

38TH ANNUAL



IMATA CONFERENCE

BOSTON, MA 2010

HOSTED BY



New England
Aquarium

2 0 1 0

Exhibitor & Sponsorship
PACKET

3 – 8 December

2010 CONFERENCE EXHIBITOR & SPONSORSHIP PACKET

Thank you for your interest in supporting IMATA as a conference exhibitor and sponsor. We are excited that you will be joining our membership in what is to be a well attended, informative, and entertaining conference. We are looking forward to creating a beneficial experience for you and our members. As you examine the 2010 Conference Exhibitor and Sponsorship packet, discover all the levels of sponsorship, outreach and advertising that are available to you and plan on being part of the action and fun in Boston.

CONTENTS of PACKET

1. Sponsorship Spotlights
2. Sponsorship Levels and Benefits
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4. Exhibitors Show times
5. Exhibitors Hall
6. Terms and Conditions
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8. Exhibitor Registration

REGISTRATION PROTOCOL

Fill out all forms completely, these include:

1. Terms and Conditions Form: Sign and Date
2. Exhibitor Registration Form : Fill out completely
3. Sponsorship Application : Fill out completely
4. Send an Email to: Christine Scullion at sponsorship@imata.org with a note of desired sponsorship and exhibit preferences

Make a copy of all forms and monies (Check or Money Order - Credit cards not accepted)

Send all forms and monies to: **Eric Gaglione – IMATA Vice President**
Curator/Zoological Operations
Georgia Aquarium
225 Baker Street NW
Atlanta, GA 30215

PLEASE SUBMIT BY: **31 October 2010**. If submitting after 31 October 2010, please contact Christine Scullion at sponsorship@imata.org

When we receive your completed registration form, you will be sent an email confirming your registration has been accepted for your sponsorship and/or exhibit table. You will also receive a confirmation packet in the mail.

CONFIRMATION PACKET

Final Confirmation Packet includes:

1. Receipt of payment
2. Confirmation note with contact information for sponsored events
3. Exhibit Table number and information
4. Sponsorship information and benefits received for sponsorship



2010 IMATA CONFERENCE SPONSORSHIP SPOTLIGHTS

The following is the list of Sponsorship opportunities for IMATA's 2010 Conference in Boston, MA. Please read through each Sponsorship to understand the event highlights and advantages. Benefits are determined by the value of the sponsorship and the event sponsored. Please see the page on Sponsorship levels and benefits for more details.

To ensure recognition and correct information to be printed in the conference *Proceedings*, company information and logos DEADLINE is 31 October 2010 and to be sent to Christine Scullion at sponsorship@imata.org. For more information and questions, contact Christine Scullion at 619-865-7585.

SPECIAL EVENT Sponsorship

Sponsorship: Varies per event

Responsibilities: Sponsors pays for one of the following events at the conference either individually or with another sponsor

Allowances: Sponsor is permitted to advertise at the event as well as coordinate with the Vice President for the conference on event location, advertising materials and provisions during the event. (Examples: Banner with name/Logo, door prizes, giveaways, decorations, etc..)

** Event may have an exclusive sponsor or maybe shared by multiple sponsors*

AVAILABLE SPONSORSHIP EVENTS:

*** Icebreaker**

\$8,000 – One (1) or (2) at \$4,000 available
Opening night

*** Formal Dinner**

\$20,000 - One (1) or multiple (4) at \$5,000 available
Closing night

*** Informal Night**

\$10,000 - One (1) available or multiple (2) at \$5,000 available

Social Night at Local Venue

\$10,000 - One available

Art Contest

\$2,000 - SAIC

Career Night (at HOTEL)

