

Esri Energy Resources GIS Conference

April 24-25, 2024 | Houston, Texas

**SPONSOR AND
EXHIBITOR
OPPORTUNITIES**



TABLE OF CONTENTS

3	Welcome
4	Key Statistics and Demographics
5	Health and Safety/Payment Policy/COI
6	Registration/Terms and Conditions
7	Conference Information
7	Agenda at a Glance
7	Timeline
8	How to Apply
9	Sponsorship Opportunities
10	Exhibitor Opportunities
11	À la Carte Menu
13	Previous Year Sponsors
14	Thank You



WELCOME

GIS Is Shaping the Future of Energy

Join your energy community in Houston to connect with peers, industry thought leaders, and Esri experts in a dynamic, interactive environment. Discover how they are using geographic information system (GIS) technology to help solve complex and strategic business problems for a more resilient and sustainable future.



Discover New Ideas during the Plenary Session

Learn from thought leaders as they share ideas and demonstrate how they are creating value. Get a front-row seat for dynamic presentations by Esri staff and customers that address real-world energy challenges.



Attend Valuable User Presentations

Be inspired by user success stories, get practical tips and tricks, and review accomplishments in applying GIS to today's most challenging workflows.



Dive Deep into the Latest Technology

Engage in an interactive learning and sharing environment featuring technical updates and demonstrations of the software that's driving energy innovation and efficiency. Discover partner solutions for the energy community that are built on top of ArcGIS technology.



Build Your Professional Network

Visit with Esri partners in the Expo who are providing solutions and services across energy sectors and meet with your peers to connect, share ideas, and find new insights.

KEY STATISTICS AND DEMOGRAPHICS

ORGANIZATION TYPE

	%		
City/Town Governmen	0.1	Emergency Management	0.1
Commercial/Private Business	78.0	Environment and Natural Resources	2.0
County Government	0.1	Financial Services	0.3
Education-Staff/Faculty	0.2	Forestry	0.2
Education/Student	0.1	Geology	2
Global Organization	11	GIS/IT	1.0
Non-Profit Organization	0.1	Higher Education	1.0
State Agency/Government	0.2	Highways and Roads	0.1
		Human Services	0.1

JOB ROLE STATS

	%		
Administrative Support	0.3	Logistics, Trucking, and Distribution	0.1
Analyst/Researcher/Specialist	8.0	Manufacturing	1.0
C-Level Executive	3.0	Mapping/Topographic	3.0
Consultant	7.0	Marine/Ocean Sciences	0.2
Developer	10.0	Media and Entertainment	0.1
Educator	0.7	Mining	0.4
Engineer	2.0	Petroleum	40.0
GIS Analyst	29.0	Pipeline	24.0
GIS Manager/Supervisor	21.0	Public Administration and Policy	0.2
IT Manager/Supervisor	3.0	Public Transit	0.1
IT Technician	1.0	Real Estate	0.1
Manager/Supervisor (Non-GIS/IT)	7.0	Renewable Energy	5.0
Senior Executive	7.0	Technology	9.0
Student	1.0	Urban and Regional Planning	0.1
		Wastewater	0.1
		Water	0.1

INDUSTRY

	%
Architecture, Engineering, and Construction	2
Aviation	0.1
Climatology/Meteorology	0.3
Conservation - General	0.1
Defense	0.2
Electric and Gas	7.0

HEALTH AND SAFETY

Check the Health and Safety page for updates about health and safety requirements. Esri is committed to protecting the health and safety of our attendees, including exhibitors, employees, and presenters. We follow the established protocols from the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and local health authorities and ask that all in-person event attendees do the same. We encourage everyone to make informed decisions about attending our events in the best interest of their health as well as the health of others. Esri recommends but does not require that all attendees, exhibitors, presenters, and Esri employees at this event ensure that they have had a negative COVID-19 test result 48 hours prior to attending or have been fully vaccinated against COVID-19.

