

# PECORA 20

OBSERVING A CHANGING EARTH

*Science for*

*Decisions...*

MONITORING,  
ASSESSMENT,  
PROJECTION

SIOUX FALLS, SD  
NOVEMBER 13-16, 2017



EXHIBITOR PROSPECTUS





# Observing a Changing Earth, Science for Decisions... Monitoring, Assessment, and Projection Sioux Falls, South Dakota, November 13-16, 2017

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elcome to the wonderful city of Sioux Falls, South Dakota, known as the “Heart of America.”

This fall we head back to Sioux Falls to celebrate William T. Pecora's vision with Pecora 20. With emphasis on recent significant developments in remote sensing, the theme of Pecora 20 is “Observing a Changing Earth, Science for Decisions...Monitoring, Assessment, and Projection.”

The Pecora Symposium series was established by the USGS and NASA in the 1970s as a forum to:

- 1) foster the exchange of scientific information and results derived from applications of Earth observing data to a broad range of land-based resources; and
- 2) discuss ideas, policies, and strategies concerning land remote sensing.

This conference will offer a program on applications of satellite and other Earth observations to monitor, assess, and perform projections of future land and water resources, as well as big data and other analytical technologies to improve decision making utilizing satellite data.



## Why Sioux Falls, South Dakota? — The Heart of America!

You'll not only love to gather here, but you'll also enjoy sites you'll only find in Sioux Falls.

First off, you'll love the Falls! We're always asked, "If you had to choose one thing to do in Sioux Falls, what would it be?" Our answer is always to visit Falls Park. We're known for our beautiful waterfalls, unique rock formations, and rich history that centers around the river. Even in winter, before the holidays, the park is still a major attraction with its festive light displays.



The Symposium is being held at the Denny Sanford Premier Center. Hotel accommodations can be reserved at the Sheraton Hotel, 1211 West Avenue North, Sioux Falls, South Dakota.



Friendly smiles and a warm welcome await you at the Sheraton Sioux Falls & Conference Center. We are connected via enclosed walkway to the Sioux Falls Convention Center, Denny Sanford Premier Center, and Sioux Falls Arena. Our downtown location makes it easy to access the entire area plus we provide complimentary shuttle service to and from Sioux Falls Regional Airport (FSD), which is only 2 miles away.



A special Symposium rate has been established at the Sheraton Hotel. Reservations may be made through the symposium webpage.

*Our Attendees are people you need to reach! You'll meet face-to-face with decision makers who have budget authority from top organizations utilizing your products and services. Land remote sensing data users, researchers, applications scientists, producers, managers and policymakers participate in this important symposium.*

# PECORA 20

## Booth Fees

	10 x 10	Table Top
<b>Symposium Sponsor</b>	<b>\$1,350</b>	<b>\$250</b>
<b>ASPRS Corporate Member</b>	<b>\$1,550</b>	<b>\$250</b>
<b>University</b>	<b>\$1,650</b>	<b>\$400</b>
<b>Government Agency</b>	<b>\$1,750</b>	<b>\$450</b>
<b>Non-Member Companies</b>	<b>\$2,100</b>	<b>\$550</b>

Rates are based on a 10' x 10' booth space or a 10' x 6' table top. Additional booths can be purchased at a 15% discount. An exhibitor who sponsors the symposium through any of the items outlined in the Sponsorship Opportunities is considered a "Symposium Sponsor" and qualifies for the sponsor discounted rates above. \*Exhibitors who are not ASPRS members may wish to join the organization and take advantage of the discounted rates along with the many other member benefits. To receive the Corporate Member exhibit rate, a company must join ASPRS prior to signing an exhibit contract. All exhibitors that are Corporate Members or are a Symposium Sponsoring Company at the time an exhibit contract is signed must remain in good standing throughout the duration of the exhibit contract.

