

4th International Marine Conservation Congress

Making Marine Science Matter

www.conbio.org/mini-sites/imcc-2016



Delta Hotel & Conference Center, St. John's, Newfoundland & Labrador, Canada (YYT)

30 July-3 August 2016

**Exhibitor Prospectus &
Sponsorship Opportunities**



Society for Conservation Biology
A global community of conservation professionals
Marine Section

Exhibiting at the Marine Conservation Congress

The IMCC meeting brings in the most recognized names in the science, which is an excellent way for Exhibitors to:

- Stand out to Scientists, Researchers, Administrators, Educators, Policy Makers
- Network
- Increase Product Awareness and Brand Image
- Reach over 1000 attendees from:
 - Universities
 - Research Centers
 - Teaching & Training Facilities
 - Reach attendees from around the world

Reserve your booth and sponsorship by 1 March 2016

IMCC4 Themes:

- Fisheries, aquaculture and the oceans
- Marine food security
- Conservation and management of the Arctic and Antarctic
- Conservation engineering
- Ocean science technology
- Marine energy
- Climate, ocean acidification, & the changing oceans
- Culture and the marine environment
- Advancing marine conservation through international treaties
- Effective marine conservation planning
- Communicating marine conservation
- Participation in marine conservation science (e.g. citizen & indigenous science)
- Marine tourism
- Conservation at the land-sea interface

STATS

\$96

The cost of making an initial face-to-face visit with a potential customer through an exhibition lead - compared to \$1,039 without exhibiting.

81%

of exhibition attendees have buying influence over one or more major types of products at shows

87%

of purchasing decision-makers found that exhibitions are an "extremely useful" source of needed purchasing information.

67%

of all attendees represent a new prospect and potential customer for exhibiting companies.

Statistics are based on the Center for Exhibition Industry Research (CEIR) current reports.

Become a sponsor!

There are multiple ways to get your company's or organization's name out to the more than 1000 attendees - JOIN us!

Exhibit Information

- Booths will be in the foyer of the meeting space
- During Exhibit Hours, all Coffee Breaks held in Exhibit Area

Advertise in the Final Program

Maximize your exposure with an advertisement in the Final Program of the Meeting. This publication will be the official publication of the Congress. IMCC reserves the right to alter the size of an ad to fit the program's dimension specifications, and no bleeds allowed.

The SCB Marine Section's International Marine Conservation Congress is considered the most important international meeting for marine conservation professionals and students

Become a part of the International Marine Conservation Congress

Booth Fees

\$1,500 per Standard Commercial Booth

\$900 per Nonprofit/Artist Booth - High Income Country

\$600 per Nonprofit/Artist Booth - Developing Country

Discounts given for early reservations and payment.

**Reserve your booth
and sponsorship by
1 March 2016**

Your Booth Package Includes:

- **Complimentary meeting registration for two of your exhibit staff (two per 6'x10' booth), allowing them to attend the scientific program and register for optional programs. Additional 'Exhibits Only' personnel may be registered for \$75 each.**
- **Preregistration labels sent to Exhibitors upon request.**
- **Your Company's contact information, including a description of your products and/or services, will be printed in the Final Program and available online.**
- **Listing of attendees sent to Exhibitors upon completion of the meeting to follow up with contacts.**
- **Take advantage of negotiated rates at Conference Hotels, if reservations are made through the conference website.**

Exhibitor Schedule

MEETING DATES

Saturday, 30 July - Wednesday, 3 August 2016

MOVE IN

Saturday, 30 July Noon-5:00 PM

EXHIBIT HOURS

Sunday, 31 July 10:30 AM-5:00 PM

Monday, 1 August 10:30 AM-6:00 PM
Exhibitor Reception 5:00-6:00 PM

Tuesday, 2 August 10:30 AM-5:00 PM

TEAR DOWN

Tuesday, 2 August 5:30-9:00 PM

*Exhibit times subject to change, based on program schedule

The Congress will officially end Wednesday, 3 August 2016..

All booths include pipe and drape and an identification sign, a draped table and two chairs.

IMCC expects each exhibit booth to be staffed during all show hours, Sunday, 31 July through Tuesday, 2 August 2016. Please note at all times each exhibiting company or organization will be responsible for its inventory and materials.

Only IMCC Annual Exhibitors are permitted to do business on the show floor. All exhibitors are expected to act appropriately and in a professional manner. Any sales people who are disrupting the business of another exhibitor will be asked to leave the show floor.

Sponsorship Opportunities with IMCC4

<p>S-1 Opening Reception <i>(1 sponsor) \$10,000</i> Provides food for Welcome Reception (30 July) for attendees. Reception will have signage, weblink on IMCC website, and acknowledgement of your participation in the IMCC Final Program</p>	<p>S-2 Mobile Meeting App Splash Page (New!) <i>\$3,000</i> Wave of the future is HERE! Sponsor the splash screen and be the first image participating attendees see when they access the IMCC meeting App! Weblink on IMCC website, and acknowledgement of your participation in the IMCC Final Program.</p>	<p>S-3 Banner Ads (New!) <i>\$1,000 (3 available)</i> Banner Ads on IMCC Meeting App - your ad will appear at the bottom of every page of the meeting App. Weblink on IMCC website, and acknowledgement of your participation in the IMCC Final Program.</p>												
<p>S-4 Closing Party <i>(multiple sponsors) \$5,000 per sponsor</i> Provides food for Closing Party (3 August) for attendees. Reception will have signage, weblink on IMCC website, and acknowledgement of your participation in the IMCC Final Program.</p>	<p>S-5 Coffee Break <i>(1 or 2 sponsors) \$4,000 per break</i> Provides one morning or afternoon refreshment break for attendees. Breaks will have signage, weblink on IMCC website, and acknowledgement of your participation in the IMCC Final Program.</p>	<p>S-6 Reusable Ceramic Mug <i>\$8,000 per break</i> Provides the mug that are handed out to each attendee at registration give, weblink on IMCC website, and acknowledgement of your participation in the IMCC Final Program.</p>												
<p>S-7 Poster Session <i>\$20,000 exclusive or \$5,000 partial</i> Provides food and beverage for the poster session (31 July) for attendees. Session will have signage, weblink on IMCC website, and acknowledgement of your participation in the IMCC Final Program.</p>	<p>S-8 Advertising in Final Program <i>High Income Countries, Developing Country price are 1/2 of listing below</i></p> <table border="0"> <tr> <td>Inside Front Cover color</td> <td>\$1500.00</td> </tr> <tr> <td>Outside Back Cover color.....</td> <td>\$1500.00</td> </tr> <tr> <td>Inside Back Cover color.....</td> <td>\$1400.00</td> </tr> <tr> <td>Full Page Ad</td> <td>\$1000.00</td> </tr> <tr> <td>Half Page Ad.....</td> <td>500.00</td> </tr> <tr> <td>Quarter page</td> <td>\$250.00</td> </tr> </table>	Inside Front Cover color	\$1500.00	Outside Back Cover color.....	\$1500.00	Inside Back Cover color.....	\$1400.00	Full Page Ad	\$1000.00	Half Page Ad.....	500.00	Quarter page	\$250.00	<p>S-9 Lanyards <i>(1 sponsor) \$1,500</i> Provides lanyards for attendee's badges. Your organization's logo will be screen-printed on the lanyard and distributed to all attendees, weblink on www.conbio.org/mini-sites/imcc-2016. If you provide the lanyards, sponsorship cost is \$1,000.</p>
Inside Front Cover color	\$1500.00													
Outside Back Cover color.....	\$1500.00													
Inside Back Cover color.....	\$1400.00													
Full Page Ad	\$1000.00													
Half Page Ad.....	500.00													
Quarter page	\$250.00													
<p>S-10 International Access Award <i>\$4,000 (per delegate)</i> <i>\$80,000 (for target of 20 delegates)</i> Sponsor international & developing world delegates to travel to the meeting</p>	<p>IMCC offers exciting sponsorship opportunities. Sponsorship will increase your visibility at the show, and is a great way to strengthen networking relationships.</p> <p>Contact LStrong@BurkInc.com for more details</p>	<p>Sponsorship Categories:</p> <table border="0"> <tr> <td>Platinum Sponsorship</td> <td>\$30,000 +</td> </tr> <tr> <td>Gold Sponsorship</td> <td>\$20,000-\$29,000</td> </tr> <tr> <td>Silver Sponsorship.....</td> <td>\$10,000-\$19,000</td> </tr> <tr> <td>Bronze Sponsorship</td> <td>\$5,000-\$9,000</td> </tr> <tr> <td>General Meeting Sponsor</td> <td>\$1,000-\$4,000</td> </tr> </table> <p>Contact LStrong@BurkInc.com for more details</p>	Platinum Sponsorship	\$30,000 +	Gold Sponsorship	\$20,000-\$29,000	Silver Sponsorship	\$10,000-\$19,000	Bronze Sponsorship	\$5,000-\$9,000	General Meeting Sponsor	\$1,000-\$4,000		
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Sponsorship Opportunities

S-11 Exhibitor Classes/Demonstration

\$300 (plus expenses: a/v, wifi, food, etc, if needed)
Forum to showcase your products to delegates at the IMCC Congress - Exhibitor Classes will take place from 10:30 am-12:30 pm, Saturday 30 July. Participants will preregister for your workshop so you can engage with them prior to the meeting. Include a 100-200 word description on your workshop - this is first come, first served.



Organizations wishing to provide general support for the IMCC will help defray the costs of the meeting and provide support for an outstanding program. Meeting sponsors will receive the items listed below as a part of their sponsorship package. Please note all costs are in US dollars.

Platinum Sponsorship — \$30,000 +

Benefits to Sponsor:

- Welcome at Plenary Session
- Organizational logo on screen at plenary session
- Five 50% registration discounts
- Five complimentary IMCC registrations
- Complimentary exhibition booth
- Full-page advertisement in meeting program
- Logo and link to IMCC website
- Logo and acknowledgement in meeting program

Gold Sponsorship — \$20,000-\$29,000

Benefits to Sponsor:

- Three 50% registration discounts
- Two complimentary IMCC registrations
- Complimentary exhibition booth
- Full-page advertisement in meeting program
- Logo and link to IMCC website
- Logo and acknowledgement in meeting program

Silver Sponsorship — \$10,000-\$19,000

Benefits to Sponsor:

- Two complimentary IMCC registrations
- 50% discount on exhibition booth
- Half-page advertisement in meeting program
- Logo and link to IMCC website
- Logo and acknowledgement in meeting program

Bronze Sponsorship — \$5,000-\$9,000

Benefits to Sponsor:

- 25% discount on exhibition booth
- Quarter-page advertisement in meeting program
- Logo and link to IMCC website
- Logo and acknowledgement in meeting program

Exhibit Hall Order/Contract Form, IMCC4

Delta Hotel & Conference Center, St. John's, Newfoundland & Labrador (YYT)

Meeting Dates: 30 July-3 August 2016

Company Name: _____

Contact Person and Email: _____

- '14 Exhibitor (Glasgow) Discount (12/1/15 deadline) \$1,000 US \$ _____
- Exhibitor Early Registration Discount (2/1/16 deadline) \$1,300 US \$ _____
- Exhibitor Fee (first booth, after 2/1/16 deadline) \$1,500 US \$ _____
- All Additional Booths \$800 US per booth \$ _____

Sponsorship:

Item #	Name	Amount
_____	_____	\$ _____
_____	_____	\$ _____
Example:		
S-2	Mobile App Banner Page	\$3,000 US

Advertising:

- Premium Advertising Location (Circle one: Inside Front Cover, Back Cover) - Color \$1,500 US \$ _____
 - Upgraded Advertising Location (Inside Back Cover- Color 7.25" wide x 10" high \$1,500 US \$ _____
 - Full page 7.25" wide x 10" high \$1,000/developing country \$500 US \$ _____
 - Half page 7.25" wide x 4.75" high \$500/developing country \$250 US \$ _____
 - Quarter page 3.625" wide x 4.75" high \$250/developing country \$100 US \$ _____
- TOTAL** **\$** _____

**See the next page for payment and to provide
Final Program description and booth attendee information**

**Questions? Call us at 703.790.1745,
or email us at LStrong@BurkInc.com**

Exhibit Management Use Only

Amount Enclosed \$ _____

Total Number of Booths _____ Total price of Booths \$ _____

Check _____ Credit Card

Date Accepted _____

Booth(s) Assigned _____

Booth Attendees for Company: _____

Two are complimentary with each Booth, and enjoy full conference registration. If you would like additional attendees with the Exhibits Only rate, an additional \$75 per attendee, please list their name(s) as well:

_____ Name	_____ Email	_____ Name	_____ Email
_____ Name	_____ Email	_____ Name	_____ Email
_____ Name	_____ Email	_____ Name	_____ Email

Send your company description for the Final Program as an email to: LStrong@BurkInc.com by 15 June 2016

Payment Information for Company Name: _____

Full payment is due within 30 days of reservation to secure your Booth and/or Sponsorship. Payment must be received by 1 June 2016 in order to be included in the Final Program.

If paying by check, make payable and mail to: **Society for Conservation Biology (SCB)**, 1313 Dolley Madison Blvd., Suite 402, McLean, VA 22101

VISA MasterCard American Express

_____ Card Number	_____ CVV	_____ Exp. Date
_____ Cardholder Name	_____ Cardholder Signature	
_____ Cardholder Address		
_____ Cardholder Email	_____ Cardholder Phone	

Booth Total	\$ _____
Sponsorship Total	\$ _____
Advertising	\$ _____
TOTAL FEES	\$ _____

RULES AND REGULATIONS

1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the Delta St. John's Hotel. The exhibit area will be open free of charge to the meeting registrants as follows:

Sunday, 31 July	10:30 AM-5:00 PM
Monday, 1 August	10:30 AM-6:00 PM
Exhibitor Reception	5:00-6:00 PM
Tuesday, 2 August	10:30 AM-5:00 PM

These hours are subject to change as dictated by program requirements.
2. Installation and Dismantling: Booths will be accessible to Exhibitors for setting up displays between Noon-8:00 PM Saturday, 30 July, and are to be ready for display by Sunday, 31 July at 10:30 AM. Packing and removal can begin at 5:00 PM, Tuesday, 2 August 2016.
3. All booth personnel must register using the exhibitor reservation form. Two registrants per booth are allowed; these registrants may attend sessions. Each additional booth personnel must register as "Exhibits Only" for an additional \$475
4. Standard and Special Booth Equipment: Standard booth equipment consists of draperies assembled with polished aluminum attachments, backs 8' high and side rail dividers 3' high, draped table and two chairs. These are included in the booth charge. A sign 7" by 44" with one line of copy for identification is furnished for the backdrop.

All independent service companies performing work at the show site will be required to submit certificates of insurance for both workers comprehensive and general liability insurance at amounts established by the province of St. John. Deadline for receipt of these materials is 12 June 2016—six weeks prior to the start of the show. In addition, such contractor must submit his request in writing to the show management and list the names of all company representatives working in the exhibit area and must adhere to all exhibitor move-in and move-out hours and regulations.
5. Space assigned to an Exhibitor may be transferred by the Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or similar reasons. No such transfer will be made without notice to Exhibitor in writing. An Exhibitor may not share or sublet space to another party. One Exhibitor may not exhibit the named "end product" of another Exhibitor without permission of that Exhibitor and the Exhibit Manager in writing.
6. General Regulations: Loud speaking sound displays are prohibited. The Society reserves the right to refuse any exhibit not in good taste or inconsistent with a meeting of this kind. All exhibits, back walls, and decorations will be limited to 8' in height and not extending more than 2' from the back wall except actual equipment which in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager. Any large items must be placed in the rear 4' of the booth.
7. Exhibitor will be responsible for sales tax owed, on any transactions made on the show floor. Exhibitor will be responsible for any business license required by St. John. No exhibitor will be permitted to give away premium items, nor to conduct any prize drawings, awards for signing of names and addresses, or other extreme promotions without first obtaining written permission from the Exhibit Manager.
8. Photographing booths is limited to non-exhibit hours or candid shots only. Exhibitors and photographers shall not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.
9. All exhibit and booth materials, particularly drapes, curtains, table covers, etc. must comply with Federal, State and City Fire Laws, Insurance Underwriter and Hotel Safety Regulations, and must be flame-proof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth arrangement. The Exhibitor is restricted to materials which will pass fire inspection. Decorations of paper, pine boughs, leafy decorations or tree branches are prohibited. Volatile or flammable oils, gases, unprotected picture films, other explosives or flammable matter, or any substance prohibited by the City Departments or authorities will not be permitted in the exhibition areas. Likewise, all electrical wiring must be approved and installed in accordance with State and Local Regulations. Smoking in exhibits

may be prohibited. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits.

10. In their own best interest, and for security, Exhibitors shall keep an attendant in their own booths during all exhibit hours. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, without permission of the Exhibit Manager.
11. Due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitor's equipment against loss, theft, damage and breakage. Neither the Hotel nor any of its employees, nor representatives, nor any representatives of Society for Conservation Biology, nor Burk and Associates Inc., nor any subcontractor will be responsible for any injury, loss or damage to the Exhibitor, the Exhibitor's employees or property, however caused. In addition the Exhibitor must assume responsibility for damages to the Hotel property and indemnify and hold harmless the Hotel from liability, which might ensue from any cause, whatsoever, including accidents or injuries to Exhibitors, their agents or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage to any person viewing his exhibit where such accident, injury or property damage is caused by the negligence of the Exhibitor, his agents or employees. In view of the foregoing, Exhibitors are urged to place "extraterritorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.
12. Society for Conservation Biology and the Exhibit Manager for the meeting will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments either coming in or going out of the premises or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will be, nevertheless, responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.
13. Exhibitors wishing to have Hospitality Suites must reserve them through the Exhibit Manager. Such Suites cannot be open during any Meeting or Exhibit Hours and can be open after midnight only with Exhibit Manager's permission.
14. The Exhibit Management will attempt to assist and generally protect Exhibitors, keep them informed and will assume responsibility for its own misconduct and negligence all in good faith.
15. Rejected Displays: Unethical conduct or infraction of rules on the part of the Exhibitor or his representatives or both will subject the Exhibitor or his representatives to dismissal from the exhibit area, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representatives. Alcoholic beverages may not be distributed from any booth, its attendees or company representative.
16. Care of Building and Equipment and Safety Precautions: Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment in the booths, when such damage appears, the Exhibitor is liable to the owner of the property so damaged.
17. The Exhibitor will engage at its expense, and through the Hotel where the Hotel so requires, all necessary labor and trade performing functions directly related to the exhibit. The Exhibitor agrees that any person employed to perform such functions on a temporary basis at the Hotel shall be represented by the appropriate bona fide Union.
18. If space contracted for is canceled by an exhibitor after 15 February, 2016, or if the exhibitor fails to occupy space contracted for, the Society is entitled to the full amount of the booth space charge. If the space reserved is canceled by the exhibitor before 15 February 2016, 50% of the booth fee will be retained by the Society and the balance refunded. If booth space is not occupied by 10:00 AM Sunday 31 July 2016, SCB will have right to use such space as it sees fit to eliminate blank spaces in the exhibit area.
19. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of Society for Conservation Biology.

The foregoing regulations have been formulated for the best interests of all Exhibitors; the cooperation of all Exhibitors is requested.

Please Note: Upon receipt of your contract and payment, the official decorator and drayage company will forward a service kit complete with information regarding furniture rental, freight and storage, installation, dismantling, labor and signage requirements. The service kit will be forwarded to you approximately 30 days prior to the show date.