GSDI 12 World Conference

Singapore

19–22 October 2010

Sponsors and Exhibitors Prospectus

Jointly Organised by:

Global Spatial Data Infrastructure GSDI

SLA Singapore Land Authority

Permanent Committee on GIS Infrastructure for Asia & the Pacific

Supported by:

Singapore Exhibition & Convention Bureau

Held in:

YourSingapore.com

Official Airline:

Singapore Airlines — A great way to fly

Welcome

The **GSDI 12 World Conference** will take place in the garden city of Singapore from 19 to 22 October 2010. The Partners in organizing this conference include the GSDI Association, Permanent Committee on GIS Infrastructure for Asia & the Pacific (PCGIAP) and Singapore Land Authority (SLA).

There are three major components in this conference:

- **The 12th edition of the GSDI Conference;**
- **The 16th annual meeting of the Permanent Committee on GIS Infrastructure for Asia & the Pacific (PCGIAP); and**
- **Trade Exhibition.**

The theme for this conference is **Realising Spatially Enabled Societies**.

Geographic information technologies and *spatial data infrastructure* play critical roles in allowing governments, local communities, non-government organizations, the commercial sector, the academic community and common people to make progress in addressing many of the world's most pressing problems. Further, use of spatial data in conjunction with mobile technologies is becoming pervasive within many nations. While mapping and spatial data infrastructure development was previously roles accomplished only by governments, this is no longer the case. All sectors of society are becoming spatially enabled and contributing to the development of the global spatial data infrastructure. Whether using hand-held devices incorporating phones, cameras, GPS, maps and location services or using sensors and wireless communications embedded within our homes, offices, stores, vehicles and along our travel paths, citizens are helping to build the next generations of spatial data infrastructure through their contributions of location and descriptive data.

This conference will explore the complementary roles of government, private industry and the academic community in realizing better means for sharing geographic data and technologies and developing improved location-based services for meeting real world needs.

Singapore is a dynamic city rich in contrast and colour, you'll find a harmonious blend of culture, cuisine, arts and architecture here. Brimming with unbridled energy, this little dynamo in Southeast Asia embodies the finest of both East and West. We invite you to come and engage yourself in intellectual exchange with leaders and experts in the geospatial industry.

For more information, please visit the conference website at:
http://www.gsdi.org/gsdiconf/gsdi12/index.html.

Invitations

"The Singapore Land Authority is delighted to host GSDI 12 World Conference in 2010. This is an excellent platform for the international community to exchange and share their geospatial knowledge and experience. My colleagues and I look forward to welcoming you to Singapore."

Vincent Hoong
Chief Executive
Singapore Land Authority

"I look forward to welcoming you to the GSDI 12 world conference in 2010 in Singapore. This conference will provide the leading opportunity in 2010 to share and discuss issues in the design and development of spatial data infrastructures and to explore innovative approaches for spatially enabling societies which is the theme of this conference".

Abbas Rajabifard
President
GSDI Association

"The 16th PCGIAP Meeting in conjunction with GSDI 12 World Conference on 19-22 October 2010 in Singapore will certainly bring a wealth of knowledge and inspiration to the geospatial community of the Asia-Pacific Region and the rest of the world."

Li Weisen
President
PCGIAP

Overall Program

Day / Time	Morning		Afternoon			Evening
	Session 1	***Session 2***	***Session 3***	***Session 4***		
Monday 18 October Day 0	Joint Board of Geospatial Information Societies (JBGIS) Annual Meeting	GSDI Council Meeting		International Geospatial Society Meeting		
	PCGIAP Executive Board Meeting	PCGIAP Plenary				
Tuesday 19 October Day 1	PCGIAP Working Group Meetings		GSDI 12 World Conference Opening	Opening of Exhibition	Conference Plenary 1	Welcome Reception
	Workshops	Workshops				
	Setting up of Exhibition			Exhibition Open		
Wednesday 20 October Day 2	Conference Plenary 2	Conference Parallel Session 1	Conference Parallel Session 2	Conference Parallel Session 3		Poster Forum & Reception
			PCGIAP Meetings			
	Exhibition Open					
Thursday 21 October Day 3	Conference Plenary 3	Conference Parallel Session 4	Conference Parallel Session 5	Conference Parallel Session 6		Conference Dinner
	Exhibition Open					
Friday 22 October Day 4	Conference Parallel Session 7	Conference Parallel Session 8	GSDI 12 World Conference Closing	GSDI Board Meeting		
				PCGIAP Executive Board Meeting		
	Exhibition Open					

