



**GOLDSCHMIDT<sup>®</sup>**  
PARIS 2017 | AUGUST 13-18



# EXHIBITION AND SPONSORSHIP PROSPECTUS



[goldschmidt.info/2017](http://goldschmidt.info/2017)

# Contents

<a href="#">Invitation from the Goldschmidt2017 Convenor</a> .....	3
<a href="#">Why Goldschmidt?</a> .....	4
<a href="#">Our Delegates</a> .....	5
<a href="#">Marketing and PR</a> .....	6
<a href="#">Dates and People</a> .....	7
<a href="#">Exhibition and Booth Space</a> .....	8
<a href="#">Registration, Manual and Booth Allocation</a> .....	9
<a href="#">Advertising</a> .....	10
<a href="#">Sponsorship</a> .....	11
<a href="#">Platinum Sponsorship</a> .....	11
<a href="#">Palladium Sponsorship</a> .....	12
<a href="#">Gold Sponsorship</a> .....	13
<a href="#">Badge Lanyards and Helper T-Shirts</a> .....	14
<a href="#">Student and Mentor Sponsorship</a> .....	15
<a href="#">Booking Details</a> .....	16
<a href="#">Terms and Conditions</a> .....	17

## Your Contact

**Nicola Sherry**

**Exhibition and Sponsorship**

White Iron Conferences

Email: [nicola@whiteiron.org](mailto:nicola@whiteiron.org)

Tel: +44 (0)1223 852663

# Invitation

On behalf of the Organising Committee of the 27th V.M Goldschmidt® Conference, I would like to invite your organisation to take an active part in this conference as exhibitor and sponsor. The Goldschmidt conferences are the premier international conferences in theoretical and applied geochemistry, attracting large numbers of international scientists from all over the world. Our previous Goldschmidt Conference in Yokohama was a very successful meeting highlighting the growing role of geochemistry and its neighbouring disciplines for science and society. We confidently expect to repeat that success bringing together over 4000 delegates. Goldschmidt2017 provides a fantastic networking opportunity for sponsors and exhibitors, with access to the leading geochemists, key academic purchasers, and graduate students in both a professional and vibrant social setting.

The conference will take place from 13th – 18th August 2017, in the beautiful city of Paris. The meeting will be held in the Palais des Congrès de Paris, with all of the scientific sessions, poster sessions and commercial exhibition in the same building. The Palais des Congrès de Paris was recently upgraded and is very well appointed and equipped to serve the needs of both conference and exhibition events. The conference layout and use of the available spaces has been planned to maximise delegate footfall in the exhibition areas, with delegates walking through the exhibition areas to attend scientific sessions and taking coffee breaks in the exhibition.

Various levels of involvement are outlined in this prospectus. If there are other ways in which you would like to participate, we would be very happy to discuss these with you.

We sincerely hope you will be able to join us in Paris.

**Antje Boetius**

**Goldschmidt2017 Convenor and Science Committee Chair, on behalf of the Organising Committee**

# Why Goldschmidt?

Goldschmidt is the premier Geochemistry Conference, hosted and organised by two of the largest geochemical societies in the world: the European Association of Geochemistry and the Geochemical Society.



Goldschmidt provides you with a unique opportunity to reach out to the geochemical community and to receive high quality exposure to leading and up-coming geochemists from around the world.

- Enhance your profile as a leader in the geochemical sciences
- Develop mutually beneficial working partnerships and expand your contacts, across disciplines and geographical boundaries
- Build relevance in your field by demonstrating your involvement
- Increase brand loyalty and your market share in your sector
- Gain exposure to the international geochemistry community, with more than 4000 delegates from six continents and over 50 countries around the world
- Share and publicize innovative ideas and research tracks, new methods and concepts relating to the study of geochemistry with an interested and qualified audience
- Benefit from networking opportunities in formal and informal settings
- Promote your role as a good corporate citizen
- Learn about your customers to help leverage your profile
- Demo your new products in an interactive selling environment
- Meet current and prospective customers
- Recruit top students

# Meet Our Delegates

The Conference brings together geochemists and scientists from related fields from all parts of the world to discuss the latest developments, to network, to establish new research initiatives and to learn about new products and services.

