THE WILDLIFE SOCIETY
2020 ANNUAL CONFERENCE:
A Five-Day Virtual Conference Experience
SEPTEMBER 28 - OCTOBER 2, 2020

JOIN US FOR THE WILDLIFE SOCIETY’S FIRST-EVER VIRTUAL CONFERENCE!

Exhibitors play an important role in creating a valuable and engaging experience for all participants at the TWS Annual Conference. This year, we’re looking forward to exploring a whole host of new opportunities through the virtual conference platform and are excited to offer expanded opportunities for exhibitors to showcase their products, services, and brands.

While the venue may have changed, this year’s virtual conference remains the premier spot for sharing the latest advances in wildlife science, management and techniques. Exhibitors can expect nearly all of the exhibitor benefits they’ve come to know from our in-person conference – adapted to fit the virtual setting – alongside several new opportunities optimized to increase brand recognition, engagement and visibility in a remote environment.

The Virtual Exhibit Hall will replace the Members Activity Center and Trade Show, and will be accessible before, during and after the conference. Each exhibitor will receive a customizable booth within the Virtual Exhibit Hall. The booth itself will be your own unique microsite. You can customize it with company and contact information, products and services information, documents, promotional videos, social media links, raffles and just about anything else. 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! We’ll also be featuring daily exhibitor hours to drive traffic to your booth and encourage you to staff your chat room during these times for drop-in meetings. To top it all off, the virtual conference platform includes a virtual lead retrieval service and automatically collects comprehensive booth analytics, which will be available to you after the conference.

And that’s just your booth!

Additions to the Virtual Exhibitor package include 15-30 second "minimercials" – video advertisements – that play before on-demand video presentations; prominent banner ad placements around video presentations and/or discussion boards, and a Demo Track in the conference program. The Demo Track is designed for sponsors and exhibitors to present or demo products and services, or simply to talk about their organization. There is no additional charge for this benefit, but titles and abstracts will be required. If you choose to participate, your presentation or demo can be recorded from your conference profile using our platform’s built-in recording technology, or you may use a third party recording technology (i.e. Zoom) and provide us with the video. The Demo Track will be available to all conference participants on-demand for the duration of the conference, as well as for 6-months following the conference. With more ways than ever to connect with conference attendees, and the potential for attendance to exceed any past TWS event, we think this year will be a rewarding experience for everyone!
EXHIBITOR BENEFITS

• **Customizable Exhibitor Booth** in the Virtual Exhibit Hall
  ► Listing on the Virtual Exhibit Hall landing page
  ► Private booth in the form of a unique individual microsite
  ► Live video chat room for face-to-face interaction with prospects
  ► Full autonomy to update and edit company info
  ► Ability to upload documents, videos, product & service information and more
  ► Links to company website and social media
  ► Ability to host raffles and giveaways

• Two complimentary conference registrations

• Announcement of your organization's participation in our e-newsletter, linked to your website

• Designated exhibitor hours

• Announcement of your participation with a link to your website in TWS' *eWildlifer* newsletter

• "Minimercial" video advertisements

• Prominent banner advertisements around video presentations and/or discussion boards

• Option to create or submit a video presentation for the Demo Track in our program

• Increased exposure and visibility through:
  ► Broader audience – no geographic barriers to attend
  ► Ease of Access and Lower Registration Costs – Greater potential for a larger than usual audience
  ► 6+ months of complete access to the virtual conference content

EXHIBITOR SCHEDULE

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EXHIBITOR BOOTH FEES & DETAILS

| Commercial Booth | $1,500 | Non-profit/Artisan | $800 |

*For additional details or to reserve your booth at this year's TWS Annual Conference, contact Nick Wesdock, Business Relations and Conferences Manager, nwesdock@wildlife.org*

*We look forward to hearing from you!*
EXHIBITOR SNAPSHOTS

VIRTUAL EXHIBIT HALL LISTING/BOOTH

MINIMERCIALS & DEMO TRACKS

SESSION BANNER ADS

DISCUSSION BOARD ADS

eWildlifer ANNOUNCEMENT
OTHER ENGAGEMENT OPPORTUNITIES

CONFERENCE SPONSORSHIP
If your organization is interested in increasing your visibility and engagement with this highly-targeted audience, we have a number of sponsorship opportunities available. Most Sponsorship levels can be customized to help you achieve your desired results, and include complimentary exhibit space and registrations. Sponsorships range from $3,500 to $20,000+.

CONFERENCE ADVERTISING
If you don't wish to actively participate in the conference, but would like to advertise on the virtual conference platform, we have a variety of ad sizes and affordable rates to fit your budget, ranging from $575 to $1,500.

DIGITAL AND PRINT ADVERTISING
While the TWS conference is our premier annual event, