2021 MEDIA KIT

more content. more marketing opportunities. more exposure.

The intersection of geospatial + the built world
Welcome Letter from the Editor

Thank you for your interest in digital offerings for Geo Week - the coming together of the International Lidar Mapping Forum (ILMF), SPAR 3D Expo & Conference and AEC Next.

This year, we’ve added powerful new offerings to our digital portfolios, more ways to reach engaged audiences in your target verticals, and more options for how to get your products and messaging out directly to practitioners and potential buyers.

Our nearly two decades of experience in lidar and 3D, combined with our recently added and fast-growing AEC show, we have built trusted audiences and robust digital products – including webinars, written and video content opportunities and more. Our new website content platform (currently scheduled for launch in Q1) will expand those options even further, in an updated layout.

Whether you are launching new products, highlighting the commercial applications of 3D technologies, showcasing innovations and case studies in the built environment, demonstrating advanced airborne and terrestrial remote sensing solutions, or looking ahead to the future of the industry, we will work with you to find a digital platform that is the best fit for your needs.

We can’t wait to work with you.

Industries Served:

- Architecture, Engineering & Construction
- Asset & Facility Management
- Disaster & Emergency Response
- Earth Observation & Satellite Applications
- Energy & Utilities
- Infrastructure & Manufacturing
- Land & Natural Resource Management
- Mining & Aggregates
- Surveying & Mapping
- Urban Planning/Smart Cities

LET US SHOW YOU WHAT WE CAN DO.

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The International Lidar Mapping Forum (ILMF) audience is comprised of professionals in surveying and mapping that use airborne and terrestrial lidar and related remote sensing technologies. The ILMF audience has grown over its 20 year history, and includes past ILMF conference attendees, highly engaged prospects and interested practitioners.

**Top Industries**
- 41% Surveying & Mapping
- 19% Other
- 5% Aerospace
- 5% Military/Defense
- 5% Aviation
- 4% Civil Infrastructure - Rail Roads, Bridges, Tunnels
- 4% Utilities
- 3% Land & Natural Resource Management
- 2% Civil Infrastructure - Building
- 2% Construction
- 2% Forestry

*Industries not shown: 1% Architecture/Building, 1% Water Resource Management, 1% Marine/Shipbuilding, 1% Insurance, 1% Automotive, 1% Entertainment/Gaming*

**Top 10 Areas of Interest**
- Aerial Survey
- Mapping
- Lidar Processing
- Photogrammetry
- Remote Sensing
- UAVs
- Airborne Lidar
- Imaging
- 3D Laser Scanning
- Mobile Scanning/Mapping

**Purchasing Authority**
- 91% found new products/companies
- 91% involved in purchasing
- 85% plan to attend again

**Satisfied Exhibitors**
- 100% met their objectives for exhibiting
- 96% plan to exhibit again
- 83% reported good or excellent quality of sales leads

**Audience Overview**

1% Architecture/Building
1% Geology
1% Mining
1% Water Resource Management
1% Automotive
1% Marine/Shipbuilding
1% Insurance
1% Entertainment/Gaming
# Audience Overview

The AEC Next audience is comprised of professionals in architecture, engineering and construction (AEC) that use technologies such as reality capture, automation and other innovations to improve their workflows. The AEC Next conference was successfully launched in 2018, and its audience includes past AEC Next conference attendees and engaged AEC professionals and prospects.

### Industry Sectors

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
<td>23%</td>
</tr>
<tr>
<td>Construction/Homebuilding/Design-Build</td>
<td>17%</td>
</tr>
<tr>
<td>Government</td>
<td>15%</td>
</tr>
<tr>
<td>Academic</td>
<td>13%</td>
</tr>
<tr>
<td>Architectural (Engineering, Interiors and Landscape)</td>
<td>14%</td>
</tr>
</tbody>
</table>

- Power/Process/Plant/Utility
- Civil/Structural/Mapping/GIS
- Environmental/HVAC/Mechanical/Electrical

