



**8<sup>TH</sup> WORLD CONFERENCE ON  
ECOLOGICAL RESTORATION**

**SER** 2019 | CAPE TOWN  
SOUTH AFRICA

# RESTORING LAND, WATER & COMMUNITY RESILIENCE SEPTEMBER 24-28, 2019



## SPONSORSHIP & EXHIBITOR OPPORTUNITIES



**environmental affairs**  
Department:  
Environmental Affairs  
REPUBLIC OF SOUTH AFRICA





# SER2019

The Society for Ecological Restoration (SER) is proud to partner with the South African Department of Environmental Affairs (DEA) and South African Water Research Commission (WRC) to host the **8th World Conference on Ecological Restoration** in Cape Town from 24-28 September 2019.

This five-day meeting will bring together restoration professionals and students from around the world and provide a lively forum for networking and knowledge exchange.



The conference program is expected to include more than 100 oral sessions on a wide range of topics related to ecological restoration and will feature several world-renowned keynote speakers. Additionally, delegates will benefit from professional development and learning opportunities in the form of workshops and training courses, technical field trips, and social activities to help encourage new friendships and collaborations.

SER2019 is the first-ever SER meeting in Africa and represents an important opportunity to bring the international community together on a continent with many lessons to teach about the challenges and opportunities for integrated, landscape-level restoration. It is also an opportunity to consolidate the community of practice in Africa and strengthen the link with SER's wider

## About the SER World Conference

SER World Conferences are the premier meeting point for professionals and students interested in ecosystem restoration and management. The conference provides a vital platform for knowledge sharing and debate around the latest trends in restoration science, practice and policy, as well as specific tools, techniques, challenges and strategies for restoring degraded ecosystems on all continents. Conference sessions address a range of locally and globally important issues including:

- The role of restoration in mitigating and adapting to climate change
- Restoration outcomes in national and international environmental policy frameworks
- Investing in ecological infrastructure and ecosystem services
- Restoration for water supply and water security
- Invasive species management
- Achieving desired outcomes for biodiversity and threatened species
- Designing appropriate restoration strategies for specific biomes, including urban systems
- Scaling up and working at the landscape level
- Engaging local communities and



# Attendance at Past SER World Conferences

- 2005** Zaragoza, Spain (1,000)
- 2007** San Jose, California (4,500)  
(jointly with the Ecological Society of America)
- 2009** Perth, Australia (750)
- 2011** Mérida, Mexico (1,000)
- 2013** Madison, Wisconsin, USA (1,200)
- 2015** Manchester, England (800)
- 2017** Iguassu Falls, Brazil (950)



## Who is the Audience?

The conference brings delegates from every continent representing a range of professional backgrounds including natural and social sciences, environmental engineering, urban and regional planning, public policy, landscape architecture, natural resource management, and more. Attendees include:

- Professors, researchers and students from leading colleges and universities around the world
- Staff scientists from research institutes specializing in conservation issues
- Environmental consultants and contractors ranging from independently owned small businesses to national and multinational companies
- Government personnel from local and national land management agencies
- Representatives and staff from multilateral organizations
- Local, national and international NGO/nonprofit organizations
- Botanic gardens and zoos from around the world
- Consultants and staff from mining and resource extraction companies
- Individuals and entities in the financial sector
- Staff from engineering and landscape architecture firms





## Partner with us!



We invite your company, organization or institution to become a conference sponsor and partner with us in delivering this singular event. As a sponsor, you will have the opportunity to:

- Increase your visibility and elevate your brand in this fast-growing field;
- Showcase your products, services or activities to our multi-disciplinary international audience;
- Leverage our platform to roll out a new program or announce other important company news;
- Cultivate new contacts and generate new business;
- Demonstrate your commitment to ecological restoration and support the global restoration community;
- Provide your team with access to the latest science and best management practices for restoration; and
- Position your group as an industry leader.

