2020 GeOnG Sponsorship Package

People at the Heart of Information Management
Promoting Responsible & Inclusive Practices

7th Humanitarian & Development Data Forum
Chambery, France
2-4 November 2020

SPONSORSHIP PACKAGE

www.cartong.org/geong/2020
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 one of the biggest independent forums on the topic in Europe, with an average of 180 participants from 90 organizations.

"The GeOnG is a great moment for sharing experiences and for meeting the other actors of the sector."

Participant from the 2018 edition
A FEW WORDS ABOUT CARTONG

Created in 2006, CartONG is a French NGO specialized in Information Management (IM) whose mission is to put data – in particular geographical data – at the service of humanitarian, development and social action projects. Our goal is to improve the quality and accountability of field activities by facilitating their needs assessment and monitoring and evaluation.

An important aspect of CartONG’s associative project is indeed to support the dissemination of relevant, innovative and reliable Information Management solutions to the humanitarian and development sector. Similarly, CartONG facilitates capacity building of international aid actors by publishing tutorials, benchmarking, lessons learned, etc. on its blog and by organizing events such as the GeOnG forum.

GIS & MAPPING

MOBILE DATA COLLECTION

DATA PROCESSING

IM CROSSCUTTING APPROACHES

As a multidisciplinary resource and expertise center, our team of staff and volunteers supports the organizational strategy and field operations of a wide array of actors. We also help build knowledge on IM tools and methodologies and help build capacity of our partners and within the sector as a whole.

“The GeOnG forum is a key moment in the sector to discuss main developments and future stakes, as well as to introduce new Information Management solutions and best practices. The GeOnG forum manages to bring together professionals from the private, humanitarian, development and research sectors for 3 days of in-depth debates and conversations in a friendly setting - its greatest strength.”

Charlotte Pierrat, President of CartONG
WHY SUPPORT THE GEONG FORUM?

WHAT’S IN IT FOR YOU?

1- Support a unique event
2- Network with 90+ organizations
3- Introduce your tools & services to the humanitarian and development sector
4- Get valuable feedback from experienced professionals during dedicated sessions
5- Associate your image with organizations with a high social impact

WHO WILL YOU MEET?

41% NGO (decision makers, specialists working in headquarters, field staff, etc.)
32% Private sector (including individual consultants)
17% Research & university sector
10% United Nations & institutional organizations

PROMOTING A DIFFERENT APPROACH

In line with the chosen main theme, CartONG has decided to strengthen its commitment to better include all humanitarian and development stakeholders in the 2020 edition of the GeOnG, in particular by financing the participation of a greater number of local actors from the Global South. Supporting the 2020 GeOnG forum is therefore also about fostering inclusiveness and giving a voice to actors who are often absent from this type of events.

*Percentages have been calculated without taking into account volunteers and CartONG teams.
## SPONSORSHIP PACKAGE OPTIONS

<table>
<thead>
<tr>
<th>Partnership</th>
<th>Diamond 15,000 €</th>
<th>Platinum 7,500 €</th>
<th>Gold 4,000 €</th>
<th>Silver 2,000 €</th>
<th>Bronze 750 €</th>
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</thead>
<tbody>
<tr>
<td>Only companies sponsoring the GeOnG are allowed to promote their products &amp; services during the event.</td>
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<td>Full-conference passes <em>(inc. 3 lunches &amp; 1 diner)</em></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Exhibit space <em>(3 days for up to 2 people)</em></td>
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<td>Participation to the “demo hour”</td>
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<td>Visibility on CartONG’s website, on the GeOnG flyer &amp; the GeOnG poster</td>
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<td>Insert of your choice in the conference bag distributed to all participants</td>
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<td>Dedicated session to introduce a solution, a service or a project</td>
<td><em>90-minute workshop</em></td>
<td><em>90-minute workshop</em></td>
<td><em>90-minute workshop</em></td>
<td>5-minute lightning talk in plenary</td>
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<td>One promotional post on CartONG’s social media networks before the event</td>
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<td>10-minute address during the plenary session</td>
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<td>Visibility on all GeOnG newsletters sent to ~1,000 contacts &amp; in all the networks the GeOnG is promoted</td>
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<td>Inclusiveness contribution to support the participation of actors from the Global South</td>
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<td>Interview of one representative posted on social media during the event</td>
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<td>Sponsored event <em>(to be discussed with CartONG)</em></td>
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*If needed, a kit (smartphone + SIM card with 4G) will be provided to the speaker*
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.

For any enquiries, please contact Nina at:

geong@cartong.org
+33 (0)4 79 26 28 82

See you at the 2020 GeOnG Forum!