\$5,000 - One (1) available

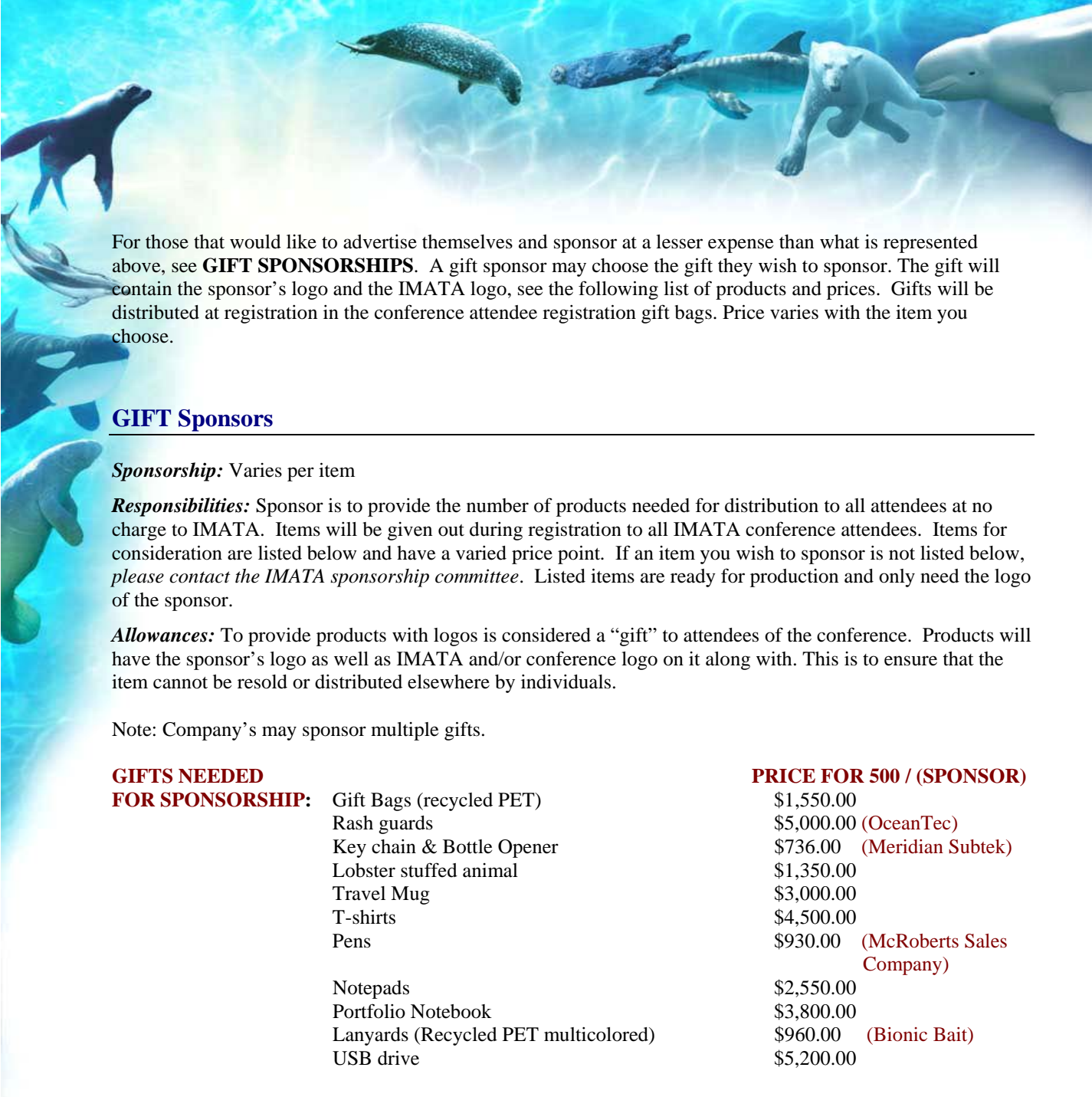
*** Exhibit Hall Coffee Breaks – includes a table at Hall Entrance**

\$2,000 each - Eight (8) Available

\$5,000 for a **DELUXE CB** (includes food)

Satellite Feed -

\$8,000 - One (1) available



For those that would like to advertise themselves and sponsor at a lesser expense than what is represented above, see **GIFT SPONSORSHIPS**. A gift sponsor may choose the gift they wish to sponsor. The gift will contain the sponsor’s logo and the IMATA logo, see the following list of products and prices. Gifts will be distributed at registration in the conference attendee registration gift bags. Price varies with the item you choose.

