



CARTAGENA, COLOMBIA • JULY 23-27, 2017

*Insights for sustaining life on Earth*

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## SPONSORSHIP & EXHIBITION OPPORTUNITIES

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SOCIETY FOR CONSERVATION BIOLOGY  
28<sup>TH</sup> INTERNATIONAL CONGRESS  
FOR CONSERVATION BIOLOGY (ICCB)

The largest global meeting for conservation professionals and students

PARTNERSHIPS FOR SUSTAINING LIFE ON EARTH

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## Why ICCB matters



### When

23-27 July, 2017



### Where

Cartagena de Indias Convention Center, Colombia



### Who

#### More than 2,000 conservation leaders and students from nearly 100 countries

Over 20 sponsors and 30 exhibiting organizations

Current and future decision-makers meet at ICCB including executive directors, policy makers, world leading conservation scientists and professors, students and educators, project managers

Institutions: universities, government agencies, non-governmental organizations, industry, private foundations and organizations, and publishers

ICCB is the largest networking platform for anyone interested in conservation and the latest research, development and challenges in conservation science and practice:

**~2,000 abstracts presented**

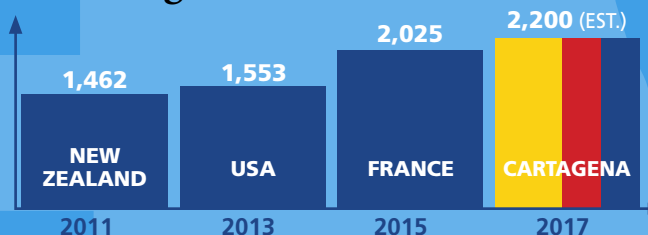
**Students: ~1/3 of ICCB participants represent the future of conservation**

Sessions: symposium, workshops and roundtables, training courses, oral and poster presentations, plenary sessions, and field trips

#### Forefront of conservation science and conservation management:

- Top 10 Most Selected Categories at Abstract Submission (ICCB 2015): Bridging the Gap between Scientists, Stakeholders, and Managers; Conservation Genetics; Ecosystems Functions and Services; Conservation Politics and Policy; Human-Wildlife Conflicts; Ecology and Conservation; Landscape Conservation; Habitat Degradation and Fragmentation; Population Dynamics; and Alien and Invasive Species
- Growing interdisciplinary interest from SCB membership: Conservation and Technology; Conservation Marketing; Conservation and Religion; Urban Conservation; Citizen Science; Nutrition, Health and Conservation; Sociology, Psychology; Traditional Knowledge; Sustainable Agriculture etc.

#### A Meeting on the Rise



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## Partner with Us

AT THE WORLD'S LEADING CONFERENCE FOR CONSERVATION SCIENCE

The ICCB 2017 Conference Steering Committee invites you to join us at the Society for Conservation Biology's 28<sup>th</sup> International Congress for Conservation Biology.

**Our mission matters!** Society for Conservation Biology (SCB) is a global community of nearly 5,000 members from over 140 countries dedicated to advancing the science and practice of conserving Earth's biological diversity. For over 30 years, the Society has taken science off the shelf by elevating the research of our members, using it to educate decision-makers, and provide a forum for practitioners to advance conservation science and practice.

### Sponsors and Exhibitors at ICCB 2017:

- Get in front of a global audience of more than 2,000 conservation practitioners, decision-makers, and leaders in the field.
- Host training sessions, focus groups or workshops and sponsor events such as the Career Fair and plenary sessions
- Network and show your commitment to biodiversity conservation
- Support SCB and its members in influencing global policy, developing positive collaboration and aligning with regional priorities to achieve greater conservation outcomes, developing training opportunities and inclusion for anyone interested in conservation



### This is going to be a great year!

ICCB returns to the tropics for the first time in ten years. It also is the first time ICCB will be held in the Tropical Andes Biodiversity Hotspot, creating priceless opportunities for our members from Latin America and the Caribbean to meet, learn from, collaborate and celebrate achievements with SCB members from around the globe. Local organizations such as WCS Colombia, the Instituto Humboldt, Parques Nacionales Naturales de Colombia and the Universidad de los Andes are already committed.

For the first time, ICCB will be a fully sustainable congress. With the help of Guy Bigwood, MCI Group Sustainability Director, SCB wishes to be leading the sustainable conference effort.

We are setting new standards in Conservation Science and Sustainable Conference.

Join us!

**“One of the reasons that [inspired] me to participate is a personal commitment to return through SCB the experience and knowledge that I got during all those years as biologist and environmental manager.”**

—Myriam Paola Salazar Jaimes, Environmental and Biological Zoo Coordinator, Bioparque Ukumari, Colombia

## Act Now

### CONTACT US

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General inquiries: [iccbinfo@conbio.org](mailto:iccbinfo@conbio.org)

# Sponsorship Opportunities

ALL PRICING IN USD \$ EXCL. VAT

Gain long-lasting exposure for your organization and reach participants before, during and after the conference. Demonstrate your commitment to global conservation efforts, support the Society's diversity and environmental pledge, and enhance your visibility among influential leaders and decision-makers by supporting ICCB 2017.

					
	Lehmann's Poison Frog Diamond Sponsorship	Jaguar Platinum Sponsorship	Andean Condor Gold Sponsorship	Arapaima Silver Sponsorship	Green Turtle Bronze Sponsorship
	\$40,000	\$25,000	\$15,000	\$10,000	\$1,000
All <b>Diamond</b> packages include five nights accommodation in Cartagena for up to four rooms at a four or five star hotel (up to \$200 per night). All <b>Diamond, Platinum and Gold</b> 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 black & white	½ page black & white	½ page black & white
Organization logo and website link on ICCB 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 SCB 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 (four sessions) <b>Option 2-</b> Exclusive visibility at all ICCB 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 ICCB Career Fair <b>Option 2-</b> Twelve travel grants for SCB students <b>Option 3-</b> Exclusive visibility at all ICCB Poster Session Happy Hour (three sessions)	<b>Option 1-</b> Logo on conference goods <b>Option 2-</b> Six travel grants for SCB students <b>Option 3-</b> Two coffee breaks	
Complimentary registrations	4	3	2	1	
Ceremony tickets	4 each	3 each	2 each	1 each	
ICCB Exhibit Booth	✓ (Premium booth, no extra free registration included)	✓ (Standard booth, no extra free registration included)	✓ (Standard booth, one free registration included)		

We can help match you with the right sponsorship opportunity for your organization's size and goals. Email us at [iccbinfo@conbio.org](mailto:iccbinfo@conbio.org), or call Lauren Bailey, SCB Development Coordinator at (202) 234-4133 (ext.) 7100.

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## Have an Idea for Sponsorships?

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Contact Lauren Bailey, SCB Development Coordinator to discuss any sponsorship ideas that better meet your organization's promotional needs.

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## Important Dates

### 24 March 2017

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

### 21 April 2017

Last date for 50% cancellation refund

### 1 July 2017

Full payment due

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## Thanks to our ICCB 2015 Sponsors & Exhibitors:

NASA, The Rufford Foundation, ESRI, Wiley-Blackwell, Oxford University Press, Conservation Evidence, Reigl Laser Measurement Systems, CNRS-INEE, Agropolis Fondation, Ligue Pour les Oiseaux, FSC International, WWF Russell E. Train Education for Nature Program, Conservation Leadership Programme, National Geographic, Cambridge University Press, Peerage of Science, The Nature Conservancy, Lotek, GBIF, Whitley Fund for Nature, Ecotone, ATS, Conservation Evidence

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## Early Bird Benefits

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

- Immediate recognition on ICCB website, promotional e-mails and newsletter
- Option to pay by installments over two calendar years, 2016 and 2017
- Get first pick at sponsorship opportunities and exhibit booth location

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## Exhibiting Opportunities

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### Limited Space Available

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

### ICCB 2017 Exhibitors Receive:

- One (1) 3 x 2 m (appr. 9 x 6 ft) booth space
- One (1) complimentary conference registration
- 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).
- Listing on entrance unit to convention hall
- Listing on conference website
- Acknowledgement as an exhibitor in participants' promotions, the conference program and mobile app
- Premium Commercial Booth are at prominent areas that allow exhibitors advantageous exposure to participants

Please contact [lbailey@conbio.org](mailto:lbailey@conbio.org) for a reservation form and exhibit hall map to reserve your booth today.

### Exhibit Booth Fees (all pricing in USD \$ excl. VAT)

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Premium Commercial Booth  
(3 x 2 m or appr. 9 x 6 ft) - \$2,200

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Standard Commercial Booth  
(3 x 2 m or appr. 9 x 6 ft) - \$1,800

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Non-profit Booth – Developed Country  
(3 x 2 m or appr. 9 x 6 ft) - \$1,200

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Non-profit Booth – Developing Country  
(3 x 2 m or appr. 9 x 6 ft) - \$900

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Artist Booth\*  
(3 x 2 m or appr. 9 x 6 ft) - \$300  
Only five available!

\*Artists booths are limited to hand-made arts and craft products or paintings.





# À La Carte Opportunities

ALL PRICING IN USD \$ EXCL. VAT

**Conference Program Ad – Developed Country: Full Page \$1,200, Half Page \$700**

**Developing country/NGO: Full Page \$700, Half Page \$450**

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 – \$8,000**

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 1,190 users and 301,000 banners impressions. ICCB 2017 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.



**Career Fair Employer Pod – Member \$250, Non-member \$350**

The fair is open to all ICCB participants and is an opportunity for employers to access a diverse pool of candidates who seek positions in the areas of conservation. This new opportunity will be accompanied by a career fair training program for the participants. Space is limited and first-come, first-served, so be sure to reserve your pod today for prime location (email [iccbinfo@conbio.org](mailto:iccbinfo@conbio.org) for more information). Included: one pod space with identification sign, listing on the entrance unit to the fair exhibit hall, conference website and conference program as well as one free Featured job posting on SCB Job Board (value \$180).

**Diversity Travel Awards – \$500 per grant**

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

**Help us Green ICCB – \$20,000**

SCB is devoted to being at the forefront of sustainable event. With [MCI Group Sustainability Director](#), we will work to rethink our conference model and engage our audience to develop an innovative sustainable event strategy. Your organization will be acknowledged as a benefactor on the ICCB website, during the opening ceremony, and on all the signage and promotion regarding the conference.

**Legacy Partners – \$5,000 per grant (Contact [ibailey@conbio.org](mailto:ibailey@conbio.org) for details)**

Help the conference have a long-term legacy in the region and partner with us for the LACA (Latin America and Caribbean) Graduate/PhD Conservation Fellowship: grant(s) will be awarded to future conservation leaders in Colombia/LACA to allow selected SCB members to perform research in conservation science and support their positive impact to biodiversity in the region.



**Register by 14  
April 2017 for  
Early Registration  
Savings!**

# À La Carte Opportunities

ALL PRICING IN USD \$ EXCL. VAT (CONTINUED)

## Plenary Session – \$10,000 each

Our plenary sessions do not compete with regular scheduled session. Plenary sessions are held at the beginning or the end of the day (for a specific session, email [iccbinfo@conbio.org](mailto:iccbinfo@conbio.org)). You will have exclusive visibility on the event-related signage and promotion.

## Conference lanyards – \$4,500

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

## Training Sessions – \$10,000 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 – \$10,000 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.

## Poster Sessions Happy Hour (or Poster Sessions Coffee Break) – \$2,500

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.



## Networking Lounge Sponsorship – \$20,000

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 a delicious breakfast, lunch or coffee break. You will have exclusive visibility on the event-related signage and promotion.

## Opening / Closing Ceremonies – \$20,000 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.



## Conference Goods – \$8,000 each

For maximum visibility, your organization name and/or logo will be printed on the picked swags.

## ICCB 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!





# ICCB 2017

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



Society for Conservation Biology

A global community of conservation professionals

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