## Projected Attendance:

- 2017 — Paris, France – 4000 delegates

## Past Attendance:

- 2016 — Yokohama, Japan – 3800 delegates
- 2015 — Prague, Czech Republic – 3800 delegates
- 2014 — Sacramento, California, USA – 2400 delegates
- 2013 — Florence, Italy — 4000 delegates
- 2012 — Montréal, Canada – 2800 delegates
- 2011 — Prague, Czech Republic – 3300 delegates
- 2010 — Knoxville, Tennessee, USA – 2100 delegates
- 2009 — Davos, Switzerland – 2800 delegates

## Delegate Communities:

- Geochemists
- Geologists
- Mineralogists
- Cosmochemists
- Hydrogeologists
- Geochronologists
- Biogeochemists
- Environmental scientists
- Atmospheric chemists



Goldschmidt2017 has been publicized at AGU2016, EGU 2016 and Goldschmidt2016 in Yokohama, Japan as well as Goldschmidt2015 in Prague, Czech Republic. It has an ever-increasing number of Facebook 'likes' and Twitter followers.



The Conference benefits from regular advertising in Elements Magazine, EAG newsletter and Geochemical News. In addition, it is publicized through frequent email circulars to 15,000 past delegates, direct to their email inboxes.



Goldschmidt conferences have been receiving increasing interest from science reporters and national newspapers. Research presented at past Goldschmidts gained international attention and was reported in hundreds of regional, national and international newspapers around the world, including BBC news, as well as specialist trade magazines and radio shows such as the BBC's 'Science Hour', 'The Forum' and the 'Today' Program.



# Important Dates

- Abstract submission and online registration opens: ..... 1st January 2017
- Floor plan and Exhibition Manual available: ..... 13th March 2017
- Abstract deadline: ..... 1st April 2017
- Artwork deadline: ..... 1st June 2017
- **Early registration closes: ..... 13th June, 2017**
- **Exhibition bookings deadline: ..... 13th June 2017**
- Pre-Registration closes: ..... 13th July 2017
- Goldschmidt2017: ..... 13th - 18th August, 2017

## The Organising Committee

- **Antje Boetius**, HGF-MPG Group for Deep Sea Ecology and Technology – Science and Organising Committees Chair
- **Bernard Marty**, CRPG Nancy – EAG President
- **Marc Chaussidon**, IPGP – Local Organising Committee Chair
- **Liane G. Benning**, GFZ Potsdam & University of Leeds – Past President of the EAG
- **Karim Benzerara**, University Pierre et Marie Curie, France - EAG Treasurer
- **Adina Paytan**, University of California, Santa Cruz - Student Program Leader
- **Verena Carvalho**, Max Planck Institute for Marine Microbiology - Student Program Leader
- **Marie-Aude Hulshoff**, EAG - Business Manager
- **Jacque Storey**, White Iron Conferences - Conference Manager

# The Exhibition

We highly recommend Exhibition space as one of the best ways to promote your products, services or publications at the Conference. The exhibition is the heart of the conference where delegates come to network and socialize after and between sessions. It also shares space with the poster sessions, where delegates come to view most of the science at the conference.

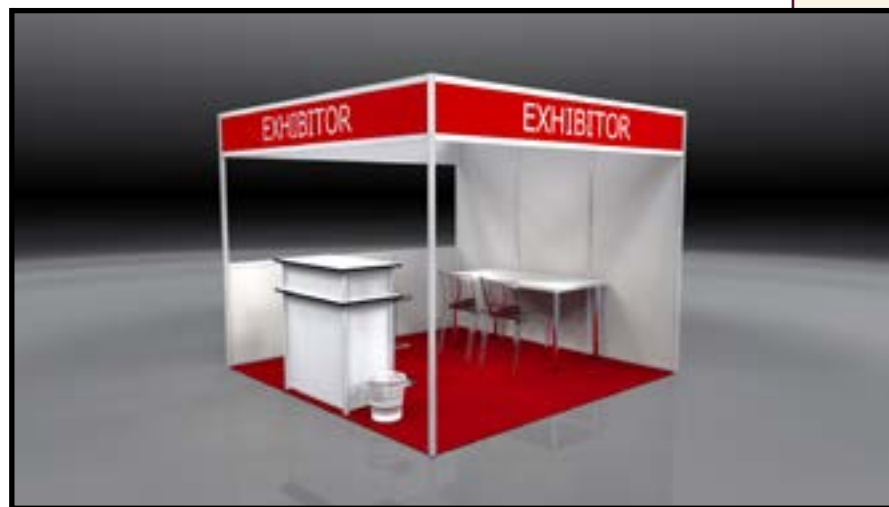
Limited space is available and booth locations will be allocated on a first-come-first-serve basis.