*Our attendees are the  
people you need to reach!*

## Exhibit Hall Hours\*

### Monday, November 13, 2017

Installation of Exhibits 12:00 noon to 7:00 pm

### Tuesday, November 14, 2017

Installation of Exhibits 7:00 am to 11:00 am

Booth Inspection 11:00 am to 12 noon

Exhibits Open 12 noon to 7:00 pm

Exhibitors' Reception 5:00 pm to 7:00 pm

### Wednesday, November 15, 2017

Exhibit Hall Open 9:00 am to 5:00 pm

### Thursday, November 16, 2017

Exhibit Hall Open 8:00 am to 1:00

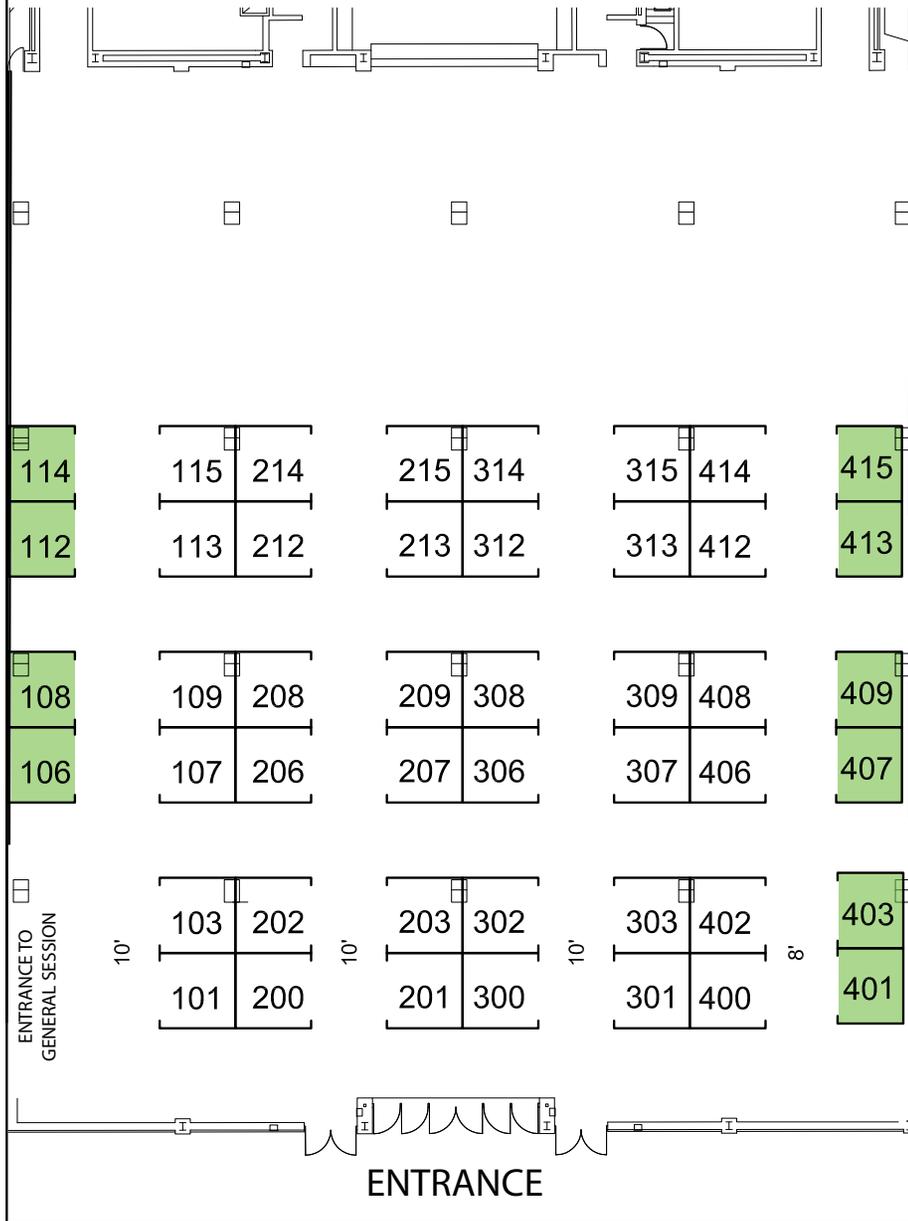
Exhibit Hall Dismantle 1:01 pm to 10:00 pm

The Exhibits will be located in the Sioux Falls Convention Center, Sioux Falls, SD, USA.

\*ASPRS reserves the right to alter this schedule if necessary.

**ASPRS PECORA 20**  
**NOVEMBER 14 - 16, 2017**  
 DENNY SANFORD PREMIER CENTER  
 EXHIBIT HALLS 1 & 2  
 SIOUX FALLS, SOUTH DAKOTA

10 x 10 Booths □  
 10 x 6 Booths ■



## Benefits

- Two full Symposium registrations per 10' x 10', one per 10' x 6' booth
- Three exhibit booth personnel registrations per 10' x 10' booth
- Nine complimentary guest exhibit hall passes per 10' x 10' booth
- One 6' skirted table, two chairs, and a wastebasket
- Fully carpeted exhibit area
- The Denny Sanford PREMIER Center has complimentary 10GB Fiber Internet throughout the entire facility.
- Draped back wall and side rails (not applicable for island booths)
- Post-symposium attendee mailing list (Subject to international data protection laws, sent out 14 days post symposium.)
- Multiple networking & social activities held in the hall
- Exhibitors' Reception
- Beverage Breaks
- Closing Breakfast
- Company description in Symposium Final Program (sign-up & description must be received prior to publication date)
- 24-hour security service
- Special discounts on mailing list rentals
- Company name and booth number listed on Symposium Website 45 days prior to Symposium (contract must be signed)
- Exhibitor only hospitality area

# PECORA 20

## Sponsorships

<b>Keynote Speaker</b>	<b>\$3,000</b>
<b>Hotel Keycards</b>	<b>\$3,000</b>
<b>Symposium Wireless Internet</b>	<b>\$4,000</b>
<b>Exhibit Hall Reception</b>	<b>\$3,000</b>
<b>Breakfast with Exhibitors</b>	<b>\$1,500</b>
<b>Beverage Breaks with Exhibitors</b>	<b>\$500</b>
<b>Lunch with Exhibitors</b>	<b>\$2,500</b>

Greet attendees one-on-one and spread the word about your company by sponsoring an event in the exhibit hall. Reception and break sponsorships are VERY customizable to your needs and desires! Your company logo will also be displayed in the Symposium Final Program next to the exhibit hall event listing.

<b>Symposium Bags</b>	<b>\$2,500</b>
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Your logo on the always popular – Symposium bag for all attendees. Each Symposium attendee will receive a symposium bag at registration with your logo on the front. It's a great way to make a good first impression. ASPRS will provide bags.

<b>Lanyards</b>	<b>\$1,000</b>
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All attendees will receive a lanyard at registration and wear it throughout the symposium. Have your company logo imprinted on the symposium lanyard for all attendees. Lanyards supplied by sponsor.

<b>Symposium Notepads</b>	<b>\$1000 (exclusive), \$500 (non-exclusive)</b>
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Attendees take plenty of notes during all the Technical Sessions. Have your company logo imprinted on the symposium notepads distributed to all delegates. It's a handy item that attendees will be sure to use during the symposium and for months afterward. Item supplied by Sponsor.

<b>Symposium Pens</b>	<b>\$500</b>
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Attendees take plenty of notes during all the Technical Sessions. Have your company logoed pens distributed to all delegates. It's a handy item that attendees will be sure to use during the symposium and for months afterward. Item supplied by Sponsor.

We want YOU to be happy with the attendee response from your exhibiting experience!

To ensure maximum exposure for your booth, we have designed the following events to be held exclusively in the Exhibit Hall.

### Breakfast with Exhibitors

A great opportunity to grab the attention of the symposium attendees over coffee and breakfast pastries.

### Beverage Breaks with Exhibitors

Coffee and sodas will be served throughout the exhibit hall for all attendees to enjoy. Take this time as the attendees have a break from the symposium sessions to engage new customers and showcase your products.

### Lunch with Exhibitors

Another great opportunity to grab the attention of the symposium attendees while enjoying a relaxing lunch in the hall.

### The Exhibitors' Reception

Always a symposium highlight, the Exhibitors' Reception is a perfect opportunity to meet with the attendees and enjoy a few hors d'oeuvres.

*Maximize the benefits of your participation by becoming a symposium sponsor. Your company can make its mark and gain visibility before, during and after the event. Choose from our list of Unique Sponsorships for the events or items that best showcase your company. If you are interested in a sponsorship not shown here, speak with our sales representative and he will be happy to work with your needs and desires for a mutually beneficial opportunity.*



## Advertising

### Registration Packet Inserts

**\$500 per 500 pieces**

Ensure your visibility by inserting a flyer, brochure or other promotional item in each attendee registration packet. All inserts must be pre-approved by ASPRS and must be delivered to ASPRS Headquarters by September 26, 2017.

500 piece minimum, size not to exceed 8.5x11 inches, single sheet, and weight not to exceed 4 oz.

### “Take One” Exhibit

**\$385 per 500 pieces**

A “Take One” Exhibit is for the distribution of brochures, magazines, and other promotional materials related to the Symposium. Items will be displayed prominently in the Exhibit Hall for attendees to help themselves.

Fee Includes:

- » Regular servicing of the materials
- » Listing as an exhibitor in the Symposium Final Program (if all requirements are met prior to publication date)
- » Prominent location of “Take One” booth in the Exhibit Hall

This fee does not include shipping and handling fees. All materials for the “Take One” Exhibit must be shipped directly to the designated symposium location and arrive by November 12, 2017. Unused materials will not be returned.

“Take One” exhibitors will not be allowed to detail, canvas, solicit or congregate in the “Take One” area. Violator exhibits will be cancelled without refund. This exhibit is for “Take One” exhibitors only. A sample of the item must be submitted to ASPRS for review. Shipping details and deadlines will be included in the Exhibitor Kit, emailed to all exhibitors 60 days prior to the symposium.

**To participate in any marketing and/or advertising opportunities, please contact:**

**Bill Spilman**  
**Innovative Media Solutions**  
**320 W. Chestnut St.**  
**P.O. Box 399, Oneida, IL 61467**  
**(877) 878-3260 toll-free (309) 483-6467 phone**  
**bill@innovativemediasolutions.com**

### Final Program Marketing Advantages

- » Each attendee receives a copy – 400+ people
- » Advertisers receive a complimentary highlight on their exhibitor listing with a reference to the page number of their ad(s)
- » Referred to throughout the symposium as the core source of information
- » Digital copy posted on symposium website – posted on website for viewing for 5+ years
- » Digital copy included in symposium smartphone app
- » The Final Program contains in-depth explanations of each session, program updates, workshop and session locations, Exhibit Hall Guide, exhibitor descriptions, a day-at-a-glance, and information relevant to the social events of the symposium. Each attendee receives a copy at registration and will refer to it throughout the symposium.

Cover 2, - \$900  
 Cover 3 - \$800  
 Cover 4 - \$1,000  
 Center Spread - \$800  
 Full Page (ROP) - \$500  
 Half Page (ROP) - \$300

# PECORA 20

## Official Service Contractors

### Decorator & Drayage Firm & Shipping Contractor

Levy Exposition Services, Inc. has been named the official decorating service contractor along with ICAT Expo as the official shipping contractor for Pecora 20. All questions or correspondence concerning the shipment of materials, booth decorating, furnishing, electrical or phone service, etc. should be directed to:

#### Adair Chase

Event Manager

Denny Sanford PREMIER Center

Sioux Falls Arena | Convention Center | Orpheum Theater

1201 N. West Avenue | Sioux Falls, SD 57104

Office: (605) 367-7288

[www.dennysanfordpremiercenter.com](http://www.dennysanfordpremiercenter.com)

#### Matt Campbell, ICAT Expo

6805 Douglas Legum Drive

Elkridge, MD 21075

888-572-1324 w 443-459-8095 (Fax)

[matt.campbell@icatexpo.com](mailto:matt.campbell@icatexpo.com)

The Exhibit Hall is carpeted. Special Booth carpet can be provided by Levy for an additional fee.

## Exhibitor Service Kit

Approximately 60 days prior to the symposium, each exhibitor will receive the Exhibitor Service Kit containing:

- » Order forms for exhibit furnishings, additional carpeting, additional draping, accessories, special work (such as carpentry and painting), additional signs, electrical work, floral decorating, audiovisual equipment rental, and other services
- » Labor regulations and Exhibit Hall rules
- » Shipping and receiving of materials
- » Exhibitor registration information
- » Guest registration guidelines

The exhibitor contact on file with ASPRS will receive the Exhibitor Service Kit via email. It is the responsibility of each exhibitor to complete these forms.

## Insurance

Please pay special attention to the insurance perimeters in the Exhibit Contract. ASPRS must be named in all insurance policies as an additional insurer for all ASPRS shows. Please list ASPRS as American Society for Photogrammetry and Remote Sensing, 425 Barlow Place, Suite 210, Bethesda, MD 20814, phone 301-493-0290 on all insurance certificates.

## Exhibitor Registration

Exhibitor registration is available online through the symposium website or with registration forms included in the Exhibitor Service Kit and available on the symposium website under the Exhibit Hall tab..

Please Note: Exhibitors who are making presentations in the program must register by September 12, 2017. All other exhibitors must register by October 12, 2017. Any changes or additions to exhibitor registration after October 17, 2017 will incur a \$25 processing fee.