



# CERF 2019

## 25<sup>TH</sup> BIENNIAL CONFERENCE

3-7 NOVEMBER 2019 | MOBILE, AL

# SPONSOR & EXHIBITOR PROSPECTUS

[www.cerf.science/cerf-2019](http://www.cerf.science/cerf-2019)

*"I am a vendor and I met many wonderful scientists who expressed an interest in our technology. The set up and schedule were very conducive to the exchange of information."*

– 2017 EXHIBITOR

*"I liked the 'Happy Hour' concept of ending talks early and having people come into Exhibit Hall for a happy hour cocktail and check out exhibits."*

– 2017 EXHIBITOR

RESPONSIVE

RELEVANT

READY

# 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 education in estuarine and coastal ecosystems. Learn more at [www.cerf.science](http://www.cerf.science).

## Scientific Program

The 2019 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, “Responsive | Relevant | Ready,” presentation topics will focus on:

1. Research arising from the need to solve problems
2. Listening to data in all forms and replying with science
3. Relevant information to identify new problems
4. Seeking data that is useful to stakeholders
5. Engagement to move science and policy forward
6. Having data and tools in place for emerging needs

## Attendees

CERF will convene more than 1,500 scientists, managers, students and other professionals from academia, government, business, nonprofit, and related organizations.

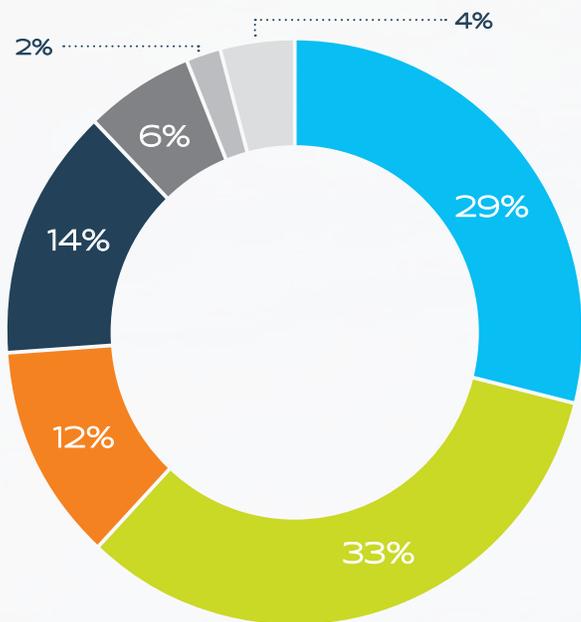
From North America’s coastal states and provinces, as well as from more than 25 countries around the world, CERF conference attendees are scientists and managers who conduct research and observe and manage change within a variety of global, coastal and estuarine habitats. They rely on the information, expertise, methods, training, products, technology and innovative equipment your organization provides.

*“From the leading experts in numerous disciplines, to managers, policy-makers, and conservation practitioners, CERF brings together a diverse group of people to share the latest advances in our understanding of estuarine and coastal ecosystems and begin the arduous process of translating science into policy and management. Everyone at CERF is remarkably friendly and the conference provides an excellent networking opportunity for graduate students, as well as among scientists across disciplines. This is one of the best scientific meetings I have attended and I’m looking forward to Mobile in 2019.”*

**– 2017 ATTENDEE FROM  
THE UNIVERSITY OF NORTH  
CAROLINA-WILMINGTON**

# GLOBAL REACH

Global participation is a big part of what makes CERF's conferences so valuable. In 2017, more than 1,700 attendees came from every state in the U.S. and 30 countries, bringing a wide range of experience, expertise, and backgrounds.



