



'Perfection' versus 'Good enough' in Information Management

Adjusting to context, scale, phase & funding

Sponsorship Package

www.cartong.org/geong/2018

29 - 31 October | Chambéry, France

WHAT'S THE GEONG?

Organized by CartONG every two years since 2008, the GeOnG is a three-day conference which gathers humanitarian and development actors and professionals specialized in information management.

It is dedicated to addressing issues regarding data in the humanitarian & development sectors, including topics related to mapping and GIS, mobile data collection, information management and more generally the use of new technologies.

To this end, the forum is designed to allow participants to debate current and future stakes, introduce relevant and innovative solutions, and share experience and best practices.

The GeOnG is the biggest independent forum on the topic in Europe, with an average of 140 participants from 70 organizations in the last two editions.

To learn more, check out:



« What I really like about the GeOnG is that it manages to be focused, relevant and superbly organized while being relaxed, informal and friendly. An excellent combination. »

Participant from the 2016 edition



A FEW WORDS ABOUT CARTONG

Founded in 2006, **CartONG** is a French humanitarian non-profit organization that specializes in providing **Information Management services** to humanitarian and development organizations, with a particular **emphasis on Geographic Information System and Mobile Data Collection**.



GIS & MAPPING

**MOBILE DATA
COLLECTION**

**INFORMATION
MANAGEMENT**

**CAPACITY
BUILDING**

CartONG supports many NGOs and International Organizations by providing **tools, services and capacity building** solutions so they can better plan, implement, monitor and evaluate their programs; in other words: so it improves **humanitarian aid effectiveness** towards vulnerable populations.

An important part of **CartONG's** mission is to support the **dissemination of relevant, innovative and reliable IM, MDC and GIS solutions** in the sector be it tools, procedures or policies.

CartONG also actively works towards building **capacity on such matters** in the humanitarian and development sectors through on-site **trainings** and **webinars**, by publishing **blog posts and articles**, as well as by organizing events such as the **GeOnG**.

« *The GeOnG Forum is a key moment in the sector to discuss main developments and future stakes, as well as to introduce new GIS and IM tools. It also addresses the questions of best practices, procedures and policies. This event manages to bring together professionals from the private, humanitarian, and research sectors for 3 days of in-depth debates and conversations in a friendly setting; and that is its main strength.* »



Charlotte Pierrat, President of **CartONG**

WHY SUPPORT THE GEONG FORUM?

WHAT'S IN IT FOR YOU?

- ⇒ Support a unique event
- ⇒ Network with 70+ organizations
- ⇒ Introduce innovative ideas & solutions to the humanitarian sector
- ⇒ Get valuable feedback from experienced professionals
- ⇒ Associate your image with organizations with a high social impact



WHO WILL YOU MEET?

- ⇒ Decision makers
- ⇒ Specialists working in headquarters
- ⇒ Field staff
- ⇒ Researchers

THEY TOOK PART IN THE LAST GEONG



SPONSORSHIP PACKAGE OPTIONS

Partnership		Diamond 10,000 €	Platinum 4,000 €	Gold 2,500 €	Silver 750 €
Only companies sponsoring the GeOnG are allowed to promote their products & services during the event.		Main sponsor	2 packages only	Not limited	Not limited
Access	Full-conference passes (<i>inc. lunches & diners</i>)	5	4	3	1
Presence	Exhibit space (<i>3 days for up to 2 people</i>)	✓	✓	✓	✓
Share your message & Engage with participants	Insert of your choice in the conference bag	✓	✓	✓	
	90-minute workshop to present solutions	✓	✓	✓	
	Access to the list of attendees prior to the event*	✓	✓		
	10-minute address during the plenary session	✓	✓		
Visibility & Recognition	Logo, link to website & short description of your organisation on the GeOnG sponsorship webpage	✓	✓	✓	✓
	Logo on GeOnG flyer & poster	✓	✓	✓	✓
	Logo on all GeOnG Newsletter network of ~1000 contacts	✓	✓	✓	
	One promotional post on CartONG's social media networks before the event <i>5000+ followers combined on Facebook & Twitter</i>	✓	✓	✓	
	Mention in all medias & networks in which the GeOnG is promoted	✓	✓		
	Interview of one representative posted on social media during the event	✓	✓		
Personalized evening side event with catering (<i>to design together</i>)		✓			

*For participants having given consent.

GET IN TOUCH!

THANK YOU FOR YOUR SUPPORT

How does it work? CartONG & your organization will sign a GeOnG sponsorship agreement.

CartONG welcomes any sponsorship ideas that you may have.

We are open to personalized initiatives such as providing the catering for the public event or covering transportation for a guest speaker.



Become the **main sponsor** of the 2018 GeOnG & benefit from a **personalized evening side event answering your needs** and designed hands with hands with CartONG.

For any enquiries, please contact Nina & Mathilde at:

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