GIFT Sponsors

Sponsorship: Varies per item

Responsibilities: Sponsor is to provide the number of products needed for distribution to all attendees at no charge to IMATA. Items will be given out during registration to all IMATA conference attendees. Items for consideration are listed below and have a varied price point. If an item you wish to sponsor is not listed below, *please contact the IMATA sponsorship committee*. Listed items are ready for production and only need the logo of the sponsor.

Allowances: To provide products with logos is considered a “gift” to attendees of the conference. Products will have the sponsor’s logo as well as IMATA and/or conference logo on it along with. This is to ensure that the item cannot be resold or distributed elsewhere by individuals.

Note: Company’s may sponsor multiple gifts.

GIFTS NEEDED

FOR SPONSORSHIP:

	PRICE FOR 500 / (SPONSOR)
Gift Bags (recycled PET)	\$1,550.00
Rash guards	\$5,000.00 (OceanTec)
Key chain & Bottle Opener	\$736.00 (Meridian Subtek)
Lobster stuffed animal	\$1,350.00
Travel Mug	\$3,000.00
T-shirts	\$4,500.00
Pens	\$930.00 (McRoberts Sales Company)
Notepads	\$2,550.00
Portfolio Notebook	\$3,800.00
Lanyards (Recycled PET multicolored)	\$960.00 (Bionic Bait)
USB drive	\$5,200.00

Other (Contact Christine with your needs)

When you *Sponsor* an event you receive amazing benefits. Look closely at the “sponsorship levels and benefits” page. Each level provides an array of benefits including advertising opportunities.



SPONSORSHIP LEVELS & BENEFITS

Sponsorship benefits are determined based on the amount you donate for a sponsored event. Each type of sponsorship provides a level with an arrangement of recognition, event tickets, and advertising advantages. Your support is greatly appreciated. If you have questions about what your contribution provides at the conference, please contact Christine Scullion at sponsorship@imata.org.

PLATINIUM: \$10,000 Plus

Benefits: Four (4) week long conference registration packets that include daily attendance to the conference, tickets to the Ice Breaker, to the Hosting facility, Career Night, and the Awards Banquet.

Recognition includes: (ALL Bronze and Silver level recognitions plus)

- ❖ Two (2) exhibitor tables in the vendor hall for duration of the conference show times
- ❖ One (1) table at Career Night (*optional*)
- ❖ One (1) table at Informal Night
- ❖ Video to announce event (shown at closing of presentations on the day/time before the event)
- ❖ One (1) Exhibit Hall Coffee breaks at time of choice (Name and brief introduction announced prior to the coffee break awarded)
- ❖ Recognized during announcements prior to event, on day of event.
- ❖ Sponsor Logo and a web link posting on IMATA's Webpage

GOLD: \$5,000 - \$9,999

Benefits: Two (2) week long conference registration packets that include attendance to the conference, tickets for the Ice Breaker, to the hosting facility, and to the Awards Banquet.

Recognition includes: (ALL Bronze and Silver level recognitions plus)

- ❖ One (1) exhibitor table at vendor hall for duration of conference show times
- ❖ One (1) table at Career Night (*optional*)
- ❖ One (1) table at Informal Night
- ❖ Video to announce event (shown at closing of presentations on the day/time before the event)
- ❖ Sponsor Logo and a web link posting on IMATA's Webpage

SILVER: \$2,000 - \$4,999

Benefits: One (1) week long conference registration packet (does not include special events for that day)

- ❖ \$2,000 – One (1) daily registration
- ❖ \$3,000 – Two (2) daily registration
- ❖ \$4,000 – Three (3) daily registration
- ❖ \$5,000 – Four (4) daily registration

Recognition includes: (ALL Bronze level recognitions plus)

