

# IMATA'S ADVERTISING and EXPOSURE ADVANTAGES

We are providing great opportunities for Organizations and Vendors to gain excellent exposure to our members. We have created an array of advertising advantages that go beyond our traditional methods enabling you to reach out to all IMATA members. Please see the following arenas that you may venture into to present your company and what they have to offer.

1. Advertisement in the Proceedings
2. Advertisement in Soundings
3. Advertisement n IMATA website
4. Preferred Vendor Program
5. Conference Sponsorship
6. Conference Exhibitor

All inquiries and correspondence regarding IMATA advertising, sponsorship and exhibiting will be personally facilitated by: Christine Scullion, IMATA Sponsorship Committee Chair, [sponsorship@imata.org](mailto:sponsorship@imata.org).

## ADVERTISMENT in PROCEEDINGS

Limit: One (1) advertisement per company in Brochure

Available = 46 ads total in each Brochure

Style of advertising	Number available	Member pricing	Non-member pricing
<b>Full Page</b> (back of the front cover, or front of the back cover)	2	\$535	\$750
DIVIDER PAGES: <b>Full Page</b> (Front or back of the divider)	Up to 6	\$400	\$600
DIVIDER PAGES: <b>1/2 Page</b> (Front or back of the divider)	Up to 12	\$325	\$450
SIDEBARS and/or FOOTERS: <b>Quarter page adds</b> (On the side or bottom of the pages)	32	\$275	\$375

THE PROCEEDINGS: One-time publication distributed at the yearly conference to all attendees and mailed to all members. This publication announces all presentations and events; it is IMATA's conference program and is used by many as a reference guide to follow the event. The program is distributed to over **1,500** members including international members.

To register for advertising: *Please download the Advertising Contract Agreement*

## ADVERTISMENT in SOUNDINGS

Limit: One (1) advertisement per company in Brochure

Available = 34 ads total in each Brochure

Style of advertising	Number available	Member pricing	Non-member pricing
<b>Full Page</b> (back of the front cover, or front of the back cover)	2	\$500	\$750
SIDE BARS and/or FOOTERS: <b>Quarter page adds</b> (on the side or bottom of the pages)	32	\$275	\$375

Soundings is IMATA's quarterly publication distributed electronically and hard copy by mail. This publication is distributed to over **1,500** members throughout the world. The electronic version will allow members to view your ad and link directly to your website by a click. So you have the benefits of both worlds, print and an internet connection.

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## **ADVERTISEMENT on the IMATA WEBSITE**

For those that want extreme exposure see the following advertising advantages for IMATA's website. You can be just a click away to contacting our members and non-members worldwide. IMATA's website averages over 8,188 hits per day, 4,380 visitors per month and receives over three million hits per year. Stackers and banner ads receive at least 1 hit per visitor, in which each visitor hits at least 6 pages per visit. So, getting hit, does not hurt on IMATA's website.

Website advertisements are on a monthly basis. You can block several months in a row if you wish. A discount is applied for 3, 6, and 12 consecutive months. There are many different pages that you may advertise your company's information. Each page has a limited amount of stackers and banners that can be displayed. Check out the pages of our website, [www.imata.org](http://www.imata.org), to see where you would like to flash your company's information.

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Style of advertising	Number available	Member pricing 1x	3x	6x	12x (1 Year)
Home Page Banner Rotation Ad	2	\$500	\$1400	\$2500	\$4000
Membership page stackers	3	\$350 per stack	\$950	\$1600	\$3200
Events page stackers	3	\$350	\$950	\$1600	\$3200
Conference stackers	3	\$350	\$950	\$1600	\$3200
Career page stackers	3	\$350	\$950	\$1600	\$3200

## **PREFERRED VENDOR PROGRAM**

PVP is a benefit for all members, whether you are an individual, organization or vendors.

The Preferred Vendor Program is designed to accommodate IMATA members with a substantial savings on services and products that they need in order to run their facilities. The program's mission is to provide members with the collective purchasing resources needed to effectively support the successful growth and development of its respective members.

The purpose is to reduce the total cost of acquiring products and service, streamline the procurement process, enhance supplier performance and support the interest of IMATA members.

For the Vendor, it will build brand awareness and loyalty between preferred vendors and IMATA's 1,500 worldwide members.

The International Marine Animal Trainers' Association (IMATA) is now accepting proposals for a "Preferred" Vendor to supply a substantial discount on the following specified supplies and services below, for the next two years to all IMATA members. The initial two-year contract is for FY2010-2012.

- Wetsuits
- Filtration systems (3 areas: Mechanics, Construction, Artificial Salt Water)
- Marketing Merchandise (such as, Uniforms, souvenirs, personalized clothing)
- Boating supplies – (Emergency Floatation Devices)
- Training Tools (stretchers, targets)
- Textiles - (towels, personalized towels)
- Pool Coatings
- Fish Suppliers
- Footwear
- Photo / Video Systems

If interested in participating in the RFP. Please contact Christine Scullion at [sponsorship@imata.org](mailto:sponsorship@imata.org)

## **SPONSORSHIPS at IMATA's ANNUAL CONFERENCES**

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IMATA yearly conference that lasts approximately one week is located in a different U.S. city each year and a different country every 4 years with a marine animal facility as the host. The conference attendance averages 350 – 450 professionals and novices in the marine animal training industry.

Sponsorship at the conference is available to all non-members and members, whether you are an individual, organization or vendor. Sponsoring at the IMATA's annual conference gives you an array of opportunities to promote your company. These areas consist of marketing exposure, networking and new business to trainers, animal-care professionals, managers, curators, scientists, veterinarians, CEO's and business owners. For more details, visit the conference website/sponsorship packet or contact Christine Scullion at [sponsorship@imata.org](mailto:sponsorship@imata.org)

## **EXHIBITING**

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At the IMATA ANNUAL CONFERENCE we provide a hall designated to suppliers that want to interface with their clients and participate in IMATA's array of venues that promote open communication and networking among suppliers, professionals and business owners within the marine animal industry. For more details, visit the conference website/sponsorship and exhibitor packet or contact Christine Scullion at [sponsorship@imata.org](mailto:sponsorship@imata.org)

## **QUESTIONS & ANSWERS**

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### **What Marketing exposure will I receive as a sponsor at IMATA's Conference?**

Depending upon your level of sponsorship, you maybe able to receive:

- Sponsor Logo and Link on IMATA's Website
- Sponsor Logo and company description in IMATA Conference Program, *Proceedings*
- Sponsor Recognition in IMATA's Quarterly Magazine, *Soundings*
- Promotional Material distribution at the conference
- Public acknowledgement

### **What are the levels of exposure that IMATA has to offer?**

To help you realize just how many people you could ultimately be reaching through advertising, sponsoring and exhibiting.

Total number of IMATA Conference attendees = 350-450/year

Total number of IMATA Members = over 1,500

Total number of marine parks, zoos, and aquariums worldwide = over 250

Total number of guests that visit these attractions = over 140 million/year

### **Where does our money go?**

Depending on what you are sponsoring or investing in, your money goes into the costs involved to produce that event or publication.