

AGU24

Washington, D.C. | 9–13 December 2024

Exhibitor Prospectus

**WHAT'S
NEXT FOR
SCIENCE**



WHAT'S NEXT FOR SCIENCE

AGU is the world's largest association for Earth and space scientists. Our audience is made up of a global community of more than half a million people who gather and share research, build policy coalitions, advocate for diversity and inclusion in the sciences, and catalyze discoveries for climate solutions.

Science has always been about the new. The now. The next. It's what propels us, feeding our questions and inspiring our work. The constant question and answer form a rhythm, a cadence, a story. Science is a story. A story of infinite possibilities. A story of continuous discoveries. A story of hopeful solutions.

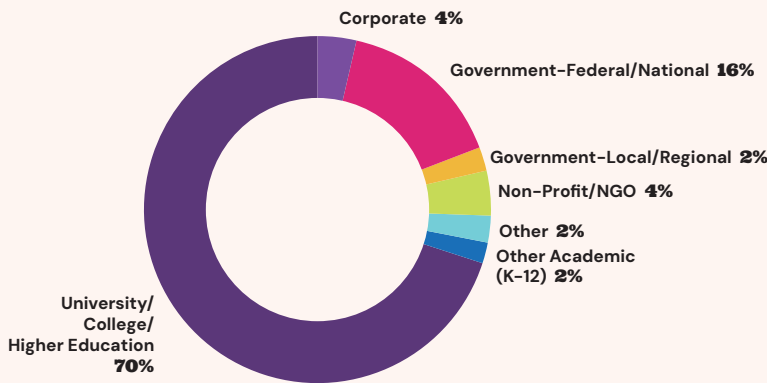
It's the story of our journey; we create what's next. What's next for our community. What's next for discoveries. What's next for our planet. What's Next for Science.

Each year, AGU's annual meeting, the largest gathering of Earth and space scientists, convenes 25,000+ attendees from 100+ countries to share research and connect with friends and colleagues. Scientists, educators, policymakers, journalists and communicators attend AGU24 to better understand our planet and environment, opening pathways to discovery, opening greater awareness to address climate change, opening greater collaborations to lead to solutions and opening the fields and professions of science to a whole new age of justice equity, diversity, inclusion and belonging.

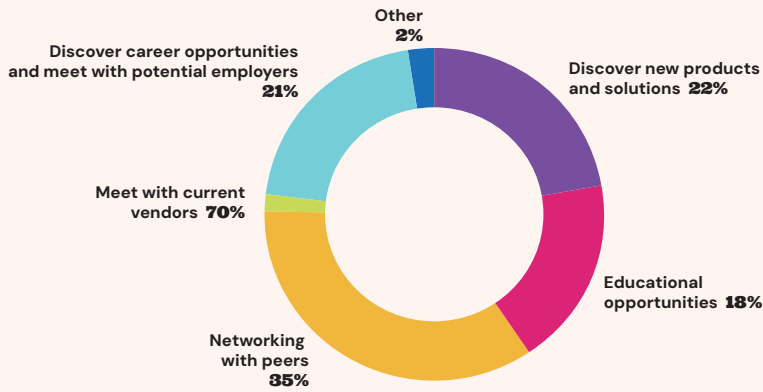
This December, AGU24 returns to Washington, D.C. with the theme "*What's Next for Science.*"