## Exhibition Costs

**€3900 (€3250 + VAT)**  
**Per Booth Space**

Each 3 x 3m booth includes:

- one table
- two chairs
- one light
- one wastebasket
- one lockable stand
- one high chair



The booth has:

- 2.5m back wall, and 1m side walls
- an ID sign displaying your company name

The Exhibition Booth comes with many benefits including:

- Two full free conference registrations for your booth staff
- Your company name and logo listed in the Program Volume with the Exhibition plan
- Your company name and logo listed on the Website with a link to your homepage
- Your company name and logo listed in the Conference App with the conference map showing your exhibition location
- Comprehensive Exhibition Manual
- Option to purchase lunches for all Exhibition staff
- Option to purchase event tickets for all Exhibition staff



# Exhibition Registration

Two Free Full Exhibition registrations are included with each booth providing:

- Name badge
- Attendance at all scientific sessions
- Attendance at the Ice Breaker: Opening Reception
- Delegate package and all conference materials
- Daily refreshments (excluding lunches)

## **Additional Exhibition Staff**

If you would like to bring more than two staff members, then the extra staff can register as 'Additional Exhibition Staff'. This will entitle them to the same registration rates and benefits as society members. They will be able to submit abstracts and attend all the scientific sessions.

Instructions on how to book 'Exhibition Staff with Booth' and 'Additional Exhibition Staff' are included in the 'Make a Booking' section on page 18.

## **Booth Upgrades, Shipping and Extra Items**

We are pleased to be partnering with **Viparis** who will provide all exhibitors with the opportunity to customize their booth and buy many additional items. Details on the purchasing procedure will be provided in the Exhibition Manual.

**ESI** is the official freight forwarder, providing bespoke logistics solutions, transport, customs, handling, storage and more. Their contact details and an order form will be provided in the Exhibition Manual.

## **Booth Allocation**

Booth location will be assigned after online booking and full payment have been completed. The floor plan and booth numbers will be available from 13th March 2017. Platinum, Palladium and Gold Sponsors will have first choice, followed by the other exhibitors in order of the date on which they finalized their booth payment.

# Advertising in the Program Volume

**€1410 (€1175 +VAT @ 20%)**

**Per Page (Full Color)**

Every delegate receives a copy of the Program Volume upon registration. Delegates refer to the Program Volume throughout the Conference to find important information. The Program Volume is taken back to labs and offices around the world to be used for reference in the following months.

A page of color advertising in the Program Volume is highly recommended as a particularly economical way to secure the attention of your target group and share your details.

The Program Volume has extremely high production values. We would welcome the opportunity to discuss the placement most suitable for you.

# Sponsorship

Sponsorship is one of the best ways to enhance your reputation as a leader in the geochemical sciences. You gain a unique opportunity to reach out to the geochemical community and to have direct and quality exposure to leading and up-coming geochemists from around the world. If you're interested in sponsoring any part of the conference not mentioned in this prospectus, then please contact [nicola@whiteiron.org](mailto:nicola@whiteiron.org).

## Platinum Sponsorship

**€18000 (€15000 + VAT @ 20%)**

**Exclusive, 1 available**

As Platinum Sponsor of the 27th V.M. Goldschmidt Conference your company will be recognized as the major commercial sponsor of the Conference. We view the Platinum Sponsor as our partner in the success of the meeting.

Our competitive package of benefits will provide you with the foremost recognition during the Conference and beyond.

If you are interested in this top level of sponsorship please contact the Sponsorship Coordinator, Nicola Sherry, on +44 (0)1223 852663, or at [nicola@whiteiron.org](mailto:nicola@whiteiron.org) to discuss your needs. We look forward to working alongside you to provide opportunities to promote your company.

### Benefits:

- Premier commercial sponsor
- Recognition in publications and on the website — your logo in the Program Volume and on the website with a link to your company's website
- Welcome address acknowledgement
- Signage on display in the Registration area\*
- **Four** free full Exhibition registrations
- **Double** Exhibition booth space in a location of your choice
- Full page color advertisement on the back cover of the Program Volume\*

\*The sponsor must provide all signage, artwork and inserts. The Conference reserves the right to final approval.

# Palladium Sponsorship

**€13000 (€10833 + VAT @ 20%)**

**Exclusive, 1 available**

As Palladium Sponsor of the 27th V.M. Goldschmidt Conference your company will enjoy enhanced exposure at the conference and in the exhibition. Palladium sponsorship comes with a range of benefits and the opportunity to pick a great location in the exhibition after the Platinum Sponsor.

If you are interested in this level of sponsorship please contact the Sponsorship Coordinator, Nicola Sherry, at [nicola@whiteiron.org](mailto:nicola@whiteiron.org) to discuss your needs. We look forward to working with you to provide optimal opportunities to promote your company.

## **Benefits:**

- Premier commercial sponsor
- Recognition in publications and on the website — your logo in the Program Volume and on the website with a link to your company's website
- Welcome address acknowledgement
- Signage on display in the Registration area\*
- **Two** free full Exhibition registrations
- **One** Exhibition booth space in a location of your choice
- Full page color advertisement in the Program Volume\*

\*The sponsor must provide all signage, artwork and inserts. The Conference reserves the right to final approval.

# Gold Sponsorship

**€10,020 (€8350 + VAT @20%)**

**Exclusive, 2 available**

As a Gold Sponsor of the 27th V.M. Goldschmidt Conference your company will enjoy a significantly enhanced level of exposure that will add longevity to your investment.

Either on its own, or combined with other sponsorship opportunities, the Gold Sponsorship offers flexibility and exceptionally good value. Gold Sponsorship would particularly complement and add value to an Exhibition booth.

If you are interested in this level of sponsorship please contact the Sponsorship Coordinator, Nicola Sherry, at [nicola@whiteiron.org](mailto:nicola@whiteiron.org) to discuss your needs. We look forward to working with you to provide optimal opportunities to promote your company.

## **Benefits:**

- Major commercial sponsor
- Recognition in publications and on the website — your logo in the Program Volume and on the website with a hyperlink to your company's website
- Welcome address acknowledgement
- **Two** free full Exhibition registrations
- One page of color advertisement in the Program Volume\*

\*The sponsor must provide all signage, artwork and inserts. The Conference reserves the right to final approval.



# Badge Lanyard

**€6000 (€5000 + VAT @ 20%)**

**Exclusive, 1 available**

Every delegate wears a registration badge on a lanyard for the duration of the Conference in order to gain access to the scientific sessions and social events. They are given out as part of the delegate packs. The lanyard is a highly visible item throughout the Conference and presents a truly outstanding opportunity to bring your company to the attention of each and every delegate. Please note that no other exhibitors or sponsors are permitted to distribute lanyards to conference delegates.

## **Benefits:**

- **Your company name or logo** printed on the lanyard
- Commercial sponsorship recognition
- Recognition in publications and on the website — your logo in the Program Volume and on the website with a hyperlink to your company's website

# Helper T-shirts

**Contributions from €1500 (€1250 + VAT @ 20%)**

**Option for exclusive sponsorship for €4020 (€3350 + VAT @ 20%)**

Every student helper wears a Goldschmidt2017 t-shirt as they go about their important duties helping delegates at registration, in the lecture rooms and around the Palais de Congrès. Our student helpers are highly visible all week.

Sponsoring the helper t-shirts is an outstanding opportunity to demonstrate your support of the future of the industry. All funds received for the program will go directly towards the Student Sponsorship Program. This covers the travel, accommodation and registration fees of the very best student applicants from around the world.

## **Benefits:**

- **Your company name or logo** printed on the 50 helper t-shirts, to be seen all around the convention center
- Commercial sponsorship recognition
- Recognition in publications and on the website — your logo in the Program Volume and on the website with a hyperlink to your company's website

# Student Program Sponsorship

## Contributions from €1000 (€833 + VAT @ 20%)

The Goldschmidt student program is an exciting addition to the Goldschmidt conference that first trialed in Sacramento in 2014. Several student events are run over the week, including many workshops and seminars that introduce students and early career scientists to important concepts and techniques, or give advice on career development and work-life balance.

### Benefits:

- **Your Company name or logo** displayed in the seminar or workshop of your choice
- Commercial sponsorship recognition
- Recognition in publications and on the website — your logo in the Program Volume and on the website, linked to your company's website
- The opportunity to raise awareness of your organisation among the next generation of geochemists

Goldschmidt2017 is keen to welcome input from the whole community. If you would like to present a seminar, lead a workshop or suggest an event then please get in touch with the student program leader Adina Paytan, at [apaytan@ucsc.edu](mailto:apaytan@ucsc.edu), who would be happy to discuss your proposal.

# Mentor Program Sponsorship

## Option for **exclusive sponsorship** for €12000 (€10000 + VAT @ 20%)

### One day only: €4000 (€3333 + VAT @ 20%)

The Goldschmidt mentor program received a huge amount of positive feedback on its first run in 2014. This program matches established scientists with early career scientists and students and provides two free breakfasts to all mentors and students, providing a welcoming space to build collaborations. This an excellent opportunity for a sponsor to gain exposure to the next generation of scientists, as well as making a valuable contribution to the community.

### Benefits:

- **Your Company name or logo** displayed at the breakfasts
- Commercial sponsorship recognition
- Recognition in publications and on the website — your logo in the Program Volume and on the website, linked to your company's website
- The opportunity to raise awareness of your organisation among the next generation of geochemists

# Making a Booking

Booking for all items must be completed online. Payment may be made online or by following the instructions provided when you book.

Go to <http://goldschmidt.info/2017/organisationStart> and create a user account. From within your account you can register your organisation. You will then be able to purchase exhibition booth space, advertising and register exhibition staff on behalf of your organisation.

You are entitled to register two staff members for free when you book your booth. Please choose the registration category 'Exhibition Staff with Booth' and use the promotional code: **Coco17** when registering your staff members. After you have registered your two free staff members, you can use the registration category 'Additional Exhibition Staff' to register more staff at the discounted members rate.

To book any sponsorship items please complete your organisation registration online and then contact Nicola Sherry at [nicola@whiteiron.org](mailto:nicola@whiteiron.org) to register interest in the specific items you wish to purchase. To prevent duplication each item will be released to the first organisation to make contact and request it. Once this is confirmed the item will be added to your account, you will be notified by email, and you will have 48 hours to make payment or the item(s) will be re-released.

# Terms and Conditions

All bookings are assumed to have read and agreed to the following terms and conditions.

**BOOKINGS:** Exhibition space and advertising space and sponsorship will be allocated only on completion of the online forms available at <http://goldschmidt.info/2017/organisation> Start and receipt of full payment.

**DEADLINES:** Booking for exhibition space must be received by 13th June 2017. Booking and artwork for advertising in the Program Volume must be received by 1st June 2017. Anything received after these deadlines CANNOT be accepted.

**PAYMENT:** The balance is due by 13th June 2017. Applications received after 13th June 2017 must include full payment. All monies are payable in Euros and other currencies are NOT accepted. Any booth bookings received after 13th June 2017 cannot be guaranteed to be listed in the program volume or other printed material about the exhibition.

**CANCELLATION POLICY:** In the event of cancellation, a service fee of 25% of the total payable amount applies for cancellations prior to 13th June 2017. No refunds will be made for cancellations after this date and any refunds will be processed after the Conference. After booking has been accepted, a reduction in exhibition space, advertising space or sponsorship commitment is considered a cancellation and will be governed by the above cancellation policy.

**RESERVED RIGHTS:** The Conference reserves the right to rearrange the floor plan and/or reallocate any exhibit without notice. The Conference will not discount or refund any facilities not used or required. The Conference reserves the right to final approval of all artwork, advertising copy, pictures, publications, brochures, leaflets, signage and corporate promotional giveaway items. Artwork is to be supplied to our specifications.

No exhibitor shall assign, sublet or apportion the whole or any part of their booked exhibition space, advertising space or sponsorship commitment except upon prior written consent of the Conference.

Exhibition constructions and materials must be contained within the marked area allocated to the booth. Exhibitors must move their exhibition stands and materials in and out of the Congress Centre according to the timetable.

**CUSTOM-BUILT STANDS:** Custom built stands must be approved by conference management. Details for acceptable stands and deadlines will be made available in the Exhibition Manual.