

Earth Science for Society (ESfS) – January 2018 Update!

March 18-20, 2018

New for 2018: We will open on Monday evening, March 19, to accommodate additional attendees including 135 young people from 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 16 school groups signed up to bring 1439 students and 152 chaperones to **ESfS**. An additional 315 young people aged 4-15 and 59 chaperones have signed up from 15 Sparks, Brownies, Girl Guide, and Cub Scout groups, including a Calgary Chinese Guide group.

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](#). Currently the Monday is full for schools, but we still have spots available on Tuesday. We also welcome all youth group sign ups, and have spaces open on Sunday March 18th from 12-2:30 or 2:30-5:00pm, and Monday March 19th from 6:15-8:45pm.

Sponsorship

Earth Science for Society 2018 currently has \$74,749 in sponsorship commitments as well as in-kind donations. Parex is sponsoring the schools with \$10,000. The CSPG Foundation is sponsoring a pavilion with \$10,000. An anonymous CSEG Foundation donor is sponsoring \$10,000. We are anticipating final confirmation of a pavilion sponsorship for \$10,000. Andreas Cordsen is donating \$6,199 and APEGA Foundation is donating \$5,000 for a shared pavilion. The CSEG Foundation is contributing \$5,000. Another CSEG Foundation anonymous donation for \$5,000 will fund non-profit exhibitor travel grants. Peters and Co. is sponsoring the exhibitor lunches for three days at \$3,000. SPE Calgary is sponsoring the water station for two days with \$2,000. Sproule is sponsoring one day of volunteer lunches for \$1,200. Repsol is sponsoring the 2,500 student pens. Chevron Canada is sponsoring two days of volunteer breakfasts with \$1,500. The Canadian Rockies Earth Science Resource Centre (CRESRC) donated \$1,200. Tangle Creek is sponsoring Monday's exhibitor breakfast for \$1,000. Inter Pipeline is sponsoring the floor map at \$1,000. **ESfS** would also like to thank Pulse Seismic and Tourmaline for their donations of \$1,000 each and the Arctic Institute of North America (AINA) for donating \$650. **ESfS** also greatly appreciates the in-kind donations. Thank you to the CSEG Foundation for \$10,000 of in-kind administration costs, Tourmaline for donating the storage of the Yukon Dan display, the Canadian Society for Unconventional Resources (CSUR) for donating advertising, (CREWES) for USBs for compiling digital resources for educators and the Engineers and Geoscientists BC for donating Doodlebook graphics.

AirTerra Inc., Alberta Women's Science Network (AWSN), Canadian Association of Geophysical Contractors (CAGC), CAWST Wavemakers, Glenbow Museum, and Mining Matters are kindly contributing educator resources for the teacher bags. Lafarge, Caring for Our Watersheds, and Ontario Science Centre are kindly donating door prizes. Thank you very much to everyone! There are still sponsorship opportunities available! Please visit 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 **twenty nine** confirmed exhibitors including four new exhibitors to **ESfs**! This nears the number of record-setting exhibitors who attended **ESfs** 2017, and we are hoping to meet or exceed that number by the end of January. All of our confirmed exhibitors will be receiving an email from us with the second requirements form, details of the event including the number and grades of the students attending. This information will help organize venue logistics and also help prepare exhibitors for our event. Due to high registration numbers, we will be open Monday evening from 6-9pm to accommodate even more youth groups (see Program Delivery for more information on registration)!

Confirmed exhibitors include: AirTerra Inc., Alberta Geological Survey of the Alberta Energy Regulator, Alberta Palaeontological Society, Arctic Institute of North America, AWSN (Alberta Women's Science Network), Canada Action, Canadian Association of Geophysical Contractors (CAGC), Canadian Nuclear Society, Canadian Rockies Earth Science Resource Centre (CRESRC), Canadian Society of Exploration Geophysicists (CSEG), Canadian Space Agency, Canmore Museum & Geoscience Centre, Centre for Affordable Water and Sanitation Technology (CAWST) Wavemakers, CREWES/University of Calgary, Department of Geoscience, University of Calgary, *Energy Production & Transmission* Canadian Geographic Giant Floor Map, **ESfs** Fossil Station, Explor Geophysical, Frank Slide Interpretive Centre, Geoscience Activity Table, Glenbow Museum, Grow Calgary, Lafarge, Mining Matters, Natural Resources Canada, University of Calgary Evict Radon Campaign, WHERE Challenge, Yukon Dan Gold Panning, Women in Science and Engineering (WISE) from the University of Calgary

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/ for more volunteering information.

Speakers

We are excited to announce two great speakers for **ESfS** 2018. Presentations will take place on Sunday March 19, 2018 in the Geo-Theatre. Abstracts are posted in the Speaker Summary on our website. View Geo-Theatre and Speaker information on the esfscanada.com/event/geo-theatre 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. Lanyards and badge holders for the event are in the process of being ordered.

Our Social Media is also growing: Facebook – 192, Twitter – 543, LinkedIn – 944.

Our esfscanada.com website showed 201 Canadian visits in December – 113 new visitors.

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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