



# EXHIBITING IN LAFAYETTE

**Join the Competition!**

## Gulf Coast Association of Geological Societies 2014 Annual Convention, with The Gulf Coast SEPM

Survival is a given in our industry, but you have the opportunity to **thrive** in 2014 by putting your message in front of the **world's largest regional geoscience society** and by far AAPG's biggest regional affiliate—the GCAGS. A broadly themed technical program will draw oil-finders from throughout the Gulf Coast—focused on conventional, resource and deep-water plays, salt tectonics, water resources, economics, politics and ethics, even renewables and environmental impact. A special symposium honoring industry legend Arnold Bouma will cover the history of turbidite study and the future of deep-water sedimentology.

Sign-ups for exhibit space immediately after last year's convention were substantial (see floor plan on the reverse side), so don't delay. Benefit from the following features, designed to maximize both traffic on the show floor and time with your clients, present and future:

- Efficient Exhibit Hours Designed to Minimize “Down Time” & Maximize Face Time
- Two-Hour Networking Events Sunday & Monday in the Exhibit Hall
- Tuesday Closing Lunch in the Hall
- Extensive Poster Sessions in the Exhibit Hall
- Cyber Café, Lounge Areas, Free Wi-Fi
- Vendor-Hosted Monday Night Networking Event
- Prospect Alley bringing buyers & sellers together
- “Survivor” Treasure Hunt!

### Tradeshows 101: VALUE

Did you know that next to a company's website, **B2B tradeshows** were highest on the list of identified primary marketing, communications and tactics used? Fully 76% of companies who exhibit in shows like GCAGS find their participation more valuable than personal sales calls, direct email, phone calls, print ads, social media marketing, PR, and direct mail.

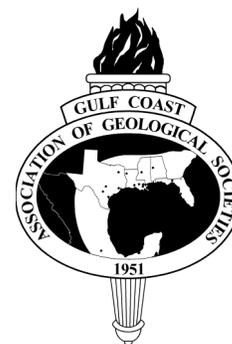
\*Changing Environment of Exhibitions, 2011 (Center for Exhibition Industry Research)

- Oct. 5-7
- Cajundome Convention Center

The Convention Center is located on the campus of the University of Louisiana at Lafayette. Shuttle buses will run between the Cajundome and several hotel options, all excellent, reasonably priced properties in which to house your staff.

## Who Attended GCAGS in 2013

- Geologist: 30%
- Manager : 13%
- Student: 13%
- Owner/Partner/Officer: 10%
- Geophysicist: 8%
- Chief/Senior Geologist: 6%
- Independent/Consultant: 4%
- Professor/Instructor: 3%
- Engineer: 2%
- Exhibitor/Staff/Volunteer/Other: 10%



GCAGS EXHIBITS

FOR AN UP-TO-DATE  
FLOOR PLAN &  
EXHIBITOR LIST, GO  
TO THE CONVENTION  
WEBSITE OR CONTACT:

P.O. Box 3471  
Tulsa, OK 74101-3471 USA

Phone & Fax: 918-585-1004  
E-mail: [bruce@gemworldevents.net](mailto:bruce@gemworldevents.net)  
[www.gcags2014.com](http://www.gcags2014.com)

# SURVIVOR LAFAYETTE: FLOOR PLAN

## How Much It Costs & What You Get

Each 100-ft<sup>2</sup> space (10×10 is the minimum size) rents for **\$1250** and includes the following:

- 1 skirted table, 2 chairs, a wastebasket plus **carpet**, pipe & drape in show colors
- 24-hr perimeter security
- Your company description listed online and in the printed program book
- 2 complimentary FULL registrations for every 100-ft<sup>2</sup> rented
- VIP client passes for exhibitors 400 ft<sup>2</sup> and larger