SINGAPORE, THE HOST CITY AND VENUE

Despite being a small island, Singapore has developed into a flourishing business centre in just 150 years. Ranked the World's Top International Meeting City in Asia for the past 25 consecutive years by the Union of International Associations (2007) and the World's 3rd Top Convention City by the International Congress and Convention Association (2007), Singapore has also hosted high-profile international business events like the 117th International Olympic Committee Session and the 2006 Annual Meetings of the Boards of Governors of the International Monetary Fund and the World Bank Group.

Singapore is not only a popular destination for business. A melting pot of cultures, the sight, sound and food in Singapore will surely captivate. A variety of world class tourist attractions also ensure there is something for everyone.

Award winning conference venue Suntec Singapore International Convention & Exhibition Centre (SICEC) is the chosen venue for the GSDI 12 Conference. All primary plenary, technical, business meeting sessions and the exhibition will be held here. Located next to the Central Business District, the conference venue is easily accessible by public transport and is an approximately 20 minute drive from Changi Airport. Various renowned hotels are located in the immediate vicinity of the conference venue, providing participants with accommodation choices. Participants will also have access to a large variety of dining choices. SICEC's strategic location allows participants to enjoy a spot of shopping in the major shopping centres conveniently located within short walks of the conference venue.

BENEFITS OF SPONSORING AND EXHIBITING

GSD12 World conference provides an annual international forum for the experts in the geospatial industry to congregate and exchange information. This year, the 16th Permanent Committee on GIS Infrastructure for Asia & the Pacific (PCGIAP) meeting will be held concurrently during the same period, hence by participating in the GSDI12 World Conference as a sponsor/exhibitor, you will get a chance to interact with officers from survey, mapping and spatial data information agencies particularly from the Asia Pacific region. Besides the prominent exposure before, during and after the conference, you will enjoy many invaluable benefits and opportunities which include the following:

- Network and build relationships
- Gain exposure to international knowledge and professional development
- Keep abreast of the latest developments and technology in this industry
- Promote your organisation as a significant provider and expert
- Promote brand awareness of your products/services and you have the opportunity to give live demonstration of the innovative solutions.
- Explore new and potential markets for your products / services

SPONSOR AND EXHIBITOR PACKAGE AT A GLANCE

We offer a variety of sponsorship packages and there is definitely one that will meet your brand, networking objective and marketing strategies. An overview of the sponsorship packages are as shown below. For more detailed description, please see pages 6 to 12.

	Titanium (1) POA	Platinum (2) USD$30,000	Gold (4) USD$20,000	Silver (5) USD$15,000	Sponsor USD$9,000	Exhibitor ≥USD$4,500*
A) Promotion / Marketing						
Opportunity to display company's logo on:						
- conference/exhibition related publications		✔	✔	✔	✔	✔
- conference banners / backdrops		✔	✔	✔	✔	
- conference publicity email flyer		✔	✔	✔	✔	
- email confirmation of registration to participants		✔	✔	✔	✔	
- gift to speakers		✔				
- floor plan at exhibition area		✔	✔	✔	✔	
- display boards at main lobby		✔	✔			
- directional signage		✔	✔			
Pre-conference publicity:						
Email blast on Company's participation to conference participants		1				
Colour advertisement in conference & exhibition guide		full page	full page	half page		
Corporate profile, logo and hyperlink in conference official website		200 words	150 words	100 words	100 words	100 words
Corporate profile, logo, website and contact details in conference & exhibition guide		200 words	150 words	100 words	100 words	100 words
Exposure During Conference:						
Display of corporate banner at plenary sessions / break sessions		2	1			
Corporate item(s) in conference bag		2	1 (flyer only)			
Special mention in opening and closing sessions		✔	✔	✔	✔	
Post-Conference Benefits:						
Use of GSDI 12 World Conference logo for 6 months after event		✔	✔			
Email contact list of conference participants		✔	✔			
B) Conference Participation						
Full delegate registration for conference		5	3	2	1	1 ^
Invitation to conference dinner		5	3	2	1	
Invitation to networking lunch		3	2	1		
Exhibition space (sqm) with shell		50	30	20	12	≥9
Stand crew (for exhibition only)#		8	5	3	2	2
C) Content Moments						
Organisation of a corporate plenary session		✔	✔			
Organization of workshop		1				

* for purchase of 9 sqm of booth space, and USD$500 for every additional sqm.
^ for purchase of ≥20 sqm of exhibition space
# lunch and breaks provided

SPONSOR AND EXHIBITOR PACKAGES

Titanium Sponsor (POA) – 1 available
Package terms and entitlements to be discussed.

Platinum Sponsor (USD$30,000) – 2 available

(A) Promotion / Marketing

- Logo of your organization under the name of platinum sponsor displayed on the following:
  - Conference / exhibition related publications
  - Conference banners / backdrops
  - Conference publicity email flyer
  - Email confirmation of conference registration to participants
  - Gift to conference speakers
  - Floor plan at exhibition area
  - Display boards at main lobby
- Recognition of organization as the platinum sponsor and your participation in the email blast to conference participants prior to event.
- Full page colour advertisement (company to provide) in selected pages of conference and exhibition guide on a first come first serve basis.
- 200 words corporate profile (company to provide), logo and hyperlink on official conference website under the name of platinum sponsor.
- 200 words corporate profile (company to provide), logo, website and contact details in the conference and exhibition guide under the name of platinum sponsor.
- Your organization's banner (company to supply), 2m x 1m, displayed at 2 plenary / break sessions of your choice.
- 2 corporate items of your choice (company to supply) in the conference bag for all participants and speakers.
- Special mention of your organization as the platinum sponsor during the opening and closing sessions of the conference.
- Use of the GSDI 12 World Conference logo till 30 April 2011.
- Digital list of the email contacts of conference participants will be sent to you after the conference.

(B) Conference Participation

- 5 full delegate registrations to conference.
- 5 invitations to conference dinner.
- 3 invitations to networking lunch.
- 50 sqm of exhibition space with shell at identified premium locations on a first come first serve basis. Additional furniture / materials will be billed separately.
- 8 stand crew per day at exhibition area. The stand crew will be entitled to lunch and tea breaks.

(C) Content Moments

- Co-chairing the committee for developing and arranging speakers for the corporate plenary session on Day 3 on "Spatially Enabling Society: Corporate Sector Visions and Perspectives". Gold sponsors will also be invited to serve on the committee. The planning work for this session will be supported by the Conference Program Committee as needed.
- Organization of a 90 min workshop. Venue will be provided. All other items will be at your own cost.

Gold Sponsor (USD$20,000) – 4 available

(A) Promotion / Marketing

- Logo of your organization under the name of gold sponsor displayed on the following:
  - Conference / exhibition related publications
  - Conference banners / backdrops
  - Conference publicity email flyer
  - Email confirmation of conference registration to participants
  - Floor plan at exhibition area
  - Display boards at main lobby
- Full page colour advertisement (company to provide) in conference and exhibition guide.
- 150 words corporate profile (company to provide), logo and hyperlink on official conference website under the name of gold sponsor.
- 150 words corporate profile (company to provide), logo, website and contact details in the conference and exhibition guide under the name of gold sponsor.
- Your organization's banner (company to supply), 2m x 1m, displayed at a plenary / break session of your choice.
- One of your organization's flyer (company to supply), no bigger than A4 size, in the conference bag for all participants and speakers.
- Special mention of your organization as the gold sponsor during the opening and closing sessions of the conference.
- Use of the GSDI 12 World Conference logo till 30 Apr 2011.
- Digital list of the email contacts of conference participants will be sent to you after the conference.