### Industries Served

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey &amp; Mapping</td>
<td>35%</td>
</tr>
<tr>
<td>Commercial AEC</td>
<td>20%</td>
</tr>
<tr>
<td>Government &amp; Institutional</td>
<td>8%</td>
</tr>
<tr>
<td>Process, Power &amp; Utilities</td>
<td>8%</td>
</tr>
<tr>
<td>Residential, Insurance &amp; Real Estate</td>
<td>7%</td>
</tr>
<tr>
<td>Infrastructure &amp; Transportation</td>
<td>6%</td>
</tr>
<tr>
<td>Research &amp; Academia</td>
<td>5%</td>
</tr>
<tr>
<td>Industrial Facilities/Asset Management</td>
<td>4%</td>
</tr>
<tr>
<td>Specialty:</td>
<td>6%</td>
</tr>
<tr>
<td>- Marine/Shipbuilding</td>
<td></td>
</tr>
<tr>
<td>- Entertainment &amp; Gaming</td>
<td></td>
</tr>
<tr>
<td>- Digital Heritage</td>
<td></td>
</tr>
<tr>
<td>- Mining &amp; Aggregates</td>
<td></td>
</tr>
<tr>
<td>- Law Enforcement</td>
<td></td>
</tr>
<tr>
<td>- Security &amp; Forensics</td>
<td></td>
</tr>
</tbody>
</table>

### Job Functions

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIM/CAD/IT Manager/VDC</td>
<td>20%</td>
</tr>
<tr>
<td>Executive Management (President/Owner/CEO/CFO/VP)</td>
<td>19%</td>
</tr>
<tr>
<td>Engineer</td>
<td>12%</td>
</tr>
<tr>
<td>Architect/Designer</td>
<td>12%</td>
</tr>
<tr>
<td>Surveyor, Scanning Lead or Metrologist</td>
<td>12%</td>
</tr>
<tr>
<td>Construction Management/Project Management/Facility Management</td>
<td>9%</td>
</tr>
<tr>
<td>Research &amp; Development</td>
<td>9%</td>
</tr>
<tr>
<td>Consulting</td>
<td>7%</td>
</tr>
<tr>
<td>Educator/Researcher/Student</td>
<td>2%</td>
</tr>
</tbody>
</table>
The SPAR 3D audience is comprised of professionals utilizing 3D capture, scanning, visualization and modeling technologies across a variety of verticals. For nearly two decades, SPAR 3D has been the premier international event for the 3D technology industry, and the audience includes past SPAR 3D conference attendees, interested prospects and engaged users. 

**Industry Sectors**

- Architecture/Building: 27%
- Surveying/Mapping: 18%
- Civil Infrastructure: 14%
- Industrial Facilities/Manufacturing: 14%
- Process & Power: 8%
- Research/Academia: 7%
- Construction/Homebuilding/Design-Build: 6%
- Government: 3%
- Other: 1%

**Firm Size**

- 1-10: 12%
- 11-50: 20%
- 51-100: 12%
- 101-500: 22%
- 501-1,000: 9%
- 1,001-10,000+: 25%

**Sample Audience**

- AECOM Hunt
- Arcadis
- Arup
- Austin Commercial
- Becht Engineering
- Bechtel Global Corporation
- Black & Veatch
- Brown & Caldwell
- Burns & McDonnell Engineering
- California Department of Transportation
- Carollo Engineers Center for Transportation Research
- CIRNAC - Government of Canada
- City of Los Angeles
- City of San Diego
- Clark Construction LLC
- Clayco
- Department of Defence
- Disney Parks Live Entertainment
- Dow Chemical
- DPR Construction
- ESRI
- Exxonmobil
- FLUOR
- Fujita Corporation
- Gensler
- Gessner Engineering
- Ghana Water Company Limited
- GHD
- Gilbane Building Company
- Google
- Granite Construction
- Hargrove Engineers + Constructors
- Hathaway Dinwiddie Construction
- HBO
- HDR
- Hitit Corporation
- HKS Inc.
- HNTB Corporation
- Holder Construction
- Huntington Ingalls Shipbuilding
- IBI Group
- IBM Research
- Intel Corporation
- Intertek
- Irvine Company
- Jacobs
- Katerra
- Kiewit
- KONE, Inc.
- LA County Public Works
- Lockheed Martin
- Magic Leap Inc
- McCarthy Building Companies
- MCL Construction
- MidAmerican Energy Company
- Mitsubishi Corporation
- Monsen Engineering
- Mortenson Construction
- NASA
- National Geographic
- Orcutt Winslow
- Oregon DOT
- Parsons Corp
- PCL Construction
- Pepper Construction Group
- POWER Engineers Inc.
- Quanergy Systems, Inc.
- Raytheon
- REGE USA INC.
- Rogers-O’Brien Construction
- Rosendin Electric
- Ryan Companies
- Shell
- Siemens Digital Industries Software
- Stantec
- Sho Corp
- STV Incorporated
- Swinerton Builders
- Tesla Motors
- Tetra Tech
- The Whiting-Turner Company
- TOPCON POSITIONING SYSTEMS
- TRIMBLE INC.
- Turner Construction
- U.S. Army Geospatial Center
- U.S. Army Corps of Engineers
- U.S. Army Corps of Engineers
- U.S. Navy
- USIBID
- VACTechnik
- VIM AEC
- Walbridge
- Walt Disney Imagineering
- WeWork
- Whiting-Turner
- Zachry Construction

