BECOME A SPONSOR

February 16-19, 2021
Virtual Conference

Wetland Science Conference
2021 **Wisconsin Wetlands ASSOCIATION**

▶ **Create awareness and visibility of your products, services, or work**

▶ **Network with wetland professionals from around the state and region**

▶ **Demonstrate your support for wetland conservation and education**

▶ **Showcase your products and services**

Sponsor the first-ever virtual Wetland Science Conference to realize all these benefits and more.

Since 1995, Wisconsin Wetlands Association's annual Wetland Science Conference has been providing a one-of-a-kind opportunity to share and promote the best wetland science, restoration, and management practices with the wetland and water community of Wisconsin and the Upper Midwest. This year, the conference is going virtual, which means strong potential for a **larger-than-usual audience** and **no travel costs!**

The 2021 conference will be held virtually February 16-19.

Our robust virtual event platform for this conference will give attendees one-touch access to the conference via desktop, laptop, tablet, or smartphone anywhere with an internet connection.

Our virtual conference also offers terrific visibility opportunities for our sponsors to increase your brand recognition, engagement, and visibility, including **exclusive session sponsorship** opportunities; prominent **banner ads** in the virtual event platform, "**minimercials**" (video advertisements that play before presentations); and "**gamification codes**."

Also new this year is a **special sponsored product demonstration session** designed for sponsors and exhibitors to present or demo products and services or to simply use as a platform to talk about their organization.

And don't forget about the Virtual Exhibit Hall! Every conference sponsor will receive a "virtual booth" in our exhibit hall—a customizable page where you can upload photos, documents, and links. You can also embed pre-recorded videos to demonstrate products and programs, staff your exhibit at specified times, and schedule live demos.

Concerned about face-to-face interaction? Don't worry, your booth will include a live video chat room, making face-to-face interaction with prospects not only possible, but incredibly easy! And you'll have access to analytics on your booth visitors.

To top it all off, **the virtual conference will be live and open to registrants before the conference and will remain active for <u>six months</u> after the conference.** Combined, the duration and the potential for hundreds of attendees set the stage for your exposures to meet or exceed past Wetland Science Conferences.

About our Audience

Typically, more than 350 wetland professionals and enthusiasts from around Wisconsin and the region attend the Wetland Science Conference. We expect that number to increase this year because of the ease of accessibility. Demographics for our 2020 audience:

Profession:

Biologist/researcher/ecologist: 19%
Consultant 17%
Project manager 15%
Resource manager/technician 9%
Practitioner 6%
Educator/trainer 5%

Student 4%
Retired 4%
GIS professional 3%
Regulator 3%
Business manager 3%
Equipment/product supplier 1%
Other 6%

Employer:

Private sector 34%
Government 31%
Non-profit 12%
University/education 11%
Retired 6%
Self-employed 3%
Utility 3%

How to Become a Sponsor

We offer a range of sponsor levels and benefits to fit your budget and marketing goals. To sponsor this event, select among the sponsorship levels and benefits detailed on the enclosed Sponsor Levels & Benefits chart.

Note that several sponsor benefits are available on a first-come, first-served basis, so confirm your sponsorship early to lock in your benefits.

Complete the enclosed sponsorship form and return it to Wisconsin Wetlands Association along with your payment by January 15, 2021.

After we receive your form and payment, we will follow up with you to provide information about how you can access the complimentary registrations for your representatives and to confirm your exhibit needs.

Please note the deadlines for submitting content related to some benefits—these deadlines will insure your content is posted to the virtual event platform in time for the conference.

Who We Are

Wisconsin Wetlands Association is the nation's first and oldest statewide organization focused exclusively on wetland conservation. For more than 50 years, WWA has been working to protect the state's wetland resources through education, training, advocacy, and research on key issues that affect wetlands. Our award-winning programs effectively research key target audiences, including local government staff, private landowners, land trusts, community decision-makers, and more. Our more than 1,800 members include wetland scientists and educators, conservationists, hunters and anglers, private landowners, concerned citizens, and local and regional organizations. We are a 501(c)3 non-profit organization.

Please consider sponsoring Wisconsin Wetlands Association's first ever virtual Wetland Science Conference. Use the enclosed sponsor form to make your commitment as a sponsor of this unique event. More information about the conference is available at conference.wisconsinwetlands.org. Confirm your sponsorship by January 15, 2021 to insure that your sponsorship is highlighted effectively in our virtual event platform.

