The American Geophysical Union (AGU) galvanizes a community of Earth and space scientists who collaboratively advance and communicate science and its power to ensure a sustainable future. AGU has more than 60,000 members worldwide who advance all areas of Earth and space sciences.

The AGU Fall Meeting is the largest worldwide meeting in the Earth and space sciences! For 45 years, energized and passionate Earth and space scientists from around the world have been gathering in San Francisco, California, at AGU’s Fall Meeting to connect with colleagues, broaden their knowledge base, provide new theories and research results, and embrace the joy of science. The Fall Meeting provides an opportunity to connect with more than 20,000 geophysical scientists and others with an interest in advancing, communicating, and understanding Earth and space sciences for the benefit of humanity.

The AGU Fall Meeting is the preeminent meeting in the world for Earth and space scientists. The meeting is designed to provide members and associates with a robust program that covers both disciplinary and interdisciplinary sciences. Scientific content is developed by the Fall Program Committee based on sessions addressing current and ongoing research and the latest geophysical topics.

The AGU invites you to participate as a sponsor at the AGU 2012 Fall Meeting. San Francisco is more than a destination — it’s 49 square miles of incredible landscapes, dining, sightseeing opportunities, and cultural experiences. The AGU Fall Meeting will be held 3-7 December 2012, at the Moscone Center in San Francisco.
Meet the Attendees

The Fall Meeting attracts more than 20,000 attendees from around the world. Earth and space scientists, educators, students, policy makers, and consultants will be presenting and reviewing the latest issues affecting the Earth, the planets, the environment and space.

Fall Meeting attendees spend their time in sessions, town halls, presenting and looking at scientific posters, walking the exhibit hall, and networking.

*Exhibiting is not required for sponsorship.

Why Sponsor?

As a sponsor, attendees will see your company in more places than just the exhibit hall.

- **RECRUITMENT** of new scientific talent.
- Show your corporate **SUPPORT** of the AGU, its members, its mission, and the scientific community.
- **BRANDING** your company, your products, and your services to over 20,000 Earth and Space Scientists.

Number of Attendees by Scientific Affiliation

2011 AGU Membership

- Academic/University/College: 54%
- Government: 29%
- Business/Industry: 3%
- Military: 2%
- Other: 12%
Who Sponsors?

An AGU Sponsorship is a cost effective, high profile tool your company can use to recruit new scientists, enhance your corporate image, show support, and raise your visibility among the scientific community.

More companies every year realize the benefit of sponsorship with the AGU, such as:

- Chevron
- Munich Re
- Swiss Re
- ExxonMobil
- Cadmus Printing
- Lockheed Martin
- ACS Publishing
- NASA
- Space Systems/Loral

Intent to Sponsor

To reserve a sponsorship, download and complete the Intent to Sponsor Form, then fax or e-mail the completed form to Matt McLaughlin or Mary Michalik at 312-541-0567 or matt_mclaughlin@corcexpo.com / mary@corcexpo.com

General Sponsorship Levels

**GOLD $25,000 - $30,000 Investment**

- 1x e-blast to AGU Fall Meeting attendee e-mail list (content must be provided in HTML format and be approved by AGU).
- Name recognition as Sponsor in AGU Fall Meeting ad on the Blogosphere landing page and on the AGU in-house blogs.
  - Ad button will link directly to the Sponsor Page on the Fall Meeting website featuring a hyperlinked sponsor logo to your site.
- One electronic advertisement in the Fall Meeting communication newsletter (8–10 sent out between July and December).
- One 30 minute complimentary Product Theater Demo at the Fall Meeting.
- One complimentary full page 4C advertisement in the AGU 2012 Program.
  - Valid only for sponsorships confirmed by 24 September.
- Six (6) complimentary full conference registrations to the AGU Fall Meeting.
- Sponsor recognition sign for display in your exhibit booth.
- Sponsor ribbons for all exhibit booth staff.
- Prominent logo recognition on “Sponsor Thank You” panels located near the poster hall and the exhibit hall.
- Hyperlinked logo recognition on Fall Meeting web site.
- Prominent logo recognition in the Program Book “Thank You to our Sponsors” ad.
- Recognition as a sponsor in all conference e-newsletters sent out after sponsorship is finalized.