Who Attends

Types of Institutions

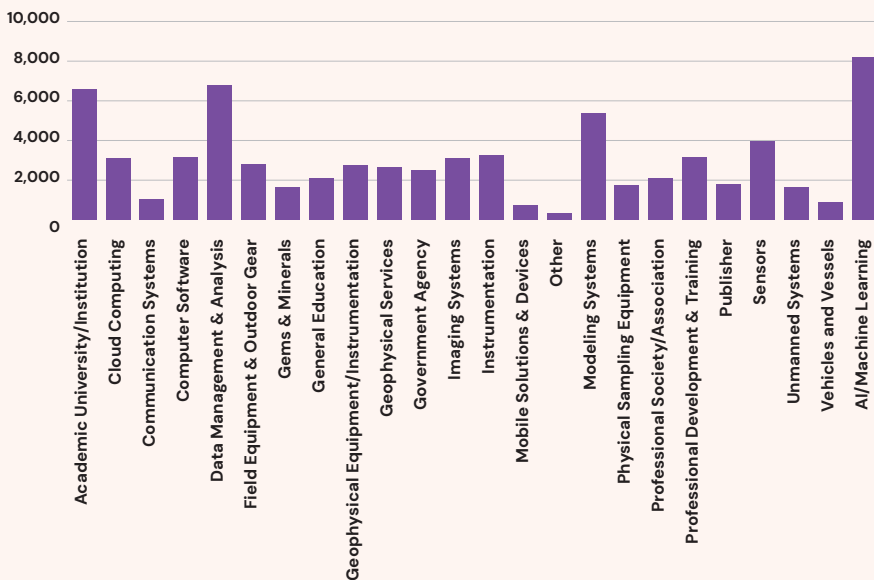


Reasons for Visiting the Exhibit Hall

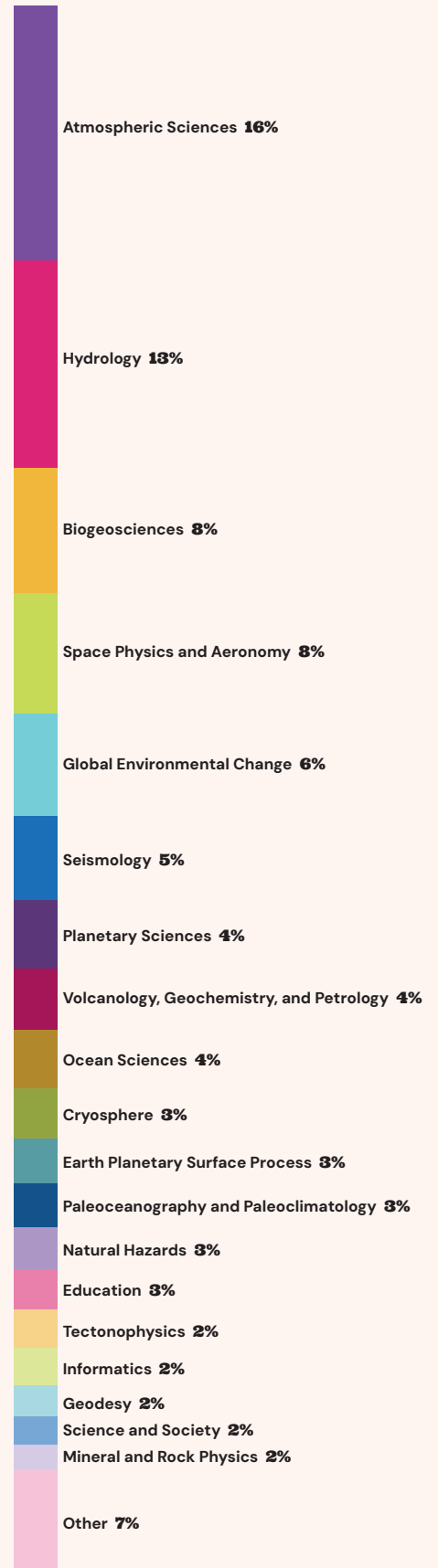


107 countries represented

Services & Solutions of Interest to Attendees



Science Affiliation





Who Exhibits

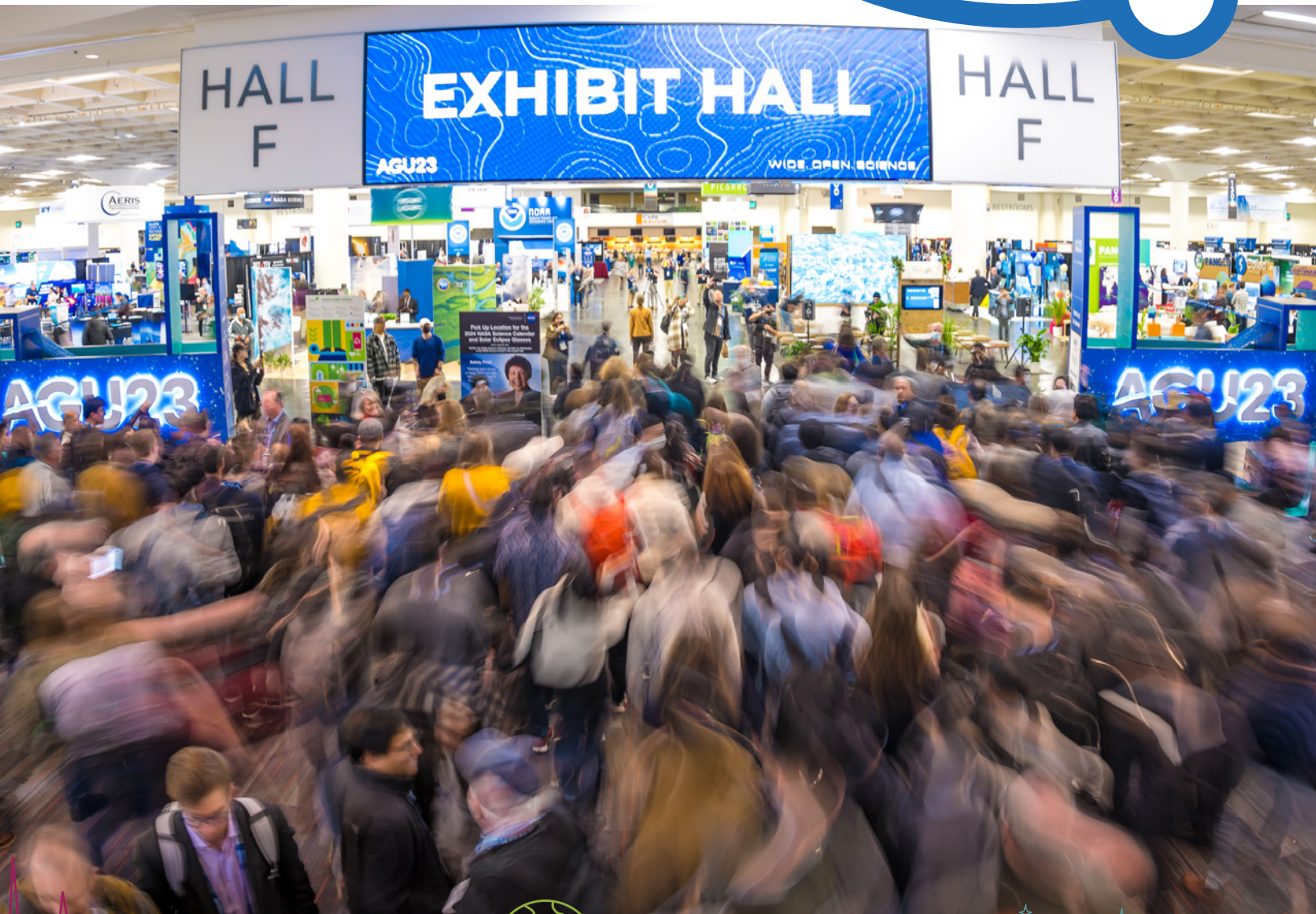
The exhibit hall will showcase companies displaying products and services from all facets of the industry, including:

