SPONSORSHIP PACKAGE

2020 GeOnG l Sponsorship Package
People at the heart of Information Management
promoting responsible & inclusive practices
Organized by CartONG every two years since 2008, the GeOnG is a conference gathering humanitarian and development actors and professionals specialized in information management over the course of several days.

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

To learn more, check out
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.

A FEW WORDS ABOUT CARTONG

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.

"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 IN 2020?

THIS YEAR, WE’RE GOING VIRTUAL!
1– We’ve decided to increase the number of tickets to 500
2– The agenda will be composed of a combination of 25+ live sessions and of a selection of 15+ pre-recorded presentations
3– The online tool selected for the event - called Eventia - will facilitate networking between all attendees via a general chat & one-on-one online meetings
4– Sponsors will be able to introduce their tools and services via a virtual booth, and a dedicated session for the main sponsors
5– Inclusion will be at the center of this year’s edition

A MORE INCLUSIVE EDITION!
In line with the chosen main theme, CartONG has decided to strengthen its commitment to better include all humanitarian and development stakeholders in this year’s edition.

To this end, we’ll increase the number of tickets to 500 and make the event free for the vast majority of attendees. We’re also working towards inviting as many actors from the Global South as possible to speak at the conference.

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.

THEY TOOK PART IN THE LAST EDITION

WHO WILL YOU MEET?
41% NGO (decision-makers, specialists working in HQs, field staff, representatives of small CSOs, etc.)
32% Private sector (including individual consultants)
17% Research & university sector
10% United Nations & institutional organizations
<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 virtual edition.</td>
<td><strong>Main sponsor</strong> 2 packages only</td>
<td>3 packages only</td>
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This year, all sponsors are supporting our effort of increased inclusiveness: we’re going from 200 to 500 tickets for this online edition, most of them which will be free of charge! We thus hope to welcome a more diverse audience, including more actors from the Global South.

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<thead>
<tr>
<th>Feature</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Full-conference passes to the virtual event</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<td>Online booth accessible to all participants (displaying your logo and a presentation of your organization, the names of the staff attending the event, files of your chosen among other elements)</td>
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<td>Participation to the 2 online demo sessions of 30 minutes (indicated on the agenda and open to all participants)</td>
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<td>Possibility to contact via a chat and/or book an appointment with all participants on the online platform during the event</td>
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<td>Visibility on the event’s website, the online platform for the event &amp; the poster</td>
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<td>Dedicated online session to introduce a solution, a service or a project</td>
<td>Live 90-minute workshop</td>
<td>Live 90-minute workshop</td>
<td>Live 90-minute workshop</td>
<td>5-minute lightning talk (recorded video)</td>
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<td>One promotional post on all CartONG’s social media networks before the event</td>
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<td>5-minute speech 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>Interview of one representative posted on social media during the event (pre-recorded video)</td>
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<td>Sponsored online event (to be discussed with CartONG)</td>
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See you at the 2020 GeOnG Forum!

Let’s meet on November 2nd & 3rd, 2020 for the first ever online edition of the GeOnG!

More attendees! A more inclusive edition! A friendly atmosphere, as usual!

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’re open to personalized initiatives that can be accommodated on the tool chosen for the virtual event. Get in touch for a chat!

For any enquiries, please contact Nina & Yelena at: geong@cartong.org +33 (0)4 79 26 28 82