



Sponsorship of the International Society for Photogrammetry and Remote Sensing [ISPRS]

This describes why a for-profit-corporation -- as a major geospatial player -- should provide sponsorship to the International Society for Photogrammetry and Remote Sensing (ISPRS) by becoming a **Corporate Sustaining Member** of the Society.

The ISPRS within the Wide Realm of the Geosciences

The ISPRS is unique among geoscience's learned societies. Founded in 1910, it is totally global, focused on spatial data from imagery and LiDAR, built from national associations, reaching from the creation of geospatial data into many applications disciplines. Please check www.isprs.org and *Attachment A*.

25 Benefits of Sustaining Membership

Sustaining a learned society will always be a noble thing. But it is also smart to ensure that a learned society is healthy -- it offers a platform for a commercial entity's marketing, sales, engineering, personnel management and innovation. However, we also propose 25 tangible benefits detailed in *Attachment B* addressing

- Marketing Benefits
- Support at Commercial Exhibitions
- Employment
- Media Subscriptions
- Conference Participations
- Continuing Education and Professional Certification
- Right to use the ISPRS logo

The detailed "deal" for a Corporate Sustaining Membership is presented in *Attachment C*.

The advantages get quantified in *Attachment D*.

ISPRS Conferences and Exhibitions

The main events are the quadrennial **Congresses**, the most current one being the XXIII and held in Prague in July 2016. Add to this a series of 8 **Symposia** of the individual technical commissions at 2-year intervals in between the congresses. A bi-annual **GeoSpatial Week** is held in odd years. *Attachment E* offers a statistic of past ISPRS congresses.

People and Organizations in Attendance at ISPRS Events

Academic organizations and technical papers are prominent at ISPRS events. But it is relevant to note that ISPRS congresses are being attended by government decision makers, especially from the less developed regions of the world. This is a long standing tradition going back to the early years of the ISPRS. Additionally, industry has always been a major driver at ISPRS congresses via its significant exhibitions. Major mapping innovations were timed by the quadrennial congress schedule.

Getting Representation by the ISPRS Industrial Advisory Committee

A 20-seat body of representatives from the geospatial industries of the World shapes this sustaining membership program and ISPRS-initiatives. Joining the ranks of ISPRS *Sustaining Members* strengthens the industry's influence on ISPRS and how the ISPRS affects the World.

Please be a Corporate Sustaining Member of the ISPRS!

Attachment A

THE INTERNATIONAL SOCIETY FOR PHOTOGRAMMETRY AND REMOTE SENSING ISPRS

The ISPRS holds a very unique position in the family of geoscience's learned societies, and this is defined by its history, its geographic reach, the diversity of its constituencies, and its discipline focus. We condense the full picture from the society's website www.isprs.org here.

A long history and global presence

Unlike most geoscience-oriented learned societies, the ISPRS has served the Geoscience community for more than 100 years as an international association of national associations. It started off in 1910 and today boasts a membership of 92 National Societies and Mapping Agencies concerned with the geosciences. A new sustaining member would join the current assembly of 64 Sustaining Members from 23 countries spanning the globe [status June 2016]. The ISPRS operates a contact network not only in the Industrial World, but one that is also very prominently represented in most developing countries.

A diverse constituency

Very unlike many other learned societies, the ISPRS has a three-pronged constituency, namely not only in academia as many other learned societies do, and not only in industry as many commercially-oriented conference organizers do, but marrying academia and industry with government agencies. A global association of 92 national associations in the field of mapping is by necessity built on governmental organizations responsible for national mapping programs.

Spatial data acquisition

The focus of ISPRS is on *information from imagery and LiDAR*, especially for Geodata-acquisition. In the geoscience food chain, the ISPRS represents the origin, the original data. Imagery and LiDAR data may be obtained onboard many different platforms, be they satellites, airplanes, drones/UAVs, vehicles, ships and underwater vehicles, fixed stations or walking pedestrians. The source data may come from a wide variety of sensors, be they traditional cameras, radar systems, heat and multi- or hyperspectral and other radiation sensors, and point-cloud-generating LiDAR sensors.

Naturally, this focus makes the ISPRS the global home for all facets of photogrammetry. In that light, LiDAR is understood as a producer of a certain type of imagery, just as Radar and Sonar are sensors of range images.

Spatial data applications

With the growing role of satellite and aerial remote sensing, the ISPRS has broadened its scope from the creation of Geospatial data to their application. ISPRS has therefore become a home for the green vegetation and agricultural sciences, the brown soil, geology and geomorphology sciences, the blue hydrological, snow, water, ice sciences and finally the black topographic and urban mapping geosciences. No other international organization has the deep commitment to 3D urban geographic information systems of the ISPRS spanning the arc from scientific innovation to the geo-applications.

Attachment B

25 BENEFITS OF CORPORATE SUSTAINING ISPRS-MEMBERSHIP

The Invariably Noble and Smart Thing to Do

Sustaining a learned society will always be a noble thing to do, since it will help advance science and innovation. Ensuring that a learned society is healthy is also a smart thing to do since it maintains a platform for a commercial entity's marketing, sales, engineering, personnel management and innovation in good standing. However, there also exist significant tangible benefits as presented here.