PAYMENT POLICY

All sales are final. Organizations with approved applications will be sent an invoice for payment (due 30 days after receipt). Once approved and sales have closed, the invoice will be created.

Organization purchase order (PO) information can be submitted during the application period. After invoices have been issued, they cannot be edited by the exhibits team. You will need to work with customer service directly for changes or edits to contact information.



CANCELLATION

An organization with an approved application by Esri may cancel their application by providing Esri written notice. Exhibitor may be entitled to a refund or be required to pay Esri fees still owed subject to the below provisions.

a. For cancellation requests provided at least sixty (60) days prior to the first setup day of the Esri Event, an Exhibitor, who has paid in full will receive a refund of fifty percent (50%) of the total contracted fee. Exhibitors not paid in full shall owe any outstanding balance up to fifty percent (50%) on the total contracted fee, which shall be paid within thirty (30) days of cancellation.

b. Exhibitor will not receive a refund for cancellation requests provided without a minimum of sixty (60) days' notice prior to the first setup day of the Esri Event and Exhibitor will owe any outstanding balance on the total contracted fee, which shall be paid within thirty (30) days of cancellation.

TERMS AND CONDITIONS

Applicants are required to agree to Esri's terms and conditions at the time of application. Should you choose to select Delayed Signature, your application may be placed on hold until Esri receives a signed terms and agreement document, during which time your organization will not be entitled to any benefits related to your application. Please review the [Esri Exhibit and Sponsor Agreement](#) in its entirety.



REGISTRATION

Back by popular request, we are including limited complimentary registration passes to all participating exhibitors or conference sponsors. Please view the allotments below.

Note that allotments are per organization, not per exhibitor bundle.

Although complimentary passes are available, registration is required for all attendees and exhibitors to gain access to the event. In addition to the passes, we are offering a discounted rate for sponsors and exhibitors to purchase additional badges.



2024 REGISTRATION RATES

Type	Price	Deadline
Early Bird	\$400.00	February 28, 2024
Standard	\$500.00	April 10, 2024
Late/Onsite	\$600.00	After April 10, 2024
Exhibitor Rate	\$320.00	December 2023–April 2024

SPONSOR AND EXHIBITOR COMPLIMENTARY PASSES

Type	Exhibitor	Gold	Silver
Full conference registrations	2	3	2
Additional full conference registrations		2	2
Special registration rate	Yes	Yes	Yes

CONFERENCE INFORMATION

DATES

APRIL 24-25, 2024

LOCATION

George R. Brown Convention Center | 1001 Avenida de las Americas, Houston, TX 77010

CONTACTS

Exhibits and Sponsorships
exhibits@esri.com

Registration
confregis@esri.com

Agenda
papers@esri.com

Hotels
hotelres@esri.com

EXPO DATES AND HOURS

Exhibitor Move In	Tuesday	April 23, 2024	12:00 PM-6:00 PM
Partner Meeting	Tuesday	April 23, 2024	4:00 PM-6:00 PM
Exhibitor Move In	Wednesday	April 24, 2024	7:00 AM-8:30 PM
Expo Hours	Wednesday	April 24, 2024	12:15 AM-7:00 PM
Expo Social	Wednesday	April 24, 2024	5:30 PM-7:00 PM
Breakfast with the Sponsors	Thursday	April 25, 2024	8:00 AM-9:00 AM
Expo Hours	Thursday	April 25, 2024	8:00 AM-4:30 PM
Exhibitor Dismantle	Thursday	April 25, 2024	4:30 PM-7:30 PM

TIMELINE

Applications open	Wednesday	December 11, 2024
Applications close	Tuesday	March 1, 2024
Deliverable Due	Wednesday	March 8, 2024

