



12th International **Coral Reef** Symposium

9-13 July 2012 • Cairns • Queensland • Australia

Sponsorship & Exhibition Opportunities



ABC Centre of Excellence
Coral Reef Studies



www.icrs2012.com

● 12th International Coral Reef Symposium

Every four years the International Society for Reef Studies (ISRS) sanctions a major international scientific conference which provides the latest knowledge and research on coral reefs around the world.

In July 2012, the world's leading natural scientists, resource managers, conservationists, economists, educators and graduate students will meet together in Cairns to progress coral reef science, management and conservation. We welcome the return of this event to Australia for the first time since 1988.

This 5 day event will bring together 2,500 people from some 80 countries, to communicate their science and hear the latest advances from the international experts in coral reef science. Their research and findings are fundamental in informing international and national policies and protocols in the conservation and sustainable use of coral reefs.

James Cook University and the Australian Research Council Centre of Excellence for Coral Reef Studies are proud to host the 12th International Coral Reef Symposium (ICRS 2012) in Cairns, Australia from 9 – 13 July 2012.

ICRS 2012 is important because it provides the international science community with a platform to:

- Share successful science, conservation and management efforts to increase global knowledge and interest in coral reefs;
- Develop collaborations and partnerships to increase international capacity to address coral reef issues; and
- Increase global awareness of the importance of coral reefs and pressures on their survival by extensive promotion in the media.

The realisation and success of ICRS 2012 relies on the generous **support of sponsors**. We have compiled a comprehensive list of educational, environmental and networking sponsorship opportunities and we aim to provide maximum flexibility and choice. This Prospectus is a guideline and we invite you to create your own sponsorship package and welcome additional ideas that you may have to promote your organisation. As new packages become available, these will appear on www.icrs2012.com.

Please note all prices quoted are in Australian Dollars and are exclusive of GST (Australian 10% Goods and Services Tax).

Your organisation will profit by supporting ICRS 2012 because you acquire:

- A unique opportunity to partner your brand with ICRS 2012, James Cook University, the Australian Research Council Centre of Excellence for Coral Reef Studies and the International Society for Reef Studies;
- Exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions. Your representatives can do business while networking in the one place with professionals and experts from around the world;
- The opportunity to demonstrate your organisation's positive environmental and social values which will in turn be widely acknowledged; and
- The opportunity to align your organisation with this powerful educational experience by demonstrating a commitment to assisting the participants, so reaching them at a deep, personal level.



Threats to the world's coral reefs include: • Water Quality • Climate Change • Over-fishing

● Major Sponsorship Opportunities

As a Major Sponsor you will receive as standard your:

- Logo in the Symposium Program
- Logo scrolling on monitors located throughout the Cairns Convention Centre during the event
- Logo on the Symposium website with a link to your organisation's homepage.

Symposium Co-Sponsor \$100,000 and above

- Your organisation's logo printed as a Co-Sponsor on the Symposium banner displayed in the general session area of the Cairns Convention Centre during the event
- Your organisation's logo on the media wall used for the Press Conferences
- Five Complimentary Registrations, including tickets to the Welcome Reception and the Symposium Banquet
- Five additional tickets to the Welcome Reception
- Five additional tickets to the Symposium Banquet
- Four complimentary tickets to the exclusive Sponsors' Dinner
- Verbal acknowledgement of your organisation as a Symposium Co-sponsor during the Opening Ceremony
- Prime exhibition space and booth (3m x 2.4m).

Barrier Reef Sponsor \$75,000 - \$99,999

- Your organisation's logo printed as a Barrier Reef Sponsor on the Symposium banner displayed in the general session area of the Cairns Convention Centre during the event
- Four complimentary registrations, including tickets to the Welcome Reception and the Symposium Banquet
- Two additional tickets to the Welcome Reception
- Two additional tickets to the Symposium Banquet
- Two complimentary tickets to the exclusive Sponsors' Dinner
- Exhibition space and booth (3m x 2.4m).

Atoll Sponsor \$50,000 - \$74,999

- Your organisation's logo printed as an Atoll Sponsor on the Symposium banner displayed in the general session area of the Cairns Convention Centre during the event
- Three complimentary registrations
- Two complimentary tickets to the exclusive Sponsors' Dinner
- Exhibition space and booth (3m x 2.4m).

Fringing Reef Sponsor \$25,000 - \$49,999

- Your organisation's logo printed as a Fringing Reef Sponsor on the Symposium banner displayed in the general session area of the Cairns Convention Centre during the event
- Two complimentary registrations
- Two complimentary tickets to the exclusive Sponsors' Dinner
- Exhibition space and booth (3m x 2.4m).

Patch Reef Sponsor \$10,000 - \$24,999

- One complimentary ticket to the exclusive Sponsors' Dinner
- One complimentary registration
- 50% discount on exhibition space and booth (3m x 2.4m).



The Great Barrier Reef is the world's largest system of coral reefs, covering an area of 344,400km². It extends for over 2,300km along the coast of Queensland, Australia.

● Educational Opportunities

As an Educational Sponsor you will receive as standard your:

- Logo in the Symposium Program
- Logo scrolling on monitors located throughout the Cairns Convention Centre during the event
- Logo on the Symposium website with a link to your organisation's homepage.

Photographic Competition

\$15,000 (Exclusive Opportunity)

Prizes for the winners of the seven categories are funded through this sponsorship package and these prizes will be presented during ICRS 2012.

- Logo on collateral calling for competition entries
- Recognition as sponsor during the prize giving ceremony.

Scientific Program Themes

\$10,000 (10 Opportunities)

The ICRS 2012 Scientific Program is divided into themes. Examples of these themes include Climate Change, Reef Ecology, Conservation Planning, Fish and Fisheries, Genomics, Management Tools, The Coral Triangle Initiative and the Human Dimension of Coral Reefs. Each theme will attract a sponsor that receives the following benefits:

- Recognition as the sponsor during the theme's introduction
- Logo on the signage at the entrance to the session
- Logo on the stage screen throughout the presentations under that theme.

Poster Reception

\$10,000 (3 Opportunities)

A wine and cheese reception will be held to accompany each of the three poster viewing sessions. As the sponsor of a Poster Reception your organisation will receive the following acknowledgements:

- Recognition as the sponsor during that Poster Reception's introduction
- Logo on the Poster Reception signage.

Speaker Practice Room

\$10,000 (Exclusive Opportunity)

Speakers will be required to attend the Speaker Practice Room to upload their presentations to the server. This room will be actively used by the 1,000 speakers to practice and review their talks.

- Logo on Speaker Practice Room signage
- The opportunity to provide non-alcoholic refreshment and light snack station (an additional cost and priced upon asking)
- Logo on desktop of Speaker Practice Room computers.

Opening Ceremony

\$10,000 (Exclusive Opportunity)

The Opening Ceremony will be held on Monday 9 July 2012 and is planned to include a welcome by a leading political figure.

- Logo included on Opening Ceremony signage
- Acknowledgement of sponsorship during the Opening Ceremony speeches
- Provision of an area for distribution of your organisation's literature.

Plenary Sessions

\$5,000 (6 Opportunities)

Each session will feature a specially selected key speaker guaranteeing the highest quality of educational benefit to the large number of delegates in attendance.

- Recognition as the sponsor during the introduction of the Plenary
- Logo on signage at the entrance to the Plenary venue
- Company logo displayed on screen during the speaker's presentation
- One table at the main session entrance for your organisation's printed material.



Under the leadership of President Susilo Bambang Yudhoyono, Indonesia has united with the Philippines, Malaysia, Timor Leste, Papua New Guinea and the Solomon Islands to establish the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security.

We welcome new ideas so please contact us if you would like to discuss creating your own sponsorship package.

● Environmental Opportunities

As an Environmental Sponsor you will receive as standard your:

- Logo in the Symposium Program
- Logo scrolling on monitors located throughout the Cairns Convention Centre during the event
- Logo on the Symposium website with a link to your organisation's homepage.

Water Bottles and Water Stations

\$55,000 (Exclusive Opportunity)

A re-useable water bottle branded with your organisation's logo will be given to every delegate. The bottles are high quality aluminium complete with a carabiner to attach to belt loops or the Symposium Satchel. The value of your sponsorship will continue far beyond the event's conclusion as well as being good for the environment by reducing people's need to use plastic cups or bottles. Your branding will also be on the water stations located throughout the Cairns Convention Centre where delegates will refill their bottles.

Symposium Satchel *\$50,000 (Exclusive Opportunity)*

Every delegate upon registration will receive a Symposium Satchel branded with your organisation's logo. The Satchels are expected to be made from a good quality environmentally sound product and designed to encourage use by delegates well after the Symposium has finished. (Size and placement of logo will be at the discretion of the Symposium Committee.)

Green Package *\$20,000 (Exclusive Opportunity)*

The organisers are committed to using recycled products, reducing waste and offsetting carbon emissions where possible. The Green Package sponsor will attract any promotional spotlight for these initiatives when they occur and they will include:

- Branding on the ICRS 2012 website for a link to a carbon footprint calculator and carbon neutral information page
- All hard copy material printed on recycled paper will have your organisation's logo printed next to any acknowledgment that the paper is recycled, such as on the Registration Brochure and Symposium Program
- Your branding at the point of sale for the Symposium merchandise, including t-shirts which are expected to be made from a recycled material (excludes satchels and lanyards)
- Selecting local produce and donating unused packaged meals where possible.

Lanyards *\$12,000 (Exclusive Opportunity)*

Every delegate will receive a lanyard, made from reusable natural bamboo fibre, with your organisation's branding. The lanyard will hold registrant's session and social function tickets. The lanyards will be a focal point on each delegate throughout the Symposium, giving excellent coverage of your organisation's branding.



● Networking Opportunities

As a Networking Sponsor you will receive as standard your:

- Logo in the Symposium Program
- Logo scrolling on monitors located throughout the Cairns Convention Centre during the event
- Logo on the Symposium website with a link to your organisation's homepage.

Banquet *\$50,000 (Exclusive Opportunity)*

Australian culture along with some of the best locally produced cuisine, will be remembered for years to come as a highlight of the Banquet, the major social event of the Symposium.

- Ten tickets to the Banquet
- Logo on the Banquet ticket
- Logo on the screen behind the Master of Ceremonies
- Logo on the Banquet signage
- Acknowledgement of sponsorship during the Banquet welcome speech
- Opportunity to provide chocolates with logo (an additional cost - can be quoted on request).

Internet Café *\$30,000 (4 Opportunities)*

- Logo set as desktop on your Internet Café's computer screens
- Your organisation's homepage set as the default page on your Café's terminals.

Welcome Reception *\$25,000 (Exclusive Opportunity)*

Excellent exposure and networking opportunities are offered for the sponsor of the Welcome Reception. Once delegates have registered on Sunday 8 July 2012 they will be invited to this Reception with its symbolic welcome by the traditional landowners. This occasion focuses on entertainment and welcoming the participants to ICRS 2012.

- Ten complimentary tickets to the Welcome Reception
- Logo on the Welcome Reception signage
- Logo on the screen during the welcome speech
- Acknowledgement of sponsorship during the welcome speech
- Opportunity to customise one bar (an additional cost – can be quoted on request)
- Area allocated to distribute printed materials during the Reception
- Opportunity to provide chocolates with logo (an additional cost – can be quoted on request).

Barista Zone *\$20,000 (2 Opportunities)*

- Branding of your individual Barista Zone promoting your organisation's name or logo
- Opportunity to have your logo on the coffee mugs which the delegates keep and re-use once they return home (an additional cost – can be quoted on request)
- Opportunity to have other refreshments at the Barista Zone at sponsor's own expense and subject to approval from the Symposium Committee.

Daily Catering Sponsorship *\$15,000 per day*

- Lunch and morning and afternoon refreshments will be provided daily in the exhibition area
- Naming rights to Symposium catering for that day
- Logo incorporated into catering signage.

Media Work Room *\$5,000 (Exclusive Opportunity)*

Media will attend from throughout the world and the Media Work Room will be fitted out with significant technology to enable these professionals to write and send their stories.

- Logo on Media Room signage
- The opportunity to provide non-alcoholic refreshment and light snack station (an additional cost – can be quoted on request).

Press Conference Room *\$5,000 (Exclusive Opportunity)*

The Press Conference Room will be permanently set up to stage the substantial number of press conferences to enable the media to meet and question high profile delegates as they present their latest science.

This sponsor will have their logo on the signage in the Press Conference Room.

Since records have been kept it is estimated that 70% of the world's coral reefs have been severely degraded.

We welcome new ideas so please contact us if you would like to discuss creating your own sponsorship package.

● Exhibition Opportunities

The exhibition will be a major component of ICRS 2012 and will feature the most up to date information and products available. The Symposium Program has been designed to maximise the opportunity for delegates to visit the exhibition with refreshment breaks and the Internet Cafés housed within the exhibition area. The exhibition will be the major networking arena for delegates, sponsors and exhibitors.

Why Exhibit at ICRS 2012?

- Exhibiting provides an excellent opportunity to promote your organisation and maintain a high profile among specialists;
- Your representatives can recruit new customers and strengthen their relationships with existing clients, mixing informally with scientists from Australia and around the world;
- You receive immediate feedback from potential customers by testing your new products and sharing your innovations and latest developments with them;
- You will capture a large group of the decision makers in your market in a short time - a most cost-effective way to do business; and
- You can conduct research on your customers' profiles at the exhibition.

Exhibition Booth

\$3,000

- 7.2 square metres of exhibition space and booth (3m x 2.4m)
- Carpeted floor
- Back and side walls
- Company name on fascia over each open side
- Two spotlights
- One standard power outlet
- Two exhibitor registrations.

General Information

- Exhibitor personnel passes include morning and afternoon refreshments along with lunch each day, plus a Symposium Satchel and copy of the Symposium Program;
- Exhibitor personnel passes do not grant access to the core Scientific Program, Welcome Ceremony or Banquet. Exhibitors are welcome to attend these but must register and pay separately when registration opens in August 2011;
- Priority of placement within the exhibition will be offered to sponsors first and then sold in accordance with the date of application receipt;
- An Exhibition Manual containing information on move in and out times will be distributed to exhibitors in February 2012.
- Information provided in this Prospectus is correct at the time of printing.

Further Information

For further information about ICRS 2012 please contact the:

Sponsorship & Exhibition Manager
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www.icrs2012.com

Your organisation will profit as a **sponsor**

- Your positive environmental and social values will be widely recognised
- Your support of the world's best coral reef scientists will be applauded by all delegates
- Your benefits and opportunities begin to accrue upon commitment.

The International Coral Reef **Symposium 2012** (ICRS 2012)

- Most important conference in the world for sharing knowledge about coral reefs
- Increases global awareness of coral reefs through extensive media coverage
- 5 day event bringing together 2,500 people from some 80 countries.

