



# SUBSURFACE UTILITY MAPPING STRATEGY FORUM

February 25, 2025

## PARTICIPATION PACKAGE



# 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](mailto: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](#).

# SUMSF: Subsurface Utility Mapping Strategy Forum Conference 2025

The Subsurface Utility Mapping Strategy Forum (SUMSF) is being held on February 25, 2025. 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 February 25, 2025

- International online forum for Thought Leadership
- Attendance is free for the entire sector through the support of the sponsors and presenting partners

SUMSF 2024 Attendees

# Preliminary Schedule for SUMSF

PRELIMINARY SUMSF 2025 SCHEDULE	
February 25, 2025	
TIME (EST)	SESSION
11:00 -11:30	Opening Keynote 1
11:30 -11:45	Commercial Break
11:45-12:15	Session 1
12:15 - 12:30	Commercial Break
12:30 - 1:00	Session 2
1:00 -1:15	Commercial Break
1:15 - 1:45	Session 3
1:45 - 1:00	Commercial Break
2:00 -2:30	Session 4
2:30 -2:45	Commercial Break
2:45 - 3:15	Session 5
3:15 - 3:30	Commercial Break
3:30 - 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	1
30 mins Sessions	5
Commercial Breaks	6
Panels	1

# Sponsorship & Participation Packages



**One platinum sponsorship available.**

Contact Jonathan Murphy for details. [JonathanMurphy@gogeo.ca](mailto: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 \$2,200 USD	Early Bird \$3,500 USD
	After Dec 15 <sup>th</sup> \$3,000 USD	After Dec 15 <sup>th</sup> \$4,500 USD
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
<b>Cost Not Including Tax</b> (Organizations outside of Canada are exempt)	Early Bird \$2,200 USD	Early Bird \$3,500 USD
	After Dec 15 <sup>th</sup> \$3,000 USD	After Dec 15 <sup>th</sup> \$4,500 USD
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 \$1,500 USD	After Dec 15th, 2024 \$1,800 USD
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.

[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.

### Example:

- [Knowing What’s Below: Maps Save Lives](#)

### 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.

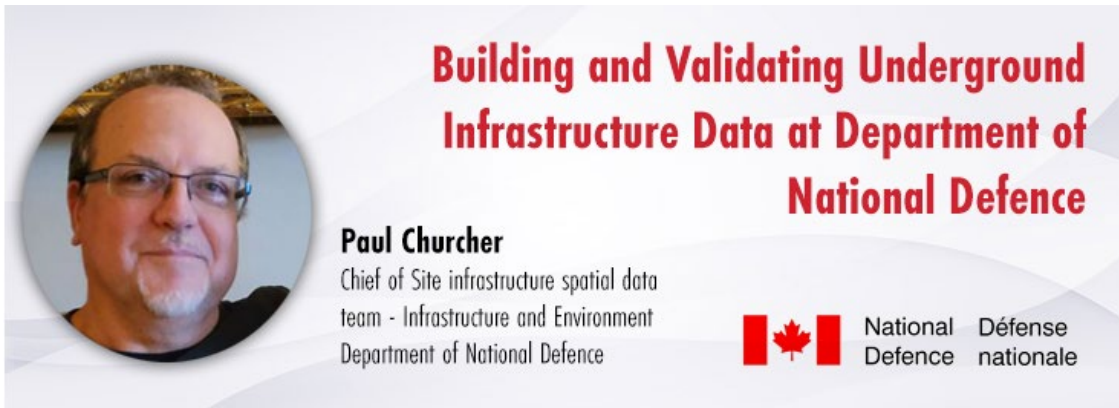
## Video Editing

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 and Validating Underground Infrastructure Data at Department of National Defence**

**Paul Churcher**  
Chief of Site infrastructure spatial data team - Infrastructure and Environment  
Department of National Defence

 National Defence / Défense nationale



**Knowing What's Below: Maps Save Lives**

**Steve Slusarenko**  
Director  
Subsurface Utility Map Data Exchange



## 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**

**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](http://sumsforum.com) #SUMSF2023

# Digitally Marketing Your Brand and Content

	Canadian Spatial Times	5K subscribers
	GoGeomatics Facebook page	2.3K likes
	Canadian GIS & Geomatics	6.1K likes
	GIS-Jobs	5.1K likes
	GoGeomatics X	10.5K followers
	GoGeomatics LinkedIn Group	6K members
	GIS & Geomatics Jobs	6K members
	Canadian Geospatial Community	10K members
	Between the Poles	3.5K 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 2025 with a dedicated relationship manager forging new alliances in the community.

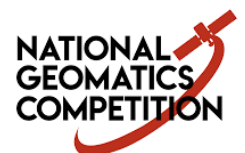
### Associations & NGO Partners

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.

## 2024 Sponsors

**Geoff Zeiss'**  
Between The Poles



# Sponsorship Registration Form

## Company Details

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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)

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

## Contact Person

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First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

## Sponsorship

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Platinum sponsorship - contact [JonathanMurphy@gogeo.ca](mailto: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

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### 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](mailto:JonathanMurphy@gogeo.ca)

Initial here:

**Cancellation Penalties:** Before Dec 15<sup>th</sup>, 2024 - 50% refund, after Dec 15<sup>th</sup>, 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:

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### 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](mailto: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: