



SUMSF 2024

Founded by

Geoff Zeiss'
Between The Poles



SUBSURFACE UTILITY MAPPING STRATEGY FORUM

Forum - June 25 • Workshops June 26

PARTICIPATION PACKAGE

sumsforum.com

Updated April 11, 2024

The Legacy of Geoff Zeiss

Dear SUMSF Community,

Along with GoGeomatics and the GoGeomatics community, I am honoured to continue Geoff Zeiss's work in the geospatial industry with this year's SUMSF Conference.

Geoff devoted over 30 years of his life to this incredible sector and community. His work contributed to innovations in the utility and construction sectors, including mapping underground utility infrastructure. He championed awareness, innovation and the evolution of geospatial data and technology.

Geoff was a steadfast leader in his thought and in his action.

His work lives on in the initiatives he helped establish, including the [Between the Poles](#) blog, which now holds more than 2,000 articles; the [Geoff Zeiss Urban Infrastructure Mapping Fund](#) with Carleton University, which aims to create new technologies while improving efficiency and safety; and this SUMSF Conference, which is devoted to uniting thought leaders and fostering advancements in the mapping of underground infrastructure.

Geoff and I shared a vision and worked diligently to foster and advocate for the geospatial community. It is through this shared vision that I am dedicated to continuing the work we started. I invite you to be a part of it with the 2024 SUMSF Conference. If you are interested in speaking, sponsoring, hosting, or participating, please contact me, at JonathanMurphy@gogeo.ca

It is my continued honour and privilege to work with the community in memory of Geoff's legacy.

With humble thanks,

Jonathan Murphy



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For questions about the conference, or to discuss a package, please contact conference chair, [Jonathan Murphy](#), Ottawa, Ontario, Canada

SUMSF: Subsurface Utility Mapping Strategy Forum Conference 2024

The Subsurface Utility Mapping Strategy Forum (SUMSF) is being held on June 25-26, 2024. This is a virtual conference intended to bring together individuals and organizations who wish to share information about and contribute to improvements in the mapping of underground infrastructure. The priority use cases for better underground mapping is reducing damage to underground utilities during construction and aiding construction efficiency. Another use case that is rapidly gaining interest among utilities, telecoms, municipalities and even nations is subsurface digital twins. Digital twins of underground infrastructure are living models of real world objects. These require a city-scale platform and tools that enable a large number of data providers and users, including construction workers in the field, developers of analytics and simulations, and citizens to collaborate in maintaining and using the models.

The SUMSF conference is open to individuals and organizations who wish to contribute to progress in underground utility mapping. Presentations will focus on innovative strategies involving subsurface digital twins. Topics will include, legislation, regulation, business best practices, new technologies, and training and education for improving mapping of underground utilities.

How to Make the Most of SUMSF

SUMSF will bring together thought leadership from the underground mapping sector for two days. This is a highly specialized C-level executive audience that seldom comes together. The event will draw organizations from private and public sector that have a stake in this rapidly growing industry.

This online event will provide an opportunity to get in front of this elite audience. By becoming a sponsor or presenting partner, your organization not only allows this event to be fully open and free for registrants, but ensures your presentation, brand, and leadership are front and centre in the conversation. The workshop component of the event will allow for even more opportunities to showcase updates on new service offerings, in addition to advancements in hardware, software, data, analytical tools, industry trends and thought leadership.

All levels of government, as well as the non-profit/NGO sector, have taken the opportunity to update stakeholders and the community on their initiatives and the value they bring to citizens.