**SILVER $15,000 Investment**

- One 30 minute complimentary Product Theater Demo at the Fall Meeting.
- One complimentary half (½) page 4C advertisement in the AGU 2012 Program.
  - Valid only for sponsorships confirmed by 24 September.
- Four (4) complimentary full conference registrations to the AGU Fall Meeting.
- Sponsor recognition sign for display in your exhibit booth.
- Sponsor ribbons for all exhibit booth staff.
- Medium logo recognition on “Sponsor Thank You” panels located near the poster hall and the exhibit hall.
- Hyperlinked logo recognition on Fall Meeting web site.
- Medium logo recognition in the Program Book “Thank You to our Sponsors” ad.
- Recognition as a sponsor in three (3) conference e-newsletters sent out after sponsorship is finalized.

**BRONZE $7,500 Investment**

- One complimentary quarter (¼) page 4C advertisement in the AGU 2012 Program.
  - Valid only for sponsorships confirmed by 24 September.
- Two (2) complimentary full conference registrations to the AGU Fall Meeting.
- Sponsor recognition sign for display in your exhibit booth.
- Sponsor ribbons for all exhibit booth staff.
- Small logo recognition on “Sponsor Thank You” panels located near the poster hall and the exhibit hall.
- Logo recognition on Fall Meeting web site.
- Small logo recognition in the Program Book “Thank You to our Sponsors” ad.
- Recognition as a sponsor in one (1) conference e-newsletters sent out after sponsorship is finalized.
While sponsorship of each program and/or event comes with its own specific benefits, the Total Sponsorship Contribution for each organization determines the level of corporate recognition received, as summarized in the table below. The Total Sponsorship Contribution is the sum in dollars of all applicable sponsorship items.

*Sponsorship dollar amount of general sponsorships, student programs, advertising, exhibit space, and marketing opportunities do not count towards your total sponsorship contribution.

<table>
<thead>
<tr>
<th>Total Sponsorship Contribution</th>
<th>More Than $20,000</th>
<th>$10,000–$19,999</th>
<th>$5,000–$9,999</th>
<th>$4,999 and Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefit</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on Sponsor Thank You panels located near the poster hall and exhibit hall</td>
<td>Prominent logo recognition</td>
<td>Medium logo recognition</td>
<td>Small logo recognition</td>
<td>Name Recognition</td>
</tr>
<tr>
<td>Recognition confirmed by 5 November</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on Fall Meeting website</td>
<td>Hyperlinked logo</td>
<td>Hyperlinked logo</td>
<td>logo</td>
<td>Name Recognition</td>
</tr>
<tr>
<td>Recognition in Program Book “Thank You to our Sponsors” ad</td>
<td>Prominent logo recognition</td>
<td>Medium logo recognition</td>
<td>Small logo recognition</td>
<td>Name Recognition</td>
</tr>
<tr>
<td>Recognition confirmed by 1 October</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complete Conference Registration Packages</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Recognition in Conference e-newsletter</td>
<td>All conference e-newsletters that are sent, after sponsorship is finalized</td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Recognition on AGU’s Facebook and Twitter accounts</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Printed ad in 27 November issue of Eos</td>
<td>1/4 page full color</td>
<td>1/8 page full color</td>
<td>1/8 page black and white</td>
<td>25% off the cost of the ad</td>
</tr>
<tr>
<td>Ad button on AGUniverse</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
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<tr>
<td>Sponsor Recognition sign for booth (if exhibiting)</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Sponsor Ribbons for all the exhibit booth staff (if exhibiting)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
**Ice Breaker Opening Reception Sponsorship**

The **2012 Fall Meeting Ice Breaker** takes place the Sunday before the meeting. This evening event is a relaxing environment that allows attendees to network with colleagues and/or catch up with friends while enjoying some refreshments and beer. More than 4,500 scientists from all AGU disciplines will be attending this hour-and-half-long event, giving sponsors considerable exposure, recognition, and the opportunity to network with members of the scientific community and key decision makers.

**$2,500 Minimum Investment - Max 20**

- Rotating logos of all sponsors displayed on-screen throughout the reception.
- Name recognition in applicable advertising and signage promoting the event.
  *Valid only for sponsorships confirmed by 5 November.
- Name recognition as a sponsor on the Fall Meeting website description of the Ice Breaker reception.
- Hyperlinked logos included in the promotional e-mail blast sent out to attendees promoting the Ice Breaker.
- Each sponsor has the option of having a table located within the reception area or choice of having information given out at one of the 8 beer stands (note: beer stand option sold on a first come, first serve basis; tables will be provided if beer stands have all been reserved).

**$50,000 Title Sponsorship** *(sold on a first come, first serve basis)*

- Title sponsor of the reception—2012 Ice Breaker Reception sponsored by “Title Sponsor”.
  - Title sponsor name included in all information distributed about the event, print and digital.
- Title Sponsor has opportunity to display logo and/or promotional imagery on screen throughout the reception.
- Title sponsor on the Fall Meeting website description of the Ice Breaker.
- First right of refusal for 2013.
- Full page full color ad in the Fall Meeting Program.
  *Valid only for sponsorships confirmed by 24 September.
- Title Sponsor has the option of having tables located within the Ice Breaker or to have promotional items available at all the beer stands.
- Banner button located prominently in the promotional e-mail blast sent out to attendees promoting the Ice Breaker.
- 1x e-blast to AGU Fall Meeting attendee e-mail list *(content must be provided in HTML format and be approved by AGU).*
The AGU Presidential Forum: Science and Society Sponsorship

The AGU Presidential Forum: Science and Society is an opportunity for a speaker outside the mainstream of the Earth and space scientific community to offer perspectives on science and its place in the modern world. Attended by approximately 1,400 people, the Presidential Forum is a general interest Union lecture featuring an interesting, engaging, and appealing speaker for attendees from all scientific disciplines. Past AGU Presidential Forum speakers have included Vice President Al Gore and highly acclaimed author, Simon Winchester.

$7,000 Minimum Investment - Max 3

- Rotating logos of sponsors displayed on screen behind speaker podium before and after the Forum.
- Name recognition in applicable advertising and signage promoting the Forum.
- Name recognition as a sponsor on the Fall Meeting website description of the speaker and the Forum.
- Logo recognition in advertisement in the AGU Program Book promoting the event.
  *Valid only for sponsorships confirmed by 5 November.
- Ad buttons included in the promotional e-mail blast sent out to attendees promoting the Forum (position determined by timing of commitment).
- Sponsor name recognition on all general “Sponsor Thank You” signs located around the Fall Meeting and the different locations.
  *Valid only for sponsorships confirmed by 1 October.
- Sponsor Name recognition at the opening of the Forum.
2012 AGU Honors Reception Sponsorship

The Honors Reception is held for an hour following the Honors Ceremony allowing for attendees and honorees to mingle while enjoying light appetizers and drinks.

Sponsorship of the Honors Reception gives you considerable name recognition and the opportunity to align your company with the best of the best in the Earth and space sciences community.

$5,000 Minimum Investment - Max 4

- Rotating logos of all sponsors displayed on screen throughout the reception.
- Name recognition in applicable advertising and signage promoting the event.
- Name recognition as a sponsor on the Fall Meeting website description of the Honors Reception.
- “Thank You to our Sponsors” name recognition in the Ceremony Program Book.
- Each sponsor has the option of having a table located within the reception area to hand out promotional information.

$20,000 Exclusive Sponsorship (sold on a first come, first serve basis)

- Exclusive sponsor of the reception — 2012 Honors Reception sponsored by “Exclusive Sponsor”.
- The Exclusive sponsor thanked during the closing of the 2012 Honors Ceremony.
- Exclusive Sponsor has opportunity to display logo and/or promotional imagery on screen within the reception.
- Exclusive sponsor logo recognition as a sponsor on the Fall Meeting website description of the Honors Reception.
- First right of refusal for 2013.
- Full page full color ad in the Honors Ceremony Program.
- Exclusive Sponsor has the option of having tables located within the reception area to hand out promotional information.
Honoree Affiliation Program

Each of the 2012 fellows, medal winner, award winners, and the climate prize winner work and contribute to the scientific knowledge of an organization. The Honoree Affiliation Program provides those organizations the opportunity to stand out along with the prize winner and to show support for their colleague’s achievement.

*only available to organizations that employ one or more of the 2012 honorees.

$500 Investment Per Honoree

- Logo placement under the honorees name on the AGU website listing the honorees (Fellows, award winner, medal winner, and the climate prize recipient).
- Logo placement under the honorees name located in the Honors Ceremony program.

2012 AGU Honors Banquet Table Sponsorship

The AGU Honors and Awards Banquet offers a night of elegance and entertainment as we continue to celebrate 2012 AGU Union Awardees, Medalists, and Fellows. This event is a gala-style seated dinner held every year on Thursday night of the Fall Meeting. The banquet is attended by the honorees and their family and friends, and is open to any attendees until capacity is met.

This event provides a unique opportunity to align your company with AGU in an engaging atmosphere that includes some of the most elite members of the scientific community.

