



Earth Science for Society

Sponsor Opportunities & Exhibitor Information



March 14 - 16, 2027
MacEwan Hall
University of Calgary, ALBERTA
esfscanada.com

YOUR HOST



CSEG
Foundation

Table of Contents

- 3 Exhibition Information
- 4 Sponsor Opportunities
 - 8 Sponsorship Contract
 - 9 Sponsorship Payment & Authorization
- 10 Pavilion Themes
- 11 Exhibitor Guidelines
- 12 Exhibit Specifications, Pricing & Venue
- 13 Exhibitor Application
 - 13 Exhibiting Organization Information
 - 14 Exhibitor Details & Authorization
- 15 Exhibitor Terms & Conditions





Exhibition Information



Earth Science for Society (ESfS) is a fun, educational, and dynamic geoscience outreach event in which students, families, youth groups, and the public are given an opportunity to explore the wonders of Earth science.

OBJECTIVES

- To expose students and the public to various aspects of Earth science in a fun, educational and interactive way.
- To make the connection between responsible resource development and the things we depend on every day.
- To inform students about education and career options.

ATTENDANCE

- 1,200 grade school students and teachers
- 800 public, youth groups and leaders

TARGET AUDIENCE

- Grade school students and youth groups
- Families, community groups and the general public

VENUE

- MacEwan Hall, University of Calgary, Alberta
- Visitors will participate in interactive and hands-on exhibits

- **FAMILY FRIENDLY**
- **HANDS-ON EXHIBITS**
- **OPEN TO THE PUBLIC**
- **FREE ADMISSION**



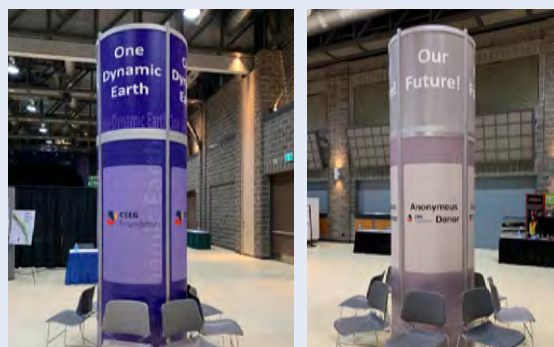
Sponsor Opportunities



ESfS is a geoscience outreach event highlighting the importance and benefits of the Earth sciences in our everyday lives. This is a wonderful opportunity for sponsors to present their organizations to a broad audience.

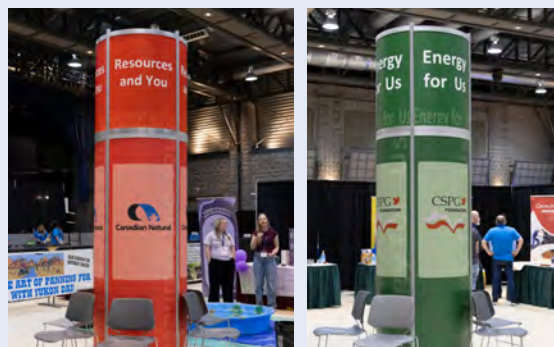
PAVILION SPONSOR (pictured at right) \$10,000 per Pavilion OR \$5,000 shared

With four pavilions to choose from: **Resources and You**, **Energy for Us**, **One Dynamic Earth** and **Our Future!**, your sponsorship will help cover the cost of the venue. You will be recognized with signage in the pavilion and will be guaranteed one complimentary booth space (per \$10,000 contribution) to exhibit at ESfS. In addition, your logo or name will appear on all relevant marketing materials and the website.



WEBSITE SPONSOR \$10,000 (Exclusive)

As the Website Sponsor, your logo will be prominently displayed on the website along with the ESfS logo. The link to the website will be featured in all event communication and brochures. Your sponsorship will help cover the cost of running and updating the ESfS website. Your logo will also be featured on any additional applicable ESfS event signage.



Note: The size of your logo on ESfS signage and the website will increase with larger sponsorship contributions. Unless indicated otherwise, the deadline for most sponsor opportunities is January 15, 2027 to ensure delivery in time for ESfS in March. ESfS 2026 sponsors have right of first refusal on their previously sponsored item(s) until November 20, 2026.

SCHOOL SPONSOR

\$10,000 OR \$5,000 per day (two days available)

Help bring 1,200 grade school students to experience ESfS! Your contribution will be recognized through logo recognition on marketing materials, materials sent to the schools and at bag drop areas at MacEwan Conference and Event Centre, as well on any additional applicable ESfS event signage and the ESfS website.

GEO-THEATRE SPONSOR

\$7,500 OR \$2,500 per day

The Geo-Theatre will feature speakers who will engage the public and students with talks of general scientific interest. The Geo-Theatre also serves as the first point of entry for briefing 1,200 grade school students and 400 youth group attendees with their adult chaperones. Your organization will be recognized with signage and can place company information at the Geo-Theatre. In addition, your logo or name will appear on all relevant marketing material.