SUMSF 2024

- Main Conference June 25, 2024
- Workshop days are June 26, 2024
- International online forum for Thought Leadership
- Attendance is free for the entire sector through the support of the sponsors and presenting partners

Preliminary Schedule for SUMSF

PRELIMINARY SUMSF 2024 SCHEDULE	
June 25, 2024	
TIME (EST)	SESSION
10:00 -10:30	Opening Keynote 1
10:30 -10:45	Commercial Break
10:45-11:15	Session 1
11:15 - 11:30	Commercial Break
11:30 - 12:00	Session 2
12:00 -12:15	Commercial Break
12:15 - 12:45	Session 3
12:45 - 1:00	Commercial Break
1:00 -1:30	Session 4
1:30 -1:45	Commercial Break
1:45 - 2:15	Session 5
2:15 - 2:30	Commercial Break
2:30 - 3:00	Session 6
3:00 - 3:15	Commercial Break
3:15 - 4:00	Panel 1

Currently, one day of presentation slots are available in the main conference. Other opportunities are available for custom content. Priority is given on a first-come first-served basis as well as sponsorship level. The conference retains the right to change the schedule as needed.

SESSION TYPE	NUMBER OF TOTAL SESSIONS
Keynote Sessions	2
30 mins Sessions	12
Commercial Breaks	14
Panels	2

Sponsorship & Participation Packages



One platinum sponsorship available.

Contact Jonathan Murphy for details. JonathanMurphy@gogeo.ca

DURING SUMSF CONFERENCE		
INCLUDED IN SPONSORSHIP PARTICIPATION PACKAGE	SUMSF Main Event	
	SILVER	GOLD
Cost Not Including Tax (Organizations outside of Canada are exempt)	Early Bird USD \$2,200	Early Bird USD \$3,500
	After May 24 th USD \$3,000	After May 24 th USD \$4,500
30 minute time slot in SUMSF conference		
Conference website graphics & branding		
Pre and post event video editing	✓	✓
Social media graphics promoting your brand & presentation		
Mention in SUMSF communication		
1-2 mins of video content - before & after presentation & 2+ more times during breaks	✓	
4 Slides/infographics of content (text & graphics only) for commercial breaks	✓	
2-3 mins of video content - before & after presentation & 4+ more times during breaks		✓
8 slides/infographics of content (text & graphics only) for commercial breaks		✓
Workshop/Deep dive/Training/User event/Etc		✓

POST SUMSF CONFERENCE		
INCLUDED IN SPONSORSHIP PARTICIPATION PACKAGE	SUMSF Main Event	
	SILVER	GOLD
Cost Not Including Tax (Organizations outside of Canada are exempt)	Early Bird USD \$2,200	Early Bird USD \$3,500
	After May 24 th USD \$3,000	After May 24 th USD \$4,500
After the conference your presentation with Q&A will be posted to YouTube and conference website	✓	✓
Post event article in Geoff Zeiss, Between the Poles with your video embedded	✓	✓
1 Spotlight article (provided by you) in Geoff Zeiss, Between the Pole	✓	✓
Post event copy of SUMSF registration list		✓
2 Spotlight articles (provided by you) in Geoff Zeiss, Between the Pole		✓

Workshop Participation Packages

WORKSHOP SELF HOSTED PACKAGE

Cost Not Including Tax (Organizations outside of Canada are exempt)	Early Bird USD \$1,500	After May 24, 2024 USD \$1,800
Self-hosted engagement opportunity		✓
Email contact list of workshop registrants		✓
Your event listed in conference schedule & graphics to support promotion		✓
1 Spotlight article (provided by you) in Geoff Zeiss, Between the Poles & Spatial Times newsletter		✓
Creation of social media graphics promoting your self-hosted event		✓
Social media promotion of participation in conference		✓
Mention in SUMSF communications		✓
Marketing of your event as part of SUMSF		✓

The forum and workshop days provide exceptional opportunities for your organization to share its knowledge and expertise with the sector. This is an opportunity to engage in long form content. Unlike the 30-minute presentations in the main conference, you can create your own program that suits your goals. Take 1 hour or 3 hours. The length and format are yours to customize to your needs and that of your audience.

SUMSF will enable you to host your engagement on whatever platform you are working with, whether it be Zoom, Microsoft Teams or another platform. SUMSF will market your opportunity to the conference audience across all our channels and create a unique week of learning and engagement opportunities.

