



CSPG TECHNICAL LUNCHEON ADVERTISING GUIDELINES

Reach up to 1000 petroleum geoscientists through a digital slide presentation or by distributing promotional materials at the CSPG Technical Luncheons. There are two Technical Luncheons held per month for a total of 19 Technical Luncheons per year running from September to June each year (one in December, none in July/August). An average of 650 petroleum geoscientists attend each luncheon.

Two methods of advertising at the Technical Luncheons

- 1) **Slide** - \$275/Technical Luncheon for a PowerPoint digital slide.
Nonprofit organizations receive a 50% discount.
- 2) **Table Drop** - \$125/Technical Luncheon (postcard size preferred; maximum size of 8 ½ x 11 inches and 1 to 4 pages in size; \$175/luncheon for documents 5-10 pages in size).
Nonprofit organizations receive a 50% discount.

Reservations

As Volunteers create the combined Technical Luncheon advertising presentation, we ask that all Slides and Table Drops be reserved with the Advertising Committee a minimum of **eight days** in advance of the Technical Luncheon date.

We also ask that Table Drop materials be delivered at least **five days** prior to the Technical Luncheon date to the CSPG office at 600, 640 8 Ave. SW, Calgary, AB, T2P 1G7 and sent attention to the Advertising Committee.

To make advertising reservations, please send an email request with choice of advertising and the date of the luncheon to cspgadvertising@cspg.org attention Norbert Alwast, Advertising Co-Chair and a member of the Advertising Committee will confirm your advertising reservation request.

Cancellations

Cancellations for Slides and Table Drops must be received a **minimum of two weeks** prior to the Technical Luncheon date to enable a replacement advertiser to be booked.

If you have a Slide and/or a Table Drop booked and the digital file or Table Drop item is not received five days prior to the Technical Luncheon, the CSPG reserves the right to invoice the advertiser for the full cost of the Slide or Table Drop advertising.

Slide Details

- Please provide slides in Microsoft PowerPoint, versions 1998 – 2003.
- Slides are projected onto two screens that measure 16 feet wide x 12 feet high.
- Landscape orientation is recommended for slides to best fit the screen dimensions. Portrait slides project much smaller because of the screen dimensions.
- Advertising slides repeat during the first half hour during lunch and are visible for one minute intervals. An advertising slide presentation can consist of multiple slides that will rotate

each minute between all advertisers. Total visibility time will vary, but averages to approximately 6-8 minutes per advertiser.

- Audio slides can be accommodated but require three weeks advance notice to make arrangements. There is an additional charge for audio slides.
- The Technical Luncheon Chairperson will make an announcement highlighting the Advertisers just prior to the commencement of the main speaker presentation.
- Advertisers are able to provide the Advertising Committee with a brief three line announcement highlighting the Advertiser's products and/or services. The announcement must be emailed to the Advertising Committee a **minimum of five days** prior to the Technical Luncheon date. All announcements will be made by the Technical Luncheon Chair prior to the commencement of the luncheon talk.

PLEASE NOTE: Announcements that are received late may not be read.

- The Advertising and Technical Luncheon Committees both reserve the right to edit announcements as necessary for each Technical Luncheon.
- The Advertising Committee reserves the right to not run an advertising slide that it deems to be inappropriate for the audience and/or the venue.

Table Drop Details

- There are three Table Drop advertising slots available per luncheon.
- Table Drops are typically postcard size, but can include up to 8 ½ x 11 inch brochures. If you are providing a pen, CD or other similar collateral, special arrangements are required and the Advertising Committee must have a minimum of two weeks advanced notice to make appropriate arrangements.
- It is suggested that 250 items are supplied per Table Drop. Attendees are typically seated eight persons/table or approximately 80 tables. If you would like to provide one item per attendee, please contact the Advertising Committee at cspgadvertising@cspg.org to make special arrangements.
- The Technical Luncheon Chairperson will make an announcement highlighting the Advertisers and direct attention to the Table Drops just prior to the commencement of the main speaker presentation.
- The Advertising Committee reserves the right to not distribute a Table Drop that it deems to be inappropriate for the audience and/or the venue.

Questions

If you have any questions regarding these guidelines or require additional information, please contact Norbert Alwast, Advertising Co-Chair at cspgadvertising@cspg.org or Alyssa Middleton, CSPG Advertising and Sponsorship Coordinator at 403-513-1233 or by email: alyssa.middleton@cspg.org.