STUDENT BAG SPONSOR

\$5,000 (Exclusive)

A great way to get brand recognition for your organization! Your logo will appear in black on the front of 2,000 lime green or teal blue reusable fabric bags distributed to ESfS participants and visitors, as well as on any additional applicable ESfS event signage and the ESfS website.



SCAVENGER HUNT BOOKLET SPONSOR

\$5,000 (Exclusive) TAKEN

Provide the Scavenger Hunt booklet that encourages K-12 youth to engage with and answer questions from each of the exhibitors at ESfS. Your logo will be placed prominently on 2,000 booklets to be distributed to ESfS participants, as well as on any additional applicable ESfS event signage and the ESfS website.



LANYARD SPONSOR

\$5,000 (Exclusive)

Your company logo will be displayed on all 1,400 student, teacher, exhibitor and volunteer lanyards and it's a great way to get brand recognition for your organization. Your logo will also be featured on any applicable ESfS event signage and the ESfS website.



GOLD PANNING SPONSOR

\$4,000 (Exclusive) OR \$1,500 per day

Help bring this dynamic and extremely popular exhibit to Earth Science for Society. Your contribution also provides a small keepsake for each student panning for gold. You will have the opportunity to provide volunteers for this exhibit, as well as showcase your own organization. Your company's logo will be featured at the station, as well as on any applicable ESfS signage and the ESfS website.

Note: The size of your logo on ESfS signage and the website will increase with larger sponsorship contributions. Unless indicated otherwise, the deadline for most sponsor opportunities is January 15, 2027 to ensure delivery in time for ESfS in March. ESfS 2026 sponsors have right of first refusal on their previously sponsored item(s) until November 20, 2026.



BOOKMARK SPONSOR ~~NO LONGER AVAILABLE~~
\$3,000 (Exclusive)

Handed out at not only ESfS but at many other events in Calgary throughout the year, these bookmarks are sure to get your company noticed! Your logo will be featured on all ESfS bookmarks, as well as on any additional applicable ESfS event signage and the ESfS website.

Bookmark sponsorship is only available until August 27, 2026 in order to meet printing deadlines. Reserve this opportunity now!

VOLUNTEER AND EXHIBITOR LOUNGE SPONSOR
\$3,000 (Exclusive) OR \$1,200 per day

Provide a rest area for the hard-working volunteers and exhibitors. Your logo will be prominently displayed on all lounge area signage and on any additional applicable ESfS event signage and the ESfS website.

VOLUNTEER BREAKFAST SPONSOR ~~TAKEN~~
\$1,600 (Exclusive) OR \$1,000 per day

VOLUNTEER LUNCH SPONSOR ~~SUNDAY & TUESDAY TAKEN~~
\$3,000 (Exclusive) OR \$1,200 per day

Our many volunteers help to make ESfS a successful event year after year! Breakfast sponsorship provides breakfast and beverages for the volunteers on two days. Lunch sponsorship provides lunch and beverages for the volunteers on all three days. Your logo will be prominently displayed at the food and beverage station and on any additional applicable ESfS event signage and ESfS website.

EXHIBITOR BREAKFAST SPONSOR
\$1,600 (Exclusive) OR \$1,000 per day

EXHIBITOR LUNCH SPONSOR
\$3,000 (Exclusive) OR \$1,200 per day

Provide refreshments for the hard-working exhibitors. Breakfast sponsorship provides breakfast and beverages for the exhibitors on two days. Lunch sponsorship provides lunch and beverages for the exhibitors on all three days. Your logo will be prominently displayed on all food and beverage area signage and on any additional applicable ESfS event signage and the ESfS website.

SOCIAL MEDIA SPONSOR
\$3,000 (Exclusive)

The best way to connect your company to the many attendees through the ESfS social media outlets! Links to all ESfS social media pages (LinkedIn, Bluesky, Facebook) are included in all ESfS communications and brochures. Your organization will be featured on all pages, as well as the ESfS website.

PEN SPONSOR
\$2,500 OR 2,000 pens (Exclusive)

Provide pens with your organization's name and single colour logo so students can fill out the answers in the Scavenger Hunt Booklet. Your logo will be featured on any applicable ESfS event signage and the ESfS website.

Note: The size of your logo on ESfS signage and the website will increase with larger sponsorship contributions. Unless indicated otherwise, the deadline for most sponsor opportunities is January 15, 2027 to ensure delivery in time for ESfS in March. ESfS 2026 sponsors have right of first refusal on their previously sponsored item(s) until November 20, 2026.

DEVONIAN REEF DIORAMA SPONSOR TAKEN
\$2,000 OR \$800 per day

Previously on display at the Glenbow, this exhibit provides a description and recreation of a Devonian Reef. Your company's logo will be featured at the station, as well as on any applicable ESfS signage and the ESfS website.

GEOSCIENCE ACTIVITY TABLES SPONSOR
\$1,200 (Exclusive) TAKEN
OR \$500 per day (three days available)

Provide a seating area where visitors can rest or participate in geoscience colouring, word search, and activity pages. Five tables are allocated to this space. Your company's logo will be featured at each table on-site, as well as on any applicable ESfS signage and the ESfS website.