What Workshop Day Format Works for Your Organization?

Depending on your needs and goals, this is a flexible engagement where you can provide:

- **Deep Dives:** Take potential customers into a focused engagement showcasing your services, software, hardware, or projects.
- **Case Studies or Workshops:** An online workshop can be defined as a course made available on a digital platform to provide specific knowledge through videos, text, images and infographics.
- **Training Sessions or User group Meetings:** Online training sessions are a form of instruction that take place completely virtually.

Benefit Description of Participation & Sponsorship

Spotlight Articles Posted the [Online Magazine](#) and the [Canadian Spatial Times](#)

Spotlight articles are provided by you to the conference. You can use this opportunity to highlight your upcoming presentation to the conference or on any other topic useful to you. Spotlight graphics are also created by SUMSF for social media to promote your spotlight article.

Here are three examples of spotlight articles:

[First Example](#) [Second Example](#) [Third Example](#)

Published on:

- Geoff Zeiss Between the Poles - 3K+ visitors a month
- GoGeomatics Online Magazine - 50K page views a month
- Canadian Spatial Times - 6K+ subscribers
- GoGeomatics Twitter - 10.6K followers
- GoGeomatics Facebook - 2.3K Likes
- GoGeomatics LinkedIn Group - 3K+ members

Post-Event YouTube Videos & Articles

After the event, your presentation will be edited to include your Live Q&A time slot. In addition to posting the video at the conclusion of the event, we will write a short piece on your presentation and publish it with the coinciding video on the GoGeomatics Magazine and the Canadian Spatial Times newsletter.

Slides/Infographic content for breaks

During the breaks, we will play your special messaging. The number of slides depends on your participation package level. Here is an example of a slide/infographic.



Your Video for Breaks

Sponsors have prime opportunities to play digital video content during the breaks. Each talk is separated by a 15-minute break where we play a video with promotional material, including your commercial content or message from your organization.

[2023 example](#)

Post Event Article Describing & Discussing your Presentation

SUMSF will write an article that discusses and highlights the important elements of your presentation for the blog “Between the Poles,” and will embed a link to your presentation on YouTube.

Examples:

- [Gopher State One Call presents In Memory of Geoff Zeiss: Minnesota Utilities Mapping Project: SUMSF 2023](#)
- [Reveal Presents Building Unified Utility Models for Major Civil Infrastructure Projects: SUMSF 2023](#)
- [OGC Presents Integrating and Sharing Underground Information with MUDDI: SUMSF 2023](#)

Published on:

- [SUMSF LinkedIn Group](#)
- [Between the Poles](#)
- [GoGeomatics Canada](#)

Post-Event YouTube Videos & Articles

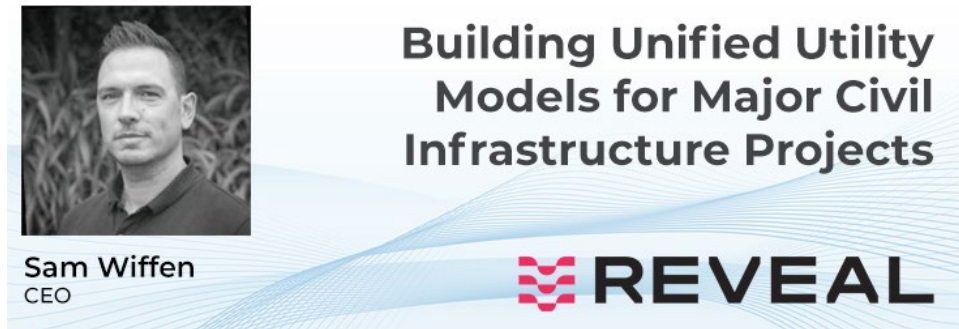
After the event, your presentation will be edited to include your Live Q&A time slot. In addition to posting the video at the conclusion of the event, we will write a short piece on your presentation and publish it with the video in the GoGeomatics Magazine and the Canadian Spatial Times newsletter.