## 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.

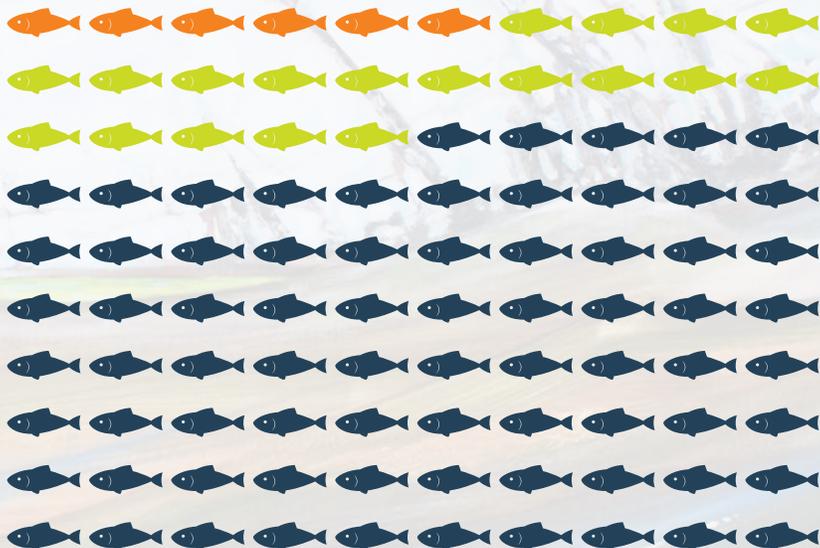
- Student
- Academia
- Federal Agency
- State, Regional, or Local
- Private Firm
- Retired or Semi-Retired
- Other

## 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 (6%)\*
- 🐟 MA or MS (19%)\*
- 🐟 PhD (75%)\*

\*Based on sample of 1,000 attendees.



# CERF CONFERENCE SPONSORSHIPS...



**...offer amazing benefits to industry and non-industry vendors; academic institutions; research organizations; local, state, and federal agencies; and more!**



Raise awareness of your organization by spotlighting your unique services, products, programs and ideas, marketing to an international audience through your exhibit booth.



Recruit talent to your organization; CERF attendees include a high percentage of students and early career professionals looking for their next opportunity.



Share your latest programs, achievements, and opportunities with a captive audience of coastal and estuarine scientists and managers.



Deliver an important message to your peers. Your organization plays an active role in advancing the understanding and wise stewardship of estuaries and coasts worldwide.



Connect with your best clients and meet promising prospects. Enjoy 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 and staff will be associated with a prestigious, high-profile forum that addresses important issues in estuarine and coastal research and management.



Learn about new innovations and research in coastal and estuarine science.



Receive national and international exposure through promotional activities before, during, and after the conference, including social media, newsletter, and emails.

## Sponsorship packages include...

- ✓ Exhibitor booth
- ✓ Logo and name in conference promotions, and in the program, website and signage
- ✓ Access to delegates pre- and post-conference

# 2017 CERF conference



# SPONSOR & EXHIBITOR PACKAGES



**Sponsor CERF 2019 to show your support for coastal and estuarine research and education!**  
Choose a sponsorship level and enhance the value of your support by sponsoring a specific CERF 2019 Activity. See pages 9-11 for a full summary and description of benefits.

## Platinum Sponsorship: \$12,000+

- Optional exclusive sponsorship of one CERF 2019 Platinum Activity
- Time in front of CERF audience
- Full-page program ad
- Double exhibit booth space
- And more!

## Gold Sponsorship: \$7,500+

- Optional exclusive sponsorship of one CERF 2019 Gold Activity
- Time in front of CERF audience
- Half-page program ad
- And more!

## Silver Sponsorship: \$5,000+

- Optional exclusive sponsorship of one CERF 2019 Silver Activity
- Half-page program ad
- And more!

## Bronze Sponsorship: \$2,500+

- Optional exclusive sponsorship of one CERF 2019 Bronze Activity
- Quarter-page program ad
- And more!

## Exhibitor: prices vary

- 10x10 Exhibit Booth
- One conference registration
- Access to attendee list

## Platinum Activities

- **President's Welcome Reception** – Help kick-off the conference by hosting more than 1,000 attendees. Exclusive sponsorship includes 25 drink tickets, signage, and recognition during the keynote session.
- **Poster Session Happy Hours** – Gain exposure by supporting one of CERF's highest attendance events. Two exclusive sponsorships; each includes 25 drink tickets, signage, and recognition at the event.
- **Product & Service Demonstration/Symposia** – Schedule 60 minutes of focused, engaged time with attendees to educate them on your products and services. See further details in Add-on Sponsor Options on page 8.

[continued >](#)



## Gold Activities

- **Close-out Party & Student Awards Reception** – Make a lasting impression by recognizing outstanding student presentations. Exclusive sponsorship includes 25 drink tickets, signage, and recognition at the event and in the conference program.
- **Keynote & Awards Ceremony** – The Keynote and CERF Scientific Awards Ceremony kick off the conference. Exclusive sponsorship includes a brief (2-3 minute) welcome address for the sponsor, signage and program recognition.
- **Plenary Sessions** – Two plenary sessions are available for exclusive sponsorship and includes a brief (2-3 minute) welcome address for the sponsor. Sponsorships include event signage, podium recognition at the event and a listing in the program. (Two exclusive sponsorships.)

## Silver Activities

- **Diversity and Inclusion** – Show support for the CERF initiatives to increase diversity and inclusion in our Federation, including the Inclusion Luncheon and Rising TIDES (Toward an Inclusive, Diverse, and Enriched Society) program. Sponsorship includes program and website recognition and four tickets to the CERF Inclusion Lunch. (Limited to two co-sponsors.)
- **Pre-Conference Field Trips** – Become the exclusive sponsor of one of the most interactive aspects of CERF's Biennial Conference! More than 150 attendees participated in field trips during our 2017 conference. Sponsor will be recognized in the conference program, on the website and on all field trip-related communications.
- **Mentorship Program** – Help bring students, early career scientists, and those new to CERF together with veterans in the field to network, learn, and explore CERF 2019. Funds will support mentoring activities, including a networking breakfast. Sponsors will be recognized in the conference program, on the website, signage at the breakfast and on all Mentor Program communications. (Limited to three co-sponsors.)

## Bronze Activities

- **Daily Networking Breaks** – Daily sponsorship of two coffee/snack breaks each day during the conference. Virtually every attendee will see special "Thank you" signs with your logo. (Limited to four sponsorships.)
- **Pre-Conference Workshops** – This is your chance to get in front of a captive audience to introduce workshop speakers during a session aligned with your organization. (Limited to number of workshops scheduled.)

# ADD-ON SPONSOR OPTIONS



Choose from these items to complete your sponsorship package or to build your own!

## Product & Service Demonstration/Symposia \$2,000 each

Schedule 60 minutes of focused, engaged time with attendees to educate them on your products and services. Promotional opportunities for your demo will be available online and in 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. Sponsor is responsible for providing any food and beverage offered to attendees.

## Green Initiative/Carbon Offset Program \$2,000

Help protect the planet with CERF by sponsoring our efforts to offset conference-related carbon emissions by supporting the CERF Conference Carbon Emissions Offset Fund. These funds will support local carbon sequestration projects in Alabama and other Gulf states. Sponsors will be recognized in all conference green (electronic) communications, in the program and onsite.

## Student Champion \$2,000

Support our future scientists! Funds will help underwrite student activities, such as career networking, mentoring, and the presentation competition. Sponsors will be recognized on signage, in the program, on the website and have their logos displayed on our Student Worker t-shirts! (Unlimited number of sponsorships.)

## Cultural Heritage and Coastal Humanities Initiative \$2,000

The CERF 2019 conference will highlight the unique position of stewardship afforded to human populations that depend on coastal resilience. The Cultural Heritage and Coastal Humanities activities will explore cultural values, stewardship roles and sociological research connected to communities with proximity to the coast. Sponsors will be recognized in conference promotional materials, including the website and program, and with signage at a Cultural Heritage and Coastal Humanities event.

# Summary of Sponsor & Exhibitor Benefits



	Platinum \$12,000+	Gold \$7,500+	Silver \$5,000+	Bronze \$2,500+	Exhibitor
Logo recognition on all CERF 2019 promotions, including in the journal, newsletter, and website	✓	✓	✓	✓	
Program advertisement	<i>Full page</i>	<i>Half page</i>	<i>Half page</i>	<i>Quarter page</i>	<i>For an additional fee</i>
Complimentary registrations	4	3	2	2	1
Social media announcements pre- and post-conference	4	3	2	1	
Exhibit booth space and all related benefits	<i>Double</i>	<i>Single</i>	<i>Single</i>	<i>Single</i>	<i>Single</i>
Thank you recognition from the podium	✓	✓	✓		
Conference app advertisement	✓	✓			
Pre- and post-conference newsletter ads	<i>Full page</i>	<i>Half page</i>			
Spotlight article included in pre- and post-conference email to attendees (100 words)	✓	✓			
Complimentary admissions to Inclusion Lunch and Social Event	4				
Conference app listing	✓	✓	✓	✓	✓
Exclusive Sponsor of one conference event	✓	✓			

continued >



## Platinum: \$12,000 and above

- Prominent logo recognition on all conference promotional materials, including in CERF newsletters and *Estuaries & Coasts* academic journal and on the conference website
- Optional exclusive sponsorship of one CERF 2019 Platinum Activity (first-come, first-served)
- Three-minute welcome presentation from organization representative at the start of sponsored event or the ability to provide one promotional item to all attendees of sponsored event
- Acknowledgement of Platinum Sponsorship by CERF leadership from the lectern 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 prior to keynote and plenary sessions
- Four (4) complimentary conference registrations with nametag identification as sponsor
- Four (4) complimentary tickets to Inclusion Lunch and Social Event
- Double-sized exhibit booth in a prime location and all related exhibitor benefits
- Four (4) social media announcements after sponsorship is confirmed

## Gold: \$7,500–\$9,999

- Logo recognition on all conference promotional materials, including in CERF newsletters and *Estuaries & Coasts* academic journal and on conference website
- Optional sponsorship of one CERF 2019 Gold Activity (first-come, first-served)
- Two-minute welcome presentation from organization representative at the start of sponsored event
- Acknowledgement of Gold Sponsorship by CERF leadership from the lectern 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
- Logo recognition on conference sponsorship signage and on screen prior to keynote and plenary sessions
- Three (3) complimentary conference registrations with nametag identification as sponsor
- Prominent display space for your exhibit booth and all related exhibitor benefits
- Three (3) social media announcements after sponsorship is confirmed

[continued >](#)



## Silver: \$5,000–\$7,499

- Logo recognition on all conference promotional materials, including in CERF newsletters and *Estuaries & Coasts* academic journal and on conference website
- Optional sponsorship of one CERF 2019 Silver Activity (first-come, first-served)
- Acknowledgement of Silver Sponsorship by CERF leadership from the lectern 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 prior to keynote and plenary sessions
- Two (2) complimentary conference registrations with nametag identification as sponsor
- Exhibit booth and all related exhibitor benefits
- Two (2) social media announcements after sponsorship is confirmed

## Bronze: \$2,500–\$4,999

- Logo recognition on all conference promotional materials, including in CERF newsletters and *Estuaries & Coasts* academic journal and on conference website
- Optional sponsorship of one CERF 2019 Bronze Activity (first-come, first-served)
- 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 prior to keynote and plenary sessions
- Two (2) complimentary conference registrations with nametag identification as sponsor
- Exhibit booth and all related exhibitor benefits
- Social media announcement after sponsorship is confirmed

## Exhibitor: prices vary

### Showcase YOUR products, programs and services in Mobile

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 President’s Welcome Reception, coffee breaks and Poster Session Happy Hours (including food and beverage) will attract all participants to the hall and your booth!

- 10 x 10 Exhibit Booth with pipe and drape (8’ high back drape, 3’ high side drape)
- 8’ x 24” skirted table and two cushioned chairs
- One (1) wastebasket
- 7” x 44” Identification sign
- One (1) conference registration/name badge
- Access to attendee list and contact information pre- and post-conference

Booth Type	Before 1 May 2019	Between 1 May 2019 and 1 Oct. 2019	After 1 Oct. 2019
Commercial and for-profit booths	\$1,600	\$1,850	\$2,100
Non-profit booths	\$1,000	\$1,250	\$1,500
Additional name badge*	\$250	\$250	\$250

\*Sponsors and exhibitors are limited to no more than three (3) additional name badges at the discounted rate. Additional badges beyond the three will be charged at full conference registration rates.

