

24TH BIENNIAL CONFERENCE



CERF2017

NOVEMBER 5-9, 2017 • PROVIDENCE, RI
COASTAL SCIENCE INFLECTION POINT:
CELEBRATING SUCCESSES, LEARNING FROM CHALLENGES

Sponsor & Exhibitor Prospectus

www.erf.org/cerf-2017-biennial-conference

Sponsorship & Exhibitor Opportunities

About the Coastal and Estuarine Research Federation

CERF advances understanding and wise stewardship of estuarine and coastal ecosystems worldwide. Its mission is to:

- Promote research in estuarine and coastal ecosystems
- Support education of scientists, decision-makers and the public
- Facilitate communication among these groups

The Coastal and Estuarine Research Federation is the only scientific society whose members focus exclusively on the essential intersection of research, management and restoration of estuarine and coastal ecosystems. Learn more at www.erf.org.

Scientific Program

The 2017 scientific program offers four days of timely, exciting and diverse information on a vast array of estuarine and coastal subjects. In keeping with the theme, “Coastal Science at the Inflection Point: Celebrating Successes and Learning from Challenges,” presentation topics will include:

1. Successes in estuarine management and restoration
2. Urbanization in coastal and estuarine ecosystems
3. Understanding the context and impacts of aquaculture on estuarine ecosystems function
4. Insights from coupled natural-human systems research in estuaries
5. Science to support Ecosystem Based Management in estuaries and coasts
6. Estuarine and coastal habitats and landscapes – from community structure, dynamics and resilience to ecosystem function
7. Sustaining estuarine and coastal fisheries
8. Stormwater and agricultural BMPs – assessing their function and understanding their context in watersheds
9. Ecological theory to advance estuarine management
10. Innovations in engineering in and around estuaries

Attendees

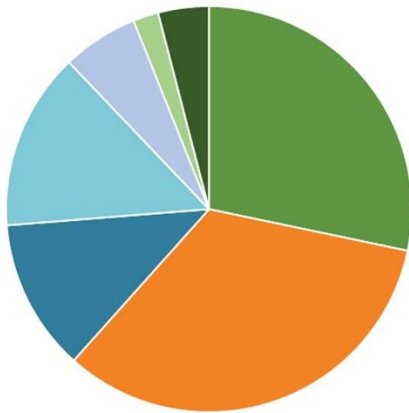
CERF will convene 1,500 scientists, managers and professionals in government, business, nonprofit and related organizations, graduate students and undergraduate students.

From North America’s coastal states and provinces, as well as from more than 20 countries around the world, CERF conference attendees are scientists and managers who conduct research and observe/manage change within a variety of global, coastal and estuarine habitats. They rely on the information, expertise, methods, training, products, technology and innovative equipment your organization provides.



Global Reach

Global participation is a big part of what makes CERF's conferences so valuable. In 2015, over 1,500 attendees came from 36 states in the U.S. and 26 countries outside the U.S., bringing a wide range of experience, expertise and backgrounds.



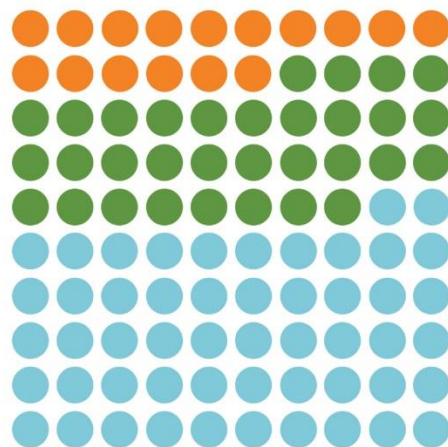
Student 28%	Academia 33%
Federal Agency 12%	State, Regional or Local Agents 14%
Private Firm 6%	Retired or Semi-Retired 2%
Other 4%	

Occupation

CERF conference attendees come from a variety of different sectors. Your sponsorship of a single conference allows you to tap into a large and specific audience, ranging from students and researchers to federal and state agents.

Education

CERF conferences attract a highly educated crowd. These attendees are often recognized as community leaders and have significant influence and purchasing power in a variety of niche markets. Your sponsorship message will reach this active and engaged audience.



BA or BS (16%)	MA or MS (32%)	PhD (52%)
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% Highest Degree Earned

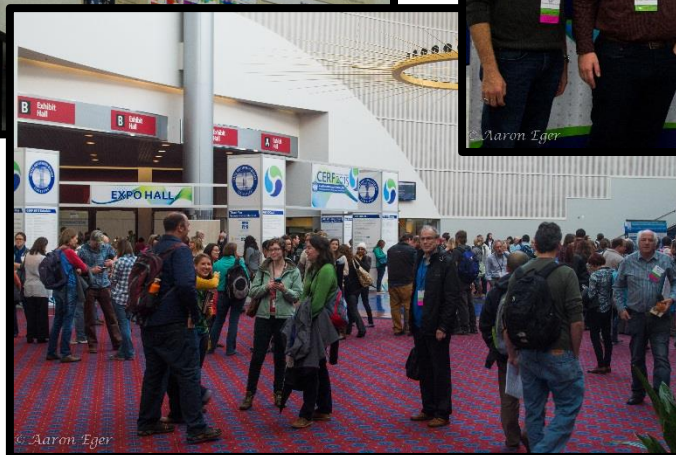
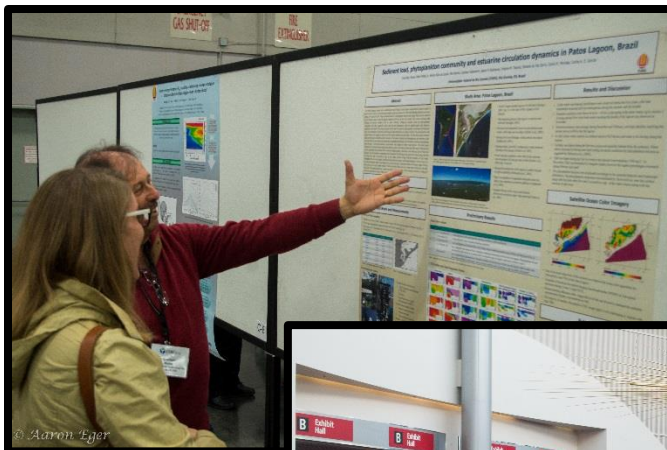
Conference Sponsorships

Why sponsor CERF's 24th Biennial Conference?

- Spotlight your unique services, products, programs and ideas, marketing to an international audience through your exhibit booth.
- Deliver an important message to your clients and peers. Your organization plays an active role in supporting discussion and debate about research and practices in estuarine and coastal issues.
- Connect with your best clients and meet promising prospects. You will have a variety of opportunities to network and build relationships with attendees before, during and after the conference.
- Garner goodwill amongst your target audience. Your organization's name and professional staff will be associated with a prestigious, high-profile forum that addresses important issues on estuarine and coastal research and management.
- Receive national and international exposure through promotional activities before, during and after the conference.

Sponsorship packages include...

- Exhibitor booth
- Company logo and name in conference promotions, program and signage
- Access to delegates pre- and post-conference
- Recognition on conference website (logo and click-through)



Sponsor & Exhibitor Packages

CERF 2017 sponsorships are designed to be custom-tailored to your unique marketing needs!

Select one or more of our [A la Carte Sponsorships](#), and be recognized at one of the following levels based on your total investment in addition to recognition at your chosen event or activity.

We are pleased to discuss additional creative sponsorship, recognition and in-kind opportunities to meet your needs. Please contact us to discuss ideas at conference@erf.org or (206) 209-5262.

	Premier \$10,000+	Patron \$7,500+	Benefactor \$5,000+	Supporter \$2,500+
Logo recognition on all CERF 2017 promotions, including in the journal, newsletter, and website	X	X	X	X
Program advertisement	Full page	Half page	Half page	Quarter page
Complimentary registrations	4	4	2	2
Social media announcements pre- and post-conference	4	3	2	1
Exhibit booth space and all related benefits	double	single	single	single
Thank you recognition from the podium	X	X	X	
Conference app advertisement	X	X		
Pre- and post-conference newsletter advertisements	Full page	Half page		
Spotlight article included in pre- and post-conference email communications to attendees (100 word max)	X	X		
Complimentary admissions to all ticketed events	4			

Premier: \$10,000 and above

- Prominent logo recognition on all conference promotional materials, including in CERF newsletters and *Estuaries & Coasts* academic journal and on conference website
- Sponsor acknowledgement by CERF leadership from the podium at all keynote and plenary sessions
- Full-page advertisements in the conference program and pre- and post-conference newsletters
- Spotlight article included in pre- and post-conference email communications to attendees (100 word max)
- Conference app advertisement
- Prominent logo recognition in conference printed program and mobile app
- Logo recognition on conference sponsorship signage and on screen during keynote and plenary sessions
- Spotlight article included in pre- and post-conference email communications to attendees (100 word max)
- Four (4) complimentary conference registrations with nametag identification as sponsor
- Four (4) complimentary tickets to all conference ticketed events
- Double booth space for your exhibit booth and all related exhibitor benefits
- Social media announcement when sponsorship is arranged