ESfS TRILOBITE FOSSIL STATION TAKEN
\$1,200 (Exclusive)
OR \$500 per day (three days available)

Support the ESfS in Motion team's exhibit which allows participants to touch, identify and classify trilobite fossils. Your logo will be displayed on signage at the Fossil Station exhibit and on any applicable ESfS event signage and the ESfS website.

WATER STATION SPONSOR
\$1,200 (Exclusive)
OR \$500 per day (three days available)

With many exciting and interactive activities throughout ESfS, keeping our guests hydrated is essential! Your sponsorship will ensure access to water for attendees. Your company's logo will be featured at the station, as well as on any applicable ESfS signage and the ESfS website.

TRAVEL GRANT SPONSOR
\$1,000 (ten available)

Help non-profit organizations such as museums and universities participate in ESfS by providing travel grant funds. You will enhance our attendees' experience by bringing diverse exhibits to ESfS. If there are fewer applicants than grant amounts provided, funds will be re-allocated to other ESfS sponsor opportunities. Your logo will be featured on all applicable ESfS printed materials, event signage and the ESfS website.



EXHIBITOR AND VOLUNTEER PIZZA NIGHT
\$800 (Exclusive)

Provide pizza and beverages to hardworking exhibitors and volunteers on Monday evening during the break between the afternoon and evening sessions. Your logo will be prominently displayed on food and beverage area signage and on any additional applicable event signage and ESfS website.

GENERAL ESfS SPONSOR
All Contributions Are Appreciated

Any amount is gratefully accepted. Every contribution helps us to deliver the ESfS program. Your logo will be featured on any applicable ESfS event signage and the ESfS website.

IN-KIND DONATIONS
In-Kind

Donate material for 50 educators' resource bags or offer services for general ESfS purposes. Examples of donations are books, maps, information leaflets, examples of teaching units, or digital files. Your logo will be featured on any applicable ESfS event signage and the ESfS website.

DOOR PRIZES
In-Kind

Enhance our visitors' experience by donating a door prize that helps us attract visitors on Sunday afternoon and Monday evening. Examples are gift certificates, reusable water bottles, maps, hats, shirts, passes to local attractions or gift baskets. Your logo will be featured on any applicable ESfS event signage and the ESfS website.

Note: The size of your logo on ESfS signage and the website will increase with larger sponsorship contributions. Unless indicated otherwise, the deadline for most sponsor opportunities is January 15, 2027 to ensure delivery in time for ESfS in November. ESfS 2026 sponsors have right of first refusal on their previously sponsored item(s) until November 20, 2026.

WHALE SKELETON SPONSOR – NEW!

\$10,000 (Exclusive) OR \$3,500 per day (three days available)

Help bring this new and exciting exhibit to Earth Science for Society. Build-A-Whale is an interactive, hands-on marine education program that engages participants with the reconstruction of the real skeleton of an older female killer whale, “O120”, that washed ashore on Vancouver Island’s west coast. The skeleton is provided courtesy of the Redd Fish charitable organization. Build-A-Whale focuses on inspiring curiosity, learning, and environmental stewardship for marine wildlife and ocean ecosystems. Your organization’s logo will be featured at the station, as well as on any applicable ESfS signage, and the ESfS website.



ORGANIZATION INFORMATION

Official Organization Name:

Organization Name as you would like it to appear on ESfs materials: *Please keep in mind that attendees prefer to see the full name of the organization, not an acronym.*

Organization Website:

Facebook:

Bluesky:

LinkedIn:

Address:

City: Province/State: Postal/Zip Code:

Primary Contact Name:

Title: Phone:

Email:

SPONSOR PACKAGES

Pavilion Sponsor (partial available: \$5,000)	\$10,000 per pavilion	\$ _____
Website Sponsor	\$10,000 (Exclusive)	\$ _____
School Sponsor (two days available) ON HOLD UNTIL NOV 20	\$10,000 or \$5,000 per day	\$ _____
Geo Theatre Sponsor (three days available) TAKEN	\$7,500 or \$2,500 per day	\$ _____
Student Bag Sponsor (fabric)	\$5,000 (Exclusive)	\$ _____
Scavenger Hunt Booklet Sponsor TAKEN	\$5,000 (Exclusive)	\$ _____
Lanyard Sponsor	\$5,000 (Exclusive)	\$ _____
Gold Panning Sponsor (three days available)	\$4,000 (Exclusive) or \$2,500 per day	\$ _____
Bookmark Sponsor NO LONGER AVAILABLE	\$3,000 (Exclusive)	\$ _____
Volunteer and Exhibitor Lounge Sponsor	\$3,000 (Exclusive)	\$ _____
Volunteer Breakfast Sponsor (two days available) TAKEN	\$1,600 (Exclusive) or \$1,000 per day	\$ _____
Volunteer Lunch Sponsor (three ONE MONDAY ON HOLD UNTIL NOV 20 days available)	\$3,000 (Exclusive) or \$1,200 per day	\$ _____
Exhibitor Breakfast Sponsor (two days available)	\$1,600 (Exclusive) or \$1,000 per day	\$ _____
Exhibitor Lunch Sponsor (three days available)	\$3,000 (Exclusive) or \$1,200 per day	\$ _____
Social Media Sponsor	\$3,000 (Exclusive)	\$ _____
Pen Sponsor ON HOLD UNTIL NOV 20	\$2,500 or 2,000 pens	\$ _____
Devonian Reef Diorama TAKEN	\$2,000 (Exclusive) or \$800 per day	\$ _____
Geoscience Activity Tables Sponsor (three days available) TAKEN	\$1,200 (Exclusive) or \$500 per day	\$ _____
Fossil Station (three days available) TAKEN	\$1,200 (Exclusive) or \$500 per day	\$ _____
Water Station Sponsor (three days available) ON HOLD UNTIL NOV 20	\$1,200 (Exclusive) or \$500 per day	\$ _____
Travel Grant Sponsor (ten available)	\$1,000	\$ _____
Exhibitor and Volunteer Pizza Night ON HOLD UNTIL NOV 20	\$800 (Exclusive)	\$ _____
General ESfs Sponsor	Any amount	\$ _____
In Kind Sponsor <i>Please describe:</i> _____	Approximate value	\$ _____
Door Prize Sponsor <i>Please describe:</i> _____	Approximate value	\$ _____
NEW Whale Skeleton Sponsor (three days available)	\$10,000 (Exclusive) or \$3,500 per day	\$ _____

