

# **LiDARCANEX 2024**

CANADA'S COMMERCIAL LIDAR EXPO

March 26<sup>th</sup>, 2024

Workshops: March 27<sup>th</sup>, 2024

## **PARTICIPATION PACKAGE**



Presented by



**GOGEOMATICS**  
CANADA

[lidarcanax.com](http://lidarcanax.com)

Updated February 9, 2024

# LIDAR CANEX 2024

CANADA'S COMMERCIAL LIDAR EXPO

Online Conference: March 26, 2024

Online Workshop Day: March 27, 2024

**Focused B2B Sales Opportunity Connecting  
Premier 3D Lidar Technology Vendors with  
Practicing 3D Reality Capture Professionals**

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GOGEOMATICS  
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CALGARY



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— CALGARY 2024

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To discuss a package or for any other questions, please contact: [JonathanMurphy@gogeo.ca](mailto:JonathanMurphy@gogeo.ca)

# Welcome!

GoGeomatics Canada invites you to the 2024 Lidar CANEX symposium! This completely virtual B2B event will match the leading reality-capture hardware/software vendors with practicing 3D service providers from North America and beyond.

- Lidar CANEX 2024 is a single room, online event in Zoom
- Commercial breaks between sessions offer additional medium for promoting your organization
- Attendance is free for registrants
- Each vendor will present for 30 minutes and have time for a Q & A, if desired
- Keynote speakers and live industry leadership panel
- Tiered sponsorship packages
- Extensive social media and email promotion will provide considerable ROI
- Self-hosted workshops available
- No COVID concerns, travel, logistics or booth costs

## Who Should Attend Lidar CANEX 2024?

- Civil Engineers
- Facility Owners
- Consulting A/E Firms
- Transportation
- Real Estate Developers
- Local, State/Province, and Federal Government Energy and Utilities
- Emergency Response
- Contractors
- Architects
- Construction Trade Groups
- Professional Surveyors
- Police Forensics
- Public Safety
- Mining
- Smart Cities

## OUR HOST AND MODERATOR

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### **Dr. Tim Webster**

*Research Scientist/Geomatics Consultant*

GoGeomatics Canada is excited to be working with one of Canada's top Lidar research scientists. Dr. Tim Webster is a distinguished research scientist with the Applied Geomatics Research Group in Nova Scotia. The use of Lidar is integral in his research focus which includes, mapping, monitoring and modelling processes in coastal regions. He is also consultants on Lidar projects around the world.

Tim has been recognized as a Canadian leader in geomatics and received many awards for his work in the field. He is well known for his research on changing coastal geography and in his use of Lidar to monitor environmental change.

Tim will be our host and moderator as we explore some of the latest Lidar technologies to offer.

# SCHEDULE FOR LIDAR CANEX

PRELIMINARY Lidar CANEX 2024 SCHEDULE	
March 26, 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

The main conference offers presentation slots on March 26, while additional opportunities for workshops are available on March 27. The allocation of presentation slots and workshop opportunities is determined based on a combination of a first-come, first-served basis and sponsorship level. It is important to note that the conference retains the right to make schedule changes if required.

SESSION TYPE	NUMBER OF TOTAL SESSIONS
Keynote Sessions	1
30 mins Sessions	6
Commercial Breaks	7
Panels	1

# SPONSORSHIP & PARTICIPATION PACKAGES



**Only One Platinum Sponsorship Available.**

Contact Jon Murphy for details. [JonathanMurphy@gogeo.ca](mailto:JonathanMurphy@gogeo.ca)

## DURING LIDAR CANEX CONFERENCE

INCLUDED IN SPONSORSHIP PARTICIPATION PACKAGE	Lidar CANEX Main Event	
	SILVER	GOLD
<b>Cost Not Including Tax</b> (Organizations outside of Canada are exempt)	<b>Early Bird</b> <b>CAD \$3,750</b> USD \$2,850**	<b>Early Bird</b> <b>CAD \$5,500</b> USD \$4,175**
	<b>After Dec 15, 2023</b> <b>CAD \$4,500</b> USD \$3,425**	<b>After Dec 15</b> <b>CAD \$7,500</b> USD \$5,700**
30 minute time slot in Lidar CANEX conference		
Conference website graphics & branding	✓	✓
Pre and post event video editing	✓	✓
Social media graphics promoting your brand & presentation		
Mention in Lidar CANEX communication		
1-2 mins of video content - before & after presentation & 2+ more times during breaks	✓	
4 Slides of content (text & graphics only) for commercial breaks	✓	
2-3 mins of video content - before & after presentation & 4+ more times during breaks		✓
8 slides of content (text & graphics only) for commercial breaks		✓
Workshop/Deep dive/Training/User event/Etc		✓

Prices subject to change \*Taxes are extra \*\* Approximate US dollar value

## POST Lidar CANEX CONFERENCE

INCLUDED IN SPONSORSHIP PARTICIPATION PACKAGE	Lidar CANEX Main Event	
	SILVER	GOLD
<b>Cost Not Including Tax</b> (Organizations outside of Canada are exempt)	<b>Early Bird</b> <b>CAD \$3,750</b> USD \$2,850** <b>After Dec 15 2023</b> <b>CAD \$4,500</b> USD \$3,425**	<b>Early Bird</b> <b>CAD \$5,500</b> USD \$4,175** <b>After De 15,</b> <b>CAD \$7,500</b> USD \$5,700**
After the conference your presentation with Q&A posted to YouTube & conference website		
Post event article on GoGeomatics Canada magazine & Spatial Times newsletter with your video embedded	✓	✓
Branding on front page of GoGeomatics magazine as a community sponsor	✓	✓
1 Spotlight article (provided by you) in GoGeomatics magazine & Spatial Times newsletter		✓
Post event copy of Lidar CANEX conference registration list		✓

Prices subject to change \*Taxes are extra \*\* Approximate US dollar value



# WORKSHOP PARTICIPATION PACKAGES MARCH 27

- Online learning and live engagement
- Design your own program – one to three hours
- Lidar CANEX can host any platform you choose
- Lidar CANEX will promote your workshop as part of the conference

WORKSHOP PARTICIPATION PACKAGE	Workshop March 27 <sup>th</sup>	
	SELF HOSTED PACKAGE	
Cost Not Including Tax (Organizations outside of Canada are exempt)	Early Bird CAD \$1,750* USD \$1,350**	After Dec 15, 2023 CAD \$2,500 USD \$1,900**
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 GoGeomatics magazine & Spatial Times newsletter		✓
Creation of social media graphics promoting your self-hosted event		✓
Social media promotion of participation in conference		✓
Mention in Lidar CANEX communications		✓
Marketing of your event as part of Lidar CANEX		✓

Prices subject to change \*Taxes are extra \*\* Approximate US dollar value

## What Workshop Format Works Best 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:** Share your expertise with the audience, using videos, text, images and infographics.
- **Training Sessions or User Group Meetings:** Offer training sessions and demonstrations with the convenience of being completely online.

# CANADA'S LARGEST GEOSPATIAL COMMUNITY: GOGEOMATICS

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## GoGeomatics Canada

Founded in 2011, GoGeomatics Canada is the leading communications and resource hub for the Canadian geospatial sector. We claim the Nation's largest audience of professionals looking for sector news, events and jobs.

GoGeomatics advocates for all facets of the sector and organizes numerous annual events that are designed to unite the community and give platforms to advancements within it. Hundreds of Canadian organizations post their jobs, news and events on GoGeomatics Canada. We have published over 2,000 Canadian geomatics articles in our magazine, organized hundreds of valuable networking and career conferences and reach thousands through our weekly newsletter, The Canadian Spatial Times.

GoGeomatics Canada's goal is to provide content, services and human resources to the Canadian geomatics community. We achieve our goals by providing free networking and relationship building tools to help the Canadian geomatics community grow stronger. We also offer a job-posting service to the geospatial sector.

The most recent analysis of GoGeomatics subscribers and readers are as follows:

Working Professionals: **61.7%**

Managers/Executives: **25.6%**

Job Seekers: **7.5%**

Students: **5.3%**

## **BENEFITS OF PARTICIPATION & SPONSORSHIP**

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Spotlight Articles provide you with a platform to highlight an individual or your brand's position as a thought leader. The contributor article you provide us with will be posted in our online magazine and featured in the Canadian Spatial Times newsletter. You can use this opportunity to promote your upcoming presentation at the conference, or on any other topic of your choosing. Spotlight graphics are created by Lidar CANEX for social media to help promote your article.

Here are three examples of Spotlight Articles.

[First Example](#)

[Second example](#)

[Third Example](#)

### **Published on:**

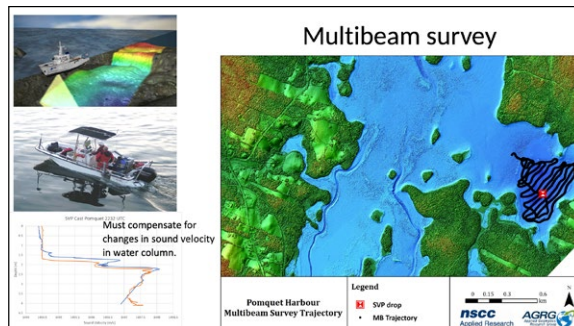
- GoGeomatics Online Magazine - 50K page views a month
- Canadian Spatial Times - 5K subscribers
- GoGeomatics Twitter - 10.7K followers
- GoGeomatics Facebook - 2.2K Likes
- GoGeomatics LinkedIn Group - 5.5K+ members

## 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.

[See example here.](#)

## On Demand Webinars

Please discuss directly with GoGeomatics Canada.