(B) Conference Participation

- 3 full delegate registrations to conference.
- 3 invitations to conference dinner.
- 2 invitations to networking lunch.
- 30 sqm of exhibition space with shell. Sponsors are entitled to choose from identified locations on a first come first serve basis. Additional furniture / materials will be billed separately.
- 5 stand crew per day at exhibition area. The stand crew will be entitled to lunch and tea breaks.

(C) Content Moments

- Invitation to serve on the committee for developing and arranging speakers for the corporate plenary session on Day 3 on "Spatially Enabling Society: Corporate Sector Visions and Perspectives". The planning work for this session will be supported by the Conference Program Committee as needed.

Silver Sponsor (USD$15,000) – 5 available

(A) Promotion / Marketing

- Logo of your organization under the name of silver sponsor displayed on the following:
  - Conference / exhibition related publications
  - Conference banners / backdrops
  - Conference publicity email flyer
  - Email confirmation of conference registration to participants
  - Floor plan at exhibition area
- Half page colour advertisement (company to provide) in conference and exhibition guide.
- 100 words corporate profile (company to provide), logo and hyperlink on official conference website under the name of silver sponsor.
- 100 words corporate profile (company to provide), logo, website and contact details in the conference and exhibition guide under the name of silver sponsor.
- Special mention of your organization as the silver sponsor during the opening and closing sessions of the conference.

(B) Conference Participation

- 2 full delegate registrations to conference.
- 2 invitations to conference dinner.
- 1 invitation to networking lunch.
- 20 sqm of exhibition space with shell. Sponsors are entitled to choose from identified locations on a first come first serve basis. Additional furniture / materials will be billed separately.
- 3 stand crew per day at exhibition area. The stand crew will be entitled to lunch and tea breaks.

Sponsor (USD$9,000) - Unlimited

(A) Promotion / Marketing

- Logo of your organization under the name of sponsor displayed on the following:
  - Conference / exhibition related publications
  - Conference banners / backdrops
  - Conference publicity email flyer
  - Email confirmation of conference registration to participants
  - Floor plan at exhibition area
- 100 words corporate profile (company to provide), logo and hyperlink on official conference website under the name of sponsor.
- 100 words corporate profile (company to provide), logo, website and contact details in the conference and exhibition guide under the name of sponsor.
- Special mention of your organization as the sponsor during the opening and closing sessions of the conference.

(B) Conference Participation

- 1 full delegate registration to conference.
- 1 invitation to conference dinner.
- 12 sqm of exhibition space with shell. Additional furniture / materials will be billed separately.
- 2 stand crew per day at exhibition area. The stand crew will be entitled to lunch and tea breaks.

Exhibitor (USD$4,500)

(A) Promotion / Marketing

- Logo of your organization displayed on conference / exhibition related publications.
- 100 words corporate profile (company to provide), logo and hyperlink on official conference website.
- 100 words corporate profile (company to provide), logo, website and contact details in the conference and exhibition guide.

(B) Conference Participation

- 1 full delegate registration to conference for purchase of at least 20 sqm of exhibition space.
- For 9 sqm of exhibition space with shell, and USD$500 for every additional sqm. Additional furniture / materials will be billed separately.
- 2 stand crew per day at exhibition area. The stand crew will be entitled to lunch and tea breaks.

(Educational institutions, research organizations, Government agencies etc can be considered for institute exhibition package. Interested parties are invited to contact the officers to discuss in further details.)