Video Editing

Our video editor will take your presentation video and optimize the sound quality and trim the start and end of the presentation. Additionally, we will add video “bumpers” for your talk, inserting professional transitions and music. You can see a sample of our editing work at the start and end of the video below. [Example 1](#)

Conference Website Graphics Speaker Cards, Social Media Graphics & More

The SUMSF marketing team creates professional speaker cards to include in our conference materials for all our presentations. Examples below:



Building Unified Utility Models for Major Civil Infrastructure Projects

Sam Wiffen
CEO

 REVEAL

Social Media Graphics

Every participation package includes the creation of social media graphics tailored for use on LinkedIn, Twitter, and Facebook (examples of social media graphics below). With the title of your talk, a logo and a headshot of your speaker we provide you the social media collateral to promote your participation in the conference.



 **SUMSF 2023** **MAY 16**

Deep learning based underground digital twins: **Scan to BIM**


Dr. Vincent Fan
Chief Technical Officer
LIDARist Company Limited


Leo Kwan
Chief Executive Officer
LIDARist Company Limited


Dr. Wai Yeung Yan
Assistant Professor
The Hong Kong Polytechnic University

 lidarist

#SUMSF2023

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 **SUMSF 2023** **MAY 16**

PANEL Next Steps in the Evolution of Damage Prevention


MODERATOR
Steve Slusarenko
Director
Canadian Underground Infrastructure Register


Barb Cederberg
COO
Gopher State One Call


Lawrence Arcand
President
4 Sight Utility Engineers


Peter Lamb
OLS & Deputy Chief Surveyor
Ministry of Transportation (Ontario)

sumsforum.com #SUMSF2023

Additional Contract Services

GoGeomatics Offers Writing, Graphic Design, Marketing & Webinar Services

Writing Services

GoGeomatics is pleased to offer our writing service for your spotlight articles and more. We can help you tell your stories in a variety of formats. Conference partners and sponsors get a discount on our services:

- **White Papers** – Educate the industry through white papers.
- **Success Stories/Case Studies** – showcase your unique services and successes in a specific technical or business area to prospective clients.
- **Articles** – Transform your rough ideas and notes into quality articles for hard copy or the web.
- **Spotlight Posts** – Highlight your achievements, educate the industry, announce events, etc. as blog posts.

Graphic Design Services

Our Graphic Designer can produce high-quality graphics for you on demand. Conference partners and sponsors get a discount on our graphic design services. Please inquire for a rate.






- Logos & branded elements
- Social media graphics & digital marketing ads
- Email marketing graphics

Marketing Services

GoGeomatics Canada has spent seven years engaging and creating a dialogue with the Canadian location technology community. We serve, support and strengthen our industry. Through our ongoing dialogue, we have developed successful methods for engaging a geospatial audience. Because of this, we offer marketing and communications services to clients who are looking to expand their reach, optimize their marketing strategies or reach a particular communications goal. Request a [free consultation](#) to learn how we can help you reach your targets.

Please contact Jonathan Murphy for these services – JonathanMurphy@gogeo.ca

Digitally Marketing Your Brand and Content

	GoGeomatics Magazine	18.5K visitors a month
	Canadian Spatial Times	5K subscribers
	GoGeomatics Facebook page	2.3K likes
	Canadian GIS & Geomatics	5.6K likes
	GIS-Jobs	6K likes
	GoGeomatics X	10.6K followers
	GoGeomatics LinkedIn Group	3K members
	GIS & Geomatics Jobs	5.3K members
	Canadian Geospatial Community	10K members
	Between the Poles	3.K+ visitors a month

Our Promotion Partnerships

Promotional Partnerships with Media & Associations, Conferences, Colleges & Universities

Media Partners

GoGeomatics has many media partners both in Canada and around the world that we leverage to promote the event, and by extension, your brand and content. The GoGeomatics team is constantly endeavouring to expand the number of media partners for 2024 with a dedicated relationship manager forging new alliances in the community.