- Research
- Government
- Technology
- Equipment and instrumentation
- Data storage/sharing
- Academia (Universities/institutions)

Show Hours

Please note that the schedule is subject to change.

Monday, 9 December	3:00 p.m. – 6:00 p.m.
Tuesday, 10 December	10:00 a.m. – 6:00 p.m.
Wednesday, 11 December	10:00 a.m. – 6:00 p.m.
Thursday, 12 December	10:00 a.m. – 1:00 p.m.



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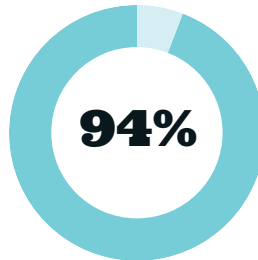
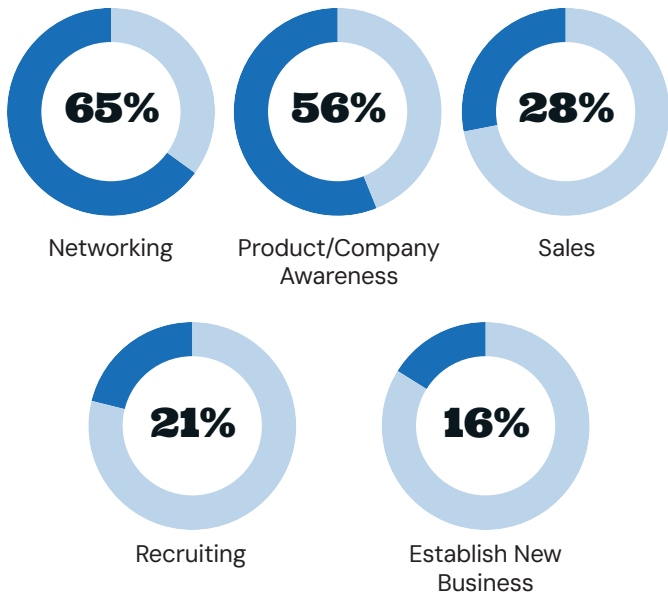


Why Exhibit and Sponsor at AGU24?

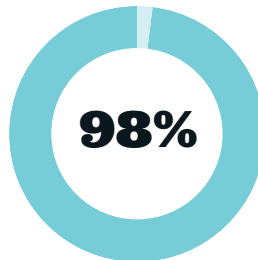
Exhibit and sponsorship programs at AGU24 are an opportunity for your organization to connect in new ways and enhance your interactions with attendees. Promote your brand and increase visibility to leaders from academia, government, and the private sector.

- Connect one-on-one with this powerful audience and establish yourself as a thought leader, industry expert and critical partner for 2024 and beyond
- Launch and demo your new products in an interactive selling environment
- Share your research and exchange information with an interested and qualified audience
- Meet face-to-face with current and prospective customers
- Generate new leads
- Recruit top job candidates
- Explore international business opportunities
- Be part of the industry's premier exposition while supporting the work of Earth and space scientists

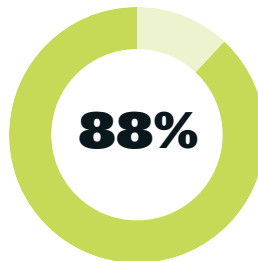
Top 5 reasons for exhibiting



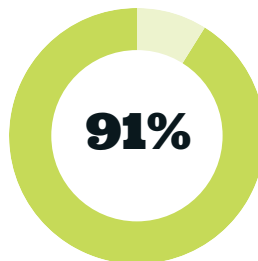
Positive experience



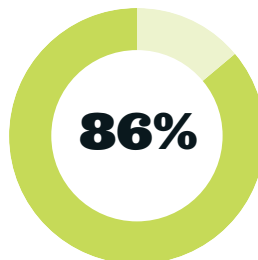
Achieved primary objective



Happy with **quantity** of leads



Happy with **quality** of leads



Will exhibit again in 2024

Exhibitor Opportunities



10x10 Standard Exhibit

\$3,300

- One 10' x 10' booth space
- One 8' high back drape, 3' high side rail drape with 7" x 44" ID sign featuring company name and booth number
- Company name and profile featured on the AGU24 Meeting event app and virtual platform
- Complimentary exhibitor training
- One (1) complimentary full conference registration and three (3) complimentary booth personnel registrations
- Complimentary exhibit hall passes for clients and prospects

