GEO WEEK

2022 MEDIA KIT

more content. **more** marketing opportunities. **more** exposure.

Produced by diversified

Welcome **Letter**

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Thank you for your interest in digital offerings for Geo Week, the next step in the evolution of SPAR 3D, AEC Next, and International Lidar Mapping Forum – once independent entities that have come together to form a single encompassing event.

In this media kit, you'll find the diverse offerings of our digital media portfolio, including innovative and engaging means for reaching audiences in your target verticals. We offer professional options to get your products and messaging directly to engaged practitioners and potential buyers. Geo Week News, our website content platform, as well as a series of audience-focused newsletters, growing dedicated email lists and other marketing opportunities are your go-to resource for digital engagement. The website and our audience lists are continuing to grow and broaden – and we have opportunities for companies of all sizes.

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.

LET US SHOW YOU **WHAT WE CAN DO.**

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GEO WEEK

About Geo Week

Geo Week represents the intersection of geospatial and the built world, the next step in the evolution of SPAR 3D, AEC Next, and International Lidar Mapping Forum - once independent entities that have come together to form a single encompassing event. The unification of these events was created as a response to the changing needs of built world and geospatial industry professionals, and to acknowledge the convergence of technology that is currently happening. New technological innovations, the need for remote workflows, and hardware breakthroughs are redefining expectations across teams, organizations, and entire industries.

AEC Innovations

The audience interested in this content is comprised of professionals in architecture, engineering and construction (AEC), who use technology to improve their workflows and bring efficiencies to their projects throughout the building lifecycle. Leveraging technologies including BIM, reality capture, automation, augmented reality and more, these innovators include past attendees of AEC Next, which is now part of Geo Week.

Lidar & Geospatial

This audience is comprised of professionals in surveying and mapping who are using airborne, terrestrial and related remote sensing technologies in their work. From the latest in lidar sensors to the broadening use cases for geospatial data, this audience is highly interested in technical content and audience has grown over the more than 20-year history of the International Lidar Mapping Forum, which is now part of Geo Week.

3D Technology

From the latest in 3D scanning technologies to advanced software for processing and creating 3D visualizations, this audience is focused on the creation of 3D representations of the real-world through photogrammetry and laser scanning. For nearly two decades, this audience has been engaged in SPAR 3D, which is now part of Geo Week.

INDUSTRIES SERVED

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

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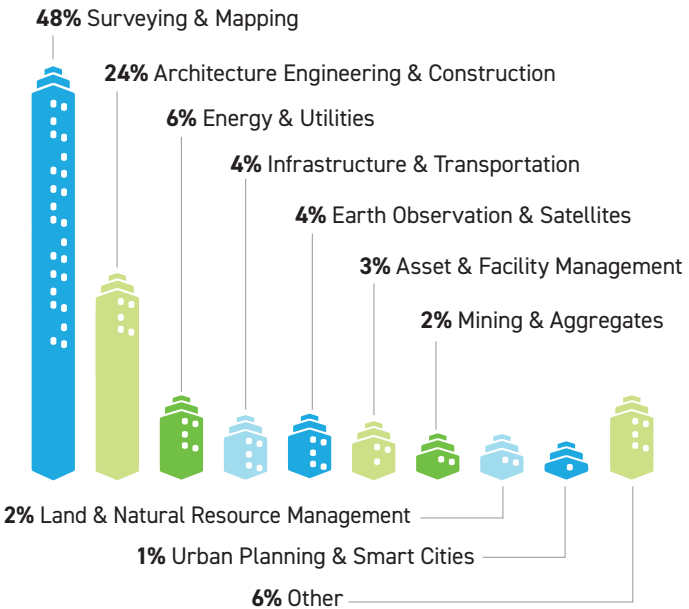
Audience Overview

Our target audiences and conference participants represent myriad industries, and our attendees and digital audiences are highly engaged and motivated to find new technologies.

Top 10 Areas of Interest

- Aerial Survey
- Mapping
- Lidar
- Digital Twins
- Photogrammetry
- UAV / UAS
- 3D Laser Scanning
- BIM / VDC
- Mobile Mapping

Top Industries



Attendee Overview & Objectives

- **91%** involved in purchasing
- **90%** found new products / innovations
- **80%** said they plan to attend again
- **86%** said they were looking for new products
- **84%** said they got up to date with market trends
- **67%** said they met new suppliers they wouldn't have otherwise met

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GEO WEEK

Exclusive Webinar

Curate your own webinar to target your market and get qualified leads.

308
Average Registrations
(104 - 434 range)

Lead generation – you will receive contact information from all registrants, including name, title, company name, email, telephone number, state, country and industry sector.

Webinar management from start to finish: Creation of landing page and registration form, technical rehearsal, webinar hosting, and moderation is all handled by our team.