$1,000 Investment Per Table - Max 30

- Company logo displayed on the table card located in the center of the table you sponsored.
- Two (2) tickets to the Honors and Awards Banquet.
- Name recognition in all advertising promoting the event.
AGU Honors Banquet Afterglow Sponsorship

The AGU Honors Banquet Afterglow was created to provide the attendees of the Honors Banquet a place to mingle in a quieter area. The Afterglow area is a separate room from the Banquet that is open after the dinner festivities. The room features a lounge atmosphere with its own bar. The afterglow area allows attendees to flow from the dancing and the music to the lounge as they wish.

Sponsorship of the Afterglow area provides a unique opportunity to extend your support of the AGU Honors program while branding and promoting your company in an atmosphere where the scientific elite will be the most responsive.

$5,000 Minimum Investment - Max 4

- All Afterglow sponsor logos will be displayed on the screen behind the stage after the dinner portion of the banquet is over.
- Four (4) tickets to the Honors and Awards Banquet.
- Hyperlinked logo as sponsor of Afterglow listed on the Honors and Awards Events area of the Fall Meeting website.
- Logo recognition in the back of the Honors and Awards Banquet program book.
- Opportunity to provide giveaway items for Banquet attendees to take with them as they leave.
Sponsorship Programs and Events

AGU Fun Run

The annual AGU Fun Run began 3 years ago, and is an anticipated activity during the annual meeting. This year we expect to see over 500 runners and walkers. The event starts with an aerobic stretch/warm up before the start of the race. Then after a few words from AGU leadership, the horn is sounded and the race has begun. Each runner or walker receives a t-shirt, coffee, water, and light refreshments as part of their entry fee. The event is promoted before and during the Fall Meeting, allowing runners to sign up online before the meeting and onsite during the Fall Meeting.

$8,000 Title Sponsorship (sold on a first come, first serve basis)

- Name recognition in the AGU Fun Run name – 2012 AGU [Title Partner] 5K Fun Run/Walk.
  - Run name listed on front of participant T-shirt.
  - Run name listed on Fall Meeting 2012 web site.
  - Run name listed on runner bibs.
  - Run name listed on Finish Line Banner.
- Title sponsor name or log incorporated into the official Fun Run logo for 2012.
- Digital advertisement availability on registration site.
- Logo presence on Finish Line Banner.
- Signage opportunities at the water stops (1-2).
- Opportunity to provide a representative to help kick off the race with AGU Leadership.
- 20 registrations provided to Title partner to give out (during the meeting or before).
- Opportunity to provide information to go into giveaway bag (postcard, brochure, promotional item, Etc).
- Opportunity to provide prizes for the top finishers.
The Geophysical Information For Teachers (GIFT) Workshops is an opportunity for K-12th grade science teachers to hear about the latest research from the Earth and space scientists working in the field and doing the research. Approximately five (5) scientists and outreach teams present each year, the different GIFT Workshop presentations are videotaped and posted to the AGU’s YouTube channel and website for teachers to access all year long. The presentations’ classroom activities are also available on the AGU website for download all year long.

Sponsor the GIFT Workshop and how your company’s support for fostering the next generation of Earth and space scientists.

$5,000 Minimum Investment - Max 6

- Sponsor logos listed at the end of the YouTube videos noting, “The 2012 AGU GIFT Workshop was made possible in part from sponsorship by these generous companies.”
- Logo recognition and name recognition in all applicable articles and promotional advertisements for the 2012 GIFT Workshop.

$30,000 Exclusive Sponsorship (sold on a first come, first serve basis)

- Verbal name recognition on YouTube videos and logo listed at the end of the YouTube videos noting, “The 2012 AGU GIFT Workshop was made possible in part by [Exclusive sponsor name here]”.
- Thank you text and name recognition on the AGU webpage in the GIFT 2012 Workshop area.
- Logo placement on the cover of printed teacher resources from the 2012 GIFT Workshop.
- Sponsor will receive a full page full color ad in the 2012 Program Book.

*Valid only for sponsorships confirmed by 24 September.
**Exploration Station and Public Lecture Sponsorship**

**Exploration Station** is an annual event that features hands-on-science activities presented by members of the various AGU sections and focus groups; it’s four hours long, free, and open to the public. Visitors make their way through approximately 25 exhibits offering a variety of easy, family friendly activities and have an opportunity to interact one-on-one with scientists and education specialists.

In conjunction with Exploration Station, AGU holds an annual **Public Lecture** concerning a current hot topic in Earth and/or space science. AGU is coordinating a new speaker for 2012 who will engage members with the same great mix of fun, inspiration, and cool science as last year’s speaker, astronaut Andrew Feustel. Attended by more than 300 San Franciscans, AGU members, and their family members ranging from 2-75 years old, Exploration Station and the Public Lecture are key events at which to promote your organization’s strong tie to science.

