

INTERNATIONAL CONGRESS FOR CONSERVATION BIOLOGY

SPONSORSHIP AND EXHIBITOR PROSPECTUS

KUALA LUMPUR
CONVENTION CENTRE
KUALA LUMPUR, MALAYSIA
21-25 JULY 2019



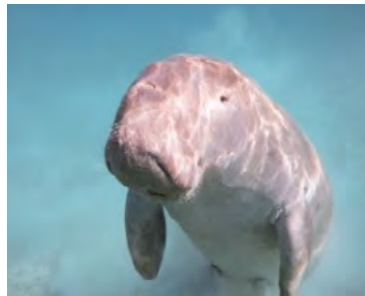
Society for Conservation Biology



Society for Conservation Biology

OUR VISION:

A world where people understand, value, and conserve the diversity of life on Earth.



4,000 MEMBERS
WORLDWIDE

Connecting the efforts of scientists, academics and practitioners with communities, governments, businesses and other stakeholders.

Nurturing the next generation of conservation professionals

Engaging in emerging and critical issues

Transcending boundaries through global networks

Providing professional development opportunities and closing the skills gaps in developing countries

Utilizing technological innovations and advancements

Making an impact by mobilizing local community participation in conservation efforts

Maximizing equity, inclusion, and diversity in the field.

For more information, contact sponsorshipteam@conbio.org.



WHAT IS THE INTERNATIONAL CONGRESS FOR CONSERVATION BIOLOGY (ICCB 2019)?

Kuala Lumpur, Malaysia, 21-25 July

Conservation beyond Boundaries: Connecting Biodiversity with Communities, Governments and Stakeholders

For 29 years, SCB's International Congress for Conservation Biology (ICCB) is where new conservation trends and science-based knowledge unites with community resources. To be held in Kuala Lumpur July 2019, ICCB engages the world's conservation and biodiversity community by addressing global and regional conservation challenges, presenting new conservation science, marketing, technology advancements, and practices, and through global networking.

ICCB ATTRACTS...

CONGRESSIONAL DELEGATES

- 1700-1800 delegates from more than 70 countries
- Government, NGO, regulatory, and civil decision-makers
- SCB members, including scientists, conservation managers, and academic leaders
- Environmental, conservation, sustainability, business, and corporate CSR stakeholders
- A number of C-Suite leaders
- More than 350 delegates will be indigenous, community, and Next Generation leaders

KEY STAKEHOLDERS

- Trade and Professional Associations
- Non-profits, Foundations, and Trusts
- Ecology/Environment-Oriented Organizations and Consultants
- Environmentally Friendly Product Manufacturers and Distributors
- Environmental, Social, and Governance (ESG) Responsible Companies
- Corporate Social Responsible (CSR) Directed Companies
- Governments and Non-Governmental Organizations (NGOs)
- Regulatory and Law Enforcement Agencies
- Technology, Innovation, and Disruptive Solutions Companies
- Software and Spatial Monitoring and Reporting
- Conservation Marketing Companies
- Aquariums, Museums, and Zoos
- Water, Climate Change, and Energy Solutions Companies
- Zero Waste and Responsible Consumption Solutions Companies
- Financial and Legal Services
- Publishers
- Universities
- Outdoor Athletic and Sporting Companies
- Marine and Wildlife Product Companies



KUALA LUMPUR, MALAYSIA is the ideal site for the 2019 International Congress for Conservation Biology. Biodiversity loss is one of the most urgent environmental issues around the globe and Malaysia is one of the world's mega-diverse countries. It ranks 12th in the world, according to the National Biodiversity Index and is home to 1,141 threatened species, including plants and animals.

"ICCB is a must for researchers, educators, and decision makers who value the diversity of life on earth. As the world's largest convening in conservation science, ICCB is a unique opportunity to share cutting-edge scientific insights with a global network of friends and colleagues—and to learn, as well."

—Michael B. Mascia, Ph.D., SCB President and Senior Vice President of Conservation International

WHY ATTEND

ICCB2019?

By getting involved in today's challenges, you have the opportunity to show that you are implicated in shaping the future. ICCB 2019 is the platform where you will be able to be on the forefront of latest challenges of our environment.

