



CONSERVATION CONFERENCE 2016

Exhibition and Sponsorship Opportunities
November 2-3, 2016





CONSERVATION CONFERENCE 2016

Partner with us at the world's leading conference for corporate conservation

As corporate conservation efforts grow and evolve at a rapid pace, the Wildlife Habitat Council Conservation Conference is taking the lead in offering timely education and networking opportunities, as well as celebrating corporate conservation efforts around the world.

By becoming a sponsor or exhibitor at this year's Conservation Conference, your organization will benefit from a targeted conservation and corporate audience, numerous networking opportunities, and a show of support to corporate conservation.



Our attendees are decision makers

Our participating companies and organizations are leaders in corporate social responsibility, environmental health and safety, government agencies and NGOs — an important audience for your organization's message.

75 percent of attendees are presidents, VPs, directors or managers with leadership roles and decision making powers

20 percent are from non-profit organizations and federal agencies

48 percent are Fortune 500 companies

Every act of conservation matters

The Wildlife Habitat Council partners with corporations, their employees, fellow conservation organizations, government agencies and community members to recognize and encourage wildlife habitat projects for conservation, education and recreation.

As a sponsor or exhibitor, your participation in the Wildlife Habitat Council Conservation Conference supports WHC programs which offer numerous, long-lasting benefits to corporations, communities and the environment, including:

- **Improved habitats for native species**
- **Alignments with regional priorities to achieve greater positive conservation outcomes**
- **New conservation and educational experiences for the community**
- **Positive collaborations between landowners and community members**
- **Support in reaching corporate goals for social responsibility, sustainability, employee engagement, community relations and STEM education**



Showcase your program, product or service in the Conservation Conference Exhibit Hall



Your presence in the Exhibit Hall gives your organization the opportunity to interact with more than 400 conservation-minded professionals and decision-makers from corporations, non-profit organizations, federal agencies, civic groups and more. Our attendees are taking a leadership role in creating sustainable ecosystems and are an important audience for your organization's message.

What's included?

- One complimentary full Conference registration per 8'x6' exhibit space — Includes access to all food, networking and learning events
- One exhibitor booth personal badge
- 6' x 3' table, table cover and 2 chairs
- Complimentary list of attendees (contact information excluded)
- Recognition on wildlifehc.org
- Promotion in WHC social media postings, before, during and after the Conference
- Daily floor management
- Listing in the Conservation Conference mobile App

How much?

	Before June 15	Before October 1	After October 1
Member	\$925	\$1,195	\$1,495
Non-member	\$1,245	\$2,495	\$2,995
Non-Profit / Government	\$645	\$745	\$845

Solutions Studio **NEW!** \$750 (6 spots available)

Showcase your product or service in a dynamic session in the middle of the Exhibit Hall. Engage with attendees during short 10 minute sessions (between breaks so you won't be competing with other sessions) and get your message heard. The Innovations Hub will be branded with participants' logos and heavily promoted before and during the Conference. This new presence in the Exhibit Hall will not be missed.

Sponsorship Opportunities

~~Attendee Lounge~~ — \$20,000 **SOLD**

Located in a high traffic area, your company can be the exclusive host of the only lounge area within the Conference space, which also includes a phone charging station. This sponsorship includes large format on-site signage, web, social and email promotion, and the opportunity to display your organization's promotional materials.

~~Lunch with Opening Session, Day 1~~

~~Breakfast with General Session, Day 2~~ **SOLD**

~~Lunch with General Session, Day 2~~ **SOLD**

~~Dinner with Awards Presentation, Day 2~~

~~\$16,000 each (4 available)~~

Your brand will stand out to attendees with a sponsorship of one of these highly attended events. Your company's brand will be represented at each table and on the presentation screens, and the event will include your company's name in all website, social and email marketing, e.g. "Conservation Conference Breakfast Presented By ABC Company." In addition, your company representative may take the stage for 2 minute welcoming remarks.



~~General Session~~ — \$15,000 **SOLD**

Leave a lasting impression with attendees. In addition to having your organization associated with the insightful and entertaining presenter(s), your company representative may take the stage for 2 minute welcoming remarks. Your company's name will be included as part of the session name, e.g. "Baba Brinkman, Party of Life Presented By ABC Company." WHC will also provide your company with branding on event-related signage and promotion, including our website, social and email marketing.

~~All Learning Sessions and Workshops (excluding General Sessions)~~ \$15,000

Gaining knowledge is an important component of the Conservation Conference. Position your brand with all of our learning session audiences. WHC will provide your company with branding on event-related signage and promotion, including our website, social and email marketing.

~~Conservation Conference App and On-Site App Help Desk~~ — \$15,000 **SOLD**

More and more attendees look to their mobile devices for real-time information. Our Conference App delivers schedules, networking, messaging capabilities and much more. Benefit not only from a substantial presence on the App, but also from robust online, social, email and on-site promotion, which includes the App Help Desk.

We'll work with you to create a customized package to suit your organization's needs.

Conservation Conference Bags — ~~\$12,500~~ **SOLD**

Printed exclusively with your logo and the WHC logo, these popular bags are always a hit with attendees. This item is used throughout our time in Baltimore and long after the Conservation Conference ends, providing maximum marketing impact.

Exhibit Hall Networking Reception \$11,000

This happy hour style reception is a highlight of the Conference and a great way to engage with attendees. Show off your brand with signage at the Reception and on the cocktail tables. You will also receive recognition in our web, social and email marketing promotions.

Lanyards — ~~\$10,000~~ **SOLD**

These colorful lanyards are your chance to be on display throughout the Conservation Conference. We'll handle the production and distribution, your company gets the exposure with each and every attendee.

WHC Photo Studio \$10,000

Year after year, attendees line-up to take their certification award group photos in our specially designated photography studio. Take advantage of this audience with event-related signage and promotion, including our website, social and email marketing.

Electronic Reader Boards \$10,000

Outside of each session room are electronic reader boards that list the upcoming event. As a sponsor, your logo would be displayed throughout the Conservation Conference and visible by all attendees.

Audio Visual — ~~\$7,500~~ **SOLD**

A/V equipment and staff is a must-have for attendees and visible throughout the Conservation Conference. A/V sponsorship includes signage in all rooms using A/V equipment (all 7 session rooms, General Sessions, Breakfast, Lunch and Dinner).

Column Wraps **NEW LAST YEAR!** \$7,500 (4 available)

Put your company in the middle of the Conference floor with two highly-visible large format double sided column wraps.

General Session Seat Drops **NEW LAST YEAR!** \$6,500 (1-2 available)

Reach every person in a General Session by promoting your organization and/or product with a marketing flyer that will be placed on each seat. This is an excellent way to reach this captive audience as they wait for the session to begin.

Exhibit Hall Wi-Fi — ~~\$5,500~~ **SOLD**

Wi-Fi at the Conservation Conference gets a lot of traffic. Get exposure for your organization with signage throughout the event promoting Wi-Fi access, as well as recognition online.

Water Coolers **NEW LAST YEAR!** \$5,000

Help hydrate our attendees! With this sponsorship, your brand will be prominently displayed on the numerous coolers located throughout the Exhibit Hall and in session/workshop rooms.



Hilton's TV Channel Loop ~~\$5,000~~ **SOLD**

Sponsor the Hilton Baltimore's internal TV channel that will display WHC videos and sponsor logos. As a main sponsor, your organization will be represented with the longest screen time. Additionally, you have the opportunity to showcase any videos or other promotions you may have.

Headshot Booth **NEW!** \$5,000

Offer attendees the opportunity to pose for a professional headshot. The Headshot Booth is sure to garner a lot of attention and will be positioned in a prime location in the Exhibit Hall, with your company's logo prominently displayed.

Video Wall **NEW!** \$5,000

Showcase your brand at the main entrance of the conference with signage on our 4 screen video wall. Your brand will also be the only sponsor featured in the video presentation. This dynamic visual display is seen by all attendees multiple times a day.

Student Scholarships ~~\$5,000~~ **SOLD**

Each year, WHC offers college students the chance to exhibit their research and full access to the Conference. This sponsorship underwrites hotel, transportation, registration, and exhibit fees. Sponsors will be recognized with signage in the student exhibit area.

Conservation Partners Exhibits \$5,000

Each year, WHC donates 5 exhibit spaces to our NGO partners so that they may promote their important conservation missions to our attendees. Your sponsorship helps underwrite this program and is a great way to support our non-profit partners. Signage with your logo will be displayed at these exhibits.

Conservation Partners Registration \$5,000

Yet another way to support our non-profit partners! In addition to free exhibit space, WHC offers 8 free registrations to selected NGO organizations that are not able to afford registrations. Your sponsorship will help underwrite these fees and is a great way to support the mission of these non-profits.

Elevator Clings **NEW LAST YEAR!** \$4,500 (2 available)

Showcase your company with advertising in 3 elevator cars used by guests in the Hilton. These large displays will not be missed.

Online Registration \$4,000

Position your organization attendees minds before the Conference with an Online Registration sponsorship. Your brand will be highlighted on the Online Registration page as well as in online and website promotions. You will also receive signage at the Conference at our On-Site Registration area.

Floor Clings **NEW LAST YEAR!** \$4,000 (4 available)

Your company will not be missed with 5 large floor clings displayed along the main walkways of the Conference floor.

**CONSERVATION CONFERENCE
DINNER TABLES**

Platinum: 10 individual registrations and a premium reserved Dinner table.
\$8,000

Gold: 10 individual registrations and a reserved Dinner table.
\$7,500

Silver: 8 individual registrations and a premium reserved Dinner table.
\$6,750

Bronze: 8 individual registrations and a reserved Dinner table.
\$6,250



Daily Agenda Signs — ~~NEW!~~ ~~\$3,250~~ **SOLD**

To make it easy for attendees to see the events of the day, large format Agenda Signs will be on display for the 3 days of the Conservation Conference. Your logo will be prominently displayed on this signage that is sure to draw a lot of eyes.

Exhibit Hall Networking Breaks \$3,250 (1 available: Thurs. AM)

Networking breaks are great ways to engage with attendees. Show off your brand with signage around the food and beverage areas and on the cocktail tables. You will also receive recognition in our web, social and email marketing promotions.

Badge Agenda — ~~\$2,000~~ **SOLD**

Show off your brand on the agenda attached to the Attendee Badge — referred to many times a day at the Conference.

Dinner Program — ~~\$2,000~~ **SOLD**

Participate in the Conservation Conference Closing Dinner as a sponsor of the Dinner Program and have your company recognized on all the tables.

Conference Bag Insert **NEW LAST YEAR!** \$500

Get your company's message in the hands of all registrants by including your marketing materials (brochure, flyer or promo item) in each Conference bag.

