Sponsorship Opportunities
GSA Connects 2024 promises to be more than just a conference—it’s where the global geoscience community comes to be inspired, share groundbreaking research, and forge meaningful connections. With an extensive technical program that includes workshops, panel discussions, presentations, and much more, participants will have numerous opportunities to engage with the latest advancements in the field and exchange ideas with peers.

Beyond the rich academic and professional content, the event also offers an expansive exhibition space. This unique setting allows companies, educational institutions, and other stakeholders in geosciences to showcase their latest technologies, services, and innovations.

Visit https://community.geosociety.org/gsa2024/home for important dates and deadlines, and for more information.
Here’s why you should consider sponsorship:

**ENGAGE WITH THE FUTURE**
GSA Connects brings together both seasoned experts and the next generation of geoscientists, offering a platform to influence and shape the future of the field.

**AMPLIFY YOUR BRAND**
Elevate your brand’s presence and reach a global audience of professionals, researchers, and decision-makers in the geoscience community.

**INVEST IN PROGRESS**
Your sponsorship underscores your dedication to fostering innovation, research, and collaboration within the geosciences.

**Benefits of Sponsoring GSA Connects 2024:**

- Support budding and established geoscientists in their academic and professional journeys.
- Boost your company’s visibility and recognition within the international geoscience community.
- Enhance the overall conference experience for all attendees.
- Gain exposure on an international stage and tap into a network of global professionals.
- Leverage unique branding opportunities tailored to your organization’s needs.
50% of Attendees have 11+ Years of experience

Top Geoscience Specialties Represented

- Mineralogy, Geochemistry, Petrology & Volcanology
- Quaternary Geology & Geomorphology
- Environmental & Engineering Geology
- Geobiology & Geomicrobiology
- Structural Geology & Tectonics
- Geoscience Education
- Sedimentary Geology
- Planetary Geology
- Geochronology
- Hydrogeology

Top Countries Represented

- United States
- Canada
- China
- United Kingdom
- India
- Italy
- Korea
- Mexico
- Norway
- Poland
- Taiwan

45 Total Countries Represented

49% Professional Attendees

Audience Years of Geoscience Experience

<table>
<thead>
<tr>
<th>Years</th>
<th>Percentage</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5</td>
<td>38%</td>
<td>Students</td>
</tr>
<tr>
<td>6-10</td>
<td>12%</td>
<td>Early Career Professionals</td>
</tr>
<tr>
<td>11-35</td>
<td>43%</td>
<td>Professionals</td>
</tr>
<tr>
<td>36+</td>
<td>7%</td>
<td>Senior Geologists</td>
</tr>
</tbody>
</table>

Member Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>49%</td>
</tr>
<tr>
<td>Student</td>
<td>38%</td>
</tr>
<tr>
<td>Early Career</td>
<td>12%</td>
</tr>
<tr>
<td>Teacher</td>
<td>1%</td>
</tr>
</tbody>
</table>
Attendee Approved

96% of attendees were satisfied or very satisfied with the meeting

95% of attendees made one or more meaningful connections

99% of attendees felt the meeting environment was safe, professional, and non-threatening

“As an On To the Future grant recipient, I was able to interact, network, and build my community with so many people I may have not met otherwise. I felt welcomed, included, and heard. I felt like I belonged there presenting my research. Not to mention how supportive other academics were when walking up to my poster. It was an amazing conference.”

M. Campos, Student Member

“This is my first GSA meeting attendance and I must say that I was thrilled about the level of inclusivity. I particularly enjoyed the broad range of topics covered by participating presenters and the opportunity to listen to talks from distinguished keynote speakers.”

F. Osasogie Obasuyi, Student Member

“Connects 2023 was a wonderfully encouraging and engaging experience full of tools, resources, and people making a positive difference! I highly encourage anyone in the geosciences - and even in other sciences - to attend and engage with this community.

J. Kerski, Nonmember

“Great technical program! It was good to see so many people in person again!”

G. Mora-Klepeis, Professional Member

“I was extremely excited about the (exhibit floor) scavenger hunt and had fun finding the ones I could find!”

A. Axness, Early Career Professional

“Great technical program! It was good to see so many people in person again!”