# ADVERTISING OPPORTUNITIES



Exhibitors can gain extra exposure with an ad in the printed Conference Program! NEW for 2019 – all ads are now printed in color!

Advertising – Conference Program	Price
Program Back Cover	\$2,000
Full Page–inside front cover, or inside back cover	\$1,500
Full Page	\$1,250
Half Page	\$1,000
Quarter Page	\$500
Ad on Conference App only	\$750



# CONFERENCE DETAILS



## Location

### Mobile Convention Center

One South Water Street  
Mobile, AL 36602

## Exhibition Schedule

Day	Date	Time
Sunday (Setup)	3 Nov. 2019	12:00 pm–7:30 pm
Sunday (Welcome Reception)	3 Nov. 2019	8:00 pm–10:00 pm
Monday	4 Nov. 2019	9:30 am–7:00 pm
Tuesday	5 Nov. 2019	9:30 am–4:00 pm
Wednesday	6 Nov. 2019	9:30 am–7:00 pm
Thursday (Tear-down)	7 Nov. 2019	8:00 am–1:00 pm

## Exhibition Services

An official exhibitor service provider for CERF 2019 will be established. A complete service kit containing information on carpet, fixtures, furnishings, utilities, and freight will be sent to all exhibitors late Spring 2019.

## Information & Registration

### CERF CONFERENCE COORDINATOR

2150 N 107TH ST, SUITE 205  
SEATTLE, WA 98133

PHONE: (800) 572-3015 | FAX: (206) 367-8777

EMAIL: [conference@cerf.science](mailto:conference@cerf.science)

WEB: [www.cerf.science](http://www.cerf.science)

# THANK YOU TO OUR 2017 SPONSORS & EXHIBITORS



Aquatic Informatics Inc.  
Association of National Estuary Programs  
Bay Instruments  
BioBase by C-MAP  
Boston University  
C-2 Innovations, Inc.  
California Sea Grant  
Campbell Scientific  
Commercial Fisheries Research Federation  
Consortium of Aquatic Science Societies (CASS)  
Dalio Ocean Initiative/Alucia Productions  
Dauphin Island Sea Lab  
Fluid Imaging Technologies, Inc.  
Fuss & O'Neill, Inc.  
Graduate School of Oceanography,  
University of Rhode Island  
Green Eyes  
Lotek  
Louisiana State University  
Lowell Instruments LLC  
Maine Sea Grant  
McLane Research Labs  
NERACOOS  
NERRS Science Collaborative  
New England Interstate Water Pollution Control  
Commission  
OGI Inc.  
Onset  
OTT Hydromet, Sutron & Sea-Bird Electronics  
Pro-Oceanus Systems  
RBR Ltd.  
Restore America's Estuaries (RAE)  
Rhode Island Sea Grant  
Rockland Scientific Inc.  
School of Marine Sciences, Sun Yat-sen  
University, China  
Scientists and Environmentalists for Population  
Stabilization  
SpringerNature  
The Data Detektiv  
Turner Designs  
UL Lafayette, Institute for Coastal and Water  
Research  
Unisense A/S  
University of Maryland Center for Environmental  
Science  
University of Massachusetts Dartmouth School  
for Marine Science & Technology  
University of Rhode Island Coastal Institute  
USDA NRCS  
Visit Mobile  
Water Institute of the Gulf  
Woods Hole Oceanographic Institution  
YSI, a Xylem Brand

# CERF 2019 SPONSOR AND EXHIBITOR TERMS & CONDITIONS



Submission of the online Sponsor/Exhibitor application represents a request for space only and does not entitle the applicant to exhibition space until authorized and/or approved by CERF (also referred to as "Show Management"). All sponsors are subject to the CERF Sponsor, Exhibitor, and Advertise Policy, and to review and approval by the CERF Governing Board and the CERF 2019 Conference Committee.

