

## Earth Science for Society (ESfS) – December 2017 Update!

March 18-20, 2018

**New for 2018: We will open on Monday evening, March 19, to accommodate additional attendees including youth groups. Check our website for the latest news!**

### Attendance

Registration for **Earth Science for Society (ESfS)** opened on October 2nd. To date we have 18 school groups signed up to bring 1442 students and 148 chaperones to **ESfS**. An additional 252 young people aged 4-12 and 50 chaperones have signed up from 12 Sparks, Brownies, and Girl Guide groups, including a Calgary Chinese Girl Guide group.

Currently the Monday is full for schools, but we still have open spots on Tuesday. We also welcome all youth group sign ups, and have spaces open on Sunday March 18<sup>th</sup> from 12-2:30 or 2:30-5:00pm, and Monday March 19<sup>th</sup> from 6:15-8:45pm. The event runs March 18-20, 2018 at the Big Four Building, Stampede Park in Calgary. If your school or youth group would like to attend, please register through our [School Sign-up page](#).

### Sponsorship

**Earth Science for Society** 2018 currently has \$53,349 of verbally-promised cash donations to date and several other in-kind donations. An anonymous CSEG Foundation donor is sponsoring \$10,000. Andreas Cordsen is donating \$6,199 and APEGA Foundation is donating \$5,000 for a shared pavilion. Parex is sponsoring the schools with \$10,000. The CSPG Foundation is sponsoring a pavilion with \$10,000. Peters and Co. is sponsoring the exhibitor lunches for three days at \$3,000. SPE is sponsoring the water station for two days with \$2,000. Repsol will be the 2018 pen sponsor. Chevron is contributing \$1,500 for volunteer breakfast sponsorship. **ESfS** would also like to thank the Canadian Rockies Earth Science Resource Centre (CRESRC), Inter Pipeline, Pulse Seismic, Tangle Creek and Tourmaline for their donations of \$1,000 each and the Arctic Institute of North America (AINA) for donating \$650. Thank you to Tourmaline for donating the storage of the Yukon Dan display, to the Canadian Society for Unconventional Resources (CSUR) for donating advertising, (CREWES) for donating teacher memory sticks and the Engineers and Geoscientists British Columbia for donating Doodlebook graphics. AirTerra Inc., Alberta Women's Science Network (AWSN), Canadian Association of Geophysical Contractors (CAGC), CAWST Wavemakers, Glenbow Museum, Perimeter Institute, and Mining Matters are kindly contributing educator resources for the teacher bags. Lafarge is kindly donating a door prize. Thank you very much to everyone!

There are still sponsorship opportunities available! Please visit [esfscanada.com/sponsors/](http://esfscanada.com/sponsors/) to find out more.

## Exhibits

The Exhibits committee continues to work hard to get our favorite past exhibitors to return once again, and also to find new, engaging exhibitors! We are pleased to announce that we already have **fifteen** confirmed exhibitors including four new exhibitors to **ESfS**! Confirmed exhibitors include: Frank Slide, Canmore Museum & Geoscience Centre, Lafarge, AirTerra, Canadian Association of Geophysical Contractors (CAGC), Centre for Affordable Water and Sanitation Technology (CAWST) Wavemakers, Yukon Dan gold panning, Alberta Women's Science Network (AWSN), Mining Matters, *Energy Production & Transmission* Canadian Geographic Giant Floor Map, **ESfS** Fossil Station, Geoscience Activity Tables, WHERE Challenge, CREWES, and Women in Science and Engineering (WISE) from the University of Calgary. We have had very positive feedback and interest from dozens of organizations. The team is excited about the list of confirmed and potential exhibitors for our 2018 event.

We will soon be sending out the second part of the registration form, which has gone digital this year, to our confirmed exhibitors. This form streamlines gathering the information we need for everyone's on-site experience. If you would like to become an exhibitor please visit [esfscanada.com/exhibit/](http://esfscanada.com/exhibit/) for important dates and more information.

## Volunteers

Volunteer sign up for the event is now open. If you enjoy working with young members of the community for a fun and rewarding experience, please consider volunteering. **ESfS** is now using volunteer management software called InitLive.

Please visit [esfscanada.com/volunteers/](http://esfscanada.com/volunteers/) for more volunteering information.

## Speakers

We are excited to announce that two speakers have been confirmed for **ESfS 2018**. Presentations will take place on Sunday March 19, 2018 in the Geo-Theatre. Abstracts will be posted on our website shortly. View Geo-Theatre and Speaker information on the [esfscanada.com/event](http://esfscanada.com/event) page.

Topic: **Everyday Astronaut**

Time: 1 pm & 3 pm

Speaker: Dr. Ross Lockwood

Dr. Ross Lockwood has a PhD in Condensed Matter Physics, has served as a systems and communication engineer at NASA and is currently developing a Massive Open Online Course called Black Holes 101.

Topic: **How and Where to Find Fossils in Alberta**

Time: 2 pm & 4 pm

Speaker: Dr. Jon Noad

Jon Noad is an experienced Geologist and President, Sedimental Services.

## Marketing

Our Marketing team has been contacting several online and printed advertising platforms to get the word out about this year's event. As well as completing a new Trilobite information banner and fossil station, our marketing team is still working hard on several projects for the 2018 event.

Our Social Media is also growing: Facebook – 193, Twitter – 531, LinkedIn – 918.

Stay tuned next month for more exciting news and please follow and share our content on all our social media platforms!

## The Earth Science for Society Committee

*Inspiring the next generation with Earth Science.*

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