OTHER SPONSORSHIP OPPORTUNITIES

Registration Sponsor (USD$25,000) – 1 available

(A) Promotion / Marketing

- Logo of your organization under the name of registration sponsor displayed on the following:
  - Conference registration booth
  - Conference lanyard and bag for VIPs and participants
  - Conference / exhibition related publications
  - Conference banners / backdrops
  - Conference publicity email flyer
  - Email confirmation of conference registration to participants
  - Floor plan at exhibition area
- 100 words corporate profile (company to provide), logo and hyperlink on official conference website under the name of registration sponsor.
- 100 words corporate profile (company to provide), logo, website and contact details in the conference and exhibition guide under the name of registration sponsor.
- Your organization's banner (company to supply), 2m x 1m, displayed at 2 plenary / break sessions of your choice.
- Special mention of your organization as the registration sponsor during the opening and closing sessions of the conference.

(B) Conference Participation

- 1 full delegate registration to conference.
- 12 sqm of exhibition space with shell. You are entitled to choose from identified locations on a first come first serve basis. Additional furniture / materials will be billed separately.
- 2 stand crew per day at exhibition area. The stand crew will be entitled to lunch and tea breaks.

Lounge Sponsor (USD$10,000) - 1 available

(A) Promotion / Marketing

- Logo of your organization under the name of lounge sponsor displayed on the following:
  - Exhibition lounge area
  - Conference / exhibition related publications
  - Conference banners / backdrops
  - Conference publicity email flyer
  - Email confirmation of conference registration to participants
  - Floor plan at exhibition area
- 100 words corporate profile (company to provide), logo and hyperlink on official conference website under the name of lounge sponsor.
- 100 words corporate profile (company to provide), logo, website and contact details in the conference and exhibition guide under the name of lounge sponsor.
- Your organization's banner (company to supply), 2m x 1m, displayed at 2 plenary / break sessions of your choice.
- Special mention of your organization as the lounge sponsor during the opening and closing sessions of the conference.

(B) Conference Participation

- 1 full delegate registration to conference.
- 12 sqm of exhibition space with shell. You are entitled to choose from identified locations on a first come first serve basis. Additional furniture / materials will be billed separately.
- 2 stand crew per day at exhibition area. The stand crew will be entitled to lunch and tea breaks.

Internet Station Sponsor (USD$10,000) - 1 available

(A) Promotion / Marketing

- Logo of your organization under the name of internet station sponsor displayed on the following:
  - Internet station area at exhibition
  - Desktop wallpaper and screensaver of internet stations
  - Conference / exhibition related publications
  - Conference banners / backdrops
  - Conference publicity email flyer
  - Email confirmation of conference registration to participants
  - Floor plan at exhibition area
- 100 words corporate profile (company to provide), logo and hyperlink on official conference website under the name of internet station sponsor.
- 100 words corporate profile (company to provide), logo, website and contact details in the conference and exhibition guide under the name of internet station sponsor.
- Your organization's banner (company to supply), 2m x 1m, displayed at 2 plenary / break sessions of your choice.
- Special mention of your organization as the internet station sponsor during the opening and closing sessions of the conference.

(B) Conference Participation

- 1 full delegate registration to conference.

- 12 sqm of exhibition space with shell. You are entitled to choose from identified locations on a first come first serve basis. Additional furniture / materials will be billed separately.
- 2 stand crew per day at exhibition area. The stand crew will be entitled to lunch and tea breaks.

Others

- Company also has the opportunity to put together a sponsorship package that is specifically adjusted to its marketing goals.

- Interested parties are invited to contact the officers to discuss in further details.

ADVERTISING OPPORTUNITIES

- Full page colour advertisement in the official conference and exhibition guide is available at USD$5,000.

- Insertion of one corporate flyer (company to supply), no bigger than A4 size, in the conference bag for all participants and speakers at USD$3,000. (Three available)

- Display of corporate banners at selected locations at the conference venue, Suntec Singapore International Convention & Exhibition Centre (SISEC). The banner design (company to supply) and location is subject to approval and availability.

Globewerks International Pte Ltd has been appointed as the official event organiser for the GSDI12 World Conference. For further details on the opportunities available, please contact our official event organiser who will be pleased to assist you:

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