**Exhibitor Satisfaction**

- 82% plan to exhibit again
- 91% are satisfied with the quality and quantity of sales leads
- 85% see sales potential as a direct result of exhibiting

**Attendee Satisfaction**

- 91% of attendees found new products
- 2021 Attendee Satisfaction
- 2021 Exhibitor Satisfaction
- 2021 Firm Size
- 2021 Industry Sectors
Exclusive Webinar

Work with our team to produce an online event that will resonate with your target audience and provide you with qualified leads that are eager to learn more about your company.

Whether you have a presentation ready to go, or want to work with us to craft a custom, targeted story, our team will work with your experts to help you deliver your message.

- Deliver visibility and credibility for your organization
- Our team will take care of building a responsive landing page, handling all of the technical aspects of the webinar, and collecting and delivering your leads
- Promotion includes web site and newsletter banner ad placements and a dedicated email

Webinar Options

<table>
<thead>
<tr>
<th>Duration</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 Minute</td>
<td>Preferred format for client panels, case studies, and dives into new product capabilities.</td>
</tr>
<tr>
<td>30 Minute</td>
<td>Preferred format for specific technical issues, product updates, and targeted audiences.</td>
</tr>
</tbody>
</table>

Average Registrations

196
(57 - 435 range)
Panel Webinar

Interested in a high profile speaking opportunity to share your company’s expertise on the most pressing topics in your industry? This series of panel webinars feature a 60-minute format where up to four panelists from different companies will give brief presentations and then take part in a round-table discussion moderated by our editorial staff.

Sponsoring companies will receive leads post-webinar. View our Calendar and Specs pages for list of topics, next steps, and availability.

Panel Marketing Includes:

- Banner ad in newsletter and web site
- Dedicated Email
- Social Media Posts

489
Average Registrations
(118 - 829 range)
Emerging Technology Showcase

Based on the success and popularity of the “Product Preview” sessions at our in-person events, we will host online opportunities for brief pre-recorded presentations broadcast to a live audience with an optional live Q&A.

Each 60-minute session will include five companies (10 minutes per company) and will include the capture of opt-in leads at the conclusion of each session. The products showcased in the Emerging Technology Showcase sessions will also be included in a downloadable PDF product and included in an end-of-the-year Emerging Technology wrap-up report.

Showcase Marketing Includes:

+ (1) Banner ad in Newsletter
+ (2) Dedicated Emails
+ (2) Dedicated Social Posts
+ Banner ad placement on website

Click the image to see examples of past presentations!
Gated Content

Work with us to create custom white papers and reports, and distribute them to our audiences of geospatial and built world professionals. Your PDFs and white papers will help you to generate qualified leads, and grow awareness of your products and services.

- Establish your company's credentials, showcase your thought leadership, increase brand awareness while receiving a stream of leads in return.
- Leverage the trust and respect of our engaged subscriber community to share your message.
- Reach a knowledgeable and interested audience and drive leads with a three-month campaign.
- Our team will build a responsive landing page and collect and deliver all leads to you.
- Promotion includes placements on web site and newsletter, social pushes and one dedicated email.

Average Number of Leads:

144

(61 - 232 range)

YOUR CONTENT IS VALUABLE!
# Dedicated Email

Get your message into the hands of our qualified audience with a dedicated email.

Dedicated emails are a great way to expand your marketing reach beyond your own database and leverage our highly qualified, highly engaged, technical audience.

- Sent to database of opt-in newsletter subscribers
- Metric report available 48 hours following the deployment

### Email Performance Statistics

<table>
<thead>
<tr>
<th>Platform</th>
<th>Average Number of Emails Delivered</th>
<th>Average Open Rate</th>
<th>Average Click Rate</th>
<th>Average Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEO WEEK</td>
<td>7,527</td>
<td>26%</td>
<td>11%</td>
<td>771</td>
</tr>
<tr>
<td>AECNEXT</td>
<td>5,674</td>
<td>22%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPAR3D</td>
<td>14,310</td>
<td>21%</td>
<td>8.2%</td>
<td>620</td>
</tr>
<tr>
<td>LIDAR</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Dedicated emails are ideal for:

- Product Launches
- Special Promotions
- Lead Generation
- Content Pieces

*Guidelines will be provided upon request or when contract is signed.*
Case Study

Publish a featured case study, or work with our editorial staff to create an 800-1,200-word article. One case study will be published per month in newsletter of your choice.

- Featured on web site in dedicated Case Study section
- Pushed to our social media accounts
- Featured in newsletter of choice
- Inclusion in quarterly PDF combining featured case studies.

CASE STUDY OF THE MONTH

3D Survey in Antarctica: Historical Preservation in Challenging Conditions
November 1, 2020

Anyone can do a surveying project in ideal conditions, but what happens when you need to capture information on one...
Custom Content

Our custom content options allow you as an individual or as an organization to share your expertise with our audiences. That expertise can be focused on a particular service, piece of hardware, software, new partnership, customer success story, or just about anything else.

It can take the form of an interview, article, series, or a combination of elements may be incorporated.

According to the Custom Content Council, 61% of consumers say they feel better about a company that delivers custom content. They're also more likely to make a purchase from that company.
New Product Announcement Package

Let us help you highlight your latest innovation, product updates or any other exciting announcement you'd like to share to our engaged audience. This cost-effective and comprehensive program provides an all-in-one package including a custom content article written by our trusted editor and two highly visibility banner placements on our website and newsletter. Contact your sales representative for availability.

Product Announcement Package:

+ 1 Month 728x90 Leaderboard Banner advertisement on web site
+ Mid-article banner advertisement inclusion in one newsletter
+ Sponsored Content Article or Video Interview with editorial staff
Site Display Advertising

2020 Web Traffic Stats

<table>
<thead>
<tr>
<th>Stat</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Pageviews</td>
<td>49,016</td>
</tr>
<tr>
<td>Monthly Sessions</td>
<td>34,676</td>
</tr>
<tr>
<td>Monthly Users</td>
<td>27,125</td>
</tr>
<tr>
<td>Pages per visit</td>
<td>1.35</td>
</tr>
<tr>
<td>Average time per page</td>
<td>3 min 55 sec</td>
</tr>
<tr>
<td>Average time spent per top 10 article</td>
<td>6 min 02 sec</td>
</tr>
</tbody>
</table>

Geographic Breakdown

- United States: 68.5%
- Global Audience: 31.5%

Average Impressions and Click Through Rate Per Campaign

- Pop Up Impressions: 7,196
- Pop Up CTR: 3.09
- 728x90 Banner Impressions: 28,454
- 728x90 Banner CTR: 0.65%
- 300x250 Banner Impressions: 58,399
- 300x250 Banner CTR: 0.63%

ASK US ABOUT VIDEO ADS!

All stats taken from 2020 spar3d.com web traffic.
Newsletter Banners

GEO Week Newsletter Averages:
Subscribers: 4,754
Impressions: 1129
CTR: 2.66%

SPAR Newsletter Averages:
Subscribers: 16,044
Impressions: 3313
CTR: 1.81%

AEC Newsletter Averages:
Subscribers: 6,224
Impressions: 1716
CTR: 1.75%

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>728x90</td>
</tr>
<tr>
<td>Mid-Newsletter Banner</td>
<td>728x90</td>
</tr>
<tr>
<td>Trailerboard Banner</td>
<td>728x90</td>
</tr>
</tbody>
</table>