

FOR IMMEDIATE RELEASE  
Joe Francica  
Directions Media  
256-650-0205  
info@RocketCityGeospatial.com

## Rocket City Geospatial Conference 2010 Focuses on Technology Supporting Southeast Regional Issues

*Presentations sought for topics related to the Deepwater Horizon oil spill and coastal mapping  
plus doing more with less in an era of tight budgets*

**August 6, 2010 – Huntsville, AL** - The fourth annual Rocket City Geospatial Conference (RCG) has issued a call for presentations and posters inviting professionals and students to share their professional efforts illustrating how geospatial technology is being used in their industry or research. The conference attracts local and state government professionals and businesses that utilize digital mapping technology and geographic information systems (GIS) for applications such as environmental protection, economic development, urban planning and critical infrastructure management.

Of particular regional interest this year will be the applications of geospatial technology to the clean up and mitigation efforts associated with the Deepwater Horizon oil spill in the Gulf of Mexico. “The environmental and economic impact to the region from the spill has been unprecedented and the RCG conference will offer a venue to discuss best practices of utilizing geospatial information for supporting local governments and private businesses,” said Joe Francica, conference chairman.

The conference will be held November 16 and 17, 2010 in the Davidson Center for Space Exploration at the U.S. Space and Rocket Center in Huntsville, Alabama. This conference will feature an array of user case studies, technical sessions and vendor presentations through a series of organized tracks.

Professionals interested in discussing the following topics are encouraged to submit a presentation or poster:

- Deepwater Horizon Oil Spill & Geospatial Technology
- Crisis Mapping – Natural disasters demand immediate response

- How to do a better job of cost effectiveness during project implementation in an era of tight budgets
- Coastal Mapping and environmental impact assessment
- Visualization technology trends including building information models (BIM) and Augmented Reality
- Full Motion Video (FMV) and mapping
- Critical infrastructure protection
- Department of Labor and the Geospatial Technology Competency Model (GTCM)
- Crowd-sourced data
- Spatial Data Infrastructure (SDI)

### **Student Poster Competition**

Posters submitted by students will be eligible for cash prizes awarded in the Student Poster Competition. Posters will be judged on cartographic design, information content/communication, technical skill, and innovation/originality. Judging will be by the conference's executive planning committee.

### **Registration and information**

The conference organizers encourage early registration, which will cost only \$195. The cost is \$75 for students. More information about the conference can be found at the conference website [www.RocketCityGeospatial.com](http://www.RocketCityGeospatial.com).

### **About Directions Media**

The conference is hosted by Directions Media, the global leader in collectively covering all aspects of location technology: geographic information systems (GIS), location intelligence, digital mapping and location-based services (LBS). Directions Media, with offices in Huntsville, Alabama and Glencoe, Illinois, encompasses six media properties: *Directions Magazine*, *Directions Magazine français*, *Directions Magazine Español*, and All Points Blog as well as the Location Intelligence and Rocket City Geospatial annual conferences. More information can be found at [www.DirectionsMedia.net](http://www.DirectionsMedia.net).