

CERF 2015

» 23RD BIENNIAL CONFERENCE



8-12 November 2015 • Portland, OR

Grand Challenges in Coastal & Estuarine Science: Securing Our Future

SPONSORSHIP & EXHIBITOR PROSPECTUS

www.erf.org/cerf2015

Sponsorship and exhibitor opportunities await at CERF 2015

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 2015 scientific program offers four days of timely, exciting and diverse information on a vast array of estuarine and coastal subjects. Presentations will focus on the following topic areas:

- Managing and mitigating the risks of climate change
- Synergistic effects of ocean acidification with hypoxia, eutrophication or other conditions
- Arctic estuaries and coasts
- Making data work
- Cities by the sea
- Estuaries under threat
- Multiple uses of coastal resources

Attendees

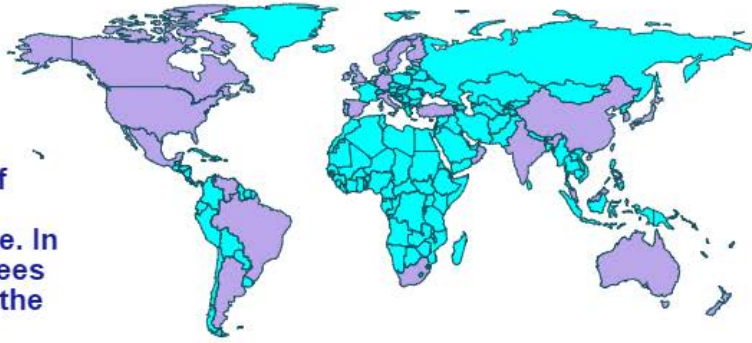
CERF will convene about 1,400 scientists, managers and professionals in government, business, nonprofit and related organizations, and graduate students.

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, products, technology and innovative equipment your organization provides.



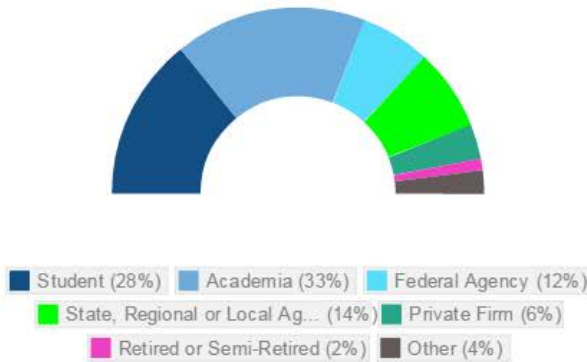
Global Reach

Diversity is a big part of what makes CERF's conferences so valuable. In 2013, over 1,300 attendees came from 26 states in the U.S. and 22 countries outside the U.S., bringing a wide range of experience, expertise and backgrounds.



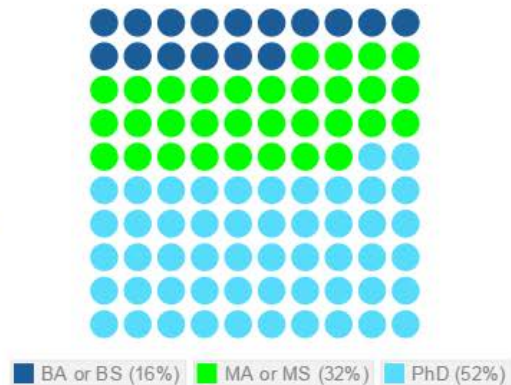
Occupation

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.



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



% Highest Degree Earned

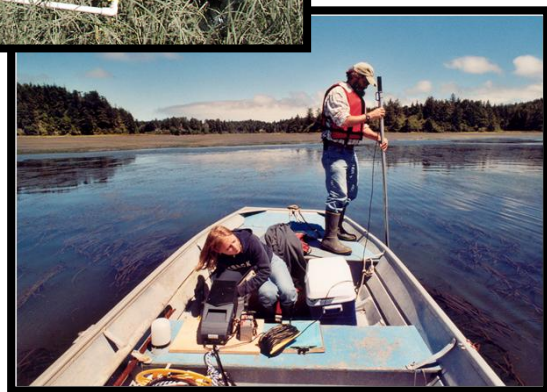
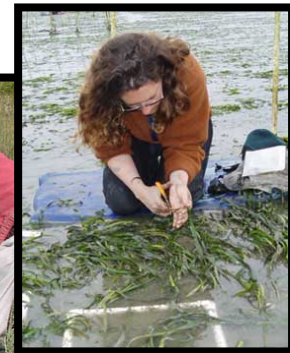
Conference Sponsorships

Why Sponsor CERF's 23rd Biennial Conference?

- **Showcase Your Information, Programs, Services and Products** – Spotlight your unique services, products and ideas, marketing to an international audience through your exhibit booth.
- **Client and Peer Message** – 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.
- **Build Relationships** – Connect with your best clients and meet promising prospects. You will have a variety of opportunities to network with attendees before, during and after the conference.
- **High Profile** – Garner goodwill amongst your target audience. Your organization's name and professional staff will be associated with a prestigious forum that addresses important issues on estuarine and coastal research and management.
- **International Exposure** – Receive national and international exposure through promotional activities before, during and after the conference.

All Sponsorships 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)



Conference Sponsorships

We are pleased to discuss customized sponsorship, recognition and in-kind opportunities. Please contact us to discuss your individual needs:

CERF Conference Coordinator: expo@erf.org | (800) 572-3015

Principal Sponsor \$25,000 (Exclusive)

- Most prominent logo recognition on all conference promotional materials including CERF newsletters, academic journal and conference website
- Brief (2-3 minutes) address from the podium during Opening Keynote Address
- Recognition as sponsor of the President's Welcome Reception
- Sponsor acknowledgement by CERF leadership from the podium at all General Sessions
- Full-page advertisement in the conference program
- Full-page ad space in newsletters and academic journal from the time sponsorship is received until the end of the conference year
- Prominent logo recognition in the conference printed program and mobile app
- Top billing on all conference sponsorship signage and on screen in the general session room
- Four (4) complimentary conference registrations with nametag identification as sponsor
- Four (4) complimentary tickets to all conference ticketed events
- First choice of exhibit booth in prime location and all related exhibitor benefits
- Social media announcement when sponsorship is arranged

Investor \$15,000

- Recognition as sponsor of one of the following events (first come, first served):
 - Student Career Event & Pub Night
 - Close-out Party & Student Awards Presentation
 - Plenary Sessions (two available)
 - Women in Science Networking Lunch
- Brief (2-3 minutes) address from the podium during chosen sponsored event
- Prominent logo recognition on all conference promotional materials including CERF newsletters, academic journal and conference website
- Sponsor acknowledgement by CERF leadership from the podium at all General Sessions
- Full-page advertisement in the conference program and pre- and post-conference newsletters
- Prominent logo recognition in conference printed program and mobile app
- Logo recognition on conference sponsorship signage and on screen during chosen sponsored event
- Four (4) complimentary conference registrations with nametag identification as sponsor
- Two (2) complimentary tickets to all conference ticketed events
- Prominent display space for your exhibit booth and all related exhibitor benefits
- Social media announcement when sponsorship is arranged

Conference Sponsorships Continued...

Patron \$7,500

- Recognition as sponsor of one of the following events (first come, first served):
 - Daily Coffee Breaks (four available)
 - CERF Happy Hours (two available)
 - CERF Bowl
- Brief (2-3 minutes) address from the podium during chosen sponsored event
- Logo recognition on all conference promotional materials including CERF newsletters, academic journal and conference website
- Onstage recognition by CERF leadership at all General Sessions
- Half-page advertisement in the conference program and pre- and post-conference newsletters
- Logo recognition in conference printed program and mobile app
- Logo recognition on conference sponsorship signage and on screen during chosen sponsored event
- Two (2) 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

- Logo recognition on all conference promotional materials including CERF newsletters, academic journal and conference website
- Half-page advertisement in the conference program
- Logo recognition in conference printed program and mobile app
- Logo recognition on conference sponsorship signage
- Two (2) complimentary conference registrations with nametag identification as sponsor
- Preferred display space for your exhibit booth and all related exhibitor benefits
- Social media announcement when sponsorship is arranged

Supporter \$2,500

- Logo recognition on all conference promotional materials including CERF newsletters, academic journal and conference website
- Quarter-page advertisement in the conference program
- Company name listed in conference printed program and mobile app
- Company name listed on conference sponsorship signage
- Two (2) complimentary conference registration with nametag identification as sponsor
- Preferred display space for your exhibit booth and all related exhibitor benefits
- Social media announcement when sponsorship is arranged



Special Event Descriptions

Sponsorships are available for the events described below at the Principal, Investor and Patron levels.