10x20 Standard Exhibit

\$6,600

- One 10' x 20' booth space
- One 8' high back drape, 3' high side rail drape with 7" x 44" ID sign featuring company name and booth number
- Company name and profile featured on the AGU24 Meeting event app and virtual platform
- Complimentary exhibitor training
- Two (2) complimentary full conference registrations and six (6) complimentary booth personnel registrations
- Complimentary exhibit hall passes for clients and prospects

20x20 Island Exhibit

\$13,800

- One 20' x 20' island exhibit space
- Company name and profile featured on the AGU24 Meeting event app and virtual platform
- Complimentary exhibitor training
- Four (4) complimentary full conference registrations and twelve (12) complimentary booth personnel registrations
- Complimentary exhibit hall passes for clients and prospects

Government/Non-profit rate*

\$2,050

Includes a standard booth at a discounted rate for organizations related to Earth and space sciences including non-profit research and/or educational institutions or consortia of such institutions, non-profit publishers, 501(c)(3) organizations, and/or scientific and engineering open membership societies.

** Only one booth can be purchased at this rate. Additional booths will be charged at the Standard Booth rate.*

Academic Showcase*

\$2,050

A pavilion in the exhibit hall for academic institutions to meet prospective students and highlight academic offerings. In addition to the items included with the Standard Booth, Academic Showcase booths include:

- Carpet
- One 6' draped table
- Two side chairs
- One wastebasket

** Only one booth can be purchased at this rate. Additional booths will be charged at the Standard Booth rate.*

Each exposed corner additional \$150



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Open Science Pavilion

Is your organization a leader in open science practices and principles and looking for a high-profile space to demonstrate your efforts?

The Open Science Pavilion at AGU24 is a neighborhood of kiosks in the exhibit hall centered around the Open Science and Data Help Desk, providing researchers with opportunities to engage with informatics experts in their disciplines. Through the Open Science and Data Help Desk, researchers can learn about skills and techniques that will help further their research and make their data and software more open and FAIR.

We invite organizations doing this exciting work to be a part of the Open Science Pavilion, an ideal location to showcase your leadership in open science.

Kiosk Exhibit Space*

\$6,500

Each space in this area includes:

- One (1) custom-branded, kiosk-style booth
- 30-minute open science-focused presentation at the pavilion (topic must be approved by AGU)
- One (1) stool, One (1) wastebasket and One (1) 42-inch monitor with HDMI hookup
- Access to WiFi (private WiFi network for the zone) and power (one standard electric 5 amp)
- Carpeting
- Two (2) complimentary Full Conference registrations

**Must meet graphics deadline or a late fee will be incurred for production costs.*



Be part of what's new, what's now & what's next.

Reserve your booth for AGU24!

AGUsales@taffyevents.com

+1 571-560-7432

AGU.org/annual-meeting

#AGU24

Click [here](#) to view the floor plan.

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Sponsorship Opportunities

Maximize Your AGU24 Experience

Whether your goal is to build brand recognition, differentiate yourself from competitors, share new research, recruit top talent, or simply drive more qualified prospects to your booth, AGU24 offers a large variety of sponsorship and branding opportunities that will maximize your return on investment. As the premier event for the Earth and space sciences community, AGU24 is your chance to drive sales and growth for years to come.

Sponsorship opportunities* include the following value-add base recognition at no additional cost:

- Logo recognition on AGU24 website with link to company website.
- Logo recognition on signage during the meeting.
- Logo recognition with company description in the conference mobile app.
- Partnership recognition in the 2024 online AGU Annual Report.

**Signage/advertising opportunities and recruiting/interview rooms do not receive these additional benefits.*

Thought Leadership Sponsorship Opportunities



Braindate Peer-to-Peer Networking \$30,000

The Braindate networking platform gives AGU24 attendees a safe space where they can discuss their unique experiences and connect with other attendees who share their interests. Using the Braindate platform, individuals and small groups can connect with and learn from each other's experiences. Position your organization as a champion of this engaging peer-to-peer networking and learning opportunity.

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for three (3) representatives.
- Your logo displayed prominently on the Braindate platform, Braindate confirmation emails, and onsite at the Braindate Networking Lounge.
- Tag your representatives hosting topics as Thought-Leader Ambassadors.
- Support in curating discussion topics to showcase expertise in Topic Market.
- Digital advertising on AGU24 website in random rotation with other sponsors.
- Invitation to AGU President's Reception for one company representative.
- One (1) banner ad in *Eos Buzz*, AGU's weekly newsletter with 65,000 subscribers and a 45% open rate.

Online Poster Gallery \$25,000

SOLD!

Using this engaging online poster creation and presentation system at AGU24, more than 5,000 digital posters will be displayed on large touchscreen monitors at dedicated stations that allow presenters to share dynamic scientific research with embedded videos, animation, and other features to make their research and data more interactive. Virtual attendees will use this same online gallery to browse posters and connect with authors.

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for three (3) representatives.
- Your logo and brief company information will be displayed on the supporter splash screen of the AGU24 poster presentations gallery.
- Logo recognition in the online presentation gallery available before, during, and after the meeting, which means your organization will have extended recognition with this opportunity to support scientific discovery.
- Option to create one poster in the online gallery to showcase your company's thought-leadership (Note: does not include a presentation onsite during the meeting).
- Digital advertising on AGU24 website in random rotation with other sponsors.
- Invitation to AGU President's Reception for one company representative.
- One (1) banner ad in *Eos Buzz*, AGU's weekly newsletter with 65,000 subscribers and a 45% open rate.



