

Everything is Connected™

# GeoWeb

2007

## MASHUPS TO INFRASTRUCTURE

[www.geoweb.org](http://www.geoweb.org)

July 23<sup>rd</sup> - 27<sup>th</sup>





## MASHUPS TO INFRASTRUCTURE



**Date:** JULY 23<sup>rd</sup> - 27<sup>th</sup>

**Location:** Vancouver, British Columbia, Canada

**Theme:** The theme for this year's conference, "From Mashups to Infrastructure", reflects breadth and the growing maturity of the GeoWeb. In particular, this theme acknowledges the highly visible, consumer applications that helped spawn this phenomenon while emphasizing that the GeoWeb is increasingly playing a meaningful role in mainstream, mission-critical applications.

**Venue:** Morris J. Wosk Center for Dialogue

**Expected attendance:** 350 - 400

**Type of audience:** **INTERNATIONAL:**  
senior decision-makers, industry leaders and technocrats

**Type of markets:** Government, homeland security & defence, search engines, utilities, natural resources, database and GIS

**Type of organization:** Large, mid and small cap companies and government

**Duration:** **5 days**



## OVERVIEW

We are all lobbying for an operational and global spatial data infrastructure. The GeoWeb offers an immediate solution to redundant data, expensive data integration, expensive or inefficient data distribution capabilities. More importantly, the GeoWeb unlocks a world of new technologies, markets and improved decision-making. This is a pivotal technological shift that will not only change the industry, but moreover, the way we use geospatial information in our everyday lives. 90% of participants from GeoWeb 2006 indicated that they would attend GeoWeb 2007. We invite you to take a leadership role in this important technological shift by being a lead sponsor of GeoWeb 2007. Set yourself apart from your competitors and establish yourself as a leader in the GeoWeb!

## CONFERENCE DESIGN

GeoWeb 2007 will follow the successful model established for GeoWeb 2006. GeoWeb 2007 will continue to focus on enabling conference attendees to strengthen relationships and turn ideas into real applications. GeoWeb 2007 brings together developers, end-users, technologists and decision makers in a forum that stimulates debate and fosters the growth of new ideas.

The conference will be composed of the following:

- 2.5 days of paper presentations & discussion panels
- 2-3 networking events
- Vendors Spotlight
- 2 days of workshops/courses

*Take a leadership role in this important technological shift*

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## MARKETING STRATEGY

Sponsoring GeoWeb 2007 offers targeted visibility to the Geospatial and Location-based services industries. Below is a list of sample campaigns:

- Press Release Distribution
- E-Mail Blasts to individuals
- Google Keyword Campaign
- Digital and print advertising
- Reciprocal advertising
- Conference promotions
- Onsite marketing

## VENDORS SPOTLIGHT

According to the GeoWeb 2006 conference survey, over 66% of attendees were senior decision-makers. Based on feedback from sponsors and exhibitors, we modified this year's exhibitor portion to create a non-competing portion of the program called the Vendors Spotlight. The Vendors Spotlight is an opportunity for paid participants and Sponsors to showcase their applications, products and ideas to a targeted audience during a non-competing section of the program. Each vendor will be allocated a specific amount of time to make a presentation of their choice. Additionally, we will host an evening reception focused on the Vendors Spotlight. During the reception, (also a non-competing section of the program) exhibitors will be provided with tabletop space to set up a small exhibit. The purpose of this networking function is to encourage further discussion of the Vendors presentations. The Vendors Spotlight will also include:

- Advertising in the conference program
- Targeted press releases and email blasts prior to the conference start

## *GeoWeb 2006 drew more than 250 professionals from 22 countries!*

### **GEOWEB BOAT CRUISE - NETWORKING RECEPTION**

GeoWeb 2006 proved to be a networking-rich event on the GIS calendar -- GeoWeb 2007 will be no different!

The official networking event of GeoWeb 2007 will be a dinner cruise around Vancouver's beautiful harbour. Attendees will enjoy a three-course dinner while taking in the panoramic views of the Vancouver skyline. In addition, attendees will benefit from the city's annual fireworks display, a prestigious international competition staged in English Bay.

### **WORKSHOPS**

GeoWeb 2007's competitive advantage lies mainly in unique opportunities related to knowledge acquisition. There is no other event that offers the same combination of courses. In GeoWeb 2006, we offered 13 in-depth workshops taught by recognized industry leaders. Workshop titles included:

- Advanced GML: A Hands-on Approach
- SDI Concepts and Architectures
- Introduction to FLEX
- The GML & JPEG 2000 Connection
- OGC WRS—Managing Just About Everything
- SVG for Fun and Profit
- Google Earth and KML
- Google Maps Mashups
- The Power of the OGC Web Feature Service
- Introduction to Virtual Earth
- Introduction to LandXML
- Virtual Earth platform, Enterprise Applications
- Introduction to JDeveloper and Oracle AS MapViewer

GeoWeb 2007 will consist of a similar course offering. The objective is to focus on mainstream technologies that are enabling the creation and proliferation of the GeoWeb. The development of this piece of the program is negotiable by lead sponsors only.

### **PRESENTATIONS & DISCUSSION PANELS**

GeoWeb 2006 offered over 70 presentations by industry experts along with six discussion panels, all focusing on the themes of convergence of XML, Web services, and geographic information systems. GeoWeb 2007's paper selection and discussion panel will be much more competitive (due to an overwhelming response) than the previous years. Papers and discussion panels will center on the themes discussed above.



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## OFFERING

The following organizations sponsored GeoWeb 2006 (at the indicated sponsorship levels):

### 2006 Sponsors

Platinum Sponsor – Microsoft

Gold Sponsors – Google, Oracle, Autodesk

Silver Sponsors – Safe Software, Lockheed Martin, Laser-Scan

Conference Contributor – GeoConnections

### Platinum Level Sponsors — \$25,000 USD

Sponsors at the highest sponsorship level will receive the following:

- role on the programming committee
- 1 spot in the Vendors Spotlight
- five attendees, full registration
- 1 of 3 keynote addresses
- sponsorship of 1 of 3 conference lunches
- recognition of Platinum sponsorship with signage
- distribution of company literature with registration package
- company logo on conference bag with conference organizers
- right of first refusal
- company logo and profile on Web site and program guide

### Gold Level Sponsors — \$15,000 USD

Sponsors at the Gold level will receive the following:

- 1 spot in the Vendors Spotlight
- three attendees, full registration
- senior executive to participate in plenary session
- sponsorship of 1 of 6 conference coffee breaks
- distribution of company literature with registration package
- company logo and profile on Web site and program guide
- right of first refusal
- company logo and profile on Web site and program guide

### Silver Level Sponsors — \$10,000 USD

Sponsors at the Silver level will receive the following:

- 1 spot in the Vendors Spotlight
- one attendee, full registration
- sponsorship of 1 of 4 workshop coffee breaks or 1 of 3 conference breakfasts
- company logo and profile on Web site and program guide



## **CONTACT INFORMATION**

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*Be a leader in the GeoWeb,  
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