Dedicated advertising includes banner placements on Geo Week News and in our newsletter.

Marketing elements include two dedicated e-mails sent to Geo Week News subscribers to promote registrations, reminder emails, post-webinar thank you email to all registrants with OnDemand viewing link, Social Media posts via LinkedIn, Twitter, and Facebook

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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.

157

Average Number of Leads

(67 - 248 range)

Gain leads from a three-month campaign – you will receive contact information including name, title, company name, email, telephone number, state, country and more.

Team Support: Our team builds a responsive landing page and form to house your content and collects and delivers all leads to you.

Dedicated advertising includes banner placements on Geo Week News and in our newsletters.

Marketing elements include a dedicated e-mail sent to Geo Week News Subscribers to promote downloads, Social Media posts via LinkedIn, Twitter, and Facebook.

YOUR CONTENT IS **VALUABLE!**

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Dedicated Email

Get your message into the hands (and inboxes) of our qualified audience! 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

Dedicated Email Stats

55,967+ Subscribers list

Average open rate	32.7%	Average click to open rate	25.4%
Average click rate	8.3%	Average clicks	4,826

Dedicated emails are ideal for:

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

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

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Case Study

Publish a featured case study, or work with our editorial staff to create an 800-1,200-word article highlighted on Geo Week News. The case study will be published in the newsletter of your choice.

- Featured on web site in dedicated Case Study section
- Pushed to our social media accounts
- Featured in newsletter of choice (pending availability)

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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 noteworthy.

Custom Content 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.

Featured Interview

Why enabling the "digital transformation" of construction isn't about technology

The construction industry is undergoing a major digital transformation across the entire business lifecycle - but what are the underlying opportunities and challenges associated with this transformation and how can stakeholders on all sides of a project best identify them?

by Jeremiah Karpowicz

AEC Innovations | Featured

GEO WEEK NEWS

Daniel McCarthy
CEO, Dodge Data & Analytics

Interview

The need to utilize new and innovative construction solutions that create measurable efficiencies is understood by many. This drive has resulted in the creation of tools that are literally and figuratively powerful, the latest of which can be seen with the recent news from Dodge Data & Analytics ("Dodge") and The Blue Book Building & Construction Network ("The Blue Book"), which saw the two companies combine their businesses in a merger.

The Dodge | Blue Book Construction Industry Database will contain more than 10 billion data elements and contains the most complete information about projects, people, firms and products in the construction industry. While these types of solutions have been touted as the way to address construction inefficiencies by further enabling the digital transformation of the industry, their potential to change the way established workflows function often creates hesitance around adoption. Those challenges are further complicated by the fact that there are few industries where the risk is as high as it is in construction. This can cause hesitance around such transformations, even when the economic benefits of doing so are well understood.

Dodge CEO Daniel McCarthy specifically referenced how the construction industry is undergoing a major digital transformation across the entire business lifecycle in the press release that announced the merger, but what are the underlying opportunities and challenges associated with this transformation and how can stakeholders on all sides of a project best identify them? For McCarthy, the answer to that question relates to the much more powerful contextual data that Dodge and The Blue Book will now be able to provide but is also connected to a much more fundamental challenge around adoption that the construction industry as a whole needs to address.

Daniel McCarthy CEO, Dodge Data & Analytics

Featured Article

MARCH 29, 2021

Autodesk's vision for digital twins: Always keep the end in mind

By creating and hosting a central model to guide the entire building lifecycle, it may be possible to reduce or even eliminate some of the inefficiencies created by siloed data.

by Carla Lauter

AEC Innovations | Featured | News

Earlier this month, Autodesk announced the future availability of Autodesk Tandem™, their digital twin platform, currently in beta. With Autodesk Tandem, all project models are brought into a single platform, creating a digital view of projects, along with metadata for each asset. Architects, engineers and contractors can then fully support a digital handover, giving owners a digital twin of the final asset.

Robert Bray, Senior Director & General Manager of Autodesk Tandem, said that the timing of the announcement aligns with the changes already happening within the AEC industry.

While the term "digital twin" can vary in industry vernacular, Autodesk defines a digital twin as a dynamic, up-to-date replica of a physical asset that brings together design, construction and operational data. It is more than just a digital model, the addition of real-time operation data provides digital twins with added value – providing an awareness necessary to simulate, predict or inform decisions based on real-world conditions.

"With all of the noise in the industry around digital twins, and the increase in adoption of them, we felt that now was the right time to build a platform that helps our AEC customers deliver that value downstream to their owners." Robert Bray, Autodesk

Last year, Autodesk became a Founding Member of the Digital Twin Consortium, an organization collaborating on digital twin best practices and standards, and a member of the Open Design Alliance, a nonprofit technology consortium that provides support and access to design file formats. While Autodesk has worked towards a unification of architecture, engineering and construction, they had yet to create a commercial digital twin product – until now.

Video Interview

APRIL 28, 2021

Interview: Bentley Systems and NVIDIA share a powerful vision for infrastructure digital twins

In addition to the much-discussed release of the NVIDIA Omniverse 3D development platform, an additional announcement from Bentley Systems revealed just how far NVIDIA is planning to go in pursuit of digital twins.

by Carla Lauter

3D Technology | AEC Innovations | Featured

To find out more about this partnership, SPAR 3D editor Carla Lauter sat down with Richard Kerris, GM of Omniverse of NVIDIA and Lori Hufford VP of Applications Integration at Bentley Systems to discuss how Bentley Systems will plan to bring their digital twins expertise to NVIDIA Omniverse.

"Omniverse allows for infrastructure digital twins to be visualized with photo-realistic lighting and environmental effects... it allows for that to happen on multiple devices, including web browsers and workstations tablets, virtual reality, augmented reality headsets, from really anywhere in the world. So the possibilities that it opens are super exciting." —LORI HUFFORD, BENTLEY SYSTEMS

Watch the full interview (12 minutes) below:

Bentley Systems and NVIDIA' shared vision for accurate, ...
Watch later | Share
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Watch on YouTube

Our team will work with you to tell your story in a way that is especially relevant and is sure to explain and explore the kind of value you're able to create for your customers.

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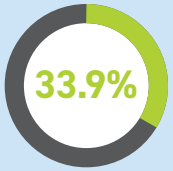
Site Display Advertising

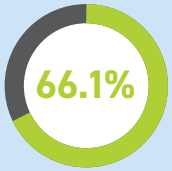
2021 Web Traffic Stats

Avg. Monthly Pageviews:	36,457
Avg. Monthly Sessions:	27,729
Avg. Monthly Users:	22,592
Pages per Visit:	1.31
Avg. Time Per Page:	3min 39seconds
Avg. Time Spent Per Top 10 article:	5min 48seconds

Geographic Breakdown



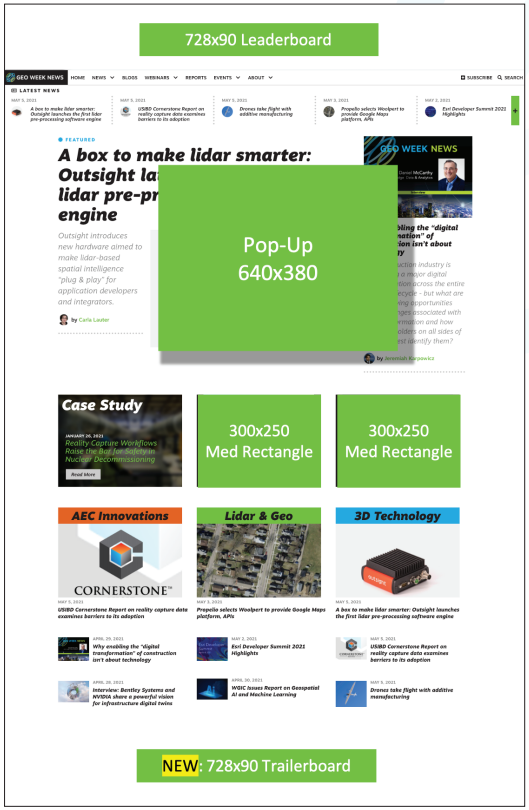
United States



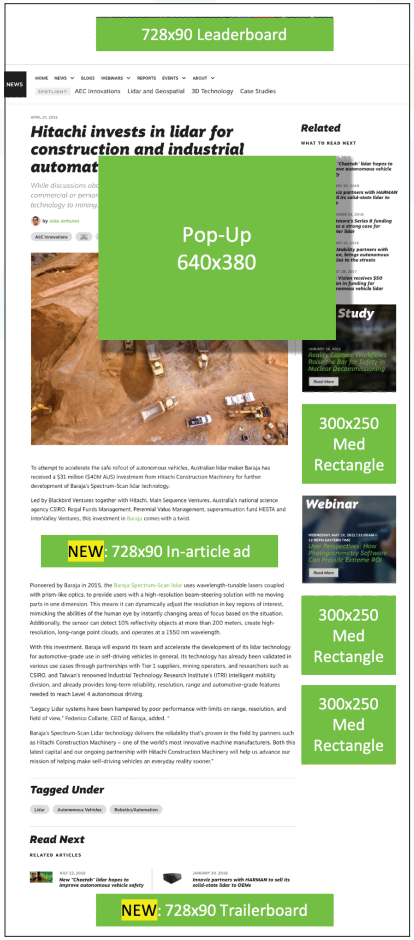
Global Audience

All stats taken from 2020 spar3d.com web traffic.