We are offering a number of sponsorship packages and unique opportunities to align your brand with the conference and tailor your message to specific segments of our audience.





# Sponsorship Opportunities

	<b>Black Rhino \$50,000 &amp; Above R700,000 &amp; Above</b>	<b>Elephant \$35,000 R500,000</b>	<b>Lion \$20,000 R285,000</b>	<b>Leopard \$10,000 R145,000</b>	<b>Cape Buffalo \$5,000 R70,000</b>
Exhibit booth	9 sq. m	9 sq. m	9 sq. m	9 sq. m	
Complimentary conference registration(s)	5	4	3	2	1
Ad space in the conference program book	✓ Full Page, Front Inside Cover (Color)*	✓ Full Page, Back Inside Cover (Color) at risk	✓ Full Page Inside (Black and White)	✓ Half Page Inside (Black and White)	✓ Half Page Inside (Black and White)
Choose one of the options listed	<p><b>Option 1</b> – Exclusive visibility as the sponsor of one morning plenary session</p> <p><b>Option 2</b> – Exclusive branding on all attendee lanyards</p> <p><b>Option 3</b> – Exclusive branding on USB flash drives distributed to attendees with the Conference Book of Abstracts</p> <p><b>Option 4</b> – Logo on splash screen and footer of conference mobile app</p> <p><b>Option 5</b> – Five sponsored delegates under the Travel Grants Program</p>	<p><b>Option 1</b> – Exclusive visibility as the sponsor of the emerging professionals networking event</p> <p><b>Option 2</b> – Exclusive visibility as the sponsor of a Poster Happy Hour</p> <p><b>Option 3</b> – Branding on charging stations for mobile devices</p> <p><b>Option 4</b> – Three sponsored delegates under the Travel Grants Program</p>	<p><b>Option 1</b> – Exclusive visibility as the sponsor of one coffee break</p> <p><b>Option 2</b> – Exclusive visibility as sponsor of the Make A Difference Day Event</p> <p><b>Option 3</b> – Two sponsored delegates under the Travel Grants Program</p>	<p><b>Option 1</b> – One sponsored delegate under the Travel Grants Program</p> <p><b>Option 2</b> – Two registration grants for emerging professionals or developing-country attendees</p>	
Visibility in conference mobile app	Advertisement	Advertisement	Advertisement	Logo Recognition	Logo Recognition
Participation at VIP reception	✓	✓	✓	✓	✓
Placement of one marketing insert in delegate bags	✓	✓	✓		
Verbal recognition at the opening and closing ceremonies	✓	✓	✓		



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Logo recognition on conference website	Large	Large	Large	Small	Small
Logo recognition on conference signage	Large	Large	Large	Small	Small
Logo on rotating PowerPoint slide(s) in the plenary room	✓	✓	✓	✓	✓
Sponsor recognition on attendee badges for members of your organization	✓	✓	✓	✓	✓
Recognition in the SER newsletter and annual report following the event	✓	✓	✓	✓	✓

*\* Inside front cover and inside back cover will be given on a first come, first served basis. If this option has already been taken, we will offer a full-page ad (in black and white) in a prime location inside the program book.*

### Don't see the right opportunity for your organization?

Contact us at [worldconference@ser.org](mailto:worldconference@ser.org) to discuss the sponsorship options listed here or to customize a sponsorship package that best fits your organization's goals.



# A La Carte Opportunities

Sponsorship options below are exclusive except where indicated. Some options may no longer be available if they have already been selected by another group.

Prices have been set in US Dollars and roughly converted to Rands at a rate between 13:1 and 15:1. Pricing in Rands may change if the conversion rate fluctuates beyond this range.

## Support Networking

### Conference Dinner - \$30,000 / R430,000

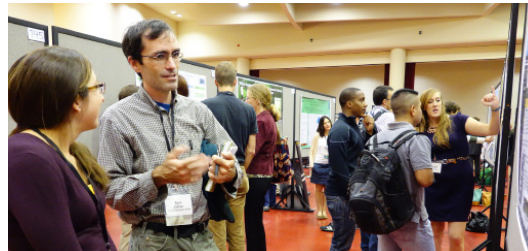
Sponsor our marquee social event and awards presentation dinner. The dinner is open to all delegates at no additional cost.