Macelwane Early Career & Student Breakfast

\$20,000

SOLD!

Held on Tuesday morning of AGU24, this breakfast event is your opportunity to interact with student, AGU Fellows, Macelwane Medalists, and AGU Leadership.

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for three (3) representatives.
- Reserved seating for up to three (3) representatives at the breakfast.
- Logo recognition during the breakfast.
- One interview room for one day of AGU24.
- Digital advertising on AGU24 website in random rotation with other sponsors.
- One (1) digital ad in the AGU Career Center e-newsletter.
- Highlighted as a recruiter in the AGU24 mobile app (Optional as applicable).
- Invitation to AGU President's Reception for one company representative.



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Networking and Brand Awareness Sponsorship Opportunities



Student and Early Career Scientist Welcoming Reception

\$15,000

A remarkable 300 student and early career scientist attendees at AGU24 will have the opportunity to reconnect with peers and make new contacts at this lively reception held on Sunday evening before AGU24 commences. In addition to the networking time, the event will also feature programming to help orient attendees to AGU24 and all it has to offer as well as tips and resources for making the most of their conference experience.

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for two (2) representatives.
- Opportunity to give brief welcome remarks during the Sunday evening reception.
- Logo recognition in pre-Conference attendee communications.
- Logo recognition during the Conference.
- Digital advertising on AGU24 website in random rotation with other sponsors.
- One (1) digital ad in the AGU Career Center e-newsletter.
- Highlighted as a recruiter in the AGU24 mobile app.
- Invitation to AGU President's Reception for one (1) company representative.

Meeting Lanyards

\$15,000

SOLD!

Ensure your company is the first things attendees connect with at this year's event. Sponsor the event lanyards and secure thousands of impressions as your logo graces the necks of every attendee that participates. Distributed at registration, the lanyard will have the logo of the sponsor alongside the meeting logo.

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for two (2) representatives.
- AGU manages logistics of ordering lanyards with sponsor approval of proof prior to print.
- Digital advertising on AGU24 website in random rotation with other sponsors.
- Invitation to AGU President's Reception for one (1) company representative.



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Puppy Play Zone \$15,000

SOLD!

This fun opportunity provides brand exposure in the exhibit hall throughout the week of AGU24. Put a smile on attendees' faces with this memorable, soothing exhibit hall experience. It's a great way to relax with attendees and create an engaging environment to take a break from the hustle and bustle of the conference...and help the dogs find their fur-ever home!

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for two (2) representatives.
- Sponsor signage at the petting station.
- Ability to distribute a company branded gift or takeaway at the puppy zone or provide specialty gear for the puppies (bandanna, collar, etc.)
- Invitation to AGU President's Reception for one (1) company representative.

Be Well Room \$7,000

EXCLUSIVE!

The Be Well Room is designed as a safe and calming retreat for attendees who may be overstimulated, experiencing social anxiety, or just need a few quiet moments to themselves tucked away from the hustle and bustle of AGU24.

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for one (1) representative
- Signage outside of the Be Well Room
- Recognition as the sponsor of this space in marketing messages and attendee communications
- Opportunity for your company to provide branded item such as stress ball or fidget toy

Puppy Yoga \$7,000

Join AGU24 attendees as they take a break in their day to stretch...with puppies! During each session, puppies will be leading up to 30 participants in an intermediate yoga class that includes light stretching and breathwork. While in downward dog or child's pose, puppies will wander throughout the room greeting attendees with snuggles and motivation!

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for one (1) representative.
- Opportunity to include an approved message in pre-event email communication to participants.
- Greet attendees as they check-in for the class and give official welcome.
- Company logo on event signage and pre-event communication.
- Option to provide company giveaway/swag to participants.



Fill It Forward Water Refill Program

\$25,000

When you sponsor this program at AGU24, your organization is helping to keep single-use items out of landfills and gives back to charity projects. With the Fill it Forward technology, we will track the collective environmental impact of AGU24 attendees and be able to report back on the waste diverted.

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for three (3) representatives.
- Custom design on distribution cards.
- Logo recognition in AGU24 private group on Fill It Forward tracking app.
- Option to distribute the bottle tags and custom water bottles (additional charge) from your booth as a traffic driver.
- Digital advertising on AGU24 website in random rotation with other sponsors.
- Invitation to AGU President's Reception for one (1) company representative.
- One (1) banner ad in *Eos Buzz*, AGU's weekly newsletter with 65,000 subscribers and a 45% open rate.

SOLD!



Pickleball Sponsorships

It's time for a networking break and an endorphin rush at AGU24! Join us at this year's inaugural pickleball court and help attendees connect, stretch their legs and rejuvenate before heading to the next plenary. Pickleball is easy to learn and an amazing way for you to engage with attendees in a less formal environment. Ensure your company is top of mind as attendees embrace this out of the booth experience. The pickleball experience will take place near registration in Hall D at this year's event from Tuesday – Friday.

Presenting Sponsorship

\$25,000

Your benefits include the base recognition package, plus:

EXCLUSIVE!

- Complimentary AGU24 registration for three (3) representatives
- Name and logo recognition in all pickleball event materials and promotion
- Logo inclusion on pre-show and day of show email communications to attendees promoting the pickleball activation
- Logo inclusion on AGU website and social media posts promoting the pickleball program
- Logo inclusion on applicable event signage
- Logo presence on courtside signage
- Logo on the paddle used by attendees during the game
- Ability to provide attendees a treat or takeaway in the pickleball space (item to be provided by sponsor at their expense and subject to approval by AGU show management)
- Invitation to AGU President's Reception for one (1) company representative.