- ❖ Sponsor's name and brief advertisement announced prior to coffee break awarded
- ❖ Sponsorship of indicated number of coffee breaks if choose to
 - \$2,000 plus – One (1) Coffee Break
 - \$4,000 plus – One (1) Coffee Break and One (1) Table at Informal Night
- ❖ Sponsor Logo and a web link posting on IMATA's Webpage

BRONZE: Under \$1,999

Recognition includes:

- ❖ Sponsor's Logo on IMATA's Sponsorship Banner
- ❖ Sponsor's name listed in Conference *Proceedings*
- ❖ Sponsor's name and contact information printed on handout to be included in conference's registration packet

ALL SPONSORS who provide a sponsorship of more than \$500 receive the opportunity to place a full-page handout (provided by sponsor) in the conference registration packet (gift bag).

ADVERTISING ADVANTAGES

ADVERTISEMENT in CONFERENCE 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
Full Page (back of the front cover, or front of the back cover)	2	\$535	\$750
DIVIDER PAGES: Full Page (Front or back of the divider)	Up to 6	\$400	\$600
DIVIDER PAGES: 1/2 Page (Front or back of the divider)	Up to 12	\$325	\$450
SIDE BARS and/or FOOTERS: Quarter page ads (On the side or bottom of the pages)	32	\$275	\$375

ADVERTISEMENT in SOUNDINGS MAGAZINE

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
Full Page (back of the front cover, or front of the back cover)	2	\$500	\$750
SIDE BARS and/or FOOTERS: Quarter page ads (On the side or bottom of the pages)	32	\$275	\$375

ADVERTISEMENT on the IMATA WEBSITE

As a sponsor or exhibitor, when you register, your company will be presented on the Conference page. For those that want extreme exposure see the following available advertising advantages for the website.

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
Career page stackers	3	\$350	\$950	\$1600	\$3200

For more information on Advertising, contact Christine Scullion or see the IMATA website page on Advertising and Exposure Advantages.

EXHIBITORS SHOWTIME

EXHIBITORS for IMATA Conference 2010

We will be providing sponsors and vendors a hall way that leads directly to the presentation room which provides ample showing times and the ability to advertise yourself. See the conference schedule and floor map in your registration packet. If seeking more exposure than the exhibit hall, please see sponsorship and advertising advantages.

Allowances: May distribute marketing materials during the conference and at your designated exhibitors tables.

Provided:

1. Company Listed in conference *Proceedings* and given a table in the entrance hall
2. Two (2) full registrations per table. (Additional registrations must pay full registration fees per person)
3. Listed and mentioned in the exhibitor directory