## Conference Website Graphics Speaker Cards, Social Media Graphics and More

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

## Speaker Card

The speaker card features a portrait of Sven Cowan on the left. To the right, the title "LiDAR: An End-to-End Journey from Acquisition to Customer Solutions" is displayed in large blue font. At the bottom left, the name "Sven Cowan" and title "Canada Program Manager" are listed. At the bottom right is the "NIVIS GEOSPATIAL" logo.

## Panel Card

# LiDAR CANEX

CANADA'S COMMERCIAL LIDAR EXPO

APR 25  
2023

## INDUSTRY PANEL: WHAT IS THE FUTURE OF LIDAR?



**MODERATOR**

**Dr. Tim Webster**  
NSCC Annapolis Valley Campus  
Research Scientist



**Jennifer Triana**  
Director of Business Development  
TopoDot



**Gaspar Lima**  
Sr. Channel Partner Americas  
NavVis



**Mohamed Hassanein**  
Trainer & Part of the  
Technical Support Team  
Cansel



**Michael Sitar**  
Managing Director  
RIEGL Canada

[LidarCanex.com](http://LidarCanex.com)

## Social Media Graphics for You

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 with the social media collateral to promote your participation in the conference.

# LiDAR CANEX

CANADA'S COMMERCIAL LIDAR EXPO

**FREE WORKSHOP • APRIL 26**

## How to Tackle Complex Reality Capture Projects with NavVis Technology

**Michael Dutch**  
Customer Success Team Lead

**Gaspar Lima**  
Sr. Channel Partner Americas

# NAVVIS

# ADDITIONAL SERVICES

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## GoGeomatics Offers Writing, Graphic Design, Marketing, and 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 hardcopy 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 specializes in developing and engaging a dialogue within the Canadian location technology community. We offer unique insights and expertise on how to better serve, support, and strengthen the industry. Request a [free consultation](#) to learn how we can help you.

Please contact Jonathan Murphy for these services – [JonathanMurphy@gogeo.ca](mailto:JonathanMurphy@gogeo.ca)

# DIGITALLY MARKETING YOUR BRAND AND CONTENT

	<p>GoGeomatics Magazine</p> <p>Canadian Spatial Times</p>	<p>18,5K visitors a month</p> <p>5K subscribers</p>
	<p>GoGeomatics Facebook page</p> <p>Canadian GIS &amp; Geomatics</p> <p>GIS-Jobs</p>	<p>2.2K likes</p> <p>5.6K likes</p> <p>4.1K likes</p>
	<p>GoGeomatics Twitter</p>	<p>10.6K followers</p>
	<p>GoGeomatics LinkedIn Group</p> <p>GIS &amp; Geomatics Jobs</p> <p>Canadian Geospatial Community</p>	<p>5.7K members</p> <p>5.3K members</p> <p>9.1K members</p>
	<p>GoGeomatics Canada Professional Meetup Groups</p> <p>8 Cities across Canada</p>	<p>5.5K + members</p>