Homepage Locations



In-Article Locations



Average Impressions and Click Through Rate Per Campaign

Pop Up Impressions	20K	728x90 Banner CTR	.70%
Pop Up CTR	2.7%	300x250 Banner Impressions	26,000
728x90 Banner Impressions	27,000	300x250 Banner CTR	.54%

ASK US ABOUT VIDEO ADS!

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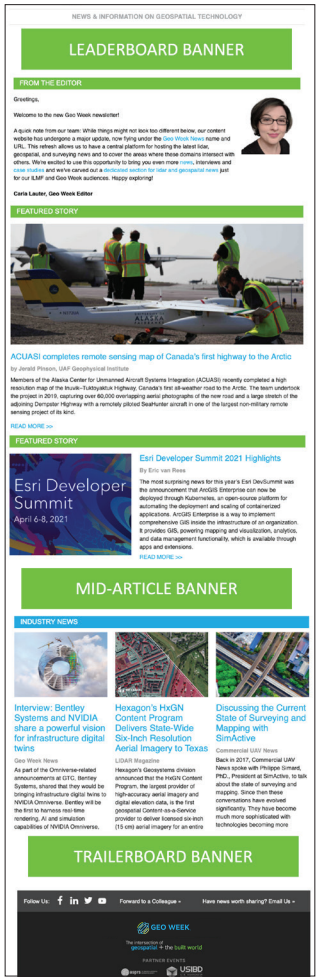
Newsletter Banners

LIDAR & GEOSPATIAL NEWSLETTER



3D TECHNOLOGY NEWSLETTER

AEC INNOVATIONS NEWSLETTER

Lidar & Geospatial Newsletter:

Subscribers: **8,200**
Avg. Open Rate: **19%**

3D Technology Newsletter Averages:

Subscribers: **16,400**
Avg. Open Rate: **22.4%**

AEC Innovations Newsletter:

Subscribers: **7,700**
Avg. Open Rate: **21.3%**

POSITION	SIZE
Leaderboard Banner	728x90
Mid-Newsletter Banner	728x90
Trailerboard Banner	728x90

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GEO WEEK

Our Newsletters

Geo Week is an integrated event covering the next generation of digital technology. In support of this show, our newsletters keep audiences informed about what is going on in the industry, and provide exclusive insights, case studies and interviews to stay in the know.

LIDAR & GEOSPATIAL NEWSLETTER

The biweekly Lidar & Geospatial newsletter features content for professionals in surveying and mapping interested in airborne and terrestrial lidar and related remote sensing technologies.

2022 NEWSLETTER DATES

11-Jan 25-Jan	8-Feb 22-Feb	8-Mar 22-Mar
5-Apr 19-Apr	3-May 17-May 31-May	14-Jun 28-Jun
12-Jul 26-Jul	9-Aug 23-Aug	6-Sep 20-Sep
4-Oct 18-Oct	1-Nov 15-Nov 29-Nov	13-Dec

3D TECHNOLOGY NEWSLETTER

The weekly 3D Technology newsletter includes stories on 3D capture, scanning, visualization and modeling technologies across a variety of verticals. The content includes 3D news, case studies, and stories of the use and application of 3D technologies

2022 NEWSLETTER DATES

5-Jan 12-Jan 19-Jan 26-Jan	2-Feb 9-Feb 16-Feb 23-Feb	2-Mar 9-Mar 16-Mar 23-Mar 30-Mar	6-Apr 13-Apr 20-Apr 27-Apr
4-May 11-May 18-May 25-May	1-Jun 8-Jun 15-Jun 22-Jun 29-Jun	6-Jul 13-Jul 20-Jul 27-Jul	3-Aug 10-Aug 17-Aug 24-Aug 31-Aug
7-Sep 14-Sep 21-Sep 28-Sep	5-Oct 12-Oct 19-Oct 26-Oct	2-Nov 9-Nov 16-Nov 23-Nov 30-Nov	7-Dec 14-Dec 21-Dec

AEC INNOVATIONS NEWSLETTER

The biweekly AEC Innovations newsletter is focused on architecture, engineering and construction, and how the AEC industry uses technologies such as reality capture, automation, BIM and other innovations to improve their workflows.

2022 NEWSLETTER DATES

4-Jan 18-Jan	1-Feb 15-Feb	1-Mar 15-Mar 29-Mar
12-Apr 26-Apr	10-May 24-May	7-Jun 21-Jun
5-Jul 19-Jul	2-Aug 16-Aug 30-Aug	13-Sep 27-Sep
11-Oct 25-Oct	8-Nov 22-Nov	6-Dec 20-Dec

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