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Courtside Sponsorship

\$7,500

Three (3) Available

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for one (1) representative
- Inclusion on applicable double-sided signs throughout event
- Logo placement on the pickleball court and courtside signage
- Logo inclusion on pre-show and day-of-show email communications to attendees promoting the pickleball activation

Endorphin & Serotonin Rush

\$10,000

EXCLUSIVE!

The Relax & Recharge Lounge offers a place to unwind, recharge, and network in the exhibit hall. Help attendees rejuvenate by providing a break from the hectic days at the conference. For 2024, take it "old school" and go back to childhood memories and make a game of it with a variety of old-school interactive games!

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for one (1) representative
- Logo recognition with sponsors on signage at the Relax & Recharge Lounge
- Custom options: Provide a gift, takeaway or tasty treat for those looking to take a moment of fun in this year's lounge. (Additional charge will apply and be subject to approval by AGU Show Management)
- Invitation to AGU President's Reception for one (1) company representative



R&R Massage Therapy

\$10,000

The Relax & Recharge Lounge offers attendees a place to unwind, recharge, and network in the exhibit hall. Professional massage therapists will provide complimentary chair massages to help attendees feel rejuvenated, and other activities will provide a break from the hectic days at the conference.

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for one (1) representative.
- Logo recognition on signage at the Relax & Recharge Lounge.
- Custom options, such as providing branded shirts to be worn by massage therapists.
- Invitation to AGU President's Reception for one company representative.

Random Acts of Conference Kindness

Five (5) Available

This is your chance to tie in that moment of surprise and delight with attendees at AGU24. Make their visit to the show just a little bit more awesome all while increasing brand awareness, driving traffic to your booth and leaving a lasting impression.

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for one (1) representative
- Sponsor one of the "Random Acts of Conference Kindness" taking place during this year's event
- Show management will promote these sponsorships to all attendees the day of and drive traffic to your space
- Announcements will be made via the app, daily email, exhibit hall announcements, and on the day's signage
- Inclusion on applicable signage and promotion
- Select one of the options below and customize the experience to your marketing needs!

Select one (1) option below:

Complimentary coat/bag check tickets **\$7,500**

Complimentary drink/food voucher for Convention Center concessions **\$8,500**

\$25 Amazon or Starbucks Gift Card (to be collected at the sponsoring companies' booth) **\$10,000**



Honors Ceremony Green Room

\$15,000

EXCLUSIVE!

Be the exclusive sponsor of the green room where the AGU 2024 Class of Fellows and Union Medal, Award, and Prize recipients go to prepare prior to the Honors Ceremony. This is not your typical green room! With carefully curated furniture and food and beverage, your sponsorship allows you to support this respected group of community Earth and space science leaders while expanding brand awareness and aligning yourself with this prestigious event.

Along with the base recognition package, this sponsorship includes:

- Charging area in the green room with company branding
- Elevated food and beverage to help ensure VIPS feel refreshed
- Brand inclusion on all applicable signage, welcome screen, and promotion of the Honors Ceremony, including the Ceremony program
- Full page ad in the onsite Honors program that will be distributed exclusively to Honorees, approximately 250-300 books
- Enhancements: Ability for sponsor to provide branded takeaway, gift or Sponsor-branded tablecloth (item to be provided by sponsor at their cost)
- Five (5) tickets to the Honors Banquet
- Complimentary AGU24 registration for two (2) representatives
- Invitation to AGU President's Reception for one (1) company representative

AGU24



Coffee (C8H10N4O2) and Refreshment Station – Exhibitor Pop-up Experiences

Make sure attendees have you top of mind for the place to visit in this year’s exhibit hall. Show management will work with you to “espresso yourself” and design a custom beverage or snack pop-up experience at your exhibit space. Bring the caffeine and the attendees to your space and maximize your ability to network and engage attendees while they grab a coffee or snack and connect with you one on one at this year’s event.

Your benefits include the base recognition package, plus:

- Sponsor one of the custom refreshment or coffee station “popups” taking place during this year’s event: located at your booth.
- Show management will promote your pop-up to all attendees the day of and drive traffic to your space. Announcements will be made via the app, daily email, exhibit hall announcements, and on the day’s signage.
- Ability to display/distribute company collateral and or gift during the designated pop up to attendees who stop by.
- Complimentary event registration for one (1) representative.
- Select one of the options from the two pricing categories listed below and customize the experience to your marketing budget and your tastes!

Category 1: Sponsorship Cost (select one)

\$10,000

Cappuccino/Espresso Cart: 3 hours or 250 cups; price includes any fees along with the required table and electric drop

Smoothies: 3 hours or 250 cups; price includes any fees along with the required table and electric drop

Warm Cookies: 400 cookies; price includes attendant and any fees along with the required table and electric drop

or

Category 2: Sponsorship Cost (select one)

\$8,000

Lemonade/Iced Tea: 21 gallons of lemonade, iced tea or a combo of both (approx. 266 cups)

Premium Ice cream: 144 novelty bars; price includes any fees along with freezer rental

Popcorn: two cases (serves 132-220 people); price includes attendant and any fees any fees along with the required table and electric drop

Professional and Career Development Sponsorship Opportunities



Get recognized for advancing formal and informal learning opportunities and career services designed to promote the attendee's professional growth, career advancement, and for promoting the growth of the Earth and space science workforce. Attendees will see your support for learning at AGU24 in the heavily attended Center for Professional and Career Development and popular workshops and learning panels throughout the week.