Thank you for supporting this conference. Please do not hesitate to contact Katie Beilfuss at 608-250-9971 or programs@wisconsinwetlands.org if you have any questions or for more information.

> " *This is a regional conference that has the quality of a national conference. It is a great opportunity to interact with wetland professionals.* "

Wisconsin Wetlands Association thanks the sponsors of our recent Wetland Science Conferences, including:

SPONSOR LEVELS & BENEFITS

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	Premier Sponsor $7,500 and above	Platinum Sponsor $5,000–$7,499	Gold Sponsor $3,000–$4,999	Silver Sponsor $1,500–$2,999	Bronze Sponsor $1,000–$1,499	Supporting Sponsor $550–$999	Non-Profit Sponsor $250–$549
Customizable virtual booth in exhibit hall *	✓	✓	✓	✓	✓	✓	✓
Complimentary all-access registrations **	12	10	8	6	4	2	2
Recognition on conference website	Logo + link	Logo + link	Logo + link	Logo + link	Logo	Name	Name
Gamification codes	10	10	10	6	3		
Free access to conference workshops	✓	✓	✓	✓	✓		
Exclusive session sponsorship ***	Plenary	Plenary	Concurrent	Concurrent	Concurrent		
Access to present in a sponsored product demonstration session	✓	✓	✓	✓			
Push notifications in virtual event platform	4	3	2	1			
Social media shout-outs	✓	✓	✓				
Banner ads in event platform	3	2	1				
Recognition on virtual event platform home page	✓	✓	✓				
"Minimercial" video ad during session	Plenary	Concurrent	Concurrent				
Logo in our event publicity emails to prospective attendees	✓	✓					
Two-minute conference welcome video aired during kickoff plenary session	✓						

Sponsorship add–ons
Based on availability
- **Gamification codes:** $150 each, 5 for $600
- **Banner ad:** $200/day
- **Presentation in sponsor demo session:** $500
- **"Minimercial" video ad during session:** $1,000

* Exhibitor list will be tiered by sponsor level and alphabetical within each tier
** Includes access to all conference content for 6 months after the conference

Your virtual booth includes:

- **Customizable webpage** dedicated to your company and brand
- **Video conferencing and chat** for communicating with your virtual booth visitors
- Unlimited uploads of **pdfs, video files, images, contact details, and links**
- "**Call to Action**" links within your booth page – e.g., "schedule a meeting"
- **Analytics**
  - Visitor & visibility statistics: # of booth visitors, # of views and clicks on banner ads
  - Lead generation: contact info for people who complete your gamification challenge(s), respond to the sponsored product demonstration session survey, or ask to schedule a meeting with you
  - Additional analytics are in development and should be available by the time of the conference—stay tuned!
- **Scheduled exhibit hall hours** so you know exactly when to staff your booth
- **Access** by conference registrants to your virtual booth **from February 1 through August 31, 2021**.

Opportunities for visibility in the conference event platform

- **Banner ads*** – Banner ads will feature your logo and will be visible within the virtual event platform on several of the frequently-trafficked pages (e.g., agenda, attendee list). WWA can provide view and click analytics for banner ads following the conference. One banner ad per day.
- **Exclusive session sponsorship** – Session pages will feature your logo exclusively. Your logo will also be included on the screen in that session's opening and closing comments. Limited availability; first-come, first served.
- **Gamification codes*** – Attendees can collect "gamification codes" to compete for prizes offered by WWA. You can use gamification codes to increase visibility, drive traffic to your booth, or reward attendees for watching a demo or scheduling a meeting. Gamification codes are a great way to gather leads.
- **Homepage logo** – Logos of our Gold+ sponsors will be prominently placed on the main home page ("lobby") of our conference virtual environment.
- **Minimercial video ad during session*** – 'Minimercials' are short (15 seconds) pre-recorded advertisements you produce that air at the start of a session. They feature a spokesperson from your company (or from WWA if you prefer) sharing a message about your support for the 2021 Wetland Science Conference and inviting attendees to visit your booth, attend a particular session, or engage in other conference content. WWA is happy to work with you to develop a script for minimercials and reserves the right to review and approve them. One minimercial per eligible sponsor.
- **Push notifications** – Push notifications are pop-up windows that will provide updates and reminders to conference attendees during break times at the conference. Sponsored push notifications will promote your support of the Wetland Science Conference and invite attendees to visit your booth, attend a particular session, or participate in your Wetland Challenge activity. Great for lead generation.
- **Sponsored product demonstration session*** – In this special session, you can demonstrate a product, service, or technology offered by their company. You can also survey attendees during this session receive the responses and analytics from this survey, a great opportunity for lead generation. You will submit titles and abstracts for these 15-minute presentations, which you will pre-record and submit to WWA by January 15, 2021. One presentation per eligible sponsor.