ICCB2019

A UNIQUE CHANCE FOR YOU TO:

- Engage with +1700 attendees from approximately 70 countries
- Generate knowledge sharing through four full days of thought-provoking presentations and discussions
- Build brand awareness through event sponsorships such as receptions, plenaries, and attendee lounges
- Demonstrate your commitment at the Sustainability Innovation Showcase and Exhibit Hall
- Share your programs, products, and services with key stakeholders in an energetic environment
- Become a valuable partner and trusted resource for future project collaboration
- Enhance your influence, attract new business, and increase customer retention
- Attract, retain, and maintain a happy workforce
- Generate positive publicity from media interest in ethical business activities



CONGRESS THEMES



FRESH AND
CLEAN WATER



TERRESTRIAL, FOREST
AND HABITAT
PROTECTION



THREATENED AND
ENDANGERED
SPECIES



COASTAL
AND MARINE
ECOSYSTEM



TECHNOLOGY
ADVANCES



CONSERVATION
EDUCATION



CLIMATE AND
ENERGY



RESOURCE
MANAGEMENT AND
RENEWABLE OPTIONS



PUBLIC
AWARENESS AND
OUTREACH



CONSERVATION
GENETICS



BIOLOGICAL,
PLASTIC AND
DEBRIS POLLUTION



ASIA-PACIFIC
REGION
CHALLENGES



TOP FIVE REASONS TO PARTICIPATE:

1.

SHARE YOUR
COMPANY OR
ORGANIZATION'S
VISION

2.

POSITION YOURSELF
AS AN ENVIRONMENT
AND CONSERVATION
LEADER

3.

HIGHLIGHT
YOUR SUCCESS
STORIES

4.

ENGAGE IN
IMPACTFUL
DISCUSSIONS

5.

GAIN VISIBILITY AND
NETWORK WITH THE
GLOBAL ENVIRONMENTAL
AND CONSERVATION
COMMUNITY

HOW CAN YOU CONTRIBUTE TO BUILDING A BETTER TOMORROW?

Becoming a SCB Global Conservation Partner is the unique chance to design your ideal package to increase your visibility, ensure you are at the forefront of attendees' minds, and is a way to measure and reach your CSR goals.

BECOME A GLOBAL CONSERVATION PARTNER



ICCB 2019 gives you a better way to design and build your ideal "Global Conservation Partner" package.

1. Discover our Global Conservation Partner levels and uncover additional benefits
2. Share your vision through our extensive list of sessions
3. Identify additional options to bolster your brand awareness
4. Participate through exhibiting opportunities to generate more leads
5. Fill out the booking form in order to be a Global Conservation Partner
(All applications will be treated first come, first served basis)

"ICCBs provide superb opportunities for networking and sharing of conservation science and practice, as they are attended by all of the leading emerging and senior conservation experts from academia, research institutes, environmental organisations and national and international government organisations."





































—Carolyn J. Lundquist, Ph.D., SCB Awards Committee Co-Chair and Principal Scientist - Marine Ecology, National Institute of Water and Atmospheric Research

BENEFITS

PARTNERSHIP INVOLVEMENT

1. DISCOVER OUR GLOBAL CONSERVATION PARTNER LEVELS AND UNCOVER ADDITIONAL BENEFITS



| SPONSORSHIP LEVEL | Champion (\$20,000+) | Defender (\$10,000- \$19,999) | Guardian (\$5,000- \$9,999) | Protector (\$2,000 - \$4,999) | Advocate (\$1,000 - \$1,999) |
|--|---|---|---|---|---|
| Free Full Congress Registrations to ICCB | 3 | 2 | 1 | | |
| Exhibit Booth | Double size booth (3x6 meters) - Premium location in the Sustainability Innovations Showcase | Single size booth (3x3 meters) in the Exhibit Hall | 50% discount off Booth Rate | | |
| Focus Group Opportunities | 2 | 1 | | | |
| Tickets to the Closing Dinner | 3 | 2 | 1 | | |
| Pre-registration list (Limited use) In compliance with GDPR regulations & all our attendees | 3 | 2 | 1 | 1 | |
| Post-registration list (Limited use) In compliance with GDPR regulations & all our attendees | 1 | 1 | 1 | 1 | |
| Hyperlink on program's website |  |  |  |  |  |
| Advertising in the ICCB Program Book (Distributed to all Attendees) | full-page color | full-page black and white | ½-page black and white | 1/4-page black and white | |
| Company name on sponsor recognition page in the ICCB Program Book and Mobile App. |  |  |  |  |  |
| Logo on signage or slide acknowledgement of sponsored event. |  |  |  |  | |
| Logo recognition on the ICCB's "Wall of Sponsors" signage |  |  |  |  |  |
| Recognition from podium at Opening Plenary. |  |  | | | |
| Verbal recognition at a sponsored sessions. |  |  |  | | |
| Sponsor badge to wear on-site. |  |  |  |  |  |
| Right of first refusal to sponsor the same event/item the following year. |  |  |  |  |  |
| Acknowledgment/Thank You in a post Congress SCB newsletter. |  |  |  |  |  |