## Exhibit Hours:

Sunday, Oct. 5 6-8 pm

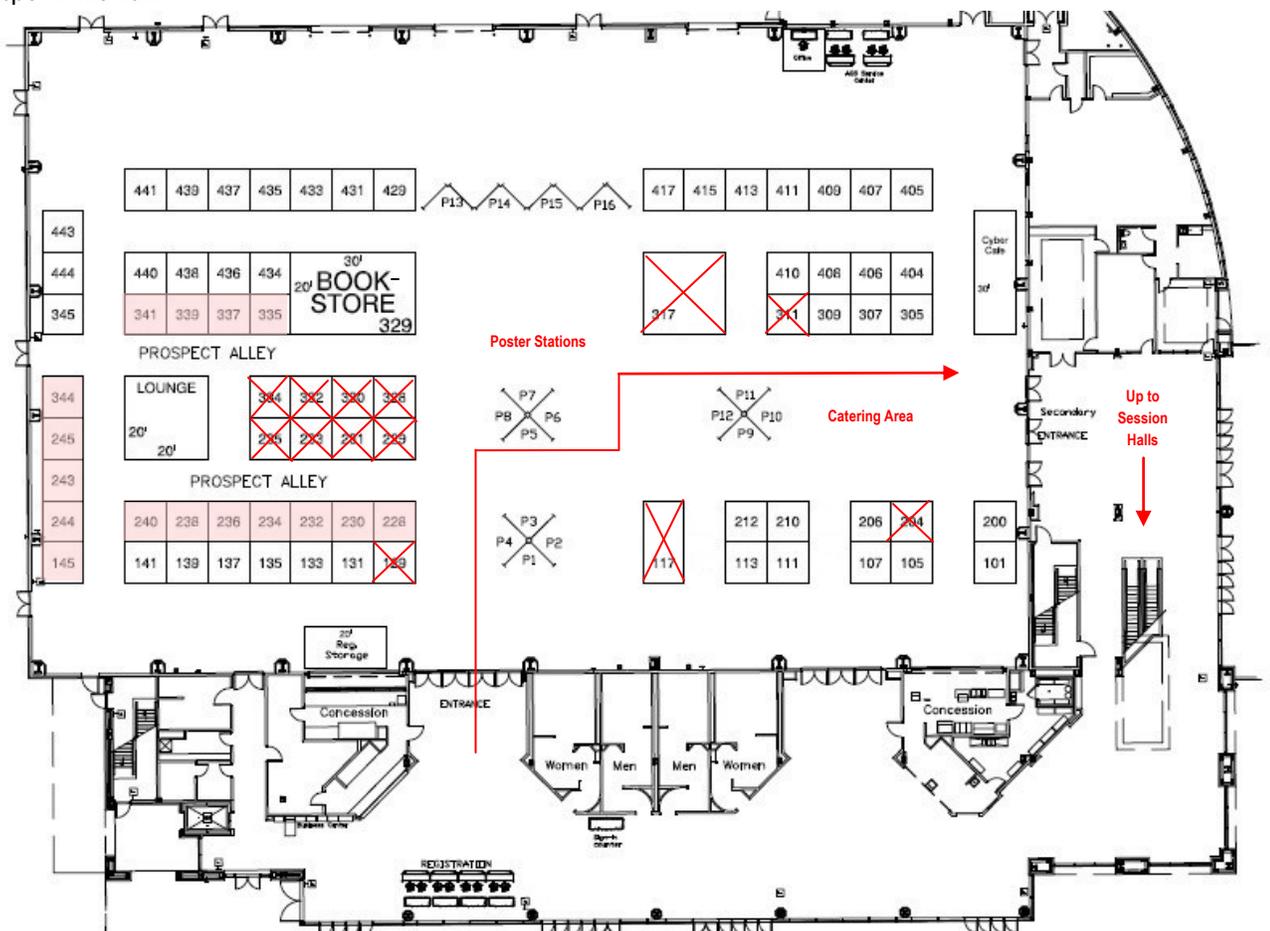
Monday, Oct. 6 8:30 am-6 pm

Tuesday, Oct. 7 8:30 am-1:30 pm

Please note that all booths face “north” (or “up”) or “south” on the floor plan, except for the perimeter booths, which face inward toward the center of the hall. There are two points of entrance to the hall to allow for maximum flow between the registration/information area and the session halls upstairs. Four-booth blocks can be easily converted into 20x20 islands and “peninsulas.”

## How to Reserve Space

It's easy. Simply refer to the floor plan and use the accompanying space application/contract to specify where in the hall you would like to be located and how much space you require. Apply by mail with check, or if you prefer by email or fax, in which case we'll notify you of your provisional booth assignment and send an invoice to pay by check or online using a credit card to secure your spot in the hall.



Shaded booths currently held for prospect vendors. Floor plan as of 21 Feb., subject to change without notice.