Patron: \$7,500 - \$9,999

- Logo recognition on all conference promotional materials, including in CERF newsletters and *Estuaries & Coasts* academic journal and on conference website
- Sponsor acknowledgement by CERF leadership from the podium at all keynote and plenary sessions
- Half-page advertisements in the conference program and pre- and post-conference newsletters
- Spotlight article included in pre- and post-conference email communications to attendees (100 word max)
- Conference app advertisement
- Logo recognition in conference printed program and mobile app
- Spotlight article included in pre- and post-conference email communications to attendees (100 word max)
- Logo recognition on conference sponsorship signage and on screen during keynote and plenary sessions
- Four (4) complimentary conference registrations with nametag identification as sponsor
- Prominent display space for your exhibit booth and all related exhibitor benefits
- Social media announcement when sponsorship is arranged

Benefactor: \$5,000 - \$7,499

- Logo recognition on all conference promotional materials, including in CERF newsletters and *Estuaries & Coasts* academic journal and on conference website
- Sponsor acknowledgement by CERF leadership from the podium at all keynote and plenary sessions
- Half-page advertisement in the conference program
- Logo recognition in conference printed program and mobile app
- Logo recognition on conference sponsorship signage and on screen during keynote and plenary sessions
- Two (2) complimentary conference registrations with nametag identification as sponsor
- Exhibit booth and all related exhibitor benefits
- Social media announcement when sponsorship is arranged

Supporter: \$2,500 - \$4,999

- Logo recognition on all conference promotional materials, including in CERF newsletters and *Estuaries & Coasts* academic journal and on conference website
- Quarter-page advertisement in the conference program
- Logo listed in conference printed program and mobile app
- Logo listed on conference sponsorship signage and on screen during keynote and plenary sessions
- Two (2) complimentary conference registration with nametag identification as sponsor
- Exhibit booth and all related exhibitor benefits
- Social media announcement when sponsorship is arranged



A la Carte Sponsorship Options

Build your own sponsorship package! Pick and choose from the following options in order to reach your desired sponsorship level.

For example:

<i>\$5,000 Poster Session</i>
<i>\$2,500 Plenary Session</i>
<i><u>\$2,500 Vendor Demonstration</u></i>
<i>\$10,000 Premier Sponsorship</i>

- **President's Welcome Reception \$5,000**
Help us kick-off the conference by sponsoring the President's Welcome Reception, which hosts more than 1,000 attendees. Twenty-five (25) drink tickets will be given to the sponsor. Your organization will be recognized with signage, an on-screen acknowledgement at the event and a thank you during the keynote/opening session.
- **Poster Session Happy Hours \$5,000 each**
Gain added exposure by supporting the major gathering place for all attendees where happy hours are held. There are two poster hall happy hours during the conference. Twenty-five (25) drink tickets will be given to each sponsor.
- **Close-out Party & Student Scientific Awards Reception \$3,500**
Be part of the recognition of outstanding student presentations at the grand finale and make a lasting impression with this well-attended event. Fifteen (15) drink tickets will be given to the sponsor.
- **~~CERF Inclusion Luncheon \$3,000~~ – SOLD!**
Support the CERF community in addressing challenges faced by underrepresented people in the sciences, provide an environment supportive of triumphs, and develop personal and professional networks.
- **Keynote & Awards Ceremony \$2,500 (Exclusive)**
Exclusive sponsorship of the opening session of CERF 2017 featuring the conference keynote and distinguished CERF Scientific Awards Ceremony. Includes brief (2-3 minute) welcome address for the sponsor.
- **Plenary Sessions \$2,500 each**
Two plenary sessions are available for exclusive sponsorship and includes brief (2-3 minute) welcome address for the sponsor.
- **Product & Service Demonstrations \$2,500 each – NEW!**
Schedule 30 minutes of focused, engaged time with attendees to educate them on your products and services. Promotional opportunities for your demo will be available online, the conference mobile app and printed materials. Demo space will be equipped with a projector, screen and mic. Availability is on a first come, first served basis.
- **Off-site Networking Social Event \$2,500**
Help conference-goers mix and mingle by sponsoring this popular event. Includes four tickets to the event plus 15 drink tickets.