TOTAL INVESTMENT \$ 0.00

PAYMENT INFORMATION

Sponsorship contracts must include full payment or a request for an invoice. All payments must be received in Canadian Funds (CAD).

☐ Please email an invoice to (name and email address): _____

Please make cheque or Canadian bank draft payable to: **CSEG Foundation**

Mail to:

CSEG Foundation

RE: Earth Science for Society (ESfS)

PO Box 520 Station M

Calgary AB T2P 2J2

For information or to arrange payment by credit card or EFT, please contact the ESfS Administrator by email at esfs@cseg.ca or by phone at 403-262-0015.

AUTHORIZATION

☐ We have submitted our logo to the ESfS Administrator by email. Acceptable file formats include EPS, JPG, TIFF and PNG, at a minimum resolution of 300 dpi. Please submit all available versions of your logo. EPS and JPG are preferred. **We are unable to provide sponsor recognition without a logo.**

☐ I verify that:

- I am an authorized representative of the organization identified above.
- I wish to sponsor the Earth Science for Society exhibition on behalf of my organization.
- I accept the decisions of the ESfS organizing committee.

Print Name:

Date:

****ACTION REQUIRED**** – Submit completed form to: esfs@cseg.ca

SPONSORSHIP LEVELS

PLATINUM \$15,000+

GOLD \$10,000+

SILVER \$3,500+

LITHIUM \$1,000+

COPPER \$50+

Note: Your organization's recognition level will be determined by the total investment made.



Each pavilion will have underlying themes of the Earth's resources, environmental stewardship, and career opportunities.



Showcase your organization's capabilities in one of the pavilions listed below by providing visitors with realistic, dynamic, hands-on examples of the value and positive impact of Earth Science on today's society.

RESOURCES AND YOU: The focus of this pavilion is on:

- i) responsible exploration, extraction and management of resources, and the role they play in our everyday lives; and
- ii) balancing the economic need for resource exploration, development and production with environmental stewardship and minimizing our impact on the Earth.

ENERGY FOR US: Both renewable and non-renewable resources are included in this pavilion. Potential topics include responsible exploration and extraction

of hydrocarbon, coal, and uranium; exploitation of geothermal resources; and various aspects of solar and wind energy.

ONE DYNAMIC EARTH: This pavilion provides an opportunity to present such topics as natural hazards, the history of life on Earth, and the geology of Canada.

OUR FUTURE!: The focus of this pavilion is on sustainability of resource industries and communities, and on new technologies that have been or are being developed to extract resources, increase energy efficiencies and protect the environment.

The content of any given pavilion is NOT limited to the above list. Also, it is recognized that the topics identified in one pavilion may also fit into other pavilions.



Exhibitor Guidelines

Demonstrate your expertise and illustrate the value of Earth sciences to ESfS attendees. Your involvement can be in the form of activities, hands-on experiments, engaging demonstrations or other interactive displays. Be creative!

Exhibitors are encouraged to showcase the breadth of Earth science themes. Exhibitor applications clearly demonstrating the following will be given priority:

- Earth science themes emphasizing its application and importance in our everyday lives
- Dynamic demonstrations, interactive activities, presentations or hands-on equipment that target grade 3 and grade 7 students but are tailored to a wide age range and are also of interest to the general public

The organizing committee reserves the right to refuse ESfS exhibit applications that do not meet these criteria.

General booth guidelines:

- Booth representatives should be engaging individuals who are open and willing to share their knowledge, experience, and enthusiasm with our visitors.
- Exhibitors must be prepared to make multiple short presentations to groups of 10 to 20 visitors on all three days.

- **Exhibits must have an exhibitor present at all times.** We recommend a minimum of 2 booth representatives to be present at all times during show hours. Volunteers will be available to relieve exhibitors for short breaks.

- Exhibitors must submit Scavenger Hunt questions by January 28, 2027.