- Exclusive branding on event-related signage and promotion
- Logo recognition associated with the event on the conference website
- One-minute podium time for welcome remarks
- Full-page ad in the Conference Program Book
- 2 guest tickets to the event
- Logo on cocktail napkins (optional add on)

### Welcome Reception - \$20,000 / R285,000

Capitalize on the excitement and expectation of the welcome reception to position your group as a key presence at the conference.

- Exclusive branding on event-related signage and promotion
- Logo recognition on screens near stage
- One-minute podium time for welcome remarks
- Half-page ad in the conference program book
- Recognition associated with the event in the conference mobile app



### Poster Happy Hour - \$5,000 each / R70,000 each

The Poster Happy Hour takes place in the late afternoon following oral sessions and gives poster presenters the opportunity to discuss their work with attendees in a lively social setting.

- Exclusive branding on event-related signage and promotion
- Logo recognition associated with the event in the Conference Program Book
- Recognition associated with the event in the conference mobile app

### Emerging Professionals Networking Event - \$3,000 / R43,000

This activity gives students and recent graduates the opportunity to network with one other and with established professionals working in the field.

- Exclusive branding on event-related signage and promotion
- Logo recognition associated with the event in the Conference Program Book
- Networking table at the event to promote your company or organization
- Podium time for welcome remarks





## Support Learning

### Conference Field Trips - \$12,500 / R180,000

Underwrite the program of one-day conference field trips and help give attendees the opportunity to see local restoration efforts up close. Sponsorship of individual field trips may also be possible.

- Logo recognition on the field trips page of the conference website
- Logo recognition in the field trips section of the Conference Program Book
- Logo on all field trip tickets given to attendees
- Logo recognition on transportation signage
- 5 complimentary field trip tickets for staff members to attend the trip of their choice

### Plenary Session - \$10,000 each / R145,000 each

By sponsoring one of our plenary sessions, you give your company or organization the focused attention of our entire delegation and align your brand with big ideas and world-renowned speakers in our field.

- Logo recognition associated with the sponsored plenary in the Conference Program Book
- Logo recognition associated with the sponsored plenary in the conference mobile app
- Verbal recognition during the sponsored plenary

### Make A Difference Day Event - \$4,000 / R58,000

Support this pre-conference activity giving delegates the opportunity for hands-on involvement in a local restoration project.

- Logo recognition associated with the event on the conference website
- Logo recognition associated with the event in the Conference Program Book
- Logo recognition on event-related signage and promotion

### Travel Grants Program - \$1,000-25,000 / R14,000-358,000

Help us bring emerging professionals and developing-country delegates to the conference. Your support allows us to provide a registration waiver and partial travel support to one delegate for every \$1,000 donated. We encourage donors to consider a minimum donation of \$5,000.

- Special recognition in the Conference Program Book
- Recognition on the conference website
- Logo included in sponsor recognition slides shown in the plenary room

## Support Conference Amenities

### Conference Lunch - \$6,000 each / R86,000 each

Sponsor lunch during one of the days of the conference and enjoy a unique opportunity for visibility.

- Logo on signage and catering stations during chosen lunch
- Logo recognition in the Conference Program Book



### Coffee Break - \$4,000 each / R58,000 each

Sponsor one of our mid-morning or mid-afternoon refreshment breaks and promote your company or organization to our entire delegation.

- Logo on signage and catering stations during chosen break
- Logo recognition in the Conference Program Book

### Mobile App - \$7,000 / R100,000

The mobile app helps delegates stay connected throughout the week with direct attendee-to-attendee messaging, dynamic daily schedules, and notifications about conference activities. Your sponsorship of the app assures repeated daily views of your logo and branding by a large number of delegates.