If an application is not approved, all deposits or fees paid by the applicant (hereafter referred to as "Exhibitor") will be refunded. If for any cause beyond the control of CERF -- such as, but not limited to, the destruction of the exhibit facilities by an act of God, the public enemy, authority of the law, fire, or other force majeure -- CERF is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by CERF to the date of the termination allowable to the exhibitor after proration thereof among all exhibitors and/or sponsors.

In the event that the exhibitor and/or sponsor notifies CERF of the exhibitor's and/or sponsor's intent to repudiate the contract after acceptance, but prior to August 30, 2019, a full refund of monies received, less a \$250 cancellation fee per booth, will be made. A penalty of 50% of the cost of the total booth space contracted will be imposed for a written cancellation received between August 31, 2019 and October 1, 2019. No refunds will be made for cancellations after October 1, 2019. Cancellation fees will be imposed uniformly and will apply whether or not the space is resold.

Floor plans and booth assignments are solely at Show Management discretion and are subject to change at any time. Exhibitor requests for booth assignment and/or relocation are subject to Show Management approval and availability.

By execution of this application, Exhibitor and its agents, employees, and invitees agree to abide by and comply fully with Terms and Conditions set forth herein as well as any additional rules and regulations that may be set out by Show Management. Failure to comply with same shall constitute default by Exhibitor. Upon occurrence of any default by Exhibitor, Show Management may terminate this Agreement, whereupon Show Management may retain any deposits and amounts of space rental fees theretofore paid by Exhibitor.

Exhibitor shall use the Mobile Convention Center premises solely for the purpose(s) of exhibiting merchandise, goods, wares, and personal property fully described on this agreement and for no other purpose. No exhibitor shall display any product or distribute advertisements for a product that is not normally sold and/or promoted by the Exhibitor. Subletting of exhibit space is prohibited.

Exhibitors will assume all costs arising from the use of patented, trademarked, franchised, or copyrighted music, materials, devices, or dramatic rights used in or incorporated in their booth. Exhibitor agrees to indemnify, defend, and hold the Coastal and Estuarine Research Federation and the Mobile Convention Center and their affiliated companies, employees, and agents harmless from any claims, damages, or costs, including legal fees, which may arise from the use of such material.

The Exhibitor agrees to comply with the ADA guidelines in ensuring their booth is safe and accessible to persons with disabilities. CERF reserves the right to require ADA noncompliant exhibitors to modify their booths where readily achievable and technically feasible.

Exhibitor agrees to indemnify and hold harmless the Coastal and Estuarine Research Federation, its partners, its affiliated companies, their officers, directors, employees, and agents from and against all claims, damages, liens, causes of action, suits, specifically personal injury or death, judgements, and expenses, including attorney fees that may arise out of or in any way relate to the CERF 2019 Biennial Conference to be held at the Mobile Convention Center, and its partners, its affiliated companies, their officers, directors, employees, and agents. All personal property belonging to an Exhibitor that is in or on any part of the premises at the Mobile Convention Center shall be there at the risk of the Exhibitor only and the Show Management, Show Management partners, its affiliated companies, contractors, their officers, directors, employees, and agents shall not be liable for any damage thereto or for the theft or misappropriation thereof. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Mobile Convention Center, its owners, or managers that results from any act or omission of Exhibitor.

Exhibits must remain completely intact and staffed during show hours.

All Exhibitors and their officers, agents, employees, or representatives shall obtain CERF registration badges and wear such badges during exhibit hours of the CERF 2019 Biennial Conference.

Show Management reserves the right to stop or remove from the show an Exhibitor and/or its representative performing any actions or practices that in the sole opinion of Show Management are objectionable or detract from the integrity of the show.



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**

**Gulf Estuarine Research Society**

**Pacific Estuarine Research Society**

**California Estuarine Research Society**

**Atlantic Canada Coastal & Estuarine  
Science Society**

**Southeastern Estuarine Research Society**

**New England Estuarine Research Society**