- **Pre-Conference Field Trips \$2,000 (Exclusive)**
Become the sponsor of one of the most interactive aspects of CERF's Biennial Conference! Over 125 attendees participated in field trips during our 2015 conference.
- **Green Initiative \$2,000 – NEW!**
Save the planet with CERF by sponsoring our effort to reduce waste at the 2017 conference by implementing recycling, reduced-packaging and composting options.
- **Student Champion \$1,500 – NEW!**
This is your opportunity to support our future scientists! Funds will go toward our many student activities, including travel awards, the career networking event, and a new workshop geared toward helping students land their next position. Supporters will be recognized at these events and on student workers' t-shirts.
- **Broadening Participation Initiative \$1,000 – NEW!**
CERF is working to promote an inclusive culture and opportunities for underrepresented and underserved minorities in coastal and estuarine science. Help us achieve our goals of broadening participation by subsidizing the cost of conference attendance for these groups.
- **Tribal/First Nations Education Initiative \$1,000 – NEW!**
Support CERF's efforts to highlight the coastal and estuarine research and work of U.S. Tribes and Canadian First Nations. This sponsorship will help fund the participation of Tribal and First Nation representatives in a special session focused on these efforts.
- **Mentorship Program \$1,000 – NEW!**
CERF will once again coordinate efforts to bring students, early career scientists and those new to CERF together with veterans in the field to network, learn and explore CERF 2017. Funds will support mentoring activities, including a networking event.
- **Daily Networking Breaks \$500 per day**
There are two coffee breaks per day during the conference. Virtually every attendee will see a special "Thank you" sign with your logo.
- **Pre-Conference Workshops \$500 each** *(Opportunities will be limited to the number of workshops scheduled.)*
Your chance to get in front of a captive audience to introduce workshop speakers during a session aligned with your organization.

Advertising Opportunities

Advertising – Conference Program	Price
Program Back Cover	\$2,000
Full Page – inside front cover, or inside back cover, color	\$1,500
Full page – B&W	\$1,250
Half Page, B&W	\$1,000
Quarter Page, B&W	\$500

Ad on Conference App only

\$750

Exhibition Hall

Showcase YOUR products, programs and services in Providence

CERF welcomes business, governmental, academic and nonprofit exhibitors who connect to coastal and estuarine science and management. Reserve premium booth space located among the conference posters in the exhibition hall. The welcome reception, coffee breaks and organized poster sessions (including food and beverage) will attract all participants to the hall and your booth!

Location

Rhode Island Convention Center
One Sabin Street
Providence, RI 02903

Schedule

Setup: Sunday	5 Nov 2017	12:00 pm – 7:30 pm
Sunday Welcome Reception	5 Nov 2017	8:00 pm – 10:00 pm
Monday	6 Nov 2017	9:30 am – 7:00 pm
Tuesday	7 Nov 2017	9:30 am – 4:00 pm
Wednesday	8 Nov 2017	9:30 am – 7:00 pm
Tear-down: Wednesday	8 Nov 2017	7:00 pm – 11:00 pm

** Times are approximate and subject to change.*

Exhibit Fee

Booth Type	By 1 May 2017	After 1 May 2017
Commercial and for profit booths	\$1,500	\$1,750
Non-profit booths	\$1,000	\$1,250
Additional Exhibitor Only name badge*	\$250	\$250

**Valid for entrance to exhibition hall and closing party only.*

Exhibit fee includes:

- 10 x 10 Exhibit Booth with pipe and drape
- 8' skirted table and two chairs
- Identification sign
- One (1) conference registration
- Access to attendee list and contact information pre- and post-conference

Career Booth Upgrade \$250

Are you exhibiting at CERF 2017 to recruit new talent? Select to upgrade your booth and in addition to all of the exhibitor benefits above, we'll highlight that you're hiring in the exhibit hall map, and include your job ad on a Bulletin Board near registration, and in the Conference App. And we'll invite you to participate in student and early career networking and training events so you can meet job seekers one on one.

Information & Registration

CERF Conference Coordinator

2150 N 107th St, Ste 205

Seattle, WA 98133

Phone: (800) 572-3015 | Fax: (206) 367-8777

Email: conference@erf.org

Web: www.erf.org

Thank you to our 2015 Sponsors & Exhibitors

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**Coastal Resource Management PhD
Program at ECU**

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**LSU SCHOOL OF THE COAST &
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Onset Computer Corporation

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Science, Coastal Carolina University**

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**Smithsonian Environmental Research
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Coastal Research**

The Data Detektiv

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**University of Maryland Center for
Environmental Science**

**University of South Alabama Marine
Sciences/Dauphin Island Sea Lab**

West Coast Regional Assoc. of IOOS

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**Since 1971, advancing understanding and wise stewardship of
estuarine and coastal ecosystems worldwide.**

CERF:

Promotes research

Educates scientists, decision-makers and the public

Facilitates communication

AFFILIATE SOCIETIES

Atlantic Estuarine Research Society
California Estuarine Research Society

Gulf Estuarine Research Society
Atlantic Canada Coastal & Estuarine Science Society
New England Estuarine Research Society

Pacific Estuarine Research Society
Southeastern Estuarine Research Society