- Logo on splash screen visible each time a delegate opens the app
- Logo on the footer of the mobile app screen
- Daily push notifications

### Charging Stations - \$5,000 each / R72,000 each

In this age of mobile devices, charging stations draw traffic like watering holes at Kruger. Take advantage of this magnetism by putting your logo front and center.

- Opportunity to fully brand a mobile device charging station at the conference

## Welcome Bag Options

### Recycled Lanyards - \$4,500 / R65,000

- Logo on name badge lanyards worn by all delegates

### USB Flash Drive - \$4,500 / R65,000

- Logo on flash drive distributed to all delegates with the Conference Book of Abstracts

### Reusable Mugs or Water Bottles - \$5,500 / R80,000

- Logo on reusable mugs or water bottles distributed to all attendees as part of the welcome packet



Contact us to discuss any of the options above  
[worldconference@ser.org](mailto:worldconference@ser.org)



## Exhibition Opportunities

### Exhibitors at SER2019 receive:

- One 3 x 3 m exhibit booth
- Amenities: one table, two chairs, electrical outlet, waste basket, identification sign with organization's name. Additional amenities are available for a fee.
- Listing in the exhibitor information section of the conference program book (organization name, short description and URL)
- Listing in the exhibitor section of the conference mobile app
- One complimentary conference registration

### Pricing:

**Standard rate**     \$2,200 / R32,000

**NGO rate**         \$1,500 / R22,000

To reserve an exhibit space, please contact us at [worldconference@ser.org](mailto:worldconference@ser.org) for a reservation form.

Space is limited, and booths will be sold and assigned on a first come, first

## Advertising Opportunities

Full-page ad in the conference program book	\$900 / R13,000
Half-page ad in the conference program book	\$500 / R7,000
Advertisement in the conference mobile app	\$900 / R13,000
Marketing insert in delegate bags*	\$1,500 / R21,000

*\* produced and shipped at the expense of the advertiser; must be delivered to the conference centre by Friday, 20 September 2019*



## Sponsors and Exhibitors at Past SER Conferences

Agrecol LLC	Forrest Keeling Nursery	Sylva Native Nursery & Seed Co.
Agroflor Engineering and Consulting Ltd	ENCAP, Inc.	The Nature Conservancy
Alcoa	HeidelbergCement	The Walton Family Foundation
BHP Billiton Ltd.	Institute for Applied Ecology	University of Maryland Center for Environmental Science
Biohabitats, Inc.	Island Press	University of Wisconsin-Madison Arboretum
Birdlife International	Landlife UK	University of Wisconsin Press
Brazilian Biodiversity Fund (FUNBIO)	Ministry of Environment and Natural Resources of Mexico (SEMARNAT)	US Bureau of Land Management
Brazilian Development Bank (BNDES)	National Commission for the Knowledge and Use of Biodiversity (CONABIO)	US Forest Service
Brazilian Ministry of the Environment	National Forestry Commission of Mexico (CONAFOR)	US National Oceanic and Atmospheric Administration
Cardno JFNew	Nelson Institute for Environmental Studies	US Natural Resource Conservation Service
Center for Research and Advanced Studies, Mérida campus (CINVESTAV)	Newcrest Mining Limited	Westervelt Ecological Services
Center for Scientific Research of Yucatán, A.C.(CICY)	NHBS	Weston Solutions, Inc.
CH2M Hill	Ramboll/Environ	W.F. Baird & Associates Ltd.
Convention on Biological Diversity	Royal Society for the Protection of Birds (RSPB)	Wiley-Blackwell
Decagon Devices, Inc.	SOS Mata Atlântica	World Bank Group
Ducks Unlimited de Mexico, A.C.	Suzano Paper and Pulp	World Resources Institute
Ecological Restoration Alliance of Botanical Gardens	SWCA Environmental Consultants	Wiley-Blackwell