



Bridging the Past Towards the Future

An invitation to sponsor,
exhibit, and advertise

21st Biennial
Society for Marine Mammalogy
Conference on the Biology of
Marine Mammals

13–18 December 2015
Hilton San Francisco Union Square
San Francisco, California, USA



Photo: Dan Costa

About the Society

The Society for Marine Mammalogy (SMM) was founded in San Francisco during the 4th Biennial Conference in 1981 and is the premier global organization of individuals interested in marine mammal science. The mission of the SMM is to promote the global advancement of marine mammal science and contribute to its relevance and impact in education, science, conservation and management.

The **SMM2015** Conference

The Society holds international meetings every two years to enhance collaboration, share ideas, and improve the quality of research on marine mammals. This 21st biennial conference will be held in San Francisco, California at the Union Square Hilton in December 2015. The theme is *Marine Mammal Conservation in a Changing World: Bridging the Past Towards the Future*. The conference will include key-note lectures and oral presentations, over 1,000 poster presentations and workshops on hot topics in marine mammal science. San Francisco will attract participants from around the world, particularly from the Pacific Rim.

Topics

There will be workshops, invited plenary talks, oral and poster presentations selected from submitted abstracts on:

- Innovative techniques and technology for marine mammal science
- The human dimension of marine mammal conservation
- Global distribution and abundance
- Climate and the changing oceans, especially the Arctic
- Marine mammals, bycatch, and sustainable fisheries
- Conservation at the land/sea interface
- Effective marine spatial planning
- Advances in physiology and medicine
- Marine mammals and energy exploration

The Conference Returns to San Francisco

The meeting returns the Society to San Francisco for the first time since the founding meeting in 1981! San Francisco, and the greater central California coast region, is home to one of the greatest diversity of marine mammals anywhere in the world, sporting over 30 species, including more than 22 species of cetaceans, 6 species of pinnipeds, and 2 mustelids! One of the largest concentrations of marine mammal scientists also is assembled at universities, research institutions, NGOs and government agencies in the greater San Francisco Bay Area. Consequently, we are expecting the biggest turnout compared to any previous Biennial, and catering for 3,000 scientists.

SMM2015 will attract international (from more than 30 countries) marine mammal scientists, managers and policy makers to engage in interdisciplinary dialogue on the world's most pressing marine science and conservation issues as they relate to these highly charismatic species.

Our fundraising prospectus describes **SMM2015** and the different levels of sponsorship available. We are also ready to work with you to tailor a sponsorship package to fit your interests.

We hope you are interested in supporting this important event. This next Biennial will build on the success of our previous conferences and will create momentum worldwide for innovative and creative marine mammal science for the future. Either of us are available at your earliest convenience to discuss how your organization can contribute.

Sponsorship Opportunities

We are currently engaged in a fundraising campaign to make **SMM2015** an outstanding international success. We are seeking financial support to achieve our goal of bridging our past toward the future by creating a highly visible forum to stimulate new research, facilitate discussion and develop science-based policy that ensures that marine mammals will exist for future generations. We are raising funds for the general program, as well as special events and receptions. To ensure broad representation from non U.S. countries through travel subsidies, we are further seeking support for our travel awards program to allow participation of students, scientists, and practitioners from across the globe.

Sponsorship of the SMM2015 Conference is designed to allow our partners to access and impact marine mammal scientists, veterinarians, researchers, and managers worldwide. Our sponsors will also be associated with a professional organization committed to advancing the scientific understanding and conservation of marine mammals.



Photo: Scott Hansen

Contact

Your support is crucial to our success. We can match you with the right sponsorship opportunity to maximize your exposure and benefits.

Conference Co-Chairs:

Ellen Hines
Tel: 1 415 338 3512
ehines@sfsu.edu

or

Frances Gulland
Tel: 1 415 289 7344
gullandf@tmmc.org

Conference Sponsorship

\$50,000—Blue Whale

- Organizational logo prominently displayed at the Conference
- Full-page advertisement in meeting program
- Acknowledgement in meeting program, website and printed promotional materials
- Complimentary exhibition booth
- 5 complementary registrations

\$30,000—Fin Whale

- Full-page advertisement in meeting program
- Acknowledgement in meeting program, website and printed promotional materials
- Complimentary exhibition booth
- 3 complementary registrations

\$25,000—Humpback Whale

- Full-page advertisement in meeting program
- Acknowledgement in meeting program, website and printed promotional materials
- Complimentary exhibition booth
- 3 complementary registrations

\$10,000—Gray Whale

- Half-page advertisement in meeting program
- Acknowledgement in meeting program, website and printed promotional materials
- 50% discount on exhibition booth
- 2 complementary registrations

\$5,000—Sea Otter

- Quarter-page advertisement in meeting program
- Acknowledgement in meeting program, website and printed promotional materials
- 25% discount on exhibition booth

\$1,000—Harbor Seal

- Support for students and international scientists
- Support acknowledged on name tag

Event Sponsorship

Event sponsorship is an excellent means of advertising your organization. The opportunities listed are designed to fit a variety of budgets and may be combined to meet desired general meeting sponsorship levels.