G. Mora-Klepeis, Professional Member
THEME SPONSORSHIP:
WATER IN OUR CHANGING WORLD
($7,500)

Water, the lifeblood of our planet, is facing unprecedented challenges due to climate change. From the findings of the International Governmental Panel on Climate (IGPC) to the real-world impacts we observe daily, it’s clear that our water resources are at risk. With extreme weather events intensifying and over a billion people without access to safe drinking water, the situation is dire. GSA’s theme “Water in Our Changing World” aims to address this crisis head-on, bringing together the brightest minds in the field to discover innovative, sustainable solutions. By sponsoring this theme, you’re directly contributing to a future where our water is protected and accessible for all.

Sponsorship Benefits:
• Prominent Branding: Your company’s logo will be displayed prominently on all promotional materials, event signage, and digital platforms related to this theme.
• Exclusive Session Introduction: Opportunity to introduce a selected technical session or Pardee Keynote symposia, positioning your company as a thought leader in the industry.
• Digital Recognition: Featured spot on the GSA Connects 2024 website and in email campaigns, reaching thousands of professionals and researchers.
• Engagement Opportunities: Priority access to host lunchtime lectures or short courses, directly engaging with attendees and sharing your company’s expertise.
• Acknowledgment in Official Publications: Special mention in the conference program, proceedings, and other official publications, highlighting your company’s commitment to water conservation.

THEME SPONSORSHIP:
LIFE ALONG AN ACTIVE MARGIN
($7,500)

Life Along an Active Margin at the 2024 GSA Connects meeting in Anaheim focuses on the dynamic, tectonically active regions where geology is in constant flux. This theme explores the challenges of living in areas marked by shifting terranes, dramatic mountain formations, and frequent geological hazards like earthquakes and landslides. It underscores the importance of geological knowledge in urban planning and sustainability. The meeting will serve as a platform for discussing the unique geological processes, biodiversity, and abundant natural resources of these regions, and will feature sessions and field trips highlighting the distinctive landscapes and tectonics of Southern California.

Sponsorship Benefits:
• Strategic Brand Placement: Your logo will be featured on all materials, banners, and digital channels associated with the “Life on an Active Margin” theme.
• Session Spotlight: Gain the privilege of opening a chosen technical session or symposium, emphasizing your company’s relevance and dedication to geological advancements.
• Online Visibility: Highlighted presence on the GSA Connects 2024 website and in newsletters, ensuring your brand reaches a global audience.
• Interactive Engagements: First-pick opportunity to conduct workshops or lectures, allowing for direct interaction with conference participants.
• Special Acknowledgment: Recognition in the event’s official documents, including the conference guide, proceedings, and more, underscoring your company’s support for geoscientific endeavors.
**Presidential Address and Awards Ceremony**

Be distinctly featured at this well-attended gathering with your logo on event signage, opening slide onscreen, and verbal recognition from GSA’s executive director during podium remarks.

$10,000

**Pardee Keynote Symposia**

(Number of sessions TBD annually)

Showcase your support with a logo on event signage and opening slides at these prestigious sessions of invited presentations covering a broad range of topics.

$10,000

**Icebreaker Opening Reception**

Your logo on event and bar signage, on branded items during the reception such as cocktail napkins, at an event brimming with excitement to kick off the meeting!

$10,000

**Exhibit Hall Opening Reception**

Make a lasting impression on attendees as the final takeaway from their Connects experience! Your logo prominently displayed during this fun event and bar signage, and on napkins and on the end of event giveaway!

$10,000

**NEW Closing Celebration**

Your logo prominently displayed during this exciting reception on event and bar signage, and on napkins for Platinum level.

$10,000

**Student Volunteer Sponsor**

Help the hundreds of GSA's amazing student volunteers stand out among the crowd with t-shirts co-branded with your logo.

$10,000

**On To the Future Networking and Diversity Celebration**

Be a supporting partner in GSA's efforts to continue expanding representation in the geosciences! Your logo on event signage and, if applicable, opening slide during this highly-attended, high-visibility event.

$10,000

**WiFi Sponsor**

Be front and center as attendees log on to WiFi throughout the convention center for the duration of the meeting with your custom password, logo splash screen, and logo recognition on registration signage about WiFi.

$10,000

**Poster Hall Sessions**

Sponsor one of the most important scientific components of the meeting! Place your logo on signage in the hall including the entrance sign, overhead banner, and interior signage as well as on the technical program page of the meeting’s website.

$10,000

**Program Book**

Prominent logo placement on the inside front cover, a prime location full-page advertisement in the program. Must commit by July 31 to receive these benefits.

$10,000

**Noon Time Lectures**

(Number of sessions TBD annually)

Feature your logo on event signage and opening slides during these popular, special-topic lectures.