BENEFITS

PARTNERSHIP INVOLVEMENT

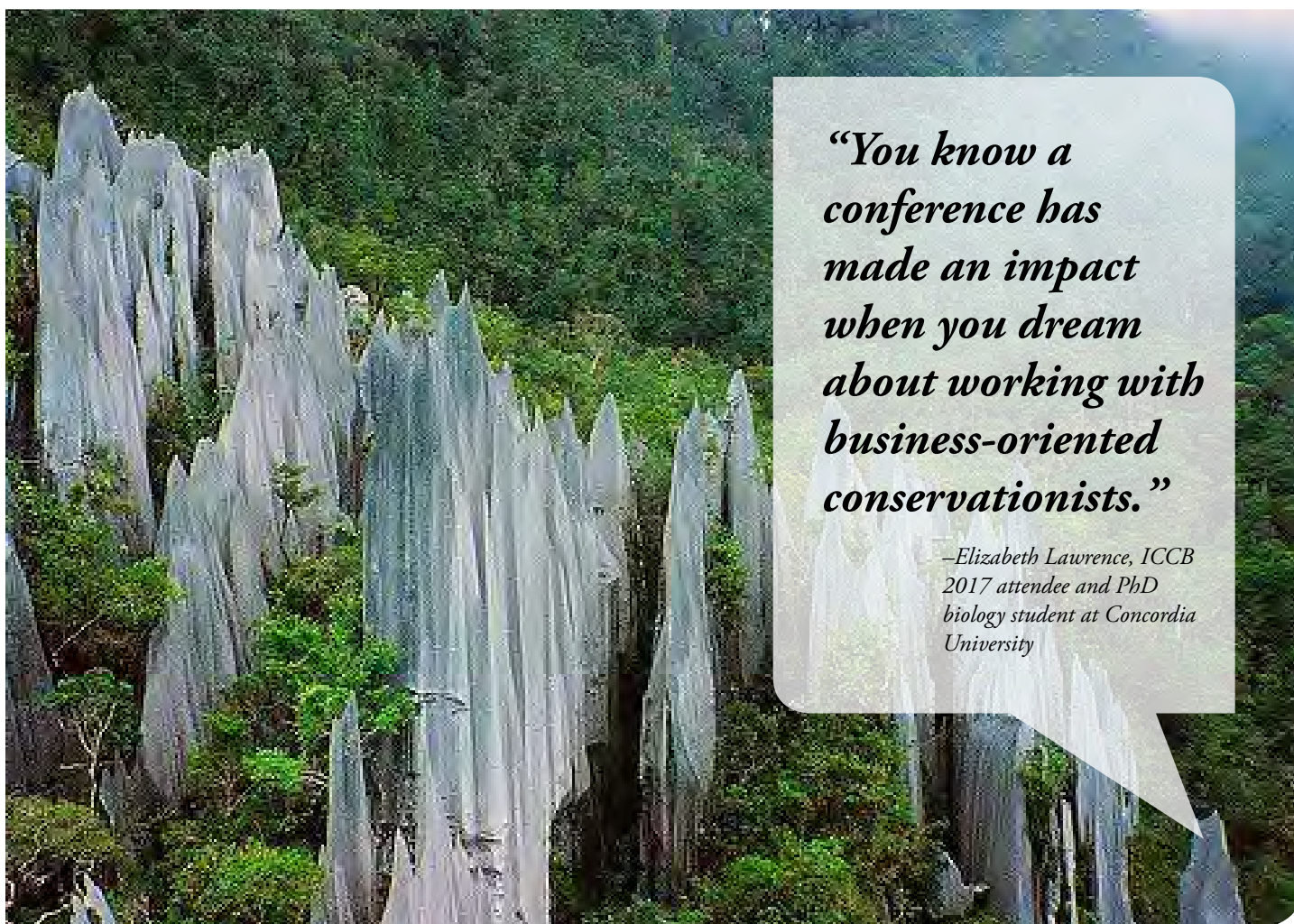
2. SHARE YOUR VISION THROUGH OUR EXTENSIVE LIST OF SESSIONS



SHARE YOUR VISION

Each of these opportunities come with 5-minutes to address the audience

| | |
|---|---------------------|
| Opening Plenary Session / Exclusive Event Sponsor | \$30,000 (reserved) |
| Closing Congressional Reception / Exclusive Event Sponsor | \$20,000 |
| Welcome Reception | \$15,000 |
| Final Plenary Session | \$20,000 |
| Southeast Asia Conservations Challenges Plenary | \$20,000 |
| Conservation Cinema | \$10,000 |
| Career Night or Career Night with Head Shot Salon | \$7,500 or \$15,000 |
| Workshop session (Max 3) | \$5,000 each |



***“You know a
conference has
made an impact
when you dream
about working with
business-oriented
conservationists.”***

*—Elizabeth Lawrence, ICCB
2017 attendee and PhD
biology student at Concordia
University*

BENEFITS

PARTNERSHIP INVOLVEMENT

3. IDENTIFY ADDITIONAL OPTIONS TO BOLSTER YOUR BRAND AWARENESS



CONVEY YOUR BRAND

Brand Awareness Opportunities

Details of all items can be found at <https://conbio.org/mini-sites/iccb-2019>

I want to be visible through key activities

| | |
|---|---|
| Education Day Sponsor or Education Day Co-sponsor (Monday, Tuesday, or Wednesday) | \$20,000 sole sponsor per day or \$10,000 co-sponsor per day |
| Sustainability Innovations Showcase Title Sponsor/Host | \$20,000 |
