

Earth Science for Society (ESfs) – March 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!

EXHIBITION HOURS

Sunday, March 18, 2018: 11:30 am – 5:00 pm

Monday, March 19, 2018: 8:45 am – 2:45 pm and 6:00 pm – 9:00 pm

Tuesday, March 20, 2018: 8:45 am – 2:45 pm

Join us on March 18-20th to see what **ESfs** is all about! Invite your family, friends, neighbours, and colleagues.

Attendance

Registration for **Earth Science for Society (ESfs)** opened on October 2nd. We have 16 school groups signed up to bring 1378 students and 146 chaperones to **ESfs**. An additional 414 kids aged 4-15 and 78 chaperones have signed up from 20 Sparks, Brownies, Girl Guide and pathfinder youth groups, Calgary Scout groups, and a Calgary Chinese youth group.

Sponsorship

Earth Science for Society 2018 is grateful for receiving \$117,899 in sponsorship and donor commitments. Details about a \$35,000 commitment will be announced soon. Parex is sponsoring the schools with \$10,000. The CSPG Foundation is sponsoring a pavilion with \$10,000. Canadian Natural Resources is a pavilion sponsor for \$10,000. 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. The CSEG Foundation is contributing \$5,000. Another CSEG Foundation anonymous donation for \$5,000 will fund non-profit exhibitor travel grants. Bonavista Energy is sponsoring the student, teacher, volunteer, and exhibitor lanyards for \$5,000. 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. 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) is donating \$1,200. Sproule, Brian and Elaine Russell, and GLJ Petroleum Consultants are sponsoring one day of volunteer lunches for \$1,200 each. 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.

3M, AirTerra, Alberta Geological Survey of the Alberta Energy Regulator, Calgary Rock and Lapidary Club, Canada Action Coalition, Canadian Association of Geophysical Contractors (CAGC), Canadian Geographic Education, CAWST Wavemakers, Careers in Oil and Gas, CSEG Foundation Outreach, Glenbow, Grow Calgary, Inside Education, Let's Talk Energy, Mining Matters, National Snow and Ice Data Center, Ocean Networks Canada, Perimeter Institute, Rothney Astrophysical Observatory, University of Calgary Evict Radon, and Women in Science and Engineering are kindly contributing educator resources for the teacher bags.

AirTerra, Alberta Geological Survey of the Alberta Energy Regulator, Alberta Paleontological Society, Calaway Park, Canadian Association of Geophysical Contractors (CAGC), Canadian Natural Resources, Canadian Rockies Earth Science Resource Centre, Caring For Our Watersheds, Lafarge, Let's Talk Energy, Map Town, Mining Matters, Ocean Networks Canada, Renu Sahota, TELUS Spark, the Calgary Zoo, and the Ontario Science Centre are kindly donating door prizes.

Thank you very much to everyone! Please visit esfscanada.com/sponsors/ to find out more.

Exhibits

The Exhibits team is eager to welcome **39 exhibitors** to the 2018 event in just a few weeks! For all our exhibitors, please be advised that the floor plan is uploaded on to the website under the "Exhibits" tab for your review. Please note that we are in Hall A of the Big Four building this year, which is right next door to Hall B where we have held the event in the past. On our website, you will also find the **Exhibitor Kit** containing **important** information including the schedule of events and key times, parking map, attendance summary, Calgary Stampede Emergency Response Plan (ERP), and local food/beverage vendors that you can check out **Monday** evening between the 2:45 pm and 6:00 pm event slots. Please carefully read through the information and check our website periodically as this information may be updated.

Confirmed exhibitors include: AirTerra Inc., Alberta Geological Survey of the Alberta Energy Regulator, Alberta Palaeontological Society, Arctic Institute of North America, Calgary Rock and Lapidary Club, Canada Action Coalition, Canadian Association of Geophysical Contractors (CAGC), Canadian Geographic Education, Canadian Natural Resources Ltd. (CNRL), Canadian Nuclear Society, Canadian Rockies Earth Science Resource Centre (CRESRC), Canadian Society of Exploration Geophysicists (CSEG) Foundation Outreach, Canadian Society of Petroleum Geologists (CSPG) Foundation, Canadian Space Agency, Canmore Museum & Geoscience Centre, Careers in Oil and Gas, 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, Geoscience, University of Calgary, Glenbow Museum, Grow Calgary, Inside Education, Lafarge Canada Inc., Let's Talk Energy, Mining Matters, Natural Resources Canada (Geological Survey of Canada), Ocean Networks Canada, Pacific Museum of Earth, Roots 2 STEM, Rothney Astrophysical Observatory, Society of Petroleum Engineers, University of Calgary Evict Radon, WHERE Challenge, Women in Science and Engineering (WISE), Yukon Dan Gold Panning.

Volunteers

The following spots are still left for volunteer registration:

- Monday Morning (March 19, 8:30 to 11:30 am) we need 2 more volunteer guides
- Monday Evening (March 19, 5:45 to 9:00 pm) we need 2 guides, 1 Yukon Dan helper, and 1 more floater/booth assistant
- Tuesday Morning (March 20, 8:30 to 11:30 am) we need 1 guide, 1 fossil trilobite helper, and 3 floater/booth assistants

Our volunteer coordinator, Jinny, can be reached at esfsvolunteers@gmail.com to help you register for shifts, change your current schedule, and answer any questions you may have.

We're looking forward to seeing our returning volunteers again and meeting all the newcomers!

Speakers

We are excited to present two great speakers for **ESfS 2018**. Presentations will take place on Sunday March 18, 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

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

Time: 2 pm & 4 pm

Speaker: Dr. Jon Noad

Marketing

Our Marketing team has successfully added our event to online event listings, local community newsletters, and printed advertising platforms. Student bags have been ordered (blue for grade 3's, green for grade 7's).

Our Social Media is growing: Facebook – 202 followers, Twitter – 585 followers, LinkedIn – 981 connections

Our esfscanada.com website showed 500 Canadian visits in February – 452 new visitors.

Our poster is available for distribution here:

<https://esfscanada.com/wp-content/uploads/2018/01/ESfS-2018-Poster-3-WEB.pdf>

Please follow and share our content on all our social media platforms:

<https://www.facebook.com/esfscanada>

<https://www.linkedin.com/in/esfscanada/>

[@ESfS_canada](https://twitter.com/ESfS_canada)

The Earth Science for Society Committee

Inspiring the next generation with Earth Science.

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