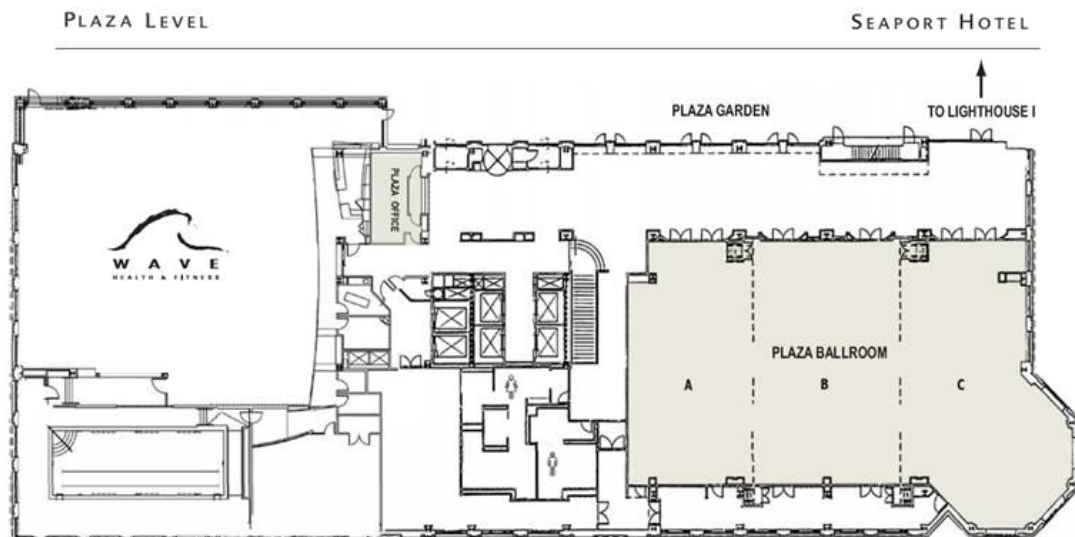
EXHIBITORS SHOWTIMES and CONDITIONS

Total hours of exhibit exposure to IMATA members is forty (40) plus hours during the week. Show time schedule includes all-day showings during presentation times, coffee breaks and for one (1) hour after presentation on the day of presentations. All tables should have a representative manning the scheduled show times. IMATA is not responsible for belongings.

NOTE: All exhibitors will be required to set-up and beak down daily. We encourage you to bring a booth that is easy to set up and take down. A secure storage area will be provided for your equipment and materials.

TABLE ASSIGNMENTS & ARRANGMENTS

Table assignments will be given on the day of arrival. The arrangement of tables will align the walls of the hall leading to the Plaza Ballroom and will possibly include being inside the ballroom if needed.



TERMS AND CONDITIONS FORM

I, as an individual and/or company understand the following terms and conditions that are stated in this form. I understand that the terms and conditions coexist with the exhibitor's agreement. I shall abide by these terms and conditions with the full understanding that IMATA has the right to revoke my participation in either the current or future events at any time if a breach of agreement occurs.

IMATA PROVIDES: One (1) eight (8) foot table for exhibiting. If you are sponsoring an event, a second table will be provided of the same size.

TABLE & SPONSORED EVENTS: Are assigned when applications are received. IMATA will assign tables and sponsored events on a first-come basis. If sponsorship monies are less than those requesting the same event yet received prior to greater amount, the event may be awarded to the greater sponsorship amount, which is also dependent on the availability of events.

MULTIPLE TABLES: If ordered, they will be located next to each other unless specified in your agreement to be located in a different location. Please make a special note in the comments section, if you do not want your multiple tables next to each other.

LIABILITY: You are solely responsible for all items and personnel at your table and/or sponsored event. It is agreed that IMATA and the Hotel are not responsible for any loss, damage or injury that may occur to the exhibitor/sponsor, the exhibitor/sponsor's employees or the exhibitor/sponsor's property, from any cause whatsoever, prior to, during and subsequent to the period covered by this agreement. It is advisable that you do not leave any items of value unattended at any time at your table and/or designated area.

DISMANTLING: Breakdown and/or removing your table prior to the end of the last presentation that is given that day must be approved by the sponsorship committee chair: Christine Scullion before the start of the conference. There will be no rebate to dismantling your table early or not participating all the days given to show.

DAMAGE: No permanent attachments to any area surrounding, on or in your exhibit are to be made. Damage to the table or property surrounding and within, will be fully covered by the exhibitor.

EXHIBITOR SALES: **No product sales are to be made at your table or during the conference.** You may hand out sales forms and solicit future business. But absolutely no sales are to take place during the IMATA conference.

SAMPLES, PARAPHERNALIA & MARKETING MATERIALS: All such items are to be distributed at your designated assigned table only. If sponsoring an event, these items can only be distributed during your event and in the location it is taking place. If you have questions concerning the items and location that you would like to distribute, please contact Christine Scullion at sponsorship@imata.org or 907-362-2260.

EXHIBITORS: It is understood and agreed that the sponsor company and all company representatives/employees at the IMATA conference shall conduct business in a professional manner. Under no circumstances shall a company or their representatives/employees harass another company, representatives/employees of that company, exhibitors, conference attendees, and/or any persons or personnel at the IMATA conference. Under no circumstances shall a company or their representatives/employees take or enter into another exhibitors area, take other exhibitors/sponsors distribution materials, and/or enter an area without proper ID. Such inappropriate conduct will be recognized as a breach of this agreement and the individuals and company will be asked to vacate the premises immediately, removed for the conference, will not be refunded any monies and may be barred from exhibiting/sponsoring in future IMATA Events.