| Corporate Social Responsibility (CSR) Activity | \$10,000 |
| Poster Session sponsor (Monday through Thursday) | \$10,000 |
| Additional Plenary Session | \$20,000 |
| Plenary Thematic Panel | \$20,000 |
| Field trip sponsor (Max 5) | \$5,000 each |
| Pre-conference workshops (Max 3) | \$5,000 each |

I want to be visible through networking breaks & refreshments

| | |
|--|---------------|
| Branding of the Exhibitor Receptions (Max 4) | \$10,000 each |
| Branding of the Lunch Breaks (Max 4) | \$10,000 each |
| Reenergizing Lounge sponsor | \$10,000 |
| Sustainability Networking Hub | \$12,000 |
| Branding of SCB coffee breaks (Max 4) | \$3,000 each |

I want to be visible through event related items & branding

| | |
|--|----------------|
| Branded Ecological/Reusable straws | \$10,000 |
| SCB Badge lanyards | \$10,000 |
| SCB tote congress bag | \$12,000 |
| Floor Clings/Directional signage | \$6,000 |
| Mobile charging station | \$8,000 |
| Bag Insert (Items provided by sponsor) | \$500 per item |
| Seat drop at Plenary or Panel sessions (Items provided by sponsor) | \$500 per item |

I want to be visible through the programme

| | ICCB Exhibitor Rate | Non-Exhibitor Rate |
|--------------------------------------|---------------------|--------------------|
| ICCB 2019 Full-Page Advertisement | \$1,200 | \$2,000 |
| ICCB 2019 Half-Page Advertisement | \$600 | \$1,000 |
| ICCB 2019 Quarter-Page Advertisement | \$300 | \$500 |

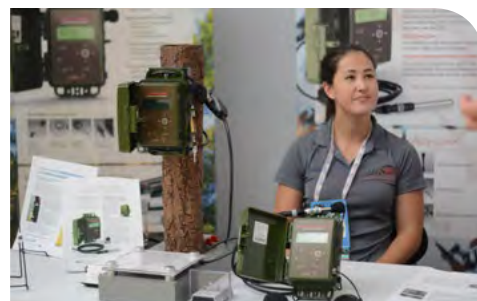
I want to be visible through virtual items

| | |
|--|---------|
| SCB Mobile App (Only 1 available) + Rufford Foundation (Max 1) | \$7,500 |
|--|---------|

BENEFITS

EXHIBITION INVOLVEMENT

4. PARTICIPATE THROUGH EXHIBITING OPPORTUNITIES TO GENERATE MORE LEADS



EXHIBITING OPPORTUNITIES

| <i>Brand Awareness Opportunities</i> | EARLY BIRD RATES, effective through 29 March 2019 | | REGULAR RATES, effective 30 March through 22 May 2019 | |
|--|--|------------------|--|------------------|
| | Single (3 x 3 m) | Double (3 x 6 m) | Single (3 x 3 m) | Double (3 x 6 m) |
| Sustainability Innovations Showcase | N/A | \$3,500 | N/A | \$4,000 |
| Business / Company Booth | \$2,200 | \$2,700 | \$2,500 | \$3,000 |
| Organizational Members and Corporate Friends of SCB | \$1,800 | \$2,300 | \$2,100 | \$2,600 |
| Non-profit/Government/University Booth – Developed Country | \$1,200 | \$1,700 | \$1,500 | \$2,000 |
| Non-profit/Government/University Booth – Least Developed Country | \$900 | \$1,400 | \$1,200 | \$1,700 |
| Artist Booth** (Max 3) | \$300 | N/A | \$300 | N/A |

***Artist booths are limited to hand-made arts and craft products or paintings and are on a first come, first serve bases.*



🏠 INCLUDED WITH A BOOTH:

- Exhibit description in the ICCB 2019 Program and a listing on the ICCB website;
- 3x3 meter booth registrations receive one complimentary full meeting registration per exhibitor, entitling the badge holder to attend all of the ICCB sessions and the exhibit hall; 3x6 meter booth registrations receive two complimentary full meeting registrations;
- 3x3 meter booth registrations receive one complimentary exhibit hall pass providing access to the exhibit hall for the four-day show, the exhibitors' receptions and the exhibitors' luncheons; 3x6 meter booth registrations receive two complimentary exhibit hall passes. Additional exhibitor exhibit hall passes are available for a fee of \$175);
- A complimentary list of pre-registered attendees if booth is purchased by 22 May 2019 available upon request; and
- A complimentary attendee roster for post-show follow-up available upon request.

Attendees lists are for limited use and will be in compliance with GDPR regulations.

For more information, contact sponsorshipteam@conbio.org.

