

SPONSORSHIP PROSPECTUS

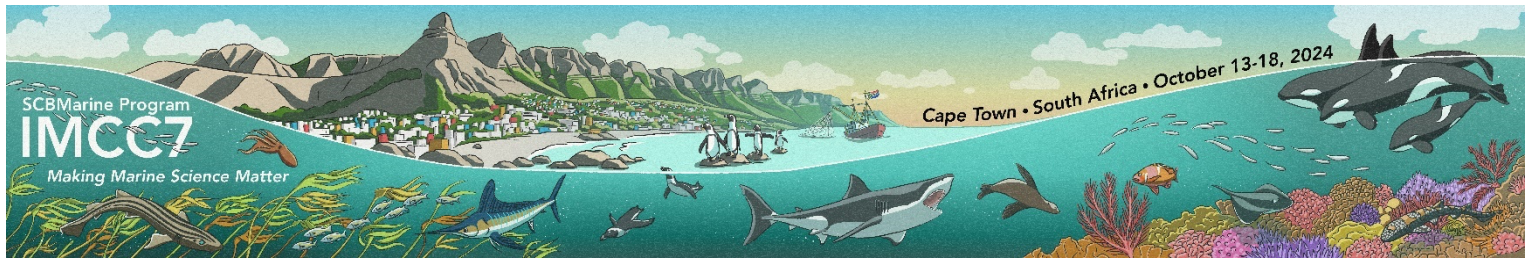
7TH INTERNATIONAL MARINE CONSERVATION CONGRESS



MAKING MARINE SCIENCE MATTER

Contact imcc@conbio.org with questions or sponsorship ideas.

Website: <https://scbmarineprogram.org/meetings-imcc7/>



SUPPORT MARINE SCIENCE

The health of our oceans is inextricably tethered to the health of our global society. Productive oceans support healthy diets, cultural wellbeing, resilient job opportunities, and a connected global economy. Marine ecosystems play a vital role in regulating our planet's climate, deliver advancements in medicinal research, and influence the cultural heritage of countless peoples around the world. Our way of life, therefore, depends on healthy and productive oceans. IMCC7 provides a unique opportunity to explore risks to our marine ecosystems and to develop strategies focused on mitigating these risks. Such strategies arising from IMCC7 will be essential to navigate the highly uncertain future of the global environment. Your sponsorship of IMCC7 meeting will support the development of conservation actions, scientific research, and stakeholder engagement that collectively will foster a brighter future for our marine ecosystems and the blue economy.

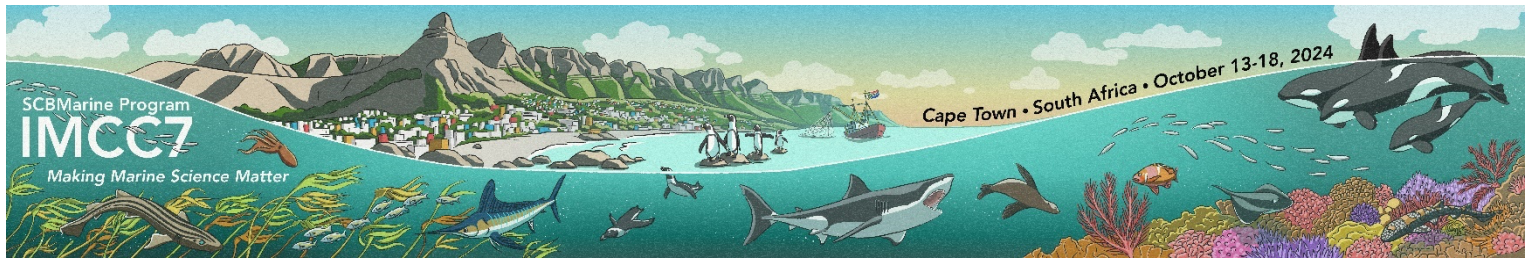
ABOUT IMCC

The Society for Conservation Biology (SCB) Marine Program meetings are international forums for addressing marine conservation challenges. IMCCs are the global gathering spot for presenting and discussing new research and developments in marine conservation science and practice. Most importantly, IMCC meetings connect marine conservation professionals and serve as premier networking opportunities for anyone interested in marine and coastal research and conservation with an overarching aim of 'making marine science matter'.