**$6,000 Investment - Max 3**

- Logo recognition and/or name recognition in all applicable articles and promotional advertisements for the 2012 Public Lecture and Exploration Station.
- Name recognition on AGU website pages for the Exploration Station and the Public Lecture.
- Opportunity to set up a booth and sell educational product at the Exploration Station event.
- One (1) free membership to AGU.
Sponsorship Programs and Events

Heads and Chairs Workshop Sponsorship

Since 1997, this forum has discussed important issues common to geophysical science departments, including program assessment, increasing student and faculty diversity, dealing with faculty personnel issues, and other topics of interest.

The one day Heads and Chairs Workshop provides an opportunity for the heads and chairs of Earth and space science departments to discuss issues and strategies for building a strong department, to meet other heads and chairs, and to learn more about faculty diversity issues.

$1,000 Minimum Investment - Max 10

- Logo recognition and/or name recognition in all applicable articles and promotional advertisements for the Heads and Chairs Workshop.
- Linkable ad buttons that read “the 2012 Heads and Chairs Workshop was made possible in part by” located on the Heads and Chairs Workshop pages of the AGU website (http://education.agu.org/professionals/heads-chairs/).
- “Thank You to our Sponsors” slide to play at the beginning and end of each presentation, noting the logos of all the Heads and Chairs Workshop sponsors.
The AGU Sections and Focus Groups reflect the scientific breadth of the Union. These entities are responsible for fostering scientific discussion and collaboration among members who affiliate with them.

At the Fall Meeting, each Section/Focus Group and their technical committees have the option of scheduling two types of events during the Fall Meeting: an Executive Committee Meeting and a social event/business meeting. Not all sections schedule both; some do not meet at all. The following benefits are for any company or organization that would like to sponsor a specific Section/Focus Group lunch or reception.

*Sponsorship of all Section and Focus Group Events must be confirmed by 30 September.

$500 Minimum Investment

- Opportunity to display company or organization materials at the reception.
- Logo on the reception door signage.
- Logo included on select PowerPoints during reception (availability determined by the section/focus group head and whether they can coordinate to have logo included on all the presentation slides).
- Sponsorship announced during opening comments of the reception (announcement determined by the section/focus group head).
- Attendance at the reception (attendance allowances determined by the section/focus group head).
- Logo included in FM signage, PowerPoints, and other places around the conference space and between sessions in a general “Thank You to our Sponsors” type ad.

To view the full list of the AGU sections and focus groups, visit www.agu.org/get_involved/networks/.
Refreshment Break Station Sponsorship

Morning and afternoon Refreshment Break Stations are offered to attendees between sessions. The refreshment stands are located around the session rooms and in the Poster Hall. Put your company logo front and center with signs located on all of the refreshment stands throughout the conference during your sponsored date and time.

Sponsors can select which date and morning or afternoon they would like to sponsor.

*The dates and times are sold on a first come first serve basis.

$5,000 Investment - Max 10

- Logo on signage located on the refreshment table.
- Logo recognition in the Program Book ad promoting the location of the refreshment breaks.
  *Valid only for sponsorships confirmed by 1 October.
- Name recognition as the sponsor of the specific refreshment break printed in the daily schedule section of the Program Book.
  *Valid only for sponsorships confirmed by 24 September.

Recycle Bin Sponsorship

Sponsoring of the Recycle Bins at the Fall Meeting is a great way to align your company with the AGU and their vision to galvanize a community of Earth and space scientists that collaboratively advances and communicates science and its power to ensure a sustainable future.

The recycle bins will be placed throughout the entire Moscone Center. These 40 gallon bins are lightweight, recyclable, reusable and printable on all four sides.

*Company designed artwork must be approved by AGU. (25 bins total).

$5,500 Investment - Exclusive

- Each of the 25 recycle bins located around the exhibit hall and session rooms will be printed with your company designed artwork.
Sponsorship Programs and Events

Wireless Internet Sponsorship

Exclusive sponsor of the **Wireless Internet** used by attendees in the Poster Hall and in the lobbies of Moscone West and Moscone South.

**$10,000 Investment - Exclusive**

- Logo included on the welcome page of the attendees’ computers when they access the wireless Internet.
- Name recognition in the Program Book as sponsor of wireless Internet.
  *Valid only for sponsorships confirmed by 24 September.
- Logo recognition on signage throughout the conference noting the complimentary wireless Internet.
  *Valid only for sponsorships confirmed by 5 November.
- Quarter (¼) page ad in the Program Book.
  *Valid only for sponsorships confirmed by 24 September.

