



25th International Congress for Conservation Biology (ICCB 2011)

Engaging Society in Conservation

Te Whenua, Te Moana, Te Papa Atawhai Whakamaua ki Tina

Society for Conservation Biology

An invitation to sponsor, exhibit and advertise

Auckland, New Zealand

5 to 9 December 2011

www.conbio.org/2011



About the International Congress for Conservation Biology (ICCB)

The Society for Conservation Biology (SCB) meetings are a forum for addressing conservation challenges. They are the global venue for presenting and discussing new research and developments in conservation sciences and practice. Most importantly, they connect our global community of conservation professionals and serve as the major networking outlet for anyone interested in conservation. Attendance at our international conferences exceeds 1500 delegates from all corners of the world.

The first ICCB was held in 1988 in Bozeman, Montana, USA. Since then, the Congress has been held in Africa, Australia, Asia, Europe, and North and South America. The 2011 meeting will be the first ever held in New Zealand. Plenary sessions are presented by conservation leaders and visionaries. Each meeting features numerous symposia, concurrent sessions, workshops, short courses, and field trips. Past symposia have included such diverse topics as: the population biology of invasive species; global amphibian declines; how to integrate conservation research into policy; indigenous communities and conservation; and real-world social and economic solutions to preserved biodiversity.

ICCB Attendees

ICCB 2011 will bring together conservation professionals and students from every sector of the field, including the biological and social sciences, management, policy, and planning. Attendees work for universities, government agencies, non-governmental organisations, industry, private foundations and organisations, and publications. They are scientists, students, managers, decision-makers, writers, and other conservation professionals from throughout the world.

About the Society for Conservation Biology

Dedicated to advancing the science and practise of conserving the Earth's biological diversity, the Society for Conservation Biology is a global community of conservation professionals with more than 12,000 members from over 140 countries. The Society's membership comprises a wide range of people interested in the conservation and study of biological diversity: resource managers, educators, government and private conservation workers, and students.

Publications and Programmes

The Society provides many benefits to its community, including local, regional, and global networks, free online access to publications for members in developing countries, and a very popular online job board. SCB also administers the prestigious David H. Smith Conservation Research Fellowship Programme, sponsored by the Cedar Tree Foundation. SCB publishes the flagship peer-reviewed journal of the field, *Conservation Biology*, the award-winning magazine, *Conservation*, and the new journal, *Conservation Letters*.



Society for Conservation Biology

25th International Congress for Conservation Biology

Auckland • New Zealand • *Aotearoa*

5 to 9 December 2011

Our Theme

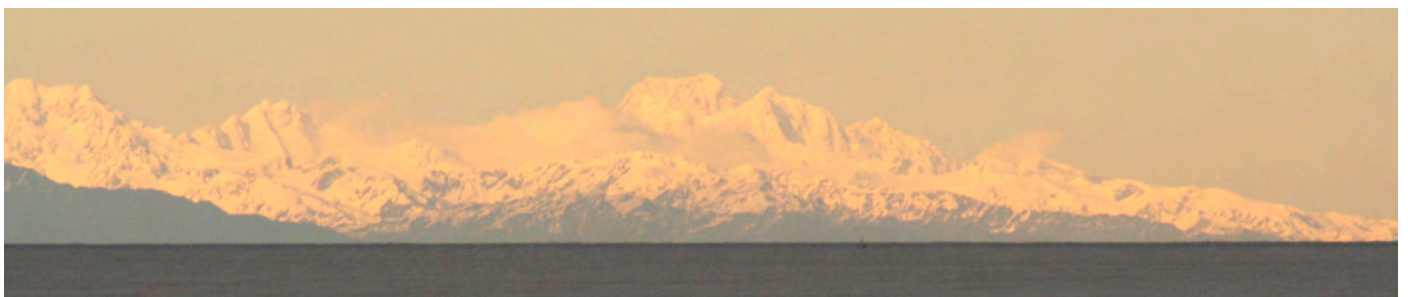
Engaging Society in Conservation

Te Whenua, Te Moana, Te Papa Atawhai Whakamaua ki Tina

Biodiversity around the world continues to decline at an ever-increasing pace, yet much of society carries on business as usual. How can conservation professionals engage with society to achieve positive outcomes for conservation without compromising our scientific rigour or integrity?

New Zealand provides the perfect location to see first-hand the challenges facing conservation biology as we attempt to deal with habitat loss, changing farming practises, over-fishing, extinction, and a human population losing contact with the natural world. New Zealand offers examples of grass-roots conservation that have turned degraded land back to forest, of government agencies that have saved species on the brink of extinction, and of businesses that have actively engaged in biodiversity conservation. But it is also a place where primary production and industries dominate the economy, and their interactions with biodiversity continue to threaten conservation success. Engagement with farmers, foresters, fishers and business, as well as with local communities, NGOs and government agencies, is essential for successful biodiversity conservation.

We invite you to join us in Auckland for the 25th International Congress of the Society for Conservation Biology, as we explore both the science of conservation, and how we can engage all aspects of society in conservation.



Our Logo

Koru • *Silver fern*

The *koru* is a traditional Maori symbol of creation and is based on a shape of an unfurling silver fern frond. It is used widely in art and jewellery and symbolises new life, growth, strength and peace. Its circular shape conveys movement and its inward coiling represents a sense of return to the point of origin. It symbolises life that changes yet remains the same. Our koru is filled with some of the special life and treasures of New Zealand, our *taonga* – kiwi, tuatara, weta and kowhai.

Society for Conservation Biology

25th International Congress for Conservation Biology
Auckland, New Zealand • 5-9 December 2011



ICCB 2011: Engaging Society in Conservation

Te Whenua, Te Moana, Te Papa Atawhai Whakamaui ki Tina

Venue



Auckland, New Zealand

Auckland is the largest city in New Zealand. The city of 1.5 million lies in the northern part of the North Island, and is the nation's centre of industry, commerce, tourism, education and the arts. Auckland is the major entry point to New Zealand and is well connected by national and international flights to Australia, the South Pacific, Asia, Europe, and the Americas. The Hauraki Gulf lies to the east and is dotted with some of the most important nature reserves free of introduced predators, while to the west lies the Waitakere Ranges, where efforts are underway to conserve the native forest. The city offers a wide array of accommodation and dining options, and a convenient starting point for further exploration of the country. The conference will be held in the Southern Hemisphere spring, with the chance for attendees to escape the northern winter, enjoy the sunshine, and indulge in the fresh produce for which the country is famous.

ICCB 2011 Steering Committee and local support

The 2011 ICCB in Auckland is a truly collaborative effort, with the 15 members of the local steering committee having representatives from Universities (University of Canterbury, Lincoln University, University of Otago, Victoria University, and University of Auckland), the two main government environmental research agencies (Landcare Research, and National Institute of Water & Atmospheric Research), and the major government agency charged with the management of the nation's biodiversity (New Zealand Department of Conservation). Together with additional volunteers and supporters, such local and broad support will guarantee the success of the ICCB for all participants.



Venue

Conference Facilities

The 2011 ICCB will be held in the Sky City Convention Centre. The complex is located in the city centre, with a wide variety of accommodation options and diverse dining opportunities all within a short walking distance. Meeting rooms are large, and flexible in size and shape to meet the demands of both exhibition space, meeting areas, and seminar rooms.



ICCB 2011 Event Sponsorships

Events highlighting the scientific programme and social events are open for exclusive and partial sponsorship and are an excellent means of advertising your organisation. The opportunities listed are designed to fit a variety of budgets and may be combined to meet desired general meeting sponsorship levels. All sponsorship values given in \$US. See sponsorship form at end of this brochure or contact 2011@conbio.org

OPENING RECEPTION

\$10,000 (partial)
\$50,000 (exclusive)

CLOSING BANQUET

\$10,000 (partial)
\$50,000 (exclusive)

STUDENT NETWORKING EVENT

\$5,000 (partial)
\$25,000 (exclusive)

SOCIAL NETWORKING EVENT

\$5,000 (partial)
\$25,000 (exclusive)