IMCC BRINGS TOGETHER CONSERVATION LEADERS & STUDENTS

- Current and future decision-makers meet at IMCC, including executive directors, policy makers, world-leading marine conservation scientists, professors and educators, students, and project managers.
- Major institutions such as universities, government agencies, non-profits, business, private foundations, and publishers attend IMCC.
- IMCC is the largest networking platform for anyone interested in marine conservation and features the latest research, development and challenges in marine conservation science and practice.
- Each IMCC has had between 700-1200 delegates and delegates from 60+ countries attended the last in person IMCC5 in 2018 as well as the virtual IMCC6 in 2020.
- More than ¼ of participants are students, representing the future of marine conservation.
- The virtual IMCC6 in 2020 served as a model for inclusive and sustainable virtual conferences during the COVID19 Pandemic.



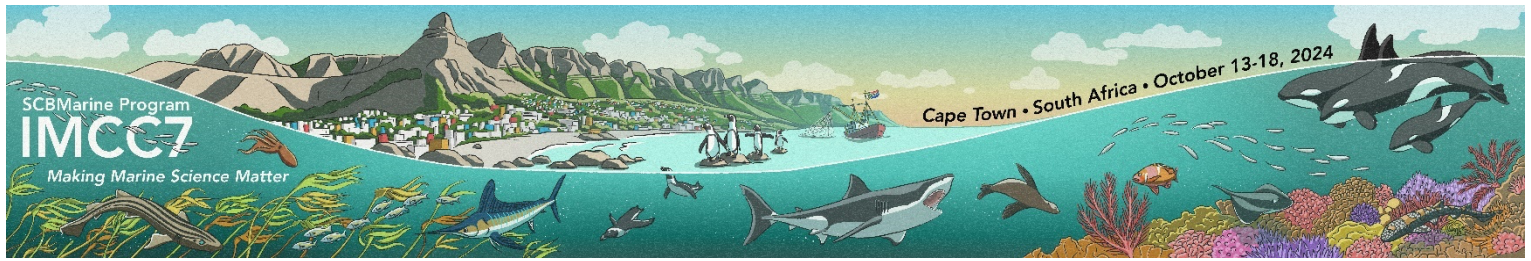
WELCOME TO CAPE TOWN, SOUTH AFRICA

Cape Town, one of the leading cities in Africa is the host city for IMCC7. The city is set within the unique Cape Floral Kingdom and is surrounded by the historic winelands of the Western Cape, which have helped earn the region a reputation as a gastronomic destination. The areas surrounding Cape Town offer unforgettable experiences, including wine estates, an abundance of adventure options and breathtaking natural landscapes.

Add to this an interesting cultural diversity and a creative spirit and you'll discover why Cape Town and the Western Cape are Africa's most popular tourist destination, and why Cape Town is the number one convention city in Africa.

EXHIBITING OPPORTUNITIES

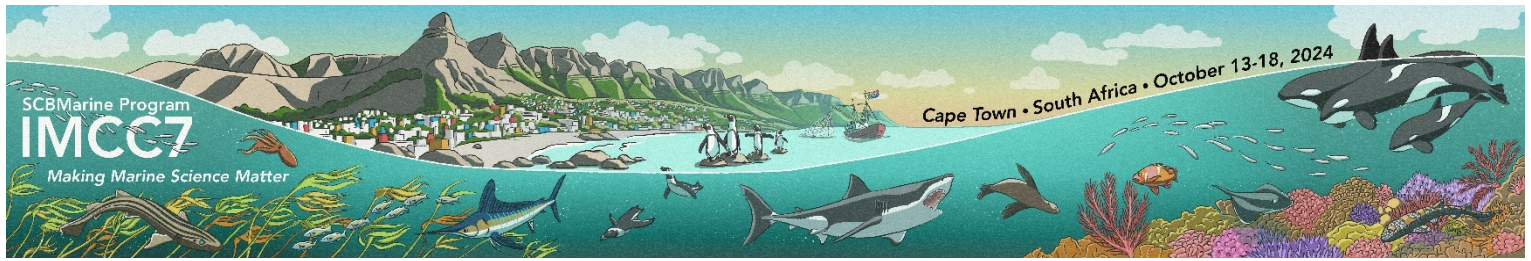
Standard Booth	\$1,500 (R28 200)	IMCC7 EXHIBITORS RECEIVE: <ul style="list-style-type: none"> • A booth space that includes one skirted table, two chairs, an organization identification sign, and side/ back wall. Further enhancements available for additional fees (e.g., display space, outlets, TV screens). • One complimentary conference registration. • Listing on entrance to convention hall. • Listing on conference website • Acknowledgement as an exhibitor in participants' promotions, including the conference program & app
Standard Booth (NGO High Income Nation)	\$1,000 (R18 800)	
Standard Booth (NGO Low- and Middle-Income Nation)	\$600 (R11 300)	



SPONSORSHIP OPPORTUNITIES AT A GLANCE

	Champion \$30,000 (R560 000)	Defender \$20,000 (R375 000)	Guardian \$10,000 (R190 000)	Protector \$5,000 (R95 000)	Advocate \$1,000 (R19 000)
Listed as sponsor in the conference program	Y	Y	Y	Y	Y
Ad in the electronic conference program	Full page	Full page	Full page	½ page	½ page
Logo and website link on the IMCC7 website	Y	Y	Y	Y	Y
Bespoke social media posts on @IMCC2024	20	10	5	5	
Listed as sponsor on the conference app	Y	Y	Y	Y	Y
Logo on event-related signage	Y	Y	Y	Y	
Special sponsor badge for attending organization members	Y	Y	Y	Y	Y
Choose from À La Carte Opportunities to the total value of sponsorship (see detailed info)	3	3	2	1	
Complimentary registrations	5	3	2	1	
Ceremony tickets	5	3	2	1	
IMCC7 exhibition booth	Y	Y	Y		

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À LA CARTE OPPORTUNITIES

CONFERENCE PROGRAM AD:

Developed country: full-page \$1,000 (R18 800), half-page \$650 (R12 200); Developing country/NGO: Full-page \$750 (R14 000), half-page \$300 (R5600).

The program is primarily available as a free PDF download from the conference website with a printed version available for purchase to be delivered onsite. For maximum visibility, we invite you to submit a black and white advertisement for the official printed conference program.

CONFERENCE APP - \$10,000 R187 000

Our app delivers up-to-date schedules, networking opportunities, messaging, and much more. Benefit from an exclusive presence on the app (including one push notification at installation and a clickable banner ad) and a logo on our website sponsor page. At our sister conference in 2015, the ICCB, the app had over 700 users and 10,000 banner impressions.

CONFERENCE INTERACTIVE WALL - \$1,000 (R18 800)

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 real-time communication.

DIVERSITY TRAVEL AWARDS - \$700 (R13 100) (Africa), \$1000 (R18 800) (International) PER GRANT

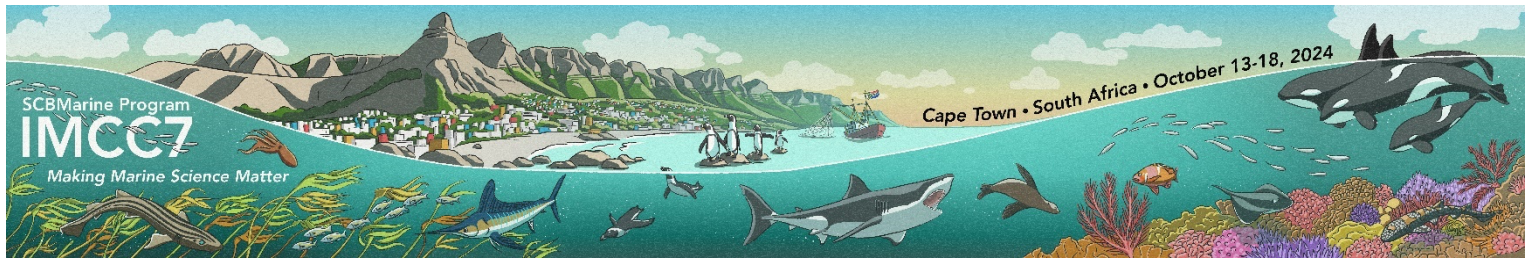
Help us host a more inclusive conference and bring students and participants from developing countries to South Africa. You will have exclusive visibility on the event-related signage and promotion.

TRAINING SESSIONS - \$8,000 (R150 000) FOR EXCLUSIVITY AT ALL SESSIONS

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

FIELD TRIPS - \$8,000 (R150 000) FOR EXCLUSIVITY AT ALL TRIPS

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



POSTER SESSION HAPPY HOUR - \$5,000 (R94 000)

Our poster session does not compete with another scheduled session. It will be held at the end of the day for an informative session and is an ideal networking opportunity. You will have branding on the event-related signage and promotion.

NETWORKING LOUNGE SPONSORSHIP - \$15,000 (R280 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 emails, or organize impromptu meetings. You will have prime visibility on the event-related signage and promotion.

COFFEE BREAK - \$5,000 PER DAY (R94,000)

Start participants off on the right food by sponsoring a day of our twice-daily coffee breaks. You will have exclusive visibility on the event-related signage and promotion as well as on the coffee stations.

OPENING / CLOSING CEREMONIES - \$10,000 (R187 000) EACH

Sponsor the Opening or Closing Ceremony for maximum visibility in a high traffic event. Our ceremonies are considered the best networking opportunities of the event. You will have exclusive branding on the event-related signage and promotion.

IMCC T-SHIRTS or CONFERENCE MEMORABILIA - \$5000 (R94 000) EACH

Your organization logo and name will be printed on the conference t-shirts and memorabilia distributed to all conference attendees.

EARLY-CAREER SOCIAL - \$5000 (R94 000)

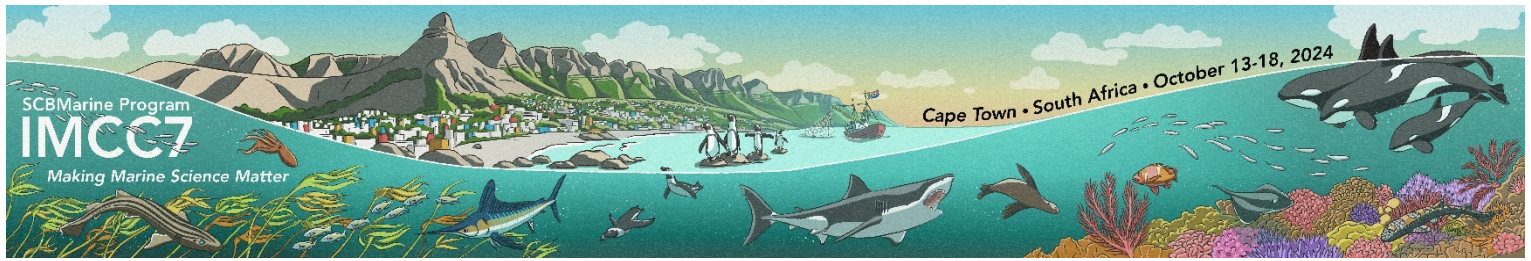
Sponsor the social event for student and early-career delegates. This event is run at low to no-cost to ensure accessibility for our low-income delegates. The event is always extremely well-attended and frequently oversubscribed.

STUDENT-PLenary LUNCHEON - \$4000 (R75 000)

Sponsor a lunch to enable students to meet and network with plenary speakers.

ONLINE REGISTRATION FORM – (R35 000)

Sponsor the online registration form and automated response. This exclusive opportunity is limited to a single sponsor. Your sponsorship will be prominently featured on the event website, showcased on slides during conference sessions, and highlighted in three dedicated social media posts.



CONFERENCE NAME BADGE – (R35 000)

Secure exclusive sponsorship for the conference name badge. This unique opportunity is limited to one sponsor, offering prominent exposure on the event website, acknowledgment on slides during conference sessions, and featured in three dedicated social media posts.

Enhance your sponsorship with branded lanyards for an additional R20,000.

Elevate your brand further with premium African beaded lanyards, available at an additional cost of R63,000 (R35 000 for the name badge + R63 000 for the beaded lanyard).

DELEGATE BAG – (R250 000)

Sponsor the exclusive conference delegate bag crafted from authentic Shweshwe fabric. This unique opportunity is limited to a single sponsor, providing unparalleled visibility with prominent branding on the delegate bags.

PRESS FILE – (R10 000)

Sponsor the press file in electronic or physical format with branding opportunity.