COMPANY _____ DATE _____
Printed Name

COMPANY REPRESENTATIVE: _____
Printed Name

SIGNATURE: _____

SPONSORSHIP APPLICATION DATE: _____

DUE DATE 31 OCTOBER 2010

COMPANY INFORMATION:

COMPANY NAME _____

CONTACT _____

Address _____

City _____ State _____ Zip Code _____

Work Phone _____ Ext. _____ Cell Phone _____

Email _____

SPONSORSHIP:

SPONSOR EVENT/PRODUCT _____

(2ND Choice) SPONSOR EVENT _____

SPONSORSHIP: Full or Partial (Sharing an event)

Amount of offer: _____

EVENT TICKETS (Additional) Two (2) provided per sponsored event/gift for following events

Ice Breaker: # _____ @ \$45.00 each

Informal Night: # _____ @ \$60.00 each

Formal Dinner: # _____ @ \$85.00 each

TOTAL DOLLARS OWED \$ _____

CANCELLATIONS: Cancellations must be given in writing and received by **October 30th, 2010** to receive a full refund.

PRINT DEADLINE: Company Information and Logo is due to Christine Scullion. Email to sponsorship@imata.org. by **30 October 2010**.

PAYMENT & PAPERWORK: *All forms:* Application for Sponsorship, Terms and Conditions form, and Registration form (if applies) to be sent to Christine Scullion at sponsorship@imata.org. Once **confirmation** has been received via e-mail or mail, *payments* will need to be sent to **Eric Gaglione, IMATA Vice President @ Curator/Zoological Operations–Georgia Aquarium, 225 Baker Street NW, Atlanta, GA 30215.** Payments will need to be in form of check or money order payable to IMATA.

For Membership

Please contact

Madelynn Antonio at Email: EducationMemberServices @ IMATA.org

Organization Memberships are \$200.00 for the year

EXHIBITOR REGISTRATION

DATE: _____

DUE DATE 31 OCTOBER 2010

EXHIBIT COSTS:

EARLY REGISTRATION (31 SEPT 10) LATE REGISTRATION

Members:	Exhibit Hall:	1 Table = \$650: _____	1 Table = \$800: _____
		2 Tables = \$900: _____	2 Tables = \$1,075: _____
		Additional Tables = \$250: _____	Additional Tables = \$300: _____
	Career Night:	1 Table = \$150 : _____	1 Table = \$250: _____
		2 Tables = \$200 : _____	2 Tables = \$300 : _____
		Additional Tables = \$350: _____	Additional Tables = \$400: _____
Non-Members:	Exhibit Hall:	1 Table = \$800: _____	1 Table = \$950: _____
		2 Tables = \$1,050: _____	2 Tables = \$1,200: _____
		Additional Tables = \$350: _____	Additional Tables = \$400: _____
	Career Night:	1 Table = \$225 : _____	1 Table = \$325: _____
		2 Tables = \$300 : _____	2 Tables = \$400: _____

Additional Event Tickets to be provided per Table for following events

Ice Breaker: # _____ @ \$45.00 each

Informal Night: # _____ @ \$60.00 each

Formal Dinner: # _____ @ \$85.00 each

Additional Registrations: # _____ @ \$375.00 Member/\$450.00 non-member each *before* 31

August 2010, (include Individual registration forms for addition registers)

_____ @ \$425.00 Member/\$500.00 non-member each *after* 31

August 2010, (include Individual registration forms for addition registers)

TOTAL DOLLARS OWED \$ _____

TABLE CHOICES: _____ (1) _____ (2) _____ (3) _____ (4)

Special Notes _____

COMPANY INFORMATION:

COMPANY NAME _____

CONTACT (1) _____ Title: _____

CONTACT (2) _____ Title: _____

Address _____

City _____ State _____ Zip Code _____

Website: _____

Fax Number _____

Work Phone _____ Ext. _____ Cell Phone _____

Email _____

PRODUCT or SERVICE (To be printed in program) _____

TARGET AUDIENCE: (who) _____

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