Recharge Kiosks Sponsorship

Be the exclusive sponsor of all the **Recharge Kiosks** located throughout the Moscone Center (4 total).

Thousands of AGU attendees bring their cell phones, iPhones, iPads, laptops, Blackberry’s, and other mobile devices to the Fall Meeting, and they often need a place to power up their battery. The recharge kiosks are a great way to brand your company name to the attendees.

**$10,000 Investment - Exclusive**

- Logo included on all signage for each recharge kiosk.
- Logo recognition on signage throughout the conference noting the location of the recharge kiosks.
  *Valid only for sponsorships confirmed by 4 November.
- Quarter (¼) page ad in the Program Book.
  *Valid only for sponsorships confirmed by 24 September.
Student Breakfast Sponsorship

The AGU Student Breakfast is an annual tradition valued by AGU leadership and students alike. Each year 450 students enjoy breakfast with AGU section and focus group leaders. The students eat at tables of 10 with one of the spaces at each table being reserved for a member of AGU leadership or a representative from the exclusive sponsor corporation.

Students are excited for the opportunity to meet renowned scientists in their field of study—scientists whose names they had previously seen authoring their text books, scientists who have written impressive articles, and scientists who have blazed trails.

The AGU leadership enjoys the opportunity to talk to eager young scientific minds. This breakfast gives them the chance to offer career pointers to the next generation and to hear feedback about AGU student member needs.

$40,000 - Exclusive - SOLD

- Opportunity to have five corporate representatives present at the breakfast to sit and talk with students at the tables.
- Logo recognition on Fall Meeting website.
- Logo recognition on seating chart outside the event.
  *Valid only for sponsorships confirmed by 5 November.
- Logo recognition in Program Book ad promoting the event.
  *Valid only for sponsorships confirmed by 1 October.
- Name listing in AGUniverse text promoting 2012 Student Breakfast.
- Ad button/banner opportunity on the e-mail blast sent to promote the event.
- Logo recognition on student event flyers located on each place setting for the breakfast.
- Logo recognition on table tents placed at each table.
- First right of refusal for following year.
- One (1) year of free job postings on the AGU Career Center.
- Three quarter (¼) page black and white ads in Eos Classified section.
  (to be used by April 2013 and not to be combined with the advertising from the Sponsorship Recognition table).
- Opportunity to host two (2) career webinars for job seekers through the AGU Career Center during the 2012 calendar year.
- Sponsor recognition sign for booth (if exhibiting).
- Sponsor ribbons for all exhibit staff (if exhibiting).
Student Mixer Sponsorship

The AGU Fall Meeting can be daunting for first-time attendees, the majority of whom are students. The AGU established the Student Mixer as an event to facilitate networking and comradery between the student attendees. The 2011 attendance was over 800, and we expect that number to increase for 2012.

Sponsorship of this event will give your company or organization considerable exposure, recognition, and the opportunity to network with some of the students attending the annual meeting in a relaxed environment.

*Sponsorship must be confirmed by 30 September 2012.

$10,000 - Exclusive

- Logo recognition on souvenir stadium cups.
- Table tents promoting your organization placed at all the high top tables around the event.
- Table located at the entrance of the event to pass out information or promotional items for your company.
- Opportunity to provide a prize for a raffle.
- Opportunity to welcome the students to the AGU Fall Meeting during the event’s opening remarks addressing the students.
- Sponsor recognition sign for booth (if exhibiting).
- Sponsor ribbons for all exhibit staff (if exhibiting).
AGU Career Opportunities Networking Lunch Sponsorship

The Career Opportunities Networking Lunch is designed to give student and early career scientists the chance to practice their networking skills and for employers to brand themselves and interact with current and future job seekers.

After a two minute coaching session on networking, the students navigate the room, going to talk with various Earth and space science professionals from different organizations. Each student is given a lunch card to collect signatures from at least four (4) Earth and space science professionals at the event in order to be eligible for the prize drawing at the end of the event.

$1,000 Investment - Max 7

- Opportunity to provide Earth and space science professionals from your organization to take part in the Career Networking Lunch.
- Opportunity to provide an employment marketing brochure or flyer that will be made available in a designated area for the students to pick up.
- Sponsor name recognition as an industry representative on the bottom of the networking lunch card.
- Sponsor name recognition as an industry representative on the Fall Meeting website under the event description.
- $5,000+ representative sponsors will be given a summary of the attendee information from the networking lunch cards.
- $5,000+ representative sponsors will receive a Free Fall Meeting Career Center online job posting.
- $5,000+ representative sponsors will receive the opportunity to host one (1) career webinar for job seekers through the AGU Career Center during the 2012 calendar year.
- Sponsor recognition sign for booth (if exhibiting).
- Sponsor ribbons for all exhibit staff (if exhibiting).

NOTE: All Earth and space science professionals taking part in the event can do so at no cost. To register to be one of the Earth and space science professionals, please complete the form located at careers.agu.org by 23 November. Only science professionals from organizations that have committed to the representative sponsorhip or higher will receive the above benefits.
Marketing Opportunities

Product Theater Demo in the Exhibit Hall

Present your company or organization’s products and/or services live to attendees using the Product Theater located in the Exhibit Hall. The Product Theater can be reserved for 30 and 60 minute time increments during the hours of the AGU Exhibit Hall.

- $2,500 for 30 Minute Session - Max 8
- $3,500 for 60 Minute Session - Max 4

Registration Kick Panels

First impressions are lasting and your company name and logo will be the one that attendees see as they approach the registration counter in this high-traffic area. The registration area becomes your opportunity to brand your company and booth number to all attendees.

Sponsorship of the Registration Kick Panels means your logo and booth number will appear on all three registration kick panels located along the front of the registration kiosk.

*Sponsorship must be confirmed by 5 November.

- $10,000 Investment - Exclusive

Badge Lanyards

The conference Badge Lanyards will be identified with your company logo and will be worn by all attendees and guests throughout the conference.

Your company name or corporate logo will be printed on the lanyard itself.

*Sponsorship must be confirmed by 15 September.

- $20,000 Investment - Exclusive

Aisle Signs

Increase awareness of your company and traffic to your booth by sponsoring one or more of the numbered Aisle Signs in the Exhibit Hall floor.

*Sponsorship must be confirmed by 5 November.

- $2,000 Per Sign - Max 12
Marketing Opportunities

Escalator Runners

With thousands of attendees using the escalators to navigate onto the Poster Hall floor, up and down from the meeting rooms, and more, purchasing one of the four (4) Escalator Runners is a great way to market your company, products, services, and/or booth number.

$2,500 Per Runner - Max 4

Electronic Standing Signs

Your company's name, booth number, and logo will be displayed on the Electronic Standing Signs listing AGU digital Fall Meeting information.

$4,000 Per Sign - Max 2

Standing Signs

Your company’s advertisement, message, logo, and booth number are prominently displayed on freestanding, double-sided Standing Signs placed in high-traffic areas throughout the convention center. Each sign measures 8’ high and 3’ wide.

*Sponsorship must be confirmed by 5 November.

$2,500 Per Sign - Max 10

Stair Graphics

New for 2012, the AGU is offering Stair Graphics as a means to advertise your company to attendees as they enter and exit the convention center. The graphics are placed in pieces along the front of the stairs so that when you look at the stairs, the advertisement appears as an upright billboard. Perfect for branding your organization and the imagery located at your booth even before the Exhibit Hall floor is open.

$6,000 Per Staircase - Max 4
Program Book

The Program Book is given to each attendee at registration when they pick up their badges and information. Attendees refer to the Program Book throughout the conference to find important information about sessions, posters, events, and anything else pertaining to the Fall Meeting. The Program Book usually accompanies attendees back home and is used in their offices as a reference.

Advertising in the Program Book is a highly economical way to secure the attention of your target group and share information about your products/services and your booth location.

All advertising rates are net and noncommissionable.

<table>
<thead>
<tr>
<th>PROGRAM BOOK ADVERTISING (PRICES IN U.S. DOLLARS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIZE</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>Full Page 4C</td>
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<td>Full Page 4C</td>
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<tr>
<td>Full Page 4C</td>
</tr>
<tr>
<td>Half Page 4C</td>
</tr>
<tr>
<td>Quarter Page 4C</td>
</tr>
</tbody>
</table>

To reserve advertising space in the Program Book contact matt_mclaughlin@corcexpo.com.
Space reservation due 24 September 2012.
Artwork due 1 October 2012.
Advertising Opportunities

Fall Meeting Website Ad Buttons

Attendees visit the Fall Meeting Website from February through the December meeting. The site is used to submit session proposals, submit abstracts for presenting, register, download digital posters, view updates from social media about the Fall Meeting, and more. Advertising on the Fall Meeting website is a cost-effective way to brand your name and products in the minds of attendees.