$7,500

**Registration**

Make an impression on every attendee as soon as they come through the door: premium visibility with your logo on registration counters and digital badge-print kiosks, on pens provided at registration, and on registration confirmation emails.

$7,500

**Mobile Meeting App**

Your logo – and your website in one click – on the screens of thousands of attendees repeatedly accessing the app throughout each day of the meeting.

$7,500

**Badge Lanyards**

Your logo worn by 5,000+ attendees throughout the conference.

$7,500

**GSA Bookstore Bags**

Brand bags at the GSA Headquarters Store with your logo.

$7,500

**Branded Water Bottles**

Brand reusable bottles (provided to attendees at registration)

$7,500

**Directional Signage**

Your logo featured on all directional signage throughout the convention center and conference hotels.

$5,000

**Innovation Area**

Feature your products, software, and innovations through scheduled live demonstrations, hands-on experiences, and interactive displays in a high-visibility space adjacent to GSA Headquarters in the exhibit hall.

$5,000

**International Reception**

Feature your logo on event and bar signage while mingling with GSA's hundreds of international meeting attendees.

$5,000

**GSA Hotel Welcome Sponsor**

Welcome GSA's Conference Attendees staying at one of two of the main hotels with a (non-alcoholic) refreshment or other treat. Includes branding and face-to-face interactions.

$5,000

**GeoCareers Day**

Includes a Career Workshop, a Company Connection table for interacting with students and early career professionals, Mentor Roundtables, and a Panel Luncheon.

$5,000 (10 available)

**Exhibit Hall Coffee Breaks**

Feature your logo on refreshment service napkins and table tents, with the opportunity to provide branded coffee cups, sleeves, koozies, and/or napkins.

$3,500
NEW Speaker Ready Room Sponsor
Provide branding in the hospitality suite where thousands of the conference’s top scientists visit to upload their presentations and ready themselves for their talk. Sponsorship includes a display table within the ready room that can be staffed by the sponsor for all or some of the conference (key times to be provided.)
$3,500

NEW Student Activity Sponsor
Sponsor a fun and interactive activity designed to engage GSA’s many student attendees. Specifics change yearly, with prior years including a Night at the Museum, BINGO Card icebreaker activities, and a Scavenger Hunt on the exhibit floor.
$3,500

NEW Shark Tank Sponsor
Be a part of this inaugural event to be held on the exhibit floor inside the Innovation Area, where geosciences, innovation and entrepreneurship all come together! This sponsorship includes branding opportunities and an opportunity to serve as a shark tank judge.
$2,500

NEW Division Sponsor
Sponsor one of GSA’s 22 Scientific Divisions. Benefits include branding opportunities at the Division booth in the exhibit hall and on the Division t-shirt and other merchandise, if applicable. NOTE: The opportunity to be a Division sponsor is pending approval by that Division.
$2,500

NEW Section Sponsor
Sponsor one of GSA’s 6 Geographic Sections. Benefits include branding opportunities at the Section booth in the exhibit hall and on the Section t-shirt and other merchandise, if applicable. NOTE: The opportunity to be a Section sponsor is pending approval by that Section.
$2,500

Women in Geology Panel
Support or be one of a few women speakers addressing issues faced by women in geology, followed by a networking session. Have your logo featured on event, slide, and other signage.
$2,500

Early Career Coffee Sponsor
Come greet and interact with early career professionals as they prepare to start their day of learning and networking! Sponsorship includes a brief speaking role, a branded email, branded table and other signage during the coffee service.
$2,500

Student and Early Career Networking Event
Be one of 40 geoscience professionals answering questions, discussing career paths, and describing job opportunities within your field in an informal setting.
$2,500

Student Participation Field Trip Sponsor
Be the reason deserving young geologists spend time in the field at one of the conferences wonderful field trips. This sponsorship includes a branded email to students making them aware of the opportunity, as well as time to welcome them as they embark out into the field.
$500

Join us in Anaheim!
Not seeing exactly what you are looking for?
Please reach out to discuss a custom package based on your specific goals:

Melanie Brandt, GSA CEO and Executive Director
mbrandt@geosociety.org
770-316-0528 (mobile)

Sponsorship benefits are described as best as is possible in advance of the conference. We will do everything we can to fulfill these benefits; however, though unlikely, it is possible venue constraints or other unforeseen circumstances may become a factor. In these rare instances, GSA reserves the right to modify some sponsorship benefits if deemed necessary for the benefit of the conference. GSA will work directly with you to provide substitutes of equal or greater value, based on your specific goals.

geosociety.org