PLENARY SESSION

\$5,000 (partial)
\$25,000 (exclusive)

STUDENT TRAVEL

\$25,000 (partial)
\$75,000 (exclusive)

DAILY TEA & COFFEE BREAKS

\$5,000 (per day)
\$20,000 (exclusive)

POSTER SESSION

\$5,000 (per session)
\$10,000 (exclusive)

AUDIO/VISUAL EQUIPMENT

\$10,000 (partial)
\$50,000 (exclusive)

SHORT COURSES

\$5,000 (partial)
\$25,000 (exclusive)



If you would like to provide in-kind sponsorship (e.g. delegate bag stuffers, cell phone usage, delegate nametag holders, transportation, field-trip snacks, etc.) or donations, please contact 2011@conbio.org

Opportunities for Partnerships

Holding an international meeting such as ICCB 2011 could not be done without the dedication and support of partner organisations. Gain exposure for your organisation, demonstrate your commitment to global conservation efforts, and enhance your visibility among influential leaders and decision-makers by supporting ICCB 2011. Organisations providing general support for ICCB 2011 help defray the costs of the meeting and provide support for an outstanding scientific programme.

Benefits to your organisation

- ICCB 2011 offers your organisation many convenient and effective ways to get your product and/or service noticed by conservation professionals
- The benefits you can derive from sponsorship and advertising during the congress are unique because targeting a conference audience can be both selective and direct, giving you the opportunity to effectively sell your message or product
- A variety of sponsorship benefits including your organisational description and logo in the congress programme, an internet link from the congress web site to your home page, and more

Benefits to the conservation community

- Your support will connect people from around the world who may otherwise never get a chance to network with their peers by ensuring that conservation professionals from less developed countries can attend ICCB 2011
- Your support will make it possible for developing country professionals to interact with their peers by: (1) meeting registration subsidy, (2) travel support to meetings, and (3) free online access to publications
- SCB Distinguished Service Awards will be presented at the ICCB 2011. Many past awardees are from developing countries and benefitted greatly from being recognised by global colleagues

Benefit to students

- Your support will provide travel assistance for students from around the world to attend ICCB 2011, providing them with the opportunity to network with the conservation community and meet potential research supervisors
- Students are given the opportunity to test their communication and presentation skills by participating in a student awards competition



Sponsorships

General Meeting Sponsorship

Organisations providing general support for ICCB 2011 help defray the costs of the meeting and provide support for an outstanding scientific programme. Meeting sponsors will receive the items listed below as a part of their sponsorship package. All sponsorship values given in \$US.

DIAMOND \$75,000

- Five complimentary Congress registrations
- Two complimentary exhibition booths
- One participant bag insert
- Half-page advertisement in an SCB publication
- Organisational logo on banner at plenary sessions and registration hall
- Full-page advertisement in meeting programme
- Acknowledgement on SCB website and Annual Report
- Acknowledgement in meeting programme and meeting website

PLATINUM \$50,000

- Four complimentary Congress registrations
- Complimentary exhibition booth
- Half-page advertisement in an SCB publication
- Organisational logo on banner at plenary sessions and registration hall
- Full-page advertisement in meeting programme
- Acknowledgement on SCB website and Annual Report
- Acknowledgement in meeting programme and meeting website

GOLD \$25,000

- Two complimentary Congress registrations
- Complimentary exhibition booth
- Full-page advertisement in meeting programme
- Acknowledgement on SCB website and Annual Report
- Acknowledgement in meeting programme and meeting website

SILVER \$10,000

- Two complimentary Congress registrations
- 50% discount on exhibition booth
- Half-page advertisement in meeting programme
- Acknowledgement on SCB website and Annual Report
- Acknowledgement in meeting programme and meeting website

BRONZE \$5,000

- 25% discount on exhibition booth
- Quarter-page advertisement in meeting programme
- Acknowledgement on SCB website and Annual Report
- Acknowledgement in meeting programme and meeting website

Contact Us

We can help match you with the right sponsorship opportunity for your organisation's size and goals. We encourage prospective sponsors to contact us early to maximise exposure and benefits (to meet publication deadlines, sponsorship requests are due 1 September 2011). See sponsorship form at end of this brochure or contact 2011@conbio.org

Exhibiting

Exhibit space is available. For more information, please contact Istrong@burkinc.com

The New Zealand border has strict limitations on the importation of goods into the country in order to protect against the accidental introduction of foreign organisms. For information on the regulations for importers, including any rules on taxation, please contact the New Zealand customs website at <http://www.customs.govt.nz/>.