Learning Founder \$25,000

Four (4) Available

AGU attendees note that professional development and career advancement are drivers for their attendance at AGU24. Advance your brand as a primary supporter of professional development, career services, and career advancement opportunities for our attendees.

In addition to the base recognition package, your benefits include:

- Complimentary AGU24 registration for three (3) representatives.
- Prominent placement of your logo in our Center for Professional and Career development spaces.
- Recognition in over 40 sessions including all our conference workshops and learning panels (broad audience) as well as career development workshops (job and career advancement seekers).
- A 45-minute thought leader session in the Center for Professional and Career Development.
- Invitation to AGU's President's Reception for one (1) company representative

- Your company's name included as a sponsor of the AGU24 learning program in all plenary and oral session convenings.
- Additionally, you will receive an impact report (no personal/identifying information) describing how many attendees participated in Center for Professional Development activities (career workshops, career panels, AGU program office hours, and career services) and all conference week workshops and learning panels.

Headshot Lounge \$15,000

The Headshot Lounge, hosted in the Center for Professional and Career Development in the Exhibit Hall, offers attendees the opportunity to get a professional headshot by an experienced photographer. Participants will get the complete portrait-taking experience with the opportunity to sit for a professional makeup touch-up session and then get photographed.

Your benefits include the base recognition package, plus:

- Complimentary AGU24 registration for two (2) representatives.
- Logo on signage at the Headshot Lounge in the Center for Professional and Career Development.
- Logo on website banner where attendees access their digital headshot photos.
- Sponsor recognition in messaging promoting the Headshot Lounge.
- Invitation to AGU President's Reception for one company representative.

Career Services

\$5,000

Four (4) Available

(Includes resume review, interview preparation, personal branding sessions)

Our attendees are looking for advice to find jobs, advance their careers, identify new career paths, and understand their opportunities. Many of our attendees are seeking advice around career pathways, promoting themselves, and interviewing.

Your benefits include the base recognition package, plus:

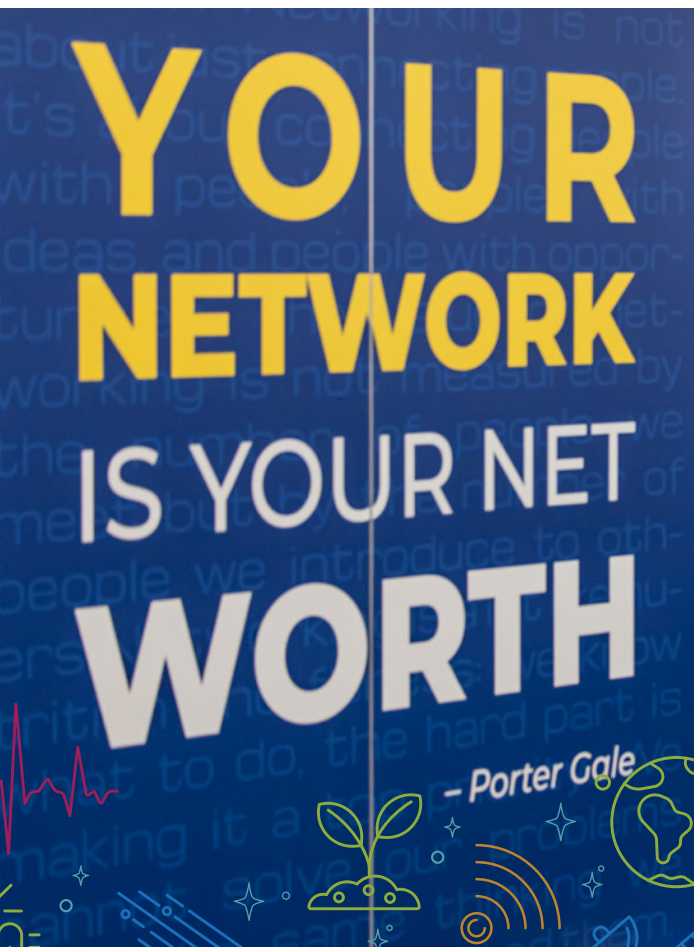
- Complimentary AGU24 registration for one (1) representative.
- Logo included in materials and location where career services are provided
- Sponsor recognition in messaging promoting the career services provided in the Center for Professional and Career Development

Thought Leader Sessions

\$3,000

Host a 45-minute session dedicated to showcasing your organization's leadership and expertise around technology and science solutions in the Earth and Space sciences or discussing career-related topics of your choice. Hosted in the Center for Professional and Career Development, be a part of helping the industry grow and advance by highlighting your organization's innovation and problem-solving services and products that will help attendees build their skills and advance their careers.

Note: Topic of choice must be approved by AGU.



Recruitment Opportunities



Requires an exhibitor booth. Benefits vary by tier.
Sponsor benefits not included.

Tier 1 \$1,000

- Highlighted as a recruiter in the mobile app and virtual platform.
- Access to the AGU Career Center to create one (1) complimentary Simple to Recruit job posting.

