce ball, croquet, and ping-pong).
- Be top of mind for attendees and set a lasting impression with your logo displayed at the drink ticket table or on cocktail napkins at the bar.
- Sponsor provided prizes for lawn games. *(Optional - coordinate with GBA staff)*
- Upgrade to a full-page sponsor ad in the digital/print program.
- Additional Push Notification sent to attendees from GBA's meeting app.



Friday Networking Reception / Classic Las Vegas – \$2,000

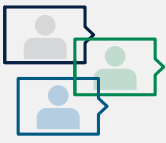
- Prominent logo signage during the event.
- Be top of mind for attendees and set a lasting impression with your logo displayed at the drink ticket table or on cocktail napkins at the bar.
- Upgrade to a full-page sponsor ad in the digital/print program.
- Additional Push Notification sent to attendees from GBA's meeting app.
- Photo opportunity with Vegas themed impersonator(s) displayed on screen during Saturday's opening session and in GBA's post conference NEWSlog.



Business Round Table Session – \$2,000

- Prominent sponsor signage displayed on each round table, on the break station, and on screen with timer clock.
- Sponsor acknowledged by "Round Table Session Host" at beginning of the event.
- Sponsor 90-second promotional video played at start of session.
- Sponsor representative facilitates 1 round table topic discussion *(Optional - coordinate with GBA staff)*.
- Upgrade to a full-page sponsor ad in digital/print program.
- Additional Push Notification sent to attendees from GBA's meeting app.
- Provide promotion seat drop item prior to start of this session *(optional)*.
- Customize session refreshment break *(Coordinate with GBA staff)*.





ATTENDEE EXPERIENCE ENHANCEMENTS

Conference WiFi – \$2,000

- Make a lasting impression - every attendee will see your brand as they connect to the conference WiFi.
- Create custom WiFi password (*Coordinate with GBA Staff*).
- Prominent sponsor signage and WiFi password displayed at registration, on screen during daily opening remarks, and on tent cards during Thursday's board, peer group, and committee meetings.
- Upgrade to a full-page sponsor ad in digital/print program.
- Additional Push Notification sent to attendees from GBA's meeting app.



Recharge Portable Battery Packs – \$1,000

- Prominent sponsor signage displayed on portable power bank at registration and on each portable power pack that will keep attendees charged up!
- Sponsor logo on screen during daily opening remarks promoting chargers.
- Upgrade to a full-page sponsor ad in digital/print program.
- Additional Push Notification sent to attendees from GBA's meeting app.



Refreshment Breaks – \$1,000 for two breaks

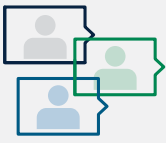
- Prominent logo signage during the break.
- Enhance your company's visibility and keep attendees well fueled and energized by sponsoring the morning or afternoon breaks.
- Prominent sponsor signage displayed by each break station.
- Upgrade to a full-page sponsor ad in the digital/print program.
- Additional Push Notification sent to attendees from GBA's meeting app.
- Sponsor branded giveaways (*Optional - coordinate with GBA staff*).



Stay and Play Event / Hoover Dam Tour – \$1,000

- Enhance company's visibility with sponsor provided giveaway (i.e. reusable sports bottle or custom snack pack) Keep attendees hydrated or nourished while enroute to Hoover Dam (*Coordinate with GBA staff*).
- Promote company's products/services via on-board video player while enroute to Hoover Dam.
- Sponsor logo displayed as participants embark/disembark the motorcoach.
- Upgrade to a full-page sponsor ad in digital/print program.
- Additional Push Notification sent to attendees from GBA's meeting app.





FEATURED SPEAKERS SPONSORSHIPS

Chester Santos – \$1,000

Consultant & Speaker – International Man of Memory

- Exclusive opportunity - Attendees are sure to remember your company's sponsorship of this amazing International Man of Memory.
- Representative introduces featured speaker (GBA approves script).
- Logo displayed during introduction and on recorded session video available on GBA's website post-conference.
- Additional Push Notification sent to attendees from GBA's meeting app.
- Provide promotional seat drop items prior to this speaker's session (*optional*).



Karen E. Purves – \$1,000

Consultant & Speaker – Innovative Impact

- Exclusive opportunity - Attendees will laugh and learn during this presentation where effective communication tips will be shared by the speaker.
- Representative introduces featured speaker (*GBA approves script*).
- Logo displayed during introduction and on recorded session video available on GBA's website after the conference.
- Additional Push Notification sent to attendees from GBA's meeting app.
- Provide promotional seat drop items prior to this speaker's session (*optional*).

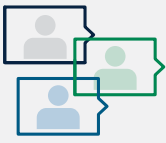


Donald C. Jackson, Ph.D. – \$1,000

Speaker & Author - Heavy Ground: William Mulholland and the St. Francis Dam Disaster

- Exclusive sponsorship – Attendees will learn about dam safety and the politics factors associated with the St. Francis Dam Disaster. This should be a memorable end of conference presentation right before the Hoover Dam tour.
- Representative introduces featured speaker (*GBA approves script*).
- Logo displayed during introduction and on recorded session video available on GBA's website after the conference.
- Additional Push Notification sent to attendees from GBA's meeting app.
- Provide promotional seat drop items prior to this speaker's session (*optional*).





SPONSORSHIP APPLICATION

Maximize your company's brand recognition. Secure your tabletop exhibit space, virtual booth, and an enhancement sponsorship now!

Inquire about a customized sponsorship that will meet your specific goals.

Please complete information below and return to barb@geoprofessional.org

CONTACT		
COMPANY NAME		
OFFICE PHONE	CELL PHONE	E-MAIL
ADDRESS		
CITY	STATE	ZIP
SPONSORSHIP OPPORTUNITY INTERESTED IN		

Deadlines and Important Information:

Sponsors are requested to provide the following information by **Monday, August 30th**:

- Complimentary sponsor representative's name.
- Names of additional sponsor representatives attending (\$925 each).
- High resolution company logo in pdf or jpeg format. (minimum of 1,000 x 1,000 pixels)
- Digital/print program sponsor advertisement
 - Provide high resolution pdf with fonts converted to outlines.
 - Horizontal half-page ad without bleeds: 7.5" x 4.75"
 - Horizontal half-page ad with bleeds on left, right, and bottom:
8.75" x 5.375" with bleeds, 8.5" x 5.25" trim size, 7.5" x 4.75" safe zone.
 - Vertical full-page ad without bleeds: 7.5" x 10"
 - Vertical full-page ad with bleeds on left, right, and bottom:
8.75" x 11.25" with bleeds, 8.5" x 11" trim size, 7.5" x 10" safe zone.

Questions? Need a Customized Sponsorship?

Contact barb@geoprofessional.org / (727) 457-2272 or sara@geoprofessional.org / 301-565-2733

[Click here for Conference Details](#)