WI-FI – (R50 000)

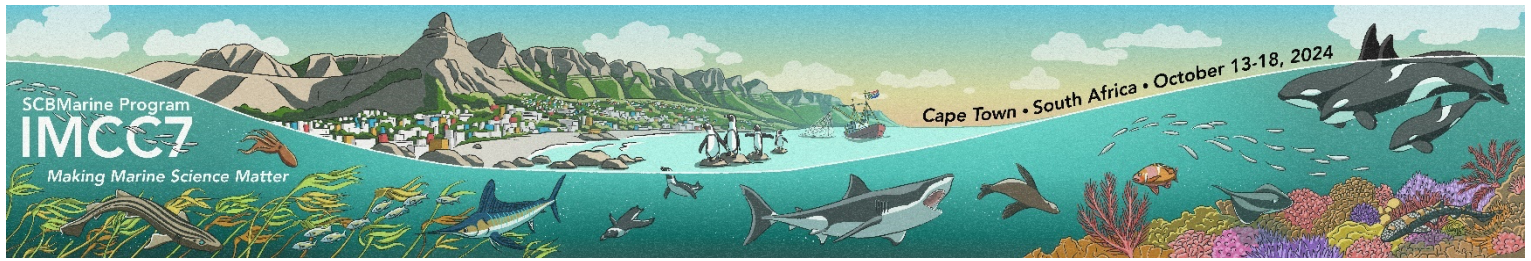
Become the exclusive sponsor of the conference Wi-Fi, featuring your name as the log-on credentials. Seize this opportunity to enhance your brand visibility with prominent placement on the Wi-Fi landing page. Don't miss out on a unique chance to connect with attendees and leave a lasting impression as the exclusive Wi-Fi sponsor.

NEWSLETTER – (R50 000)

Seize the opportunity to sponsor the newsletter and secure one of three coveted spots for a featured paragraph in one of our newsletters. As a sponsor, your brand will be showcased prominently in the newsletter. Additionally, enjoy acknowledgment on conference slides during sessions, further amplifying your presence at the event.

MOBILE CHARGING STATIONS – (R30 000)

Ensure seamless connectivity for conference delegates by sponsoring our mobile charging stations. Your brand will be prominently displayed on these stations, offering valuable exposure. Additionally, seize the opportunity for further promotion on the conference website, enhancing your visibility among attendees.



CONFERENCE SESSION – (R30 000)

Sponsor one of the conference session and enjoy branding opportunities in the programme, on the conference website and feature on the session slides.

REGISTRATION/ HOSPITALITY DESK – (R320 000) – (This should be for an international sponsor as we may not get South African uptake on this option)

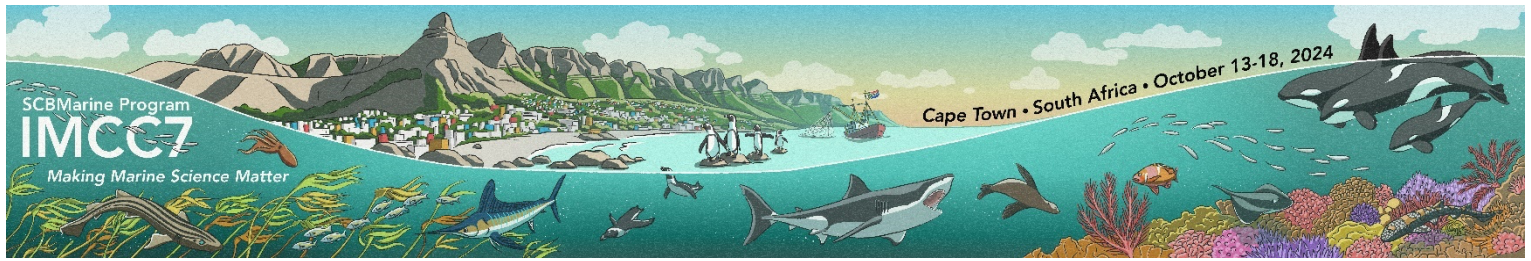
Strategically positioned on Level 2 in the expansive foyer, welcoming delegates to Halls 9 and 10 for Plenary Sessions and Exhibits.

Infrastructure includes 8 sleek counters adorned with the conference logo and sponsor logos for a professional look. 8 desktop screens featuring sponsor logos, streamlining the registration process. A proficient team of 10 registration staff in branded T-shirts and caps, ensuring seamless assistance for delegates.

Enhancements: Sponsor Display consisting of showcase of marketing materials, flyers, and other promotional items at the Registration/Hospitality Desk.

Continuous Hospitality/Information Service: Staff offering support to delegates, presenters, exhibitors, and sponsors throughout the event.





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