Tier 2 \$3,000

Limited Availability

- Highlighted as a recruiter in the mobile app and virtual platform.
- Access to the AGU Career Center to create one (1) complimentary Simple to Recruit job posting.
- One (1) digital ad in the AGU Career Center e-newsletter.

Tier 3 \$6,000

Limited Availability

- Highlighted as a recruiter in the mobile app and virtual platform.
- Complimentary AGU24 registrations for one (1) representative.
- Access to the AGU Career Center to create one (1) complimentary Simple to Recruit job posting.
- One (1) digital ad in the AGU Career Center e-newsletter.
- Complimentary interview room for one (1) day.

Interview Rooms

Meet with qualified Earth and space science candidates onsite during AGU24 with a private interview space, located in the Center for Professional Development in the exhibit hall (open during expo hours). Each room includes (1) table and (2) chairs.

Single Half Day \$750/each day

Available Monday afternoon and Thursday morning.

Single Full Day \$1,500/each day

Available Tuesday and Wednesday.

Full Week \$4,000

Available Monday thru Thursday.

Signage, Advertising, and Email Marketing Opportunities



Interested in increasing your company's visibility at the convention center during AGU24? Contact us to learn more about creating custom signage placed in high-traffic areas in the convention center.

Nook Meeting Pod

\$10,000

Conferences can be overwhelming for attendees due to large crowds, noise, and constant activity. Nook Meeting Pods offer attendees a comfortable, semi-private place to take a break or collaborate with colleagues. Pods will be located in high-traffic, central areas in the convention center and are a perfect way to promote your organization!

Event pods include custom branding and a power strip for charging devices. Additional branding in the pod is available at additional charge.



Registration Confirmation Email Banner

\$5,000

EXCLUSIVE!

Exclusive opportunity for your organization to place your branding in the email message that is sent to all attendees when they register for AGU24.

AGU24 Daily Digest Email Advertisement

\$4,000/each ad

Include your branding and website link in the emails that are sent to AGU24 attendees to keep them up-to-date on important conference information each day.

Know Before You Go Email Advertisement

\$4,000

SOLD!

Exclusive opportunity for your organization to place your branding in the email message that is sent to all registered attendees the week prior to AGU24 with all the key information they need to get ready for the conference. One message will be sent to attendees going to the event, and one message will be sent to virtual-only attendees.

AGU24

AGU24 EXHIBITOR PROSPECTUS • 20





Mobile App & Virtual Platform Banner Advertisement

\$5,000/each ad

(Up to 5 ads will be shown in rotation)

With more than 21,000 unique downloads during the 2023 conference, the AGU24 mobile app and virtual platform gives you unmatched visibility. Attendees use this tool to navigate all AGU24 happenings – the complete scientific program, exhibitor listings, networking events, on-demand content and more. Put your company prominently in front of this audience on the home screen!

Custom Email Marketing

\$7,000/per email

3 Remaining!

Send your personalized company message to the AGU24 pre-show attendee list. Direct email marketing to the list of attendees is the most powerful and cost-effective advertising medium you can use to promote your business, generate leads and enhance your company's exhibit experience. Only four (4) opportunities are available.

Note: Ads must be approved by AGU

Onsite Digital Marketing

This is your opportunity to expand your brand awareness at this year's event, stand out at AGU24 with high-impact digital signage and ensure your company has maximum visibility.

Select from:

Concourse A Video Wall

\$2,500/each

Make a statement with this 52" high-definition LCD display right outside the exhibit hall entrance. Sponsor receives a 10-second slide on a 100-second loop.

Level 1 Quantum Wall

\$4,500/each

A great opportunity to have a featured ad during AGU-TV. Provide a 15-second featurette with sound highlighting you! Don't miss this incredible opportunity to make your marketing efforts and exhibit presence front and center. Dedicated to AGU; will also feature AGU-TV

Level 1 Rotunda A and B video walls

\$3,000/each

3 spots available; 10 seconds per spot

Show off your brand in Hall A or B with these large-scale video walls. Flash your image or GIF across screens for up to 10 seconds rotating over 4 days.





AGU Show of Support Program

\$1,500

Attending AGU24 but not able to sponsor or exhibit this year? Email Anna Lawler at AGUSales@taffyevents.com to apply to be part of the AGU Show of Support Program.

You may qualify to receive:

- Linked logo inclusion as a show of support sponsor on the event website and in the event app.
- Linked logo inclusion in a pre-show Know Before You Go email to attendees recognizing all sponsors and providing information designed to help them navigate their time at this year's event.
- Logo inclusion on "Show of Support Sponsor" signage onsite.

Physical Signage

Triangle Tower Column Signs
Six (6) Available

\$8,500/each

Direct traffic to your booth by designing two sides on this sign strategically placed throughout the convention center.



AGU24

Level Up Your AGU24 Experience

Custom sponsorships
are available!

We'd love to collaborate with you to craft
a unique sponsorship program to meet
and exceed your company's objectives.

Contact us at AGUSales@taffyevents.com
or +1 571-483-8737 to get started.



Claim Your AGU24 Sponsorship
Opportunity Today

Anna Lawler
AGUsales@taffyevents.com
+1 571-483-8737

AGU24

WHAT'S NEXT FOR
SCIENCE