An application to exhibit does not guarantee your spot. We expect to accommodate about 24 exhibitors. If exhibitor registration is oversubscribed, the organizing committee reserves the right to select exhibitors based on diversity of exhibits and past support.

Priority will be given to early bird exhibitor applications, accepted until September 30, 2026. Notifications of acceptance or rejections as an early bird exhibitor will be sent by October 16, 2026. Exhibitor applications received after September 30, 2026 will be reviewed and notifications sent within three weeks of receipt.

Schedule & Details

WHERE

- MacEwan Hall, University of Calgary

WHEN

- Sunday March 14 2027
12 noon – 5:00 pm
- Monday March 15, 2027
9:00 am – 2:15 pm
6:00 pm – 8:30 pm
- Tuesday March 16, 2027
9:00 am – 2:15 pm

WHO

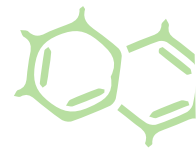
- 1,200 grade school and homeschool students and chaperons
- 800 general attendees – families, youth groups and the public

WHAT

- Exhibitors from across Canada will engage and inspire visitors of all ages with interactive, hands-on exhibits.
- K-12 youth will be given age-appropriate Scavenger Hunt booklets to encourage interaction with exhibitors and the chance to win a prize.
- **Sunday afternoon:** Noted speakers will present geoscience talks of interest to the public. Geoscience volunteers will assist youth groups on scheduled visits to all four pavilions.
- **Monday and Tuesday:** School groups will be assisted by geoscience volunteer guides and teachers/parents on scheduled visits to all four pavilions.
- We will comply with any AHS and public health requirements in force at the time of the event.



Exhibit Specifications, Pricing & Venue



SPECIFICATIONS

- Four themed pavilions with a focus on Earth sciences: **Resources and You, Energy for Us, One Dynamic Earth** and **Our Future!**
- Exhibit space is 10' x 10' (2.5m x 3m); no charge for first booth*
- Rate: \$750* per additional 10' x 10' booth

**Registration fees for the first booth have been waived. However, organizations who pay the exhibitor fee will be recognized as sponsors.*

EACH 10' X 10' BOOTH COMES WITH THE FOLLOWING:

- One draped table and two chairs
- One electrical plug-in of 120 volts/1500 watts, if requested
- 24-hour general security
- Continental breakfast and lunches for booth personnel
- WiFi will be provided by MacEwan Conference and Event Centre

Note: The following items must be ordered and paid for separately, and are not included with the booth: A/V equipment, extra chairs or tables, poster boards, and easels. These items can be ordered February 2027. Information will be sent to confirmed exhibitors.

Travel Grants

Travel Grants may be available for non-profit exhibitors traveling more than 100 km. Grants are only available while funds last and are subject to funding. Grant applications and criteria are available upon request. Ask us for details.

Important Dates

MOVE IN

- Saturday March 13, 2027
1:30 pm – 5:00 pm
- Sunday March 14, 2027
9:00 am – 11:00 am

MOVE OUT**

- Tuesday March 16, 2027
2:20 pm – 5:00 pm
**No teardown before 2:20 pm

EXHIBITOR BRIEFING

- Sunday March 14, 2027
11:30 am

SHOW HOURS

- Sunday March 14, 2027
12 noon – 5:00 pm
- Monday March 15, 2027
9:00 am – 2:15 pm and
6:00 pm – 8:30 pm
- Tuesday March 16, 2027
9:00 am – 2:15 pm

DATES TO REMEMBER

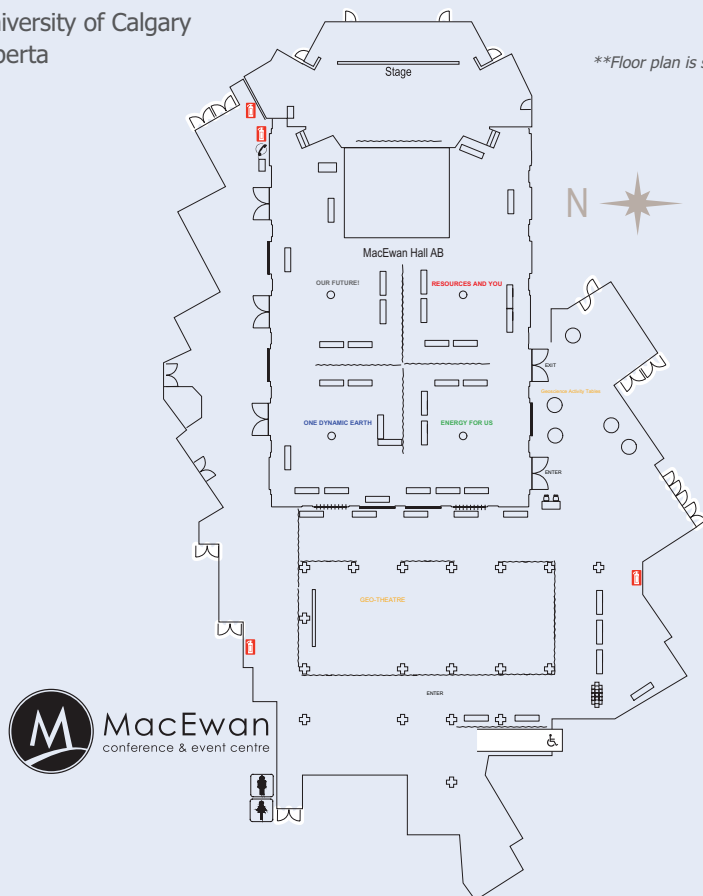
- **January 6, 2027:** Exhibitor Requirements form available. Final confirmation required to secure your space. Space cancellation deadline: no refunds after this date.
- **January 28, 2027:** Deadline for Exhibitors to submit Exhibitor Requirements form. Last day to submit Scavenger Hunt booklet questions and answers.
- **February 16, 2027:** Exhibitor Kit distributed. Last day for inclusion in printed ESfS materials. General Exhibitor registration remains open if space permits.

