

38TH ANNUAL



# IMATA CONFERENCE

BOSTON, MA 2010

HOSTED BY



New England  
Aquarium

2 0 1 0

Exhibitor & Sponsorship  
**FACTS**



## **WHY IMATA?**

### **Why be a sponsor or exhibitor at IMATA and what do we have to offer?**

#### **PAST SPONSORS OF IMATA**

Anheuser Busch  
Atlantic/Pacific  
Bionic Bait  
Dolphin Quest  
Georgia Aquarium  
Lunar Cow  
McRoberts Sales Co.  
Meridian Subtek  
OceanTec  
Pisces Seafood International

#### **WHO SHOULD EXHIBIT AT IMATA?**

Wetsuit Manufactures & Suppliers  
Scuba Gear Suppliers  
Fish Suppliers  
Animal Transport Companies  
Business Consultants  
Animal Insurance Companies  
Pharmaceutical Distributors  
Medical Device Companies  
Retail Suppliers  
Facility Maintenance  
Training Equipment and Materials  
Interaction Equipment Manufacture  
Filtration System Suppliers  
Aquarium/Enclosure Construction  
Sun Protection Manufactures  
Footwear Companies  
Sunglass Eyewear Manufacturers  
Facility Equipment Suppliers  
Marketing Suppliers  
Web Designers  
Photographers and Videographers

IMATA is the International Marine Animal Trainers' Association founded in 1973 with over 1,500 members worldwide.

Each year, the organization coordinates a conference that is focused on advancing the humane care, handling and training of marine animals through presentations, round tables, open communication forums, networking events and the sharing of ideas between professionals, suppliers and novices in the marine animal training industry.

#### **Who Attends IMATA's conference?**

Over 350-400 professionals in all levels of positions at various marine parks, zoos, aquariums, and universities attend IMATA's conference. These include

- ❖ Students
- ❖ Trainers
- ❖ Scientific researchers
- ❖ Conservationists
- ❖ Marine educators
- ❖ Veterinarians
- ❖ Managers/Supervisors
- ❖ CEO's
- ❖ Curators
- ❖ Business owners
- ❖ Professionals in the animal field
- ❖ Suppliers

#### **What are the benefits to sponsors?**

- ❖ Marketing Opportunities
  - Website exposure
  - Proceedings listings (Conference program)
  - Soundings announcements (Quarterly publication)
  - Promotional material distribution
  - Exhibiting
  - Public acknowledgement at the conference
  - Creating a referral base
- ❖ New business
- ❖ Networking
- ❖ Exposure to ultimately:
  - IMATA's 1,500 members
  - 350/400 conference attendees
  - 250 marine parks, zoos and aquariums
  - 140 million guests that visit our member facilities per year



## Exhibitor and Sponsorship Opportunities

We understand that sponsorships need to be personal and flexible and that is why we have created such a large array of sponsorship opportunities for you to choose from.

Each monetary amount you donate provides you a level of benefits beyond the sponsored event and/or activity.

### What are the sponsorship level benefits?

- ❖ Week long conference registration packet
- ❖ Exhibitor table in the vendor hall
- ❖ A table at Career Night
- ❖ A table at Informal Night
- ❖ Video to announce event sponsored
- ❖ Recognized during announcements
- ❖ Sponsor logo and a web link posting on IMATA's Webpage
- ❖ Sponsor's logo on IMATA's sponsorship banner
- ❖ Sponsor's name listed in conference program guide

### What do you get as an exhibitor?

- ❖ One full conference pass
- ❖ Logo on the exhibitor/sponsor page of website along with company description
- ❖ Recognized in the conference program guide
- ❖ Listed in the vendor hall guide
- ❖ A 8x12 table with 2 chairs

## Sponsorship Opportunities

- ❖ Formal \$20,000
- ❖ Informal \$10,000
- ❖ Social Night \$10,000
- ❖ Icebreaker \$8,000
- ❖ Satellite Feeds \$8,000
- ❖ Career Night \$5,000
- ❖ Art Contest \$2,000
- ❖ Coffee Breaks \$2,000 - \$5,000

### Gift Bag Items

- ❖ USB drive \$5,200
- ❖ Rash Guards \$5,000
- ❖ Portfolio \$3,800
- ❖ Notepads \$2,550
- ❖ Conference Bag \$1,550
- ❖ T-shirt \$1,350
- ❖ Lanyards \$960
- ❖ Pens \$930
- ❖ Key Chains \$740
- ❖ And more..... \$740 - \$5,500

## Sponsorship Levels

- ❖ Platinum \$10,000+
- ❖ Gold \$5,000 - \$9,999
- ❖ Silver \$2,000 - \$4,999
- ❖ Bronze \$500 - \$1,999