AGENDA AT A GLANCE

Plenary Session	Wednesday	April 24, 2024	9:00 AM-12:15 PM
Expo Hours	Wednesday	April 24, 2024	12:15 PM-7:00 PM
Hosted Lunch	Wednesday	April 24, 2024	12:15 PM-1:30 PM
Technical Workshops	Wednesday	April 24, 2024	1:30 PM-5:30 PM
User Presentations	Wednesday	April 24, 2024	1:30 PM-5:30 PM
Expo Social	Wednesday	April 24, 2024	5:30 PM-7:00 PM
Breakfast with the Sponsors	Thursday	April 25, 2024	8:00 AM-9:00 AM
Expo Hours	Thursday	April 25, 2024	8:00 AM-4:30 PM
Technical Workshops	Thursday	April 25, 2024	9:00 AM-4:30 PM
User Presentations	Thursday	April 25, 2024	9:00 AM-4:30 PM
Hosted Lunch	Thursday	April 25, 2024	11:30 AM-1:00 PM
Network Social	Thursday	April 25, 2024	5:00 PM-7:00 PM

HOW TO APPLY

- 1 Create or update your My Esri account.** Ensure that your account is updated with current contact details. Connecting your account to your organization is recommended but not required for this event.
- 2 Start your application.** Once you've established or updated your My Esri account, access the portal to submit your application by selecting the Apply Now button on the Esri Energy Resources GIS Conference (Esri ERGIS information) Become a Sponsor web page.
- 3 Select your desired participation path and provide exhibit space preferences (if applicable).** Use the floor plan to view exhibit space availability. Provide at least three (3) selections for your chance at securing a preferred space. Reference this prospectus for full details on each path and its available offerings. All conference sponsors (Gold and Silver) are required to exhibit.
- 4 Add your exhibitor bundles to your cart (if applicable).** Choose the appropriate space type and quantity of exhibitor bundles (standard or [turnkey](#)) according to the location and exhibit spaces selected. If you choose exhibit spaces denoted as [Turnkey Required](#), be sure to also add the appropriate [turnkey](#) structure bundle to your order.
- 5 Add your sponsorship or exhibitor items to your cart.** Customize your presence by adding items from our à la carte menu. For those choosing a conference sponsor path (Gold or Silver), the required sponsor bundle needs to be added to your order.
- 6 Review order and payment details.** All applications will be invoiced after the application portal closes. Please submit your invoice information in the appropriate section of the order form.
- 7 Submit and wait for approval email.** After your application has been submitted, we will review and vet the application. If approved, you will receive an acceptance email along with details for your next steps. Please note this process is not automatic and may take 48 to 72 hours.

SPONSORSHIP OPPORTUNITIES

The sponsor bundle provides extra recognition and unlocks more benefits throughout the venue and communications to potential attendees and all registrants.



\$16,000
Gold Sponsor + Turnkey

\$12,000
Silver Sponsor + Turnkey

<i>Item</i>	<i>Gold Sponsor</i>	<i>Silver Sponsor</i>
Logo Feature: Event Signage	✓	✗
Logo feature: Expo Signage	✓	✓
Logo Feature: Email to registered attendees	✓	✓
Logo feature: 2025 Prospectus	✓	✓
Conference Logo Lockup denoting sponsor level	✓	✓
ArcNews/User Discount	✓	✓
Expo floor sticker denoting sponsor level	✓	✓
Additional Lead Retrieval Unit	✓	✗
2 Additional Registrations	✓	✓
Discounted Registration Rate	✓	✓
Preferred seating plenary	✓	✓
Email Feature (Large)	✓	✗
Email Highlight (Small)	✗	✓
Freestanding Half-meter Ad	✗	✓
Freestanding Full-meter Ad	✓	✗
Lunch Sponsor Shared Recognition	✓	✓
Continental Breakfast Sponsor (shared per day)	✓	✗

EXHIBITOR OPPORTUNITIES

Showcase your products or services on the Expo floor. There are two options to choose from this year. Our standard bundle is anything but standard and includes all the essentials. Our turnkey spaces are high traffic and will highlight your company with the stunning turnkey structures and graphics.



\$4,500

STANDARD EXHIBITOR BUNDLE

This 10'x10' standard exhibitor bundle includes all the basics to get ready for the show. Each space includes electricity, carpet, and nightly vacuuming.

- 10x10 booth space
- 10x10 carpet
- 15 Amps of Electricity
- Nightly vacuuming
- Logo and description on website and app
- (1) Lead retrieval unit
- (2) Registrations
- Special Registration Rate

\$2,000

TURNKEY REQUIRED BUNDLE

Exhibitor-Turnkey includes everything provided in the standard bundle plus the purchase of a turnkey. Select spaces on the show floor will be turnkey required.

- Additional turnkey structure required
- 10x10 booth space
- 10x10 carpet
- Electricity (dependant on the structure)
- Nightly vacuuming
- Logo and description on website and app
- (1) Lead retrieval unit
- (2) Registrations
- Special Registration Rate

A LA CARTE MENU

Customize your participation by selecting additional opportunities from the A La Carte menu, open to all participation levels.

\$2,200

EMAIL FEATURE (LARGE)

Put a spotlight on your organization and promote your event presence in our email campaign. We'll include your logo with a linked URL and a short message alongside ERGIS content or activity announcements.

\$2,200

ESSENTIAL FURNISHING BUNDLE

Get the essentials in one easy bundle. This package includes the essentials for all booths and includes a 6' skirted table, 2 chairs, 43" monitor, monitor stand, and trash bin.

\$1,650

CUSTOM GRAPHIC FLOOR STICKERS (2'X2')^{NEW}

The expo gets a lot of foot traffic and that allows for ads on the expo floor - literally! This adhesive floor sticker is 2'x2', features your customer designed ad and will be placed in high-traffic areas. Set of 2 per order.

\$1,375

EMAIL HIGHLIGHT (SMALL)

Highlight your organization with your logo and a linked URL in an event promotion email.

\$500

FREESTANDING HALF-METER AD

Amplify your presence throughout the venue and lead attendees to your booth with an ad displayed in a high-traffic area.

\$5,500

CHARGING STATION LOUNGE

Our mobile app is the primary resource for the agenda, and for attendees, keeping their devices charged will be a top priority. This package provides the opportunity to customize a universal charging station with your organization's brand and messaging. The lounge will be in the Expo or the public venue space.

Customize your participation by selecting additional opportunities from the A La Carte menu, open to all participation levels.

A LA CARTE MENU

\$3,300

LUNCH SPONSOR SHARED RECOGNITION

Each day attendees have a full schedule of learning and networking, and lunch is an important and needed break. Here's your chance to make an impression with shared and individual recognition signage throughout the service and dining areas.

\$2,750

CONTINENTAL BREAKFAST SPONSOR (SHARED PER DAY)

Each day attendees have a full schedule of learning and networking, and breakfast is first on the agenda. Here's your chance to make an early impression with recognition signage throughout the service area.

\$1,100

MOBILE BANNER AD

Attendees use our mobile app for the real-time agenda on site. This custom rotating banner ad featured in the event mobile application links to your organization profile within the app or external video or website.

\$750

FREESTANDING FULL-METER AD

Capture attention and increase impressions with your custom graphic. This full size standing graphic will be placed in a high traffic area in the venue.

\$11,000

SHARED EXPO SOCIAL SPONSOR ^{NEW}

Be part of the party and display your organization's logo on all our recognition signage throughout the Expo Social.

\$7,500

CUSTOM BRANDED MEETING ROOM

If you need a bit more privacy than what's provided in your exhibit space, consider a standard meeting room on the expo floor which includes on table, six chairs, 5 amps of electricity, and a custom graphic panel on exterior meeting room wall.

PREVIOUS YEAR SPONSORS

GOLD SPONSORS



BRONZE SPONSORS



Thank You

We hope you will join us at this year's event. If you have any questions, feel free to reach out to us at exhibits@esri.com.