VENUE & FLOOR PLAN

MacEwan Hall
University of Calgary
Alberta

Earth Science for Society (ESfS)
March 14 - 16, 2027

**Floor plan is subject to change



ORGANIZATION INFORMATION

Official Organization Name:

Organization Name as you would like it to appear on ESfS materials: *Please keep in mind that attendees prefer to see the full name of the organization, not an acronym.*

Organization Website:

Facebook:

Bluesky:

LinkedIn:

Address:

City:

Province/State:

Postal/Zip Code:

Primary Contact Name:

Title:

Phone:

Email:

EXHIBIT SPACE*

We require one 10' x 10' booth:

- ☐ No charge; fee waived
- ☐ No charge; my major sponsorship provides booth space
- ☐ \$750 and recognition as sponsor
- ☐ First booth no charge; one additional 10' x 10' booth at \$750

☐ We are paying for a booth. Please send an invoice.

☐ We have submitted our logo to the ESfS Administrator by email. Acceptable file formats include EPS, JPG, TIFF and PNG, at a minimum resolution of 300 dpi. Please submit all available versions of your logo. EPS and JPG are preferred. **Your application will NOT be processed until we receive your logo.**

☐ We will provide Educator Resource material for 50 teacher bags.

☐ We will provide a Door Prize.

Please rank which pavilion you wish to be placed in. (1 = most desired; 4 = least desired)[†]

1 **Resources and You** 2 **Energy for Us** 3 **One Dynamic Earth** 4 **Our Future!**

[†]The organizing committee will make every attempt to meet your requests, but they cannot be guaranteed. We appreciate your understanding.

Order forms for tables, chairs, poster boards, and easels will be available February 16, 2027.

**The organizing committee reserves the right to refuse ESfS exhibitor applications that do not meet our criteria.*

Please describe your exhibit and what activities you have planned. Please use an additional page if necessary.

How will you highlight the benefits of Earth Science to Society? Please use an additional page if necessary.

PAYMENT INFORMATION

Exhibitor Applications must include completed exhibitor application, exhibitor authorization (below), and if paying, full booth payment or a request for an invoice and, if sponsoring, the completed Sponsorship Form and full payment or invoice request. All payments must be received in Canadian Funds (CAD).

☐ Please email an invoice to (name and email address): _____

Please make cheque or Canadian bank draft payable to: **CSEG Foundation**

Mail to:

CSEG Foundation
RE: Earth Science for Society (ESfS)
PO Box 520 Station M
Calgary AB T2P 2J2

For information or to arrange payment by credit card, please contact the ESfS Administrator by email at esfs@cseg.ca or by phone at 403-262-0015.

AUTHORIZATION

☐ I verify that:

- I am an authorized representative of the organization identified above.
- I am applying for exhibit space at the Earth Science for Society exhibition on behalf of my organization.
- I accept the decisions of the ESfS organizing committee.

Print Name:

Date:

****ACTION REQUIRED**** – Submit completed form to: esfs@cseg.ca

NOTE: On the following pages are the Earth Science for Society (ESfS) Terms and Conditions. By signing the space application form and incorporating these terms of reference, the exhibitor agrees to abide by these rules and regulations, and those of MacEwan Conference and Event Centre and the organizing committee.

1) Earth Science for Society, its partners, organizing committees, volunteers, staff and contracted staff will hereafter be referred to as 'ESfS'.

2) Booth Assignment:

Booth space will be accepted and assigned at the discretion of ESfS based first on selected criteria as outlined in the Exhibitor Brochure and then on a first-come, first-served basis. ESfS reserves the right to make any changes to the exhibit floor plan for any reason and at any time without advance notice.

3) Assignment or Transferability:

Exhibitors may not reassign or sublet any space allotted to them without the permission of the organizing committee.

4) Payment:

Exhibitor booth registration must be paid in full within 30 days of receipt of invoice. ESfS reserves the right to refuse exhibit registrations which have not been paid in full.

5) Booth Cancellations:

All cancellation requests received on or before January 28, 2027, are subject to a 15% cancellation and administration fee. Cancellations must be made in writing to the organizing committee. Cancellation requests received after January 28, 2027, will be accepted as a withdrawal from the exhibition but will NOT receive any refund on payments made.

6) Booth Construction and Arrangement:

Construction of exhibitor booths is the sole responsibility and expense of the exhibiting organization.

7) Booth Personnel:

Exhibit booths must be staffed during ALL exhibition hours by qualified employees and/or volunteers provided by your organization. At the discretion of the organizing committee, failure to do so may result in penalties or exclusion from future ESfS events.

8) Conduct of Exhibitors and Representatives:

Annoyance: ESfS reserves the right to stop any activity on the part of any Exhibitor that may cause annoyance to other exhibitors or visitors. Business must be conducted only from the Exhibitor's own booth. The use of microphones and music is not permitted on the Earth Science for Society exhibit floor without the permission of the Exhibits committee.

9) Display Rules and Regulations:

Banners and/or ceiling hangings must adhere to rigging requirements and be approved by the MacEwan Conference and Event Centre. No display material exposing an unfinished surface to nearby booths will be permitted. Displays must be contained within the assigned booth spaces which in the opinion of ESfS do not interfere with other exhibitors' displays. All booths and displays are subject to fire code regulations and may undergo safety inspections by the MacEwan Conference and Event Centre and the Calgary Fire Department.

10) Volatile or Toxic Liquids/Substances etc:

Volatile or toxic liquids etc. must not be stored in the display areas without permission in writing of ESfS. Exhibitors who obtain such permission must provide at least two fire extinguishers of an approved type and retain these on their stands. Exhibitors using such items will be liable for any damage caused.

11) Events, Receptions, Off-site Promotions, etc:

No exhibitor events, receptions, promotions, or similar activities may be conducted during the hours of the exhibition or any activity that, in the judgement of ESfS, will in any way interfere with or compete for the exhibition attendees while the event is in progress. Canvassing or distributing advertising materials outside of the Exhibitor's rented space is not permitted and is grounds for removal from the exhibit hall, and the organization may be excluded from future ESfS events.

12) Early Tear Down Penalty:

The exhibit hall will close on Tuesday, March 16, 2027 at 2:15 pm. As tear down before exhibit hours end is very disturbing to other exhibitors and unsafe for attendees, tear down will not commence until close of show. Any Exhibitor dismantling their exhibit material before close of the show may be excluded from future ESfS events.

13) Shipping, Storage, and Transfer:

The Exhibitor agrees to ship, at his or her own expense and risk, all articles to be exhibited. Temporary pre-conference storage and transfer can be arranged with the appointed Cartage Agent. The arrangement and costs of such services are the responsibility of the Exhibitor. Please label packages with booth numbers. Exhibitors will not be permitted to store boxes or packing crates that are visible to exhibition attendees. Boxes and crates that are visible must be placed in storage and must be properly labeled for storage. Boxes/crates not properly labeled will be removed and destroyed for refuse. Storage is the responsibility of the Exhibitor and is available by contract with the show provider.

14) Care of Exhibit Space and Premises:

The Exhibitor shall take good care of their exhibit space, and will keep and maintain the aforesaid premises in good order at all times. Distribution of food and beverages by the Exhibitor in the exhibit hall is prohibited unless otherwise authorized by ESfS and the official caterer. ****NOTE: BALLOONS, GUM, GLITTER, AND STICKERS ARE NOT PERMITTED.**** Exhibitors are responsible for protecting booth area.

15) Collateral/Giveaways/Prize Drawings:

Samples, catalogues, pamphlets, souvenirs, etc. may be distributed by exhibitors and booth personnel within their booth. Exhibitors interested in conducting prize drawings, awards for signing of names, addresses, etc. are responsible for complying with all applicable laws. Announcements of prize draws on the exhibit floor will be at the sole discretion of ESfS.

16) Compliance:

The Exhibitor assumes all responsibility for compliance with, and agrees to comply with all applicable local, provincial and federal laws, including fire safety and health laws, and all applicable rules and regulations for all union and labour organizations and of the operators and/or owners of the property in which ESfS is held. Cloth decorations must be flameproof and wiring must comply with the fire department and insurance underwriters' rules.

17) Limitation of Liability:

ESfS, its partners, volunteers or staff are not responsible for any loss, theft or damage to the property of the Exhibitor, his/her or its employees or representatives. Further, ESfS, its partners, volunteers or staff, will not be liable for damage or injury to persons or property from any cause whatsoever by reason of the use of occupancy of the booth space or the participation in ESfS by the Exhibitor. The Exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, defend and save ESfS, MacEwan Conference and Event Centre, and their employees, volunteers and agents, harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of, or caused by, the Exhibitor or Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding and such liability caused by the sole negligence of ESfS or MacEwan Conference and Event Centre and their employees, volunteers and agents. ESfS, its partners, volunteers, or staff accepts no liability to any persons or body for any loss, injury or damage whatsoever and whether directly from any action or cause whatsoever undertaken, organized or sponsored by ESfS, its partners, volunteers or staff.