* These benefits are also purchasable as sponsorship package "add-ons." See Sponsor Levels & Benefits table for details.

The Fine Print

All promotional considerations outside of the virtual exhibit booth (i.e. banner ads, minimercials, demo presentations, etc.) are subject to submission to and receipt by organizers by **January 15, 2021**. Submissions after that date may not be published to the virtual conference environment. Some promotional items are subject to change.

The organizers reserve the right to curtail exhibits or parts of exhibits that detract from the character of the conference. Exhibitors are responsible for obtaining any licenses, permits, or approvals required under local, state/province, or federal law applicable to its activity at the conference.

In the unlikely event of cancellation by the organizers or for any reason or factor outside the control of the organizers, it is within the sole discretion of the organizers to decide on credits and/or refunds for registration fees and sponsorship payments. The organizers shall not be liable to refund any expenses incurred by registrants or their organizations.

SPONSORSHIP FORM

February 16-19, 2021
Virtual Conference

Wetland Science Conference
2021 Wisconsin Wetlands **ASSOCIATION**

All promotional considerations outside of the virtual exhibit booth (i.e. banner ads, minimercials, demo presentations, etc.) are subject to submission to and receipt by organizers **by January 15, 2021**, so submit your form early!

For more information, contact: katie.beilfuss@wisconsinwetlands.org.

Send completed form and payment to:
Katie Beilfuss at katie.beilfuss@wisconsinwetlands.org *or*
Wisconsin Wetlands Association, 214 N. Hamilton St. Suite 201, Madison, WI 53703

1. **SPONSOR NAME:** _____

(Name of business/agency/organization as you would like it listed in materials)

2. **SPONSORSHIP LEVEL:**

Please type your sponsorship amount without commas so that the auto-fill form fields below function correctly.

❶ *Choose your level*　　❷ *Specify amount*

☐ **Premier Sponsor** $7,500+　$_____

☐ **Platinum Sponsor** $5,000-7,499　$_____

☐ **Gold Sponsor** $3,000-4,999　$_____

☐ **Silver Sponsor** $1,500-2,999　$_____

☐ **Bronze Sponsor** $1,000-1,499　$_____

☐ **Supporting Sponsor** $550-999　$_____

☐ **Nonprofit Sponsor** $250-549　$_____

3. **OPTIONAL SPONSORSHIP ADD-ONS:**

The following benefits are available as "add-ons" to your sponsorship to add to or increase your visibility benefits. Refer to the Sponsorship Levels and Benefits chart to determine what benefits are already provided at each sponsorship level. Subject to availability.

☐ **Gamification codes** $150 each, 5 for $600　Qty: _____　Total: _____

☐ **Banner ad** $200/day　# of Days: _____　Total: _____

☐ **Presentation in sponsor demo session** $500　Total: _____

☐ **"Minimercial" video ad during session** $1,000　Total: _____

Add-ons Sub-Total: _____

4. **CONTACT PERSON:**　Name & Title: _____

Phone: _____　Email Address: _____

Mailing Address: _____

5. **MARKETING CONTACT:**

Once your sponsorship is confirmed, we will follow up with this Marketing Contact person with more details on how to access your benefits.

☐ Same as above.

Name & Title: _____

Phone: _____　Email Address: _____

6. **PAYMENT INFORMATION:**　Sponsorship amount: $_____ + Add-ons Sub-total: $_____ = Total: $_____

☐ Check enclosed *(payable to Wisconsin Wetlands Association)*

☐ Please charge my Visa / MasterCard / Discover *(circle card type)*

　Name on card: _____　Billing address *(if different from above)*:

　Card #: _____　_____

　Expiration date: _____ SEC #: _____　_____

☐ Please send an invoice.

Office Use Only　Rec: _____ Pmt: _____ Db: _____ Rpt: _____ Ss: _____