- **President's Welcome Reception** (*Principal Sponsor*)
Become part of the official start of the conference with the President's Welcome Reception, which hosts more than 1,000 attendees. 15 drink tickets will be given to the sponsor.
- **Student Career Event** (*Investor Sponsor*)
One of the most interactive, fun and casual formats offered, this event presents networking opportunities for current students with established scientists and recently-employed graduates. Support our future scientists!
- **Plenary Sessions** (*Investor Sponsor*)
There are three plenary sessions.
- **CERF Women of Science Networking Lunch** (*Investor Sponsor*)
Stand behind a major trend in modern coastal and estuarine science. More than half of the conference attendees are women.
- **Close-out Party & Student Scientific Awards Reception** (*Investor Sponsor*)
Be part of the recognition of outstanding student presentations at the grand finale and make a lasting impression with this well-attended event. 15 drink tickets will be given to the sponsor.
- **Poster Hall Happy Hours** (*Patron Sponsor*)
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.
- **Daily Coffee Breaks** (*Patron Sponsor*)
There are two coffee breaks per day during the conference. Virtually every attendee will see a special "Thank You" sign with your logo.
- **CERF Bowl** (*Patron Sponsor*)
Cheer on your regional teams of scientists in this hearty competition based on knowledge of coasts and estuaries.

Advertising Opportunities

Program Book and Newsletter Ads	Price
Program Back Cover, 4 Color	\$2,000
Program Inside Back Cover, B/W	\$1,950
Full Page, B/W	\$1,475
Half Page, B/W	\$ 745
Quarter Page, B/W	\$ 495



Exposition Hall

Showcase YOUR products, programs and services in Portland

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 exposition 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

Oregon Convention Center
777 NE MLK Jr Blvd
Portland, OR 97232

Schedule

Setup: Sunday	8 Nov 2015	12:00 pm – 7:30 pm
Sunday Welcome Reception	8 Nov 2015	8:00 pm – 10:00 pm
Monday–Wednesday	9-11 Nov 2015	9:45 am – 7:30 pm
Thursday	12 Nov 2015	9:45 am – 4:00 pm
Tear-down: Thursday	12 Nov 2015	4:00 pm – 8:00 pm

** Times are approximate and subject to change.*

Exhibit Fee

Booth Type	By 1 May 2015	After 1 May 2015
Commercial and for profit booths	\$1,500	\$1,750
Not-for-profit and academic institution booths	\$ 800	\$1,000

Exhibit fee includes:

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

Information & Registration:

CERF Conference Coordinator

2150 N 107th St, Ste 205

Seattle, WA 98133

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

Email: expo@erf.org

Web: www.erf.org

Thank you 2013 Sponsors & Exhibitors

AQUATIC BIOASSAY CONSULTING LABORATORIES, INC.

AZTI TECNALIA

BIOSONICS

CALIFORNIA OCEAN SCIENCE TRUST

CALIFORNIA SEA GRANT

CAMPBELL SCIENTIFIC

CICESE

ECOANALYSTS, INC.

FLUID IMAGING TECHNOLOGIES, INC.

G.I. WILLIAMS AND ASSOCIATES, LTD.

GREEN EYES

LSU SCHOOL OF THE COAST & ENVIRONMENT

MEASUREMENT SPECIALITIES, INC.

ONSET COMPUTER CORP.

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RBR

RESTORE AMERICA'S ESTUARIES

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SEA-BIRD COASTAL

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SOUTHERN CALIFORNIA COASTAL WATER RESEARCH PROJECT

SPRINGER

TELEDYNE RD INSTRUMENTS

TEXAS A&M UNIVERSITY - CORPUS CHRISTI

THE COASTAL SOCIETY

THE DATA DETEKTIV

THE SCRIPPS RESEARCH INSTITUTE

THE WATER INSTITUTE OF THE GULF

TIJUANA NATIONAL ESTUARINE RESEARCH RESERVE

TURNER DESIGNS

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UNIVERSITY OF MARYLAND CENTER FOR ENVIRONMENTAL SCIENCE

UNIVERSITY OF RHODE ISLAND

UNIVERSITY OF SAN FRANCISCO

UNIVERSITY OF WASHINGTON

WILDLIFE CONSERVATION SOCIETY

YSI/XYLEM





*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 Research Society
New England Estuarine Research Society

Pacific Estuarine Research Society
Southeastern Estuarine Research Society