Associations & NGO Partners

GoGeomatics engages with some of the top associations in Canada to promote this event. We petition associations to post our events on their social media pages and send out an email blast to their subscriber or members lists with promotional materials for the event.

As we are constantly building new connections, we continue growing our list of partners. Our outreach always takes our partners mandates into consideration, ensuring we draw the right audience for you.

2023 Sponsors



THANK YOU TO OUR SPONSORS

GOLD



SILVER



EVENT & MEDIA



Who Came to SUMSF in 2023?

Industry Participants

- Industry
- 2M Locating
- 4M-Analytics
- Absolute Locating
- Andrews Engineer
- Angus GeoSolutions Inc.
- Arup Canada Ltd.
- Atlas Surveying Inc.
- Aypa Power
- Boustead Geospatial Technologies
- Caddick Utilities
- Cambrian Engineering Corporation
- Confidential (Management Consulting)
- Demeter frontier systems Inc
- DIG Prevention Consulting
- Engineering Consulting Services
- EQUUS
- GeoScan Subsurface Surveys
- GeoVerra Inc.
- Groupe SGTS
- High map build and construction
- Hinshaw & Culbertson LLP
- HSC Pipeline Engineering Pte Ltd
- IBI Group
- Infrastructure Resources
- Integrated ProAction Corp
- Inter Pipeline Ltd.
- International Joint Commission
- J.D. Barnes Limited
- Kiewit Engineering Group Inc.
- Kyoshin Giken Co., Ltd.
- LiDARist Co. Ltd.
- Linesearch before U dig
- LocusView, Inc.
- Lumasi Inc
- McElravy and Associates
- MDA Ltd.
- Michael Baker International
- Murphy Geospatial Ltd
- OJ Pipelines
- Ordnance Survey
- Ovintiv Canada ULC
- PelicanCorp
- Phillips & Stevens
- Prostar

- Reduct
- Reveal Technology Ltd
- Rod Radar
- Skeye BV
- SNC Lavalin/Atkins
- Survey Management Solutions
- T2 Utility Engineers
- Terracon Development
- Virginia Tech, Earth Observation and Innovation Lab
- VirtualGIS
- Woods
- WSP

Government

- Alberta Environment and Parks
- California Office of Energy Infrastructure Safety
- City of Beaumont, Alberta
- City of Calgary
- City of Mississauga
- City of Prince Rupert
- Defence Construction Canada
- Department of National Defence
- Energy Safety, State of California
- Federal Highway Administration, United States Department of Transportation
- Geospatial Commission
- Government of Alberta
- Halifax Water
- Kitsap County Public Works
- Lac Seul
- Lands Department, Hong Kong SAR
- Ministry of Transportation (Ontario)
- MRC de Vaudreuil Soulanges
- Municipality of Clarington
- Natural Resources Canada
- Office of Energy Infrastructure Safety
- Public Services and Procurement Canada
- Public Works, City of Saint Paul, MN
- San Francisco Water Department,

Municipalities

- Saskatchewan Association of Rural Municipalities
- Shared Services Canada
- Singapore Land Authority
- The City of Red Deer
- Town of Cochrane
- Township of South Glengarry
- Village of Pemberton

Academic

- Carleton University
- Delhi Technological University
- Lakehead University
- Mining University
- Singapore-ETH Centre
- Toronto Metropolitan University
- Universidad Autonoma Metropolitana
- Universidade Federal do Paraná
- Université Laval
- University of Calgary
- University of Minnesota
- University of Peshawar
- University of Saskatchewan
- University of the Philippines Diliman
- University of Toronto
- York University

NGO

- Canadian Underground Infrastructure Register
- Minnesota Geospatial Advisory Council - Emergency Preparedness Committee
- Open Geospatial Consortium

Upcoming Events

IN PERSON EVENTS



GeoIgnite- Canada's National Geospatial Leadership Conference • May 14-15, 2024

GeoIgnite is returning to Ottawa for its fifth year. Located in our nation's capital, this event brings together senior members of government, business executives and thought leaders from IT and location technology sectors. This conference encourages collaboration between the public and private sectors for the advancement of Canada's geospatial sector.



GeoIgnite Eastern Canada Career Fair • May 14, 2024

Held alongside GeoIgnite in Ottawa, this annual event encourages the next generation of professionals and highly qualified personnel. GoGeomatics and GeoIgnite are committed to cultivating interest in the geospatial sector and endorsing the excellent education programs and job opportunities within it.



The GoGeomatics Expo • Oct 28-30, 2024

Founded on the idea of community, this event welcomes everyone that is leveraging geospatial data and technology. It is a gathering of thought-leaders, innovators, entrepreneurs, companies, government and education programs that encourages learning and collaboration.

The Expo includes a trade show floor, speaking programs, panels, workshops and more. The GoGeomatics will return in 2024 for its second year, promising to be even bigger as it continues to blossom into a world-class event.



GeoIgnite Western Canada Career Fair Oct 29-30, 2024

The GeoIgnite Western Canada Career Fair is an opportunity for organizations to recruit highly qualified personnel. The Career Fair is partnered with the University of Calgary and SAIT. Held alongside the GoGeomatics Expo, this event encourages the next generation of professionals and cultivates interest in our sector.

We'd love to have you be a part of our exciting and informative event in 2024. To purchase a package, or for any other questions and info, please contact Jonathan Murphy at JonathanMurphy@gogeo.ca



Please scan this QR code to get more information about our events.



Please scan this QR code to sign up to our newsletter.



Sponsorship Registration Form

Company Details

Name: _____ Company name: _____
Street: _____ City: _____
Province or State: _____ Postal or ZIP Code: _____ Country: _____
Email Address: _____ Telephone: _____
Website URL: _____
HST/VAT/ID number: _____ Canadian: _____ Non-Canadian: _____

Billing Address (if different)

Name: _____ Company name: _____
Street: _____ City: _____
Province or State: _____ Postal or ZIP Code: _____ Country: _____

Contact Person

First Name: _____ Last Name: _____
Job Title: _____
Email Address: _____ Telephone: _____

Sponsorship

Platinum sponsorship - contact JonathanMurphy@gogeo.ca
Silver sponsorship - Early bird USD \$2,200
Silver sponsorship - After May 24, 2024 USD \$3,000
Gold sponsorship - Early bird USD \$3,500
Gold sponsorship - After May 24, 2024 USD \$4,500
Workshop self hosted package - Early bird USD \$1,500
Workshop self hosted package - After May 24, 2024 USD \$1,800

Total:

Payment Information

Deposit and Payment Schedule

- **Upon Signature:** 100% of total cost due with application for sponsorship.
- Your participation is confirmed only by full payment or deposit.
If installments are needed, please contact Jonathan Murphy at JonathanMurphy@gogeo.ca

Initial here:

Cancellation Penalties: Before May 31st, 2024 - 50% refund, after May 31st, 2024 - no refund.

Initial here:

Failure to respect payment terms will result in a late penalty fee of 2% per month and does not release the contracted or financial obligation of the sponsor. Late penalty fees begin 30 days from invoicing.

Initial here:

Payment Methods

1. Direct deposit 2. Credit Card 3. Canadian INTERAC e-Transfer

Direct Deposit can be organized for you by contacting Jonathan Murphy at JonathanMurphy@gogeo.ca

If you pay via credit card there will be a 2.4% processing fee added to your invoice.

Taxes are extra.

Sponsor Signature: _____ Date:

Printed Name:

Show Management Use

Authorized GoGeomatics Canada Initials: _____ Date: