World Conference on Marine Biodiversity
Auckland, New Zealand
14-16 December 2020

PARTNERSHIP KIT

Photo: Leigh Marine Laboratory, University of Auckland
WELCOME

The Organising Committee are pleased to invite you to support the 5th World Congress on Marine Biodiversity to be held at the University of Auckland on the 14-16 December 2020.

The World Conference on Marine Biodiversity (WCMB) has become the major focal assembly to share research outcomes, management and policy issues, and discussions on the role of biodiversity in sustaining ocean ecosystems. Arranged on a 3–4 year cycle, prior WCMB meetings (Valencia, Spain; Aberdeen (900pax), Scotland; Qingdao, China (600px), Montreal) have each attracted leading specialists from around the world, and catalyzed numerous sidebar sessions on marine biodiversity issues.

WCMB is an international forum for researchers, policy makers, and practitioners. We expect 500 delegates, who will come together to:

- share ideas,
- discuss and promote research,
- develop knowledge, policies, and practices,
- innovate as world-class leaders

The WCMB welcomes presentations on all aspects of marine biodiversity, both fundamental and applied sciences. The year 2020 is significant in being a deadline for both Convention on Biodiversity Aichi Targets and UN Sustainable Development Goals, including SDG 14 on the oceans, and is a starting point for 2030 goals and the UN Decade of the Oceans.

With thanks,

Mark Costello
University of Auckland
WCMB 2020 Organising Committee

Further Information

For further information about the sponsorship and advertising opportunities outlined in this prospectus, or any queries regarding the conference, please contact melissa.burnett@auckland.ac.nz

All sponsorship packages and benefits for WCMB 2020 can be tailored to meet your company’s objectives. Please contact melissa.burnett@auckland.ac.nz to discuss any of these opportunities.
Invitation to Sponsor

The 5th World Congress on Marine Biodiversity has a range of sponsorship opportunities to suit a variety of budgets and marketing objectives. All packages can be further tailored to meet your objectives, contact melissa.burnett@auckland.ac.nz to discuss further.

Key reasons to sponsor

- Utilise the conference marketing campaign to extend your brand reach and enhance your image within the marine biodiversity community
- Interact with prospective customers face to face in a social relaxed environment, forming new relationships and identifying potential business opportunities
- Increase your company profile and promote your products and services

Sponsorship Packages — all prices are in NZD and include GST 15%

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Platinum $12,500 (One Only)</th>
<th>Gold $8,000</th>
<th>Silver $6,000</th>
<th>Bronze $3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Branding</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo in conference handbook: Cover/Sponsor page</td>
<td>Cover &amp; Sponsor page</td>
<td>Sponsor page</td>
<td>Sponsor page</td>
<td>Sponsor page</td>
</tr>
<tr>
<td>(Sponsor to supply artwork)</td>
<td>Full page</td>
<td>Half Page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colour advert in conference handbook. Cover &amp; Sponsor page</td>
<td></td>
<td></td>
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<tr>
<td>(Sponsor to supply artwork)</td>
<td></td>
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<tr>
<td>Announcement of partnership on Social Media / emails</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Organisation banners onsite</td>
<td>Two</td>
<td>One</td>
<td>One</td>
<td></td>
</tr>
<tr>
<td>Logo and company blurb on the conference website , hyperlinked to sponsors website</td>
<td>√</td>
<td>√</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on website hyperlinked to sponsors website</td>
<td></td>
<td></td>
<td>√</td>
<td>√</td>
</tr>
</tbody>
</table>

| Attendance / Onsite |               |             |               |               |
| Complimentary conference registration | 4 | 3 | 2 | 2 |
| Complimentary tickets to Social functions | 4 | 3 | 2 | - |
| Opportunity to make a short address at the opening function | √ | | | |
| Verbal acknowledgement at opening and closing ceremonies | √ | √ | √ | |
| Opportunity to provide branded environmentally friendly give-away | √ | √ | √ | |

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<table>
<thead>
<tr>
<th>Trade Exhibition Space</th>
<th>6 x 2</th>
<th>3 x 2</th>
<th>3 x 2</th>
<th>3 x 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to Chair/MC a session</td>
<td>Plenary</td>
<td>Concurrent</td>
<td></td>
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</tr>
<tr>
<td>Opportunity to book a private meeting space onsite</td>
<td>Two meetings</td>
<td>One meeting</td>
<td>One meeting</td>
<td></td>
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<tr>
<td>Delegate List (In accordance with the NZ Privacy Act 1993)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Additional Opportunities*

- **Sponsor of the Conference Gala Dinner $5,000**
  - One only
- **Coffee Cart $5,000**
  - One only
- **Breakfast/ Lunch/ Break sponsor $POA**
  - Limited - First Come Basis
- **Gift: Keep cup or Water bottle $1,500**
  - Limited - First Come Basis
- **Conference App $5,000**
  - One only
- **Keynote Sponsor $3,500**
  - Limited - First Come Basis
- **Session Sponsor $2,500**
  - Limited - First Come Basis
- **Conference Satchel $1,500**
  - One only

### Additional Opportunities*

All of the below opportunities will receive the Delegate List (in accordance with the NZ Privacy Act 1993), and logo published in the programme and on the conference website with a link to your website.

#### Conference Dinner $5,000 (One only)

As the exclusive sponsor of the main social event you will have the opportunity to display two organisation banners at the event venue, have your logo printed on the menu, and any other dinner related collateral. You will have the opportunity to give a 5 minute welcome speech or run a prize draw. You will receive two complimentary registrations including tickets to the social event and opening.

#### Coffee Cart $5,000 (One only)

Exclusive naming rights of the Coffee Cart. Your brand will be highly visible at the coffee cart eg. Barista dressed in a branded shirt. Be as imaginative as you like, (branding ideas must be approved by committee). Coffee Carts are consistently identified as a very popular hospitality offering in attendees’ feedback.

#### Breakfast / Lunch or Break sponsor $POA

Let us tailor a breakfast, morning tea, lunch or afternoon tea to your requirements. EG. A Champagne & Croissant Breakfast or Snack & Go. Reach out to a selection of delegates or invite them all!

#### Gift: Keep Cup or Water bottle $3,000

Be remembered beyond the conference and show your commitment to sustainability, by providing a branded environmentally friendly gift to delegates.
**Conference App $5,000 (One only)**

Your logo on the opening page of the app, banner featured in activity feed. Logo included in all pre-event communications regarding the app. Opportunity to be onsite as App sponsor, assisting delegates with using app.

**Keynote Sponsor $3,500**

Sponsor one of our keynotes and have the opportunity to introduce them at their session, banner at front of room, logo on holding slide and included next to their name in the programme. Includes one complimentary pass to the conference including social functions.

**Session Sponsor $2,500**

Sponsor a session and have the opportunity to Chair the session, banner at the front of the room, logo on holding slide and next to the relevant session in the programme. Includes one complimentary pass to the conference including social functions.

**Conference Satchel $1,500 (One only)**

Be visible with mobile branding that last beyond the conference by having your logo on the conference satchel.

*Exposure in Conference Publications is determined by confirmation of Sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*
The following terms and conditions apply to your application to sponsor or exhibit.

You/Your – Sponsoring / Exhibition organization.
We/Us – Event Services, The University of Auckland (acting as agent for the conference local organizing committee) and WCMB 2020.

By returning the signed Application to Sponsor or Exhibit form you agree to be a sponsor of WCMB 2020, being held at The Owen G. Glenn Building on the terms and conditions set out below.

We reserve the right to refuse or deny any application. Details may change without notice. Please refer to the conference website for the latest information.

**General**

You will be informed of all deadlines for the provision of information or materials through email updates and the conference website. The deadlines for delivery of supplies of materials, information or artwork are not negotiable. In the event that materials, information or artwork required by Us are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded in this circumstance.

Due to privacy legislation, We cannot guarantee the inclusion of ALL participants’ details on the delegate list. Sponsors and exhibitors are not entitled to entry into the conference sessions or social events, unless the relevant tickets are offered as part of the particular sponsorship package. However, should sponsors and exhibitors wish to attend the conference as a delegate, the appropriate registration form must be completed online and the applicable registration fee paid.

**Finance**

All prices include GST and are quoted in NZ Dollars. Payment of sponsorship/exhibition must be made in full within 30 days of confirmation. If full payment is not received within 30 days confirmation, the application may be considered cancelled, and sponsorship/exhibition space may be reassigned. Sponsorship entitlements will not commence until payment has been received.

In the event of cancellation, an administration fee of $250 will apply prior to 15 October 2020. No refunds on sponsorship will be made for cancellations received on or after 15 October 2020. Cancellations must be made in writing and forwarded to Event Services, The University of Auckland.

If you pay by electronic fund transfer or international cheque, you agree to pay any bank charges and must include these in the amount you transfer.

Please note that your requested category of sponsorship may have a limit to the number of sponsors as specified in the attached documentation and preference will be determined in order of receipt of the signed Application to Sponsor or Exhibit form and payment. The conference secretariat will notify you if you are unable to participate in your requested category.

**Liability**

You assume entire responsibility and hereby agree to protect, indemnify, defend and hold Us harmless against all claims, losses and damages to persons or property, government charges, or fines and legal fees arising from or caused by Your installation removal, maintenance, occupancy or use of conference premises or a part thereof, excluding any such liability caused by the sole negligence of the venue, its employees and agents. We will not be liable and make no guarantee of the number of visitors to the exhibition.

We will not be accountable for the level of commercial activity generated.

**Exhibitor notes**

You are confined to products manufactured by, or services rendered by, the exhibitor. You may not assign, share, sub-let, or grant licenses for the whole or part of the booth without prior approval.

No cementing, nailing, tacking, taping or attaching of any material to the floor, walls or columns is permitted. We reserve the right to ask you to remove any display items we deem unacceptable.

You are solely responsible for any physical loss or damage to your own property.

During the conference hours, a company representative should staff each exhibit at all times.

You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/ space causing obstruction of the aisles. All material used in the exhibition hall and/or exhibitor’s booth must conform to all appropriate regulations.

You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.

Exhibitors cannot attend conference sessions unless they have an applicable registration.

Exhibitors shall not commence dismantling or packing product before the end of the final coffee break on the last day of the conference. We will not be held responsible for any items left behind.

We have the right to postpone or cancel the conference and shall be liable in no way for losses resulting from such delay or cancellation.

We reserve the right to rearrange the floor plan and/or relocate any exhibit without notice. We will not discount or refund for any facilities not used or required. You hereby waive and abandon any right to claim specific performance of any obligation of Us now or henceforth.

**Print entitlements**

Logos and/or company names will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format. No print or web recognition will be given unless payment terms have been met.

**No animals**

No animals are permitted within the ANZ Viaduct Events Centre buildings. Guide dogs for the visually impaired are the exception.

**Privacy statement**

Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organizers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.

All WCMB 2020 sponsorship packages can be tailored to meet your company’s objectives. Please contact melissa.burnett@auckland.ac.nz to discuss any of these opportunities.
Application to Sponsor or Exhibit

I/We accept the terms and conditions of undertaking a sponsorship and or exhibition package.

I/We understand that the sponsorship level or exhibition will be distributed according to interest and strictly in order of application and payment.

Signed

Date

Payment Details

Total to pay $

☑ Please send me a tax invoice for direct credit payment

☑ I wish to pay with credit card please send me an invoice and contact me at the listed phone number

Please return completed forms to:

Melissa Burnett
Event Services – The University of Auckland
Email: melissa.burnett@auckland.ac.nz

Post:
Event Services
University of Auckland
Private Bag 92019
Auckland 1142