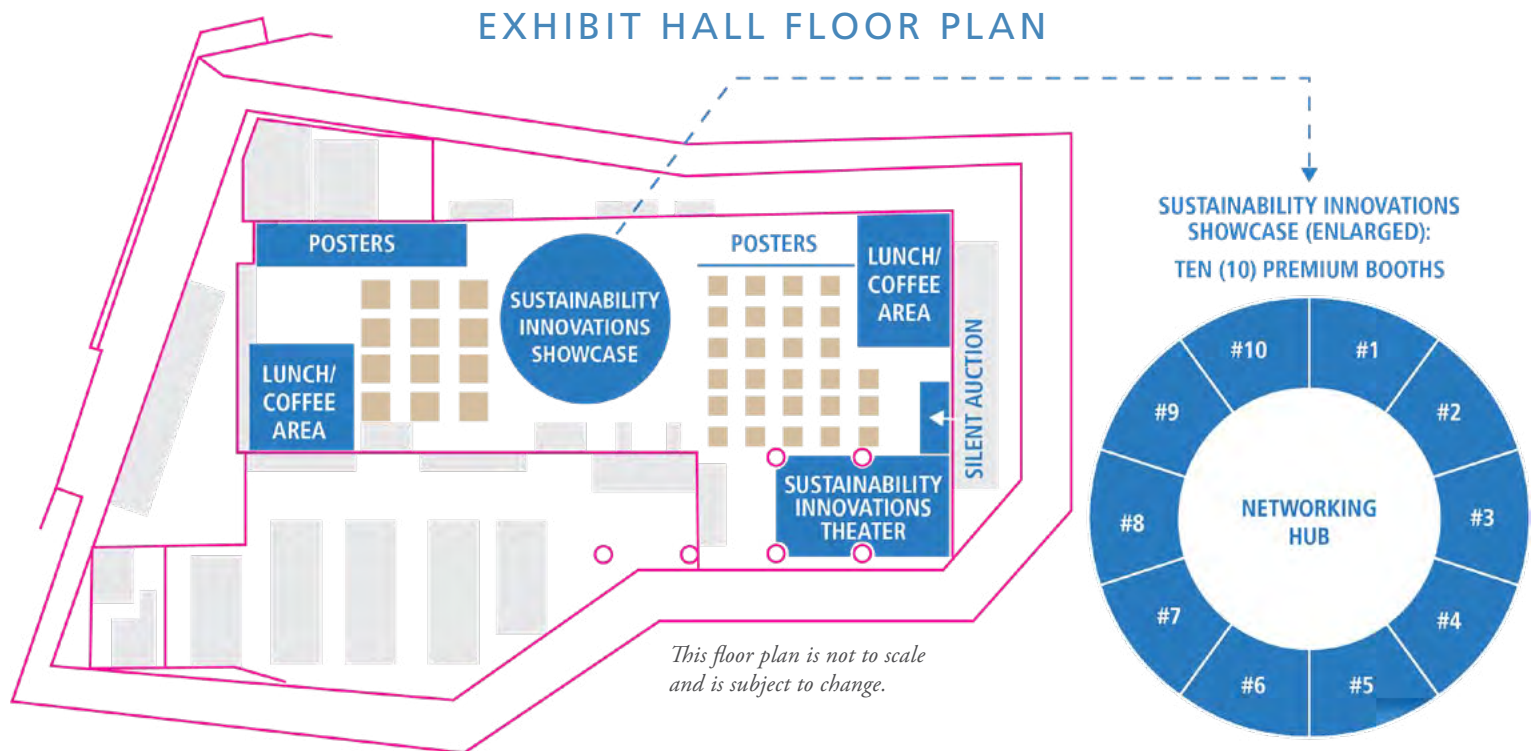
BENEFITS

EXHIBITION INVOLVEMENT



5. FILL OUT THE SPONSORSHIP/EXHIBITOR FORM

Become a Global Conservation Partner by completing our online form at <http://bit.ly/ICCB2019SponsorExhibit>. Accompanying Terms and Conditions are outlined on the [ICCB 2019 website](#). All pricing is in US dollars (USD). Taxes, if applicable, not included. (All application forms will be treated first come, first served basis.)



SUSTAINABILITY INNOVATIONS SHOWCASE AND THEATER

The **Sustainability Innovations Showcase and Theater** are unique experiences for ICCB attendees and partners. It brings together industry stakeholders, leaders and innovators to showcase transformative practices and successes and engage on ways to successfully conserve and preserve Earth's natural resources.

The Showcase is an immersive exhibit floor experience designed to harness the global community into collaboration and will be the focal point of the ICCB Exhibition Hall.

The Sustainability Innovations Showcase is where you can bring your disruptive ideas and innovative products and engage 1:1 with industry experts, stakeholders, and non-profit leaders attending ICCB. Showcase participants will be able to select from prime-time slots in the Innovations Theater, such as lunch time and receptions.

The Sustainability Innovations Theater will enable you to schedule presentations that highlight your success stories and impact, offer technical and collaborative conversations focused on innovative projects and case studies, and host thoughtful lab and panel discussions. The Theater provides an exclusive opportunity to deliver your message through interactive presentations to all ICCB attendees.



EARLY BIRD PRICING IS \$3500 BEFORE 29 MARCH.
SHOWCASE AVAILABILITY IS LIMITED SO BE SURE TO RESERVE YOUR SPACE NOW!

NOTES



For more information, contact
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Society for Conservation Biology

Supported by



MINISTRY OF TOURISM AND CULTURE
MALAYSIA