All advertising rates are net and noncommissionable.

<table>
<thead>
<tr>
<th>FALL MEETING WEBSITE DIGITAL ADVERTISING (PRICES IN U.S. DOLLARS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIZE</td>
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<tr>
<td>------</td>
</tr>
<tr>
<td>Digital Ad Button</td>
</tr>
</tbody>
</table>

To reserve advertising space on the Fall Meeting website contact chanson@agu.org.

Fall Meeting Walking Guide

The Fall Meeting Walking Guide will first be published as the center spread of the 20 November 2012 issue of Eos. The walking guide will feature a map of the Expo Hall and a list of Exhibitors on the center spread and eighth (¼) page horizontal ads on the front and back of the spread and all surrounding pages. An additional 22,000 copies of the Fall Meeting Walking Guide also will be printed and shipped to the Moscone Center to be distributed to attendees at registration.

All advertising rates are net and noncommissionable.

<table>
<thead>
<tr>
<th>FALL MEETING WALKING GUIDE ADVERTISING (PRICES IN U.S. DOLLARS)</th>
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<tr>
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</tr>
<tr>
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</tr>
<tr>
<td>Eighth Page H 4C</td>
</tr>
</tbody>
</table>

To reserve advertising space on the Fall Meeting Walking Guide, contact chanson@agu.org.

Space reservation and artwork due 11 November 2012.
Advertising Opportunities

**Eos**

*Eos* is the premier international newspaper of the Earth and space sciences. Readers rely on *Eos* to keep up with the latest news in their field of study as well as to stay informed on news relating to other fields. The newspaper features articles that offer overviews on research, meeting reports, announcements of upcoming scientific meetings, employment listings in the classified section, forum and commentary pieces by authors and readers, book reviews, information vital to AGU members, and more.

For almost 100 years, AGU has provided a dynamic forum for members of the geophysical community through scientific publications, meetings, and other scientific and technical committee activities. Subjects covered in *Eos* include solid earth sciences, oceans, atmospheres, biospheres, water, space science, societal issues, history of the geosciences, and education among others.

All advertising rates are net and noncommissionable.

### DISPLAY ADVERTISING (PRICES IN U.S. DOLLARS)

<table>
<thead>
<tr>
<th>SIZE</th>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>MEASUREMENTS (Width x Height)</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,500</td>
<td>$5,225</td>
<td>$4,965</td>
<td>$4,665</td>
<td>9.75” x 15.25”</td>
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<tr>
<td>Half Page</td>
<td>$2,160</td>
<td>$2,050</td>
<td>$1,950</td>
<td>$1,830</td>
<td>9.75” x 7.5” Horizontal 4.75” x 15.25” Vertical</td>
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<tr>
<td>Third Page</td>
<td>$1,450</td>
<td>$1,375</td>
<td>$1,310</td>
<td>$1,230</td>
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<tr>
<td>Quarter Page</td>
<td>$1,090</td>
<td>$1,035</td>
<td>$985</td>
<td>$925</td>
<td>9.75” x 3.75” Horizontal 4.75” x 7.75” Vertical</td>
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<tr>
<td>Sixth Page</td>
<td>$730</td>
<td>$695</td>
<td>$650</td>
<td>$620</td>
<td>4.75” x 5”</td>
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<tr>
<td>Eighth Page</td>
<td>$590</td>
<td>$565</td>
<td>$525</td>
<td>$500</td>
<td>4.75” x 3.75” Horizontal 2.25” x 7.75” Vertical</td>
</tr>
<tr>
<td>Column Inch</td>
<td>$100*</td>
<td>$95*</td>
<td>$91*</td>
<td>$86*</td>
<td>2.25” x column inch</td>
</tr>
</tbody>
</table>

*Price is per column inch.

All advertising rates are net and noncommissionable.

### COLOR RATES (PRICES IN U.S. DOLLARS)

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</thead>
<tbody>
<tr>
<td>1 Color</td>
<td>$450</td>
<td>$405</td>
<td>$360</td>
<td>$315</td>
</tr>
<tr>
<td>Full Color</td>
<td>$1,400</td>
<td>$1,260</td>
<td>$1,120</td>
<td>$980</td>
</tr>
</tbody>
</table>

To reserve advertising space in *Eos*, contact advertising@agu.org.

Space reservation and artwork for *Eos* are due nine (9) days prior to the issue publication date. *Eos* publishes every Tuesday except the last Tuesday in December.