## 2023 SPONSORS

# LIDAR CANEX

CANADA'S COMMERCIAL LIDAR EXPO

## THANK YOU TO OUR GOLD SPONSORS



# LIDAR CANEX

CANADA'S COMMERCIAL LIDAR EXPO

## EVENT & MEDIA SPONSORS



# WHO PARTICIPATED IN 2023?

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## Industry

- 21AT NA R&D
- Abtech
- AedoAI
- Airborne Imaging Inc.
- Alberta Biodiversity Monitoring Institute
- Alynix
- Aplin Martin
- Applanix Corporation (A Trimble Company)
- ARUP
- Ausenco
- Axiom Group
- Barr Geospatial Solutions
- BGIS
- Binnie, Engineering Survey
- Bluepoint construction
- Boszko and Verity Inc. (Construction)
- Burns Maendel Consulting Engineers
- Caltech Group Ltd
- Canadian National Railway
- Canadian Natural Resources Limited
- Candrone Inc
- Can-Explore
- Cansel
- Civil North Consulting Ltd.
- Coding Metrology Inc.
- Control Point Associates
- DataTaki, Dataanalysis
- David Evans and Associates Inc.
- Eagle Engineering and Consulting
- Eagle Mapping Ltd
- EOSPATIAL Inc
- Esri Canada
- Farley, Smith and Denis Surveying Ltd.
- First Base Solutions Inc.
- Forsite Consultants Ltd.
- Foth
- Genesis Land Surveying Inc.
- Geocon Uppsala
- GeoCue Group
- GEOSYS Technology Solutions
- GeoVerra Inc.
- Geovidya
- GolfMapping
- GPLC Arpenteurs-géomètres inc.
- Groupe SGTS
- Gulf operators
- Hansa Luftbild AG
- Harrier Aerial Surveys Inc
- Hexagon
- IBI Group
- INESC TEC
- Innovaa
- Integrated ProAction Corp
- Interaptix, Consultancy
- Jerry Marth Surveys Nigeria Limited
- JJM Construction
- JP Global Digital, JP
- Kleinfelder
- Kodiak Measurement Services
- Larsen Engineers
- LiDARist Co. Ltd.
- Lux Modus Ltd.
- Manitoba Hydro
- Marine Contractors Inc
- Mark Thomas (Fresno, CA)
- Megaverse Geomatics
- Mentra Consultants
- MGGP Aero
- Michael Baker International.
- MINES GIS & Remote Sensing
- Monument Geomatics
- Monument-Urso Surveying Limited
- NavVis
- NLHYDRO, NLH
- NMB Technologies Corporation
- Nucleom
- NV5 Geospatial
- O.J. Pipelines
- ODK Engineering
- Open Mate Spatial Solutions
- PHB inc.
- Prashant Advanced Survey LLP
- Presagis
- Quest Geomatics Inc
- Rafael Olivencia and Associates
- Renaissance Geoscience Consulting, Carciente Consulting
- RF Binnie & Associates Ltd.
- RIEGL Canada
- RIEGL USA Inc.
- RURALTECH
- SDMM Ltd.
- Sinohydro
- SoluScan 3D
- South African Pulp and Paper Industries
- Spatial Data AI
- Spectrum Drone Imaging Services
- Stantec Itee
- Stiple Inc & NORMAP Inc.
- Tatham Engineering
- TDK Corp.
- Techmap Engenharia
- Teledyne
- Teledyne Optech
- Terra Archeology
- Terra Remote Sensing Inc
- Terrabyte Geomatics
- Terracon Development
- Tetra Tech Canada
- The Miller Group
- TITAN Digital Solutions GmbH
- TopoDOT
- TruInsights
- Turner Fleischer Architects
- Urban Planning + Design Studio
- Van Harten Surveying Inc.
- van MEER limited
- Vecto Geomatics
- VEERUM
- VeriDaaS Corporation
- Virtual space 3D cayman islands

## Government

- Alberta Environment and Parks, Alberta Environment and Protected Areas
- Canadian Hydrographic Service, Department of Fisheries and Oceans
- City of Calgary
- City of Mississauga
- City of Ottawa
- City of Toronto



- Defence Construction Canada
- Department of Public Works and Highways
- Department of National Defence
- First Nations Engineering Services Ltd
- GeoBC, Public Service of BC
- Government of Alberta
- Government of British Columbia
- Halifax Regional Municipality
- Hydro-Québec
- Kalmar Kommun
- Lands Department, Hong Kong SAR
- Ministry of Natural Resources and Forestry
- Ministry of Transportation
- Municipality of Clarington
- Natural Resources Canada
- Niagara Region
- Northern Development Mines Natural Resources and Forestry
- Nova Scotia Environment & Climate Change
- Ontario Ministry of Natural Resources and Forestry
- Ontario.ca
- Oregon Department of Transportation
- PEI Department of Transportation, Infrastructure and Energy
- Port of Long Beach
- Province of Nova Scotia
- Public Services and Procurement Canada (PSPC)
- Regional Municipality of Niagara
- Rural Municipality of Springfield
- Service New Brunswick
- Township of South Glengarry
- Water Security Agency

## Academic

- Centre d'enseignement et de recherche en foresterie (CERFO) Education
- College of the North Atlantic
- Corporation of City of Mississauga
- Delhi Technological University
- East Carolina University
- Fanshawe College
- Fleming College
- Fuzhou University
- Lakehead University
- Lethbridge College
- NSCC Annapolis Valley Campus
- Southern Alberta Institute of Technology (SAIT)
- Toronto Metropolitan University
- University of Bologna
- University of Calgary
- University of Cincinnati
- University of Jaén Spain
- University of Maryland
- University of Northern British Columbia
- University of Ottawa
- University of Waterloo
- University of Western Ontario
- Vancouver Island University
- York University

# UPCOMING EVENTS



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

Geolgnite 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.



## Geolgnite Eastern Canada Career Fair • May 14, 2024

Held alongside Geolgnite in Ottawa, this annual event encourages the next generation of professionals and highly qualified personnel. GoGeomatics and Geolgnite 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.



## Geolgnite Western Canada Career Fair Oct 29, 2024

The Geolgnite 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, and free to the public, this event encourages the next generation of professionals, cultivates interest in our sector and makes geomatics accessible to the general public.

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



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@gogeomatics  
info@gogeomatics.ca

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