Important dates

1 April 2011	Exhibitor registration opens.
1 April 2011	Map of the exhibit hall is posted on the meeting web site.
1 September 2011	Last date for 50% cancellation refund and payment due
1 September 2011	Fifty-word company description and logo due for meeting programme (send to Istrong@burkinc.com)



Booth fees (\$US)

- \$1600 per Standard commercial booth
- \$1000 per Non-profit/Artist booth - High income country
- \$800 per Non-profit/Artist booth - Developing country

For exhibitor information

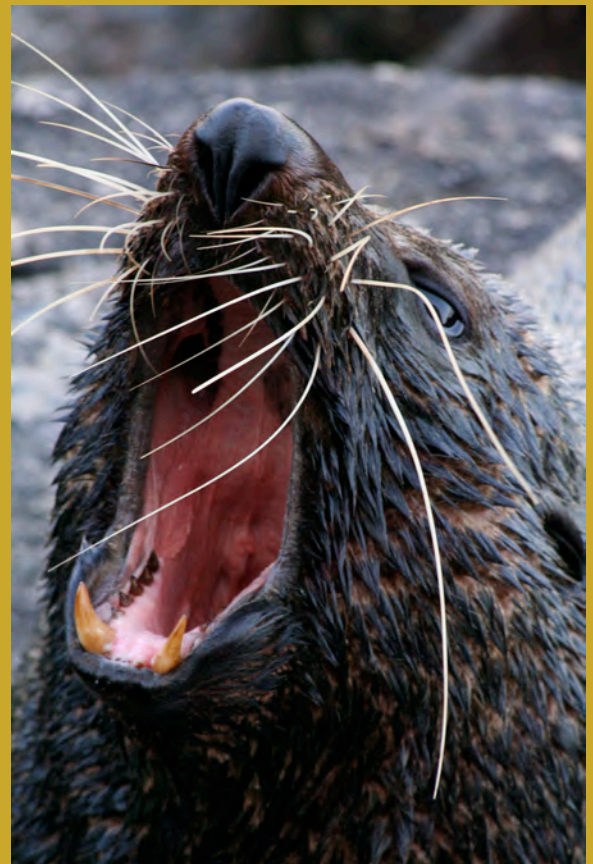
Email: Istrong@burkinc.com
Post: Lori Strong, Meetings Manager,
Society for Conservation Biology,
1313 Dolley Madison Blvd., Suite 402, McLean, VA
22101, USA
Telephone: (1) 703 790 1745
FAX: (1) 703 790 2672



Advertising

Meeting programme

For maximum visibility, you are encouraged to advertise in the Official Meeting Programme. Your advertising document should be sent to: 2011@conbio.org by 1 September 2011. All advertisements should be high resolution jpg or pdf files (300 dpi) and black and white. Prices in \$US.



SIZE	HIGH INCOME COUNTRY	DEVELOPING COUNTRY
Full page (25 cm high x 16.5 cm wide)	\$1000	\$500
Half page (12,25 cm x 16.5 cm)	\$500	\$250
Quarter page (8 cm x 12,25 cm)	\$250	\$100



SCB Publications

For additional exposure, SCB publications, including *Conservation Biology* and *Conservation* magazine, reach over 10,000 individual subscribers and 10,000 institutions and accept advertisements that are compatible with the goals of the Society. Visit the following links for more information:

Conservation Biology:

The flagship journal of conservation science
<http://conbio.net/SCB/Publications/ConsBio/>

Conservation Magazine:

