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# 5<sup>TH</sup> INTERNATIONAL MARINE CONSERVATION CONGRESS

24-29 JUNE, 2018

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SOCIETY FOR CONSERVATION BIOLOGY  
MARINE SECTION

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MAKING MARINE SCIENCE MATTER

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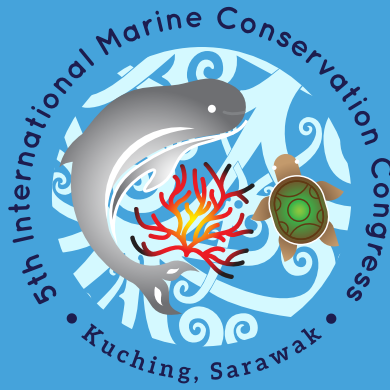
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## WHY THE INTERNATIONAL MARINE CONSERVATION CONGRESS (IMCC) MATTERS



### WHEN

24-29 June, 2018



### WHERE

Kuching, Malaysia



### WHO

More than 700 conservation leaders and students from more than 75 countries

- Previous IMCCs have attracted have attracted over 10 Sponsors and 12 Exhibitors.
- Current and future decision-makers meet at IMCC including executive directors, policy makers, world leading marine conservation scientists and professors, students and educators, project managers.
- Major institutions such as universities, government organizations, industry, private foundations, and publishers attend IMCC.
- IMCC is the largest networking platform for anyone interested in marine conservation and the latest research, development and challenges in marine conservation science and practice:
  - **~650 abstracts presented**
  - **Students: more than 1/4 of participants represent the future of marine conservation.**
- Sessions: symposium, workshops and focus groups, training courses, oral and poster presentations, plenary sessions, and field trips.

### Bringing together stakeholders to make marine science matter:

Society for Conservation Biology (SCB) Marine Section meetings are an international forum for addressing marine conservation challenges. The International Marine Conservation Congress is the global gathering spot for presenting and discussing new research and developments in marine conservation science and practice. Most importantly, SCB Marine meetings connect marine conservation professionals and serve as the premier networking opportunity for anyone interested in marine and coastal research and conservation.

There is a growing interest from SCB membership in interdisciplinary research: Conservation and Technology; Conservation Marketing; Conservation and Religion; Land-Ocean Interface; Citizen Science; Nutrition, Health and Conservation; Sociology, Traditional Knowledge; Sustainable Aquaculture, etc.



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# SPONSORSHIP OPPORTUNITIES

Gain long-lasting exposure for your organization and reach participants before, during and after the conference. Demonstrate your commitment to global marine conservation efforts, support the Marine Section's pledge to make marine science matter, and enhance your visibility among influential leaders and decision-makers by supporting IMCC5.

				
Irwaddy Dolphin Diamond	Leatherback Turtle Platinum	Salt Water Crocodile Gold	Dugong Silver	Staghorn Coral Bronze
\$30,000	\$20,000	\$10,000	\$5,000	\$1,000

All Diamond packages include five nights accommodation in Kuching for up to four rooms at the Waterfront or Raneel Hotel. All Diamond, Platinum and Gold packages include up to two registrations at 50% off the early bird registration rate after they exhaust the complimentary registrations that come with their respective sponsorship package.

Organization listed as sponsor on the conference program	✓	✓	✓	✓	✓
Ad in the electronic conference program	Full page color	Full page color	Full page B&W	½ page B&W	½ page B&W
Organization logo and website link on IMCC5 website	✓	✓	✓	✓	✓
Organization listed as sponsor on the conference app	✓	✓	✓	✓	✓
Logo on event-relevant signage	✓	✓	✓	✓	
Special sponsor badge ribbon for attending organization members	✓	✓	✓	✓	✓
À La Carte Opportunities (Pick 1, see details on pages 6-7)  *Script should be submitted to IMCC5 chair for approval	<b>Option 1-</b> Exclusive visibility at the Opening Ceremony, including speaking opportunity* (up to 3-minutes) <b>Option 2-</b> Exclusive visibility at the Closing Ceremony, including speaking opportunity* (up to 3-minutes) <b>Option 3-</b> Exclusive visibility on all conference sustainability program related communications and signage	<b>Option 1-</b> Exclusive visibility at the plenary sessions (two sessions) <b>Option 2-</b> Exclusive visibility at all IMCC5 training sessions (pre / during / post) <b>Option 3-</b> Visibility at the Networking Lounge and supporter of Congress field trips	<b>Option 1-</b> Exclusive visibility at IMCC5 Poster Session <b>Option 2-</b> Twelve travel grants for SCB students <b>Option 3-</b> Exclusive visibility at IMCC5 Impact events	<b>Option 1-</b> Logo on one (1) conference good and totebag <b>Option 2-</b> Six travel grants for SCB students <b>Option 3-</b> Two coffee breaks	
Special sponsor badge ribbon for attending organization members	✓	✓	✓	✓	✓
Complimentary registrations	4	3	2	1	
Ceremony tickets	4	3	2	1	
IMCC5 Exhibition Booth	✓ (Standard booth, no extra free registration included)	✓ (Standard booth, no extra free registration included)	✓ (Standard booth, one free registration included)		



# OceansOnline

## WHY OceansOnline MATTERS

29 June, 2018

OceansOnline is a full add-on day to IMCC5 registration with a theme of Making Marine Science Matter through communication and online resources. Through hands-on training workshops for beginners and discussion panels aimed at experts, we will discuss how internet tools can help marine scientists and conservation professionals with research, education and outreach.

### An expert community

We will bring together a diverse group of hundreds of scientists and conservation professionals, as well as science writers, artists, programmers and educators from around the world, representing universities, organizations, governmental agencies and companies. OceansOnline partners with IMCC as a means to exchange hard-won knowledge and experiences, develop new ideas and bravely overcome challenges, and OceansOnline will further this mission. OceansOnline will also help build on strategic opportunities, such as marketing, meeting potential partners, generating

new ideas and gathering knowledge valuable in current and future endeavors.

### How it works

OceansOnline is a full day of facilitated discussions, workshops, and online tools presentations with emphasis on using the internet as a valuable tool to communicate, across boundaries, and conduct research. OceansOnline will take place on Friday June 29th, at the Waterfront Hotel Kuching, immediately following the 5th International Marine Conservation Congress in Kuching, Sarawak, Malaysia. OceansOnline requires registration in addition to the IMCC5 conference registration

Participants do not have to register for the full IMCC5 conference to register for OceansOnline.

### How does it benefit you?

By sponsoring OceansOnline, you are getting access to a community of leaders in social media and marine conservation. This includes many verified social media personalities that reach an audience of more than 500,000 people. During the previous IMCC, more than 35,000 tweets, facebook posts, instagram photos, and podcasts were compiled during the 4 day event. This provides a concentrated advertising exposure that you are not likely to find anywhere else.

## Sponsor OceansOnline



	 Leatherback Turtle Platinum	 Salt Water Crocodile Gold	 Dugong Silver	 Staghorn Coral Bronze
	\$10,000	\$5,000	\$2,000	\$1,000
<small>All platinum packages include five nights accommodation in Kuching for up to one room at the Waterfront Hotel or Rane Hotel. All Platinum and Gold packages include up to two registrations at 50% off the early bird registration rate after they exhaust the complimentary registrations that come with their respective sponsorship package.</small>				
Organization listed as sponsor on the conference program	✓	✓	✓	✓
Ad in the electronic conference program	Full page color	Full page B&W	½ page black & white	½ page black & white
Organization logo and website link on IMCC5 website	✓	✓	✓	✓
# of mentions on our social media sponsors during IMCC5 and OceansOnline	25	15	10	5
Logo on event-relevant signage	✓	✓	✓	✓
Organization listed as sponsor on conference app	✓	✓	✓	✓
Logo on event-relevant signage	✓	✓	✓	✓
Complimentary registrations (OceansOnline only)	4	3	2	2

We can help match you with the right sponsorship opportunity for your organization's size and goals. Email us at [info@imcc5.com](mailto:info@imcc5.com), or email our sponsorship chair, Andrew Lewin ([andrew@speakupforblue.com](mailto:andrew@speakupforblue.com)).



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## HAVE AN IDEA FOR SPONSORSHIPS?

Contact [Andrew Lewin](#), IMCC5 Sponsorship Chair or [Travis Nielsen](#), IMCC5 Meeting Manager to discuss any sponsorship ideas that better meet your organization's promotional needs.

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## IMPORTANT DATES

### 23 February, 2018

Fifty (50) word company description and high resolution logo (300 dpi or greater, eps, jpeg files) due for program and 50% payment due.

### 23 March, 2018

Last date for 50% cancellation refund

### 1 June, 2018

Full payment due

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## THANKS TO OUR IMCC4 SPONSORS & EXHIBITORS:

Marisla Foundation, Gordon and Betty Moore Foundation, WWF, The Rufford Foundation, Memorial University of Newfoundland Marine Institute, PLOS, Animal Welfare Institute, Natural Resources Defence Council, FACETS, The City of St. John's, Rocket Bakery & Fresh Food, Green Fire Productions, Healthy Oceans Coalition, American Littoral Society, SubC Imaging, Glover's Reef Research Station, Measuring the Effects of Catch Share Project, The Society for Conservation Biology.

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## EARLY BIRD BENEFITS

Pledge before 1 September, 2017 to be seen by thousands of individuals and organizations:

- Immediate recognition on IMCC5 website, promotional emails and newsletter
- Option to pay by installments Over 6 or 10 months
- Get first pick at sponsorship opportunities and exhibit booth location



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## EXHIBITING OPPORTUNITIES

### LIMITED SPACE AVAILABLE

Do not miss out on the opportunity to network with key marine conservation decision-makers and practitioners. Space is limited and first come, first served, so be sure to reserve your booth today for prime location.

### IMCC5 EXHIBITORS RECEIVE:

- Each booth space includes one skirted table, two chairs, organization identification sign and side/back wall. Further enhancements available for additional fees (e.g., display space, access to plug, TV screens)
- One (1) complimentary conference registration
- Listing on entrance unit to convention hall
- Listing on conference website
- Acknowledgement as an exhibitor in participants' promotions, the conference program and mobile app

Please contact [andrew@speakupforblue.com](mailto:andrew@speakupforblue.com) or [info@imcc5.com](mailto:info@imcc5.com) for a reservation form and exhibit hall map to reserve your booth today.

## EXHIBIT BOOTH FEES

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\$1,500 per Standard Booth

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\$1000 per Standard Booth  
(NGO Developed Nation)

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\$600 per Standard Booth  
(NGO Developing Nation)



## À LA CARTE OPPORTUNITIES

**CONFERENCE PROGRAM AD  
– DEVELOPED COUNTRY:  
FULL PAGE \$1,000, HALF  
PAGE \$650**

**DEVELOPING COUNTRY/  
NGO: FULL PAGE \$750, HALF  
PAGE \$300**

The printed program is delivered onsite to participants who bought it at registration for a nominal fee. For maximum visibility, we invite you to submit a black and white advertisement for the official printed conference program.

### **CONFERENCE APP - \$10,000**

Our app delivers schedules, networking, messaging and much more. Benefit from an exclusive presence on the app (including 1 push notification at installation and clickable banner ad) and a logo on our website sponsor page.

Our ICCB 2015 app had over 700 users and 100,000 banner impressions. IMCC5 app will be even greater.



### **CONFERENCE INTERACTIVE WALL – \$1,000**

For maximum visibility, sponsor the conference wall. The wall will be displaying schedules, live tweets and exclusive sponsor branding in the exhibition wall and lounge area allowing increased social media presence and realtime communication.

### **DIVERSITY TRAVEL AWARDS – \$500 PER GRANT**

Help us host a more inclusive conference and bring developing country and student participants to Kuching. You will have exclusive visibility on the event-related signage and promotion.

### **LEGACY SCHOLARSHIP – \$5,000 PER GRANT**

Help the conference have a long-term legacy in the region and partner with us to create a Graduate/PhD conservation fellowship. These grant(s) will be awarded to future conservation

leaders in Kuching to allow selected SCB members to perform research in conservation science and support a positive impact to biodiversity in the region. Contact [andrew@speakupforblue.com](mailto:andrew@speakupforblue.com) for details.

### **CONFERENCE LANYARDS – \$4,500**

For maximum visibility, your organization name and/or logo will be printed on IMCC5 lanyard.

### **TRAINING SESSIONS – \$8,000 FOR EXCLUSIVITY AT ALL SESSIONS**

Sponsor our training sessions and help provide our members with valuable knowledge and new research techniques. You will have exclusive visibility on the session related signage and promotion.

### **FIELD TRIPS – \$8,000 FOR EXCLUSIVITY AT ALL TRIPS**

Sponsor our field trips and help provide our members a hands-on experience with local conservation efforts. You will have exclusive visibility on the session-related signage and promotion.

**REGISTER BY  
30 MARCH, 2018  
FOR EARLY  
REGISTRATION  
SAVINGS!**

# À LA CARTE OPPORTUNITIES

(CONTINUED)

## POSTER SESSIONS HAPPY HOUR (OR POSTER SESSIONS COFFEE BREAK) – \$5,000

Our poster sessions do not compete with regular scheduled session. They are typically held at the end of the day or following a coffee break for a resourcing and informative session. You will have branding on the event-related signage and promotion.

## IMPACT EVENTS - \$3000

We are working with multiple local stakeholders in Kuching to setup a series of events for local community engagement. You will have visibility on event related signage and promotion at an individual event that will have public and private stakeholders directly engaged with the IMCC5.

## NETWORKING LOUNGE SPONSORSHIP – \$15,000

Sponsor our lounge for maximum visibility in a high traffic area. The lounge will allow conference participants to take a step back, catch up on e-mails or organize impromptu meetings. You will have exclusive visibility on the event related signage and promotion.



## COFFEE BREAK – \$1,500 EACH

Start participants off on the right foot by sponsoring one of our two daily coffee breaks. You will have exclusive visibility on the event-related signage and promotion.

## OPENING / CLOSING CEREMONIES – \$10,000 EACH

Sponsor the Opening or Closing Ceremony for maximum visibility in a high traffic event. Our ceremonies are considered as one of the best Networking events of the event. You will have exclusive branding at the event related signage and promotion.

## OCEANSONLINE OPENING/ CLOSING CEREMONIES - \$5,000 EACH

Sponsor the Opening or Closing Ceremony for maximum social media impact at a high traffic event. OceansOnline features world leaders in social media. You will have exclusive branding at the event related signage and promotion.

## CONFERENCE GOODS – \$6,000 EACH

For maximum visibility, your organization name and/or logo will be printed on the picked swags. Choose from Coffee Mug, Shot Glass, or Can Cooler.

## OCEANSONLINE GOODS - \$3000

For maximum visibility, your organization name and/or logo will be printed on the picked swags. Choose from Notepad, pen, or Totebag.

## IMCC VOLUNTEER T-SHIRTS – \$2,500

Your organization logo and name will be printed on the Conference volunteer shirts. Conference volunteers are stationed throughout the meeting rooms and exhibit hall for the entire meeting and cannot be missed.



**REQUEST  
ORDER FORMS**

To request an order form,  
please contact:  
[andrew@speakupforblue.com](mailto:andrew@speakupforblue.com)





*Bringing you our biennial marine conservation event...*



Society for Conservation Biology  
Marine Section

A global community of conservation professionals.

1133 15th St. NW, Suite 300  
Washington, D.C. 20005 USA  
(202) 234-4133

VISIT [WWW.IMCC5.COM](http://WWW.IMCC5.COM)

## *Contacts*

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