Marketing Benefits

1. Worldwide exposure via ISPRS media in conference announcements, the ISPRS and its affiliate member's websites, conference programs, etc.
2. A company profile each year in the Society's electronic newsletter ISPRS eBulletin.
3. Press Releases - ISPRS publishes these if space is available in ISPRS-Media at no cost [currently in the eBulletin].
4. Discounted ISPRS advertising rates – e.g. 50% discount for advertising in the ISPRS Journal.
5. Company sponsorship of awards and donations to The ISPRS Foundation provide exposure.

Support at Commercial Exhibitions

6. Early and proactive notification of ISPRS conferences, Working Group meetings, tutorials, seminars.
7. Preferential treatment in the ISPRS Congresses, Symposia and Workshops, for example with exhibitor spaces.
8. Publicity of Sustaining Member user group meeting in the ISPRS Events Calendar.
9. 10% discount for exhibitor booth rates at the quadrennial ISPRS Congress.
10. Special session(s) for Sustaining Member User Groups at Congress.
11. Exhibitor's Show Case at Congress at reduced cost.
12. Free bookable room available at Congress for private interviews and meetings.
13. Opportunities for sponsored breakfast, refreshment breaks and social events to promote the member organization.
14. Discounted registration fees at Congress.
15. Invited technical presentations for sponsoring members at Congress.
16. Connections of Sustaining Members with students for potential employment.

Employment

17. Employment Opportunity -- Blast Emails directly to the desktops of all ISPRS members.
18. Access to Skilled Future Employees – Talented, intelligent and skilled students and young professionals attend ISPRS conferences and approximately 2 Summer Schools per year.

Media Subscriptions

19. Free digital copy of the society's flagship journal, the ISPRS Journal of Photogrammetry and Remote Sensing.
20. Receive bi-monthly electronic newsletter ISPRS eBulletin with news of ISPRS activities.
21. Complimentary digital copy of ISPRS Conference Proceedings

Conference Participations

22. ISPRS Conference and workshop registration fees reduced for designated employees.

Continuing Education and Professional Certification

23. Free Summer School registration for designated employees
24. Int'l Professional Certification: discounted fees for designated employees (CHF 125 savings per application)

Other

25. Right to use the ISPRS logo

Attachment C

ISPRS CORPORATE SUSTAINING MEMBERSHIP INFORMATION

[See also http://www.isprs.org/documents/guidelines/tof_sust_mem.aspx | Pending]

Corporate Sustaining Members are corporations and for-profit organizations who manufacture or distribute Geospatial software, instruments, equipment or supplies, or who operate or provide Geospatial services. Their sustaining membership contributes to the financial support of the Society. Sustaining Members pay an annual fee according to the invoice from the ISPRS Treasurer at the beginning of each calendar year. There exist 4 corporate sustaining membership categories as follows:

Category	Num. of Geo-Specialists	Annual Subscription in Swiss Francs
A	> 150	3,450
B	75-150	1,725
C	10-75	920
D	< 10	460

Corporate Sustaining Members are entitled to the benefits provided by ISPRS, as communicated from time to time on the ISPRS website, and as enumerated in the above invitation letter. Quantification of these benefits is attempted in Attachment B.

A Corporate Sustaining Member who is more than two years in arrears shall be dropped from the rolls.

Before Corporate Sustaining Membership gets granted, the candidate corporation will file with the Secretary General a written statement (one single page or less) describing their Geospatial activities and explain the number of geo-specialists in innovation, engineering, sales and management at the corporation. This statement will be the basis for the membership category. Assignment of that category can be subject to a negotiation and review by the Chairperson of the I²AC.

Candidate corporations shall commit to membership for a minimum of four years.

The ISPRS leadership consists of a 6-person Council and liaises with the ISPRS Industrial Advisory Committee I²AC. This Council will have an opportunity to review the submitted material, consult with the I²AC and to register any objections. After such review the new Sustaining Membership will be awarded via a formal certificate by the Council. Corporate Sustaining Members have the right -- and are encouraged -- to indicate in their business and professional publications that they are Corporate Sustaining Members of ISPRS.

A Corporate Sustaining Member will nominate a person as the ISPRS and also the I²AC point-of-contact.

The Secretary General is the person on the Council to liaise with the corporate sustaining member. He/she will maintain a list of current Corporate Sustaining Members and the description of their activities. This information will be printed in all appropriate Society publications. A Corporate Sustaining Member may revise the description of its business whenever deemed necessary, and submit this to the Secretary General.

Each ISPRS-congress is run by a Congress Director who also is a member of the 6-person Council. At an appropriate time before, and then towards the end of each quadrennial ISPRS-Congress, that Congress Director will liaise with the I²AC for a pre- as well as a post-Congress-meeting. Corporate Sustaining Members are encouraged to review the exhibit and other congress activities with the I²AC for a subsequent meeting with the current Congress Director or his/her representative. At the post-Congress meeting, the incoming Congress Director will be an observer.

QUANTIFICATION OF BENEFITS - ISPRS CORPORATE SUSTAINING MEMBERSHIP

BENEFITS OF SUSTAINING ISPRS MEMBERSHIP [ACTIVE PARTICIPANTS]			
	Per Year	Total	Comment
	Events	\$	\$
<u>Marketing Benefits</u>			
1	Worldwide exposure via ISPRS media	20	100 2,000 20 ISPRS-member contacts per year
2	Company profile in ISPRS eBulletin	4	100 400 4 e-Bulletins per year with profile
3	Press Releases	10	50 500 10 press releases per year
4	Discounted ISPRS advertising rates	4	100 400 4 publications with advertisements
5	Advertising company sponsorship of awards and donations	4	100 400 4 bulletins repeating award-sponsorship
<u>Support at Commercial Exhibitions</u>			
6	Early and proactive notification of ISPRS conferences, Working Group meetings, tutorials, seminars.	4	50 200 4 conferences/workshops per year
7	Preferential treatment in the ISPRS Congresses, Symposia and Workshops, for example with exhibitor spaces	1	100 50 1 conference per 2 years with exhibit option
8	Pblicity of Sustaining Member user group meetings	1	200 100 Exhibit accompanied by user group meeting
9	10% discount for exhibitor booth rates	1	1,000 500 Assuming \$10K booth rate, once every 2 years
10	Special session(s) for User Groups at ISPRS events	1	400 200 Exhibit accompanied by user group meeting
11	Exhibitor's Show Case at ISPRS events costs	1	300 150 Exhibit accompanied by user group meeting
12	Free bookable room for private interviews and meetings at ISPRS events.	1	1,000 1,000 Corporate presence at 1 event per year [interviews, customer meetings]
13	Opportunities for sponsored breakfast, refreshment breaks and social events	1	300 300 Corporate presence at 1 event per year [interviews, customer meetings]
14	Discounted registration fees at Congress		
15	Invited technical presentations at ISPRS events	1	500 250 Industry-session once every 2 years
16	Connections with students for potential employment	1	300 300 Employment contacts once per year also at smaller ISPRS event
<u>Employment</u>			
17	Free advertisement of employment opportunities	5	100 500 Via ISPRS job website
18	Access to skilled talents via ~ 2 annual Summer Schools [and other ISPRS events]	2	100 200 Summer school schedule at a rate of 2 per year
<u>Media Subscriptions</u>			
19	Free digital copies of the ISPRS Journal of Photogrammetry and Remote Sensing	12	50 600 5 key employees receive Journal access, 12 issues per year
20	Free bi-monthly electronic ISPRS eBulletin	4	50 200 5 key employees receive e-bulletin
21	Complimentary digital copy of ISPRS Conference Proceedings	4	50 200 5 key employees receive Proceedings
<u>Conference Participations</u>			
22	Discounted ISPRS Conference and workshop registration fees	10	100 1,000 5 key employees - \$ 100 discount, registration for conferences & workshops
<u>Continuing Education and Professional Certification</u>			
23	Free Summer School registration for designated employees	2	400 800 1 employee receives free registration for the 2 annual summer schools
24	Support in arranging an Int'l Professional Certification	2	500 1,000 Certification for key employees, corporate ISO9000 certification
<u>Other</u>			
25	Right to use the ISPRS logo	10	50 500 10 annual applications using the ISPRS logo [printed materials, internet]
GRAND TOTAL BENEFITS ANNUALLY EXPRESSED IN US\$			11,750

Attachment E

THE ISPRS CONGRESS HISTORY

The quadrennial ISPRS Congresses are the flagship events of the society. The first congress took place in Vienna in 1913. Since then all congresses have had a truly global attendance record from government agencies, industries and academia. 2016 sees the 23rd such Congress, this time held in Prague.

Some key numbers of the most recent ISPRS Congresses are being summarized in the following:

Year/Location	# of Attendees	# of Nat'l Origins	# of papers	# of Exhibitors	Main Sponsor(s)
1996 Vienna (Austria)	~ 3,000	104	~ 800	95	Zeiss, Intergraph, Leica
2000 Amsterdam (Netherlands)	~ 3,000	100	~ 1,100	104	BCRS (Policy Comm. f. RS); ITC; Kadaster, NL Society for RS and Geoinformation
2004 Istanbul (Turkey)	2,450	89	1,718	87	Leica, ESRI, Inter-Space Turk
2008 Beijing (China)	2,895	77	1,776	95	ESRI, Leica
2012 Melbourne (Australia)	1,941	74	1,079	84	ESRI, Leica

The newest entry in the ISPRS conference schedule is the GeoSpatial Week. The first was held in Antalya [Turkey] in 2013, the second in Montpellier, France in 2015 with > 500 participants. The next GeoSpatial Week is scheduled to take place in Wuhan [China] from 18th – 22nd of September, 2017.

With the Symposia of the society's Technical Commissions, ISPRS organizes at least one conference annually.