18) Exhibitor's Liability:

Every Exhibitor hereby accepts liability for all acts or omissions of him/herself, contractors, agents and visitors and undertakes to indemnify ESfS against all liability in respect thereof and against all actions, suits, proceedings, claims, demands, costs and expenses whatsoever, which may be taken or made against ESfS or incurred or become payable by ESfS arising out of the supply by the Exhibitor of samples of any kind whatsoever, whether such samples be sold or given away free, and including any legal costs and expenses and any compensation costs and disbursements paid by ESfS on the advice of counsel to compromise or settle any such claims. Notwithstanding the indemnity hereby given, the Exhibitor undertakes to arrange appropriate third party liability insurance.

19) Insurance:

The Exhibitor acknowledges that ESfS and MacEwan Conference and Event Centre do not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. It is mandatory for Exhibitors to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Neither ESfS nor MacEwan Conference and Event Centre will be responsible for the safety of any exhibit or property of any Exhibitor, or any other person, for loss or damage or destruction to same, by theft, flood or fire or any other cause whatsoever, or for any loss or damage whatsoever sustained by the Exhibitor by reason of any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lock-outs, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of ESfS or for any loss or damage occasioned if by reason of happenings of any such event, the opening of the exhibition is prevented or postponed or delayed or abandoned or the building becomes wholly or partially unavailable for the holdings of the exhibition. The Exhibitor agrees and undertakes to insure in their full replacement value the contents of her/his stand and all associated equipment and materials.

20) Exhibitor Loss:

ESfS will not be in any way liable or responsible for the loss or disappearance, by theft, fire, flood or any other cause, of any object items, goods or materials, whether personal or commercial property from the Exhibitor's booth space or from the exhibit hall. ESfS will provide certain security services as a convenience to exhibitors, primarily to assure public safety. However, neither the providing of or failure to provide such services, nor the failure of security guards to prevent the theft or loss of property, shall be grounds for holding either ESfS or MacEwan Conference and Event Centre liable for any related loss, damage, or claim. Responsibility for the security of an Exhibitor's area, product and property rests solely with the Exhibitor.

21) Exhibit Floor Schedule Changes:

If due to any unforeseen circumstances it is found necessary to close the exhibition on any day or days or to alter the hours the exhibition is open, ESfS reserves the right to do so at their sole discretion without notice.

22) ESfS Exhibition Date Changes:

ESfS reserves the right to postpone the holding of the exhibition from the set dates, and hold the exhibition on other dates as near to the original dates as practicable, utilizing the right only where circumstances necessitate such action and without any liability to ESfS.

23) Termination of the ESfS Exhibition:

In the event that the premises where ESfS now is to be held shall, in the sole opinion of ESfS, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state or federal governmental agency or by reason of any other occurrence beyond the control of ESfS, ESfS may cancel or terminate the exhibition. In the event of such cancellation or termination, the Exhibitor waives any and all claims the Exhibitor may have against ESfS for damages and expenses and agrees to accept in complete settlement and discharge of all claims against ESfS the Exhibitor's pro-rated share of the total amount paid by all Exhibitors less all costs and expenses incurred by ESfS in connection with ESfS, including a reserve for future claims and expenses in connection therewith.

24) Amendment to Contract Regulation:

Any and all points not covered specifically are subject to the discretion of ESfS. ESfS may, in its sole discretion, make reasonable changes, amendments or additions to the Earth Science for Society Terms and Conditions. Any such changes shall be binding on the Exhibitor equally with the other regulations contained herein.

25) Motorized vehicles:

Any motorized vehicles on the exhibit floor must be pre-approved by ESfS and are subject to Calgary Fire Department Indoor Special Event Requirements (available on request).

26) Agreement:

By signing the Exhibitor registration form and incorporating these Terms of Reference, the Exhibitor agrees to abide by these rules and regulations, and those of MacEwan Conference and Event Centre, and by the decisions of ESfS.

ESfS c/o CSEG Foundation, PO Box 520 Station M, Calgary, AB T2P 2J2 | T: 403-262-0015 | Email: esfs@cseg.ca | Hosted by the CSEG Foundation

It was the most fun field trip I've had in a long time! It was such a cool experience and the activities were AMAZING!

Ana, 12

Great field trip, excellent match to the new Science curriculum.

Educator

I learned many cool new things about our earth that I had never known before. Plus the technology was absolutely brilliant!

Horjos, 12

**I loved
the whole
experience and
learning about
science!**

Hana, 9



I really enjoyed the hands on experiences and how nice the volunteers and workers were.

Arth, 13

The experience was very fun yet informative. I learned a lot about the Earth and potential careers for later on. This event has given me an advantage for my science subjects in school. Thank you very much!

Samantha, 12

Great range of topics and interests. I've never seen my children so engaged for so long!

Public attendee

We have participated in this program since it originally started. It is exactly what the kids need as they meet and interact with experts to support their learning.

Grade 7 Teacher



The kids LOVE the hands on and experiences.

Youth group leader



Join us in providing an educational and enjoyable experience for our visitors!



Thanks to photographers: Barbara Goulet, Julia Davison, Peter Milbradt



esfscanada.com | esfscanada@gmail.com

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 [/in/esfscanada](https://www.linkedin.com/company/esfscanada)

 [/esfscanada.bsky.social](https://bsky.app/profile/esfscanada.bsky.social)

YOUR HOST