Icebreaker

\$25,000 (partial)
\$50,000 (exclusive)

Poster and Reception

\$15,000 (partial)
\$30,000 (exclusive)

Closing Dinner/Dance

\$25,000 (partial)
\$50,000 (exclusive)

Conference Mugs

\$8,000

A/V Support

\$25,000 (partial)

Daily Tea and Coffee Break

\$5,000 (partial)
\$10,000 (exclusive)

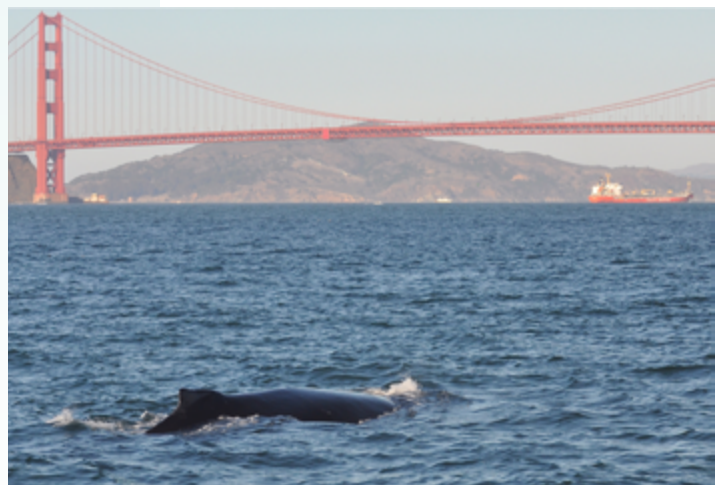


Photo: Carol Keiper

Exhibiting at **SMM2015**

Booth Fees

\$1,500 per Standard Commercial Booth

\$900 per Nonprofit/Artist Booth – Developed Country

\$600 per Nonprofit/Artist Booth – Developing Country

- A standard exhibit hall 10' x 10' booth, includes: 8' high back drape, 3' high side rails and ID sign and 6' draped table with 2 chairs and wastebasket
- Registration for 2 persons per booth with entry to all scientific sessions (includes meeting bag, official program and name tags)
- Coffee breaks served in Exhibit Hall
- 50-word description of exhibiting organization in meeting program

Exhibit Hours

Monday, December 14 through Thursday, December 18: 10am – 7pm

Important Dates

April 10, 2015:

Exhibit reservations open and 50-word company description due for meeting program

September 13, 2015:

Full payment due and last date for 50% cancellation refund

December 13, 2015, 12 – 7 pm:

Exhibitors registration opens

December 13, 3-7:30 pm & December 14, 8-10 am:

Exhibit set up

December 19, 2015, Noon:

Exhibit break down begins



Photo: Bill Keener/GGCR

Registration and Booth Staffing

To have the exhibit space held for you in the exhibit hall, a 50% deposit must be paid when you send in your form. Full payment is due on September 13, 2015.

Each booth fee includes basic registration for two company representatives, who will be working in the booth during the meeting. In addition to the standard booth package, organizations requiring badges in excess of their allotment must pay the regular registration fee for each additional person. Lunch, field trips and tickets to social events will become available when registration opens. A confirmation e-mail will be sent to you to confirm the 50% deposit and to give you your booth number. This e-mail will also guide you through the registration steps. Each exhibiting firm is responsible for its equipment and must have an attendant in the booth during the hours the exhibit area is open to the public. Exhibit representatives must wear the official **SMM2015** badge at all times while in the exhibit area. Exhibit representatives may pick up their badges at the registration area.



Photo: Dan Costa

Cancellation Policy

Cancellation before September 13, 2015 obligates the Exhibitor to 50% of the total booth cost, and cancellation after September 13, 2015 obligates the Exhibitor to full payment of the booth fee.

Refunds will not be made after space has been assigned and paid for unless the space can be reassigned. Any space not claimed and occupied by 5pm PST on December 14, 2015, may be reassigned to another exhibitor without further notice to the originally scheduled occupant, and all fees forfeited.

Security

SMM does not maintain insurance covering exhibitors' property. Protection of exhibitors' property shall at all times remain the responsibility of the exhibitor. The exhibit area will be closed during non-show hours, but security is not guaranteed. Insurance is to be arranged by exhibitors at their own cost.

Advertising

Meeting Program

Increase the exposure of your organization or company by advertising in the Official Meeting Program. Advertising documents should be sent to: smm2015conference@gmail.com, by **September 13, 2015**. All adverts should be high resolution .jpg or .pdf files (300 dpi) and black and white.

Size	Developed Country	Developing Country
Full page (7.25" wide x 10" high)	\$1,250	\$750
Half page (7.25 wide" x 4.75" high)	\$625	\$375
Quarter page (3.625 wide" x 4.75" high)	\$325	\$175



21st Biennial Society for Marine Mammalogy Sponsorship, Exhibit and Advertising Forms

☐ Sign me up to be a sponsor

Company Name: _____

Company Address: _____

Contact Name: _____

Contact Phone: _____ Email: _____

Sponsorship Level

- ☐ Blue Whale: \$50,000
- ☐ Fin Whale: \$30,000
- ☐ Humpback Whale: \$25,000
- ☐ Gray Whale: \$10,000
- ☐ Sea Otter: \$5,000
- ☐ Harbor Seal: \$1,000

Contact

Our coordinators can help match you with the right sponsorship opportunity for your organization's size and goals. We encourage prospective sponsors to contact us with questions.

Conference Co-Chairs:

Ellen Hines
Tel: 1 415 338 3512
ehines@sfsu.edu
or
Frances Gulland
Tel: 1 415 289 7344
gullandf@tmnc.org

☐ Sign me up to advertise

Company Name: _____

Contact Name: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ FAX: _____ WWW: _____

Ad Text (Please attach separate copy): _____

Size	Developed Country	Developing Country	Amount	Total
<input type="checkbox"/> Full-page	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$750	_____	
<input type="checkbox"/> Half-page	<input type="checkbox"/> \$625	<input type="checkbox"/> \$375	_____	
<input type="checkbox"/> Quarter-page	<input type="checkbox"/> \$325	<input type="checkbox"/> \$175	_____	_____



21st Biennial
Society for Marine Mammalogy
Sponsorship, Exhibit and Advertising Forms

☐ Sign me up to exhibit at SMM2015

Company Name: _____

Company Address: _____

Contact Name: _____

Contact Phone: _____ Email: _____

Badge Name 1: _____

Badge Name 2: _____

(additional "Exhibits Only" badges can be purchased for \$50 each.)

Booth Type	Quantity	Amount	Total
<input type="checkbox"/> Standard Commercial Booth: \$1,500.00	_____	_____	
<input type="checkbox"/> Non Profit/Artist—Developed Country: \$900.00	_____	_____	
<input type="checkbox"/> Non Profit/Artist—Developing Country: \$600.00	_____	_____	
<input type="checkbox"/> Extra Exhibit Badges: \$50.00 each	_____	_____	_____

**To have the exhibit space held for you in the exhibit hall, a 50% deposit must be paid with this form.
Full payment is due on September 13, 2015.**

(Payment information continues on page 8)



21st Biennial Society for Marine Mammalogy Sponsorship, Exhibit and Advertising Forms

Payment

SMM2015 payments may be made in US Dollars, by credit card (VISA, MasterCard or American Express) for either 50% of the total or full payment must accompany the Exhibit Space and Advertising Contract Form. Full payment for Exhibits and Advertising is due no later than September 13, 2015. Exhibit space may not be set up or occupied before remittance of the balance due for the space. The **SMM2015** cancellation policy is described on page 5 and will be strictly enforced. Please read the paragraph on cancellations for a review of policy and obligations of exhibiting companies.

We understand this application becomes a contract when submitted by us and accepted by **SMM2015**. We have read and agree to abide by all rules, requirements, regulations, and conditions outlined in the contract and Exhibitor Prospectus.

Enter fee subtotals from each section of the form and indicate the total due in the space below.

Type	Amount
Sponsorship (page 6)	_____
Advertising (page 6)	_____
Exhibit Space (page 7)	_____
Total Due	_____
Current Payment Amount	_____
Balance Due	_____

Tick one

- ☐ My check is enclosed, made payable to: Society for Marine Mammalogy
- ☐ Please charge my credit card (circle one): VISA MasterCard American Express

Cardholder Name: _____

Cardholder Signature: _____

Card Number: _____

Expiration Date: _____ CVV code: _____

Please email your forms to Conference Co-Chairs: Frances Gulland, gullandf@tmmc.org or Ellen Hines, ehines@sfsu.edu

Or fax this form to: 415 754-4078 attn Frances Gulland

Or mail it with payment to: ATTN: Frances Gulland, The Marine Mammal Center,
2000 Bunker Road, Sausalito, CA, 94965, USA