Great minds, great writing, smarter conservation
<http://conbio.org/CIP/adsreprintspermission.cfm>





An invitation to sponsor, exhibit and advertise at ICCB 2011
 25th International Congress of Conservation Biology
 Auckland, New Zealand, 5 - 9 December 2011

1. Provide point of contact (all fields required, please print clearly)

First name	
Surname	
Organisation	
Address	
City	Postal/Zip code
Province/State	Country
Telephone	FAX
Email	URL

2. Indicate sponsorship amount**

SELECT SPONSORSHIP TYPE		COST
<input type="checkbox"/> Diamond (\$75,000)	<input type="checkbox"/> Silver (\$10,000)	
<input type="checkbox"/> Platinum (\$50,000)	<input type="checkbox"/> Bronze (\$5,000)	
<input type="checkbox"/> Gold (\$25,000)	<input type="checkbox"/> Other	

3. Select your exhibit booth**

SELECT BOOTH TYPE	CHOOSE A BOOTH NUMBER			COST
	1st choice	2nd choice	3rd choice	
Standard commercial booth	<input type="checkbox"/> \$1600			
Non-profit/Artist booth - high income country	<input type="checkbox"/> \$1000			
Non-profit/Artist booth - developing country	<input type="checkbox"/> \$800			

Principle products on display

- | | |
|--|---|
| <input type="checkbox"/> Environmental/Ecological technology | <input type="checkbox"/> Education |
| <input type="checkbox"/> Cause or issue related activities | <input type="checkbox"/> Ecological processes |
| <input type="checkbox"/> Publications/Scientific texts | <input type="checkbox"/> Other: _____ |

4. Select your advertisement size and quantity**

ADVERTISEMENT SIZE	HIGH INCOME COUNTRY	DEVELOPING COUNTRY	COST
Full page (25 cm high x 16.5 cm wide)	Number _____ \$1000	Number _____ \$500	
Half page (12,25 cm x 16.5 cm)	_____ \$500	_____ \$250	
Quarter page (8 cm x 12,25 cm)	_____ \$250	_____ \$100	

**Please note that some levels of sponsorship include complimentary booth and advertising space. If you are a sponsor please refer to page 9 for a list of our sponsorship benefits (and exclude relevant charges from your payment). All prices are given in \$US.

5. Calculate your total and provide payment (payment accepted in New Zealand or US dollars)

Please note a 50% deposit is required to reserve an exhibit space. Once reserved, a confirmation email will be sent with your receipt, booth number, and information including instructions for adding additional registration options (meals, social activities, etc).

TOTAL SPONSORSHIP COST	\$	Payment is in US dollars. ICCB 2011 partners may choose to make their payment in New Zealand dollars using the exchange rate at the time of reservation.
TOTAL EXHIBITION COST	\$	
TOTAL ADVERTISING COST	\$	
GRAND TOTAL	\$	

CREDIT CARD OR CHEQUE PAYMENTS ARE ACCEPTED

VISA MASTERCARD CARD NUMBER

AMEX EXPIRY DATE / SECURITY CODE

CHEQUE (Please make cheque payable to "ICCB 2011 Auckland" and mail to the address at the bottom of this page.)

6. Provide company description (as you would like to see it in the Congress programme)

Company name

Address

Contact person

Telephone

Email

Website

50-word company description

7. Logo request

Please provide us with an electronic copy of your organisation's logo so that we can use it in ICCB 2011 conference promotional material as outlined in the ICCB 2011 prospectus. Preferred formats are AI or EPS format (in outlines) but we will also accept high-resolution (300 dpi) JPG or TIFF format. Please email logo to 2011@conbio.org

We encourage you to get the above information to us as quickly as possible to maximise your exposure. Please note that we have a publication deadline of 1 October 2011. Thanks for your support!

RETURN TO:

Lori Strong, Meetings Manager, Society for Conservation Biology, 1313 Dolley Madison Blvd.,
Suite 402, McLean, VA 22101, USA

Email: lstrong@burkinc.com Telephone: (1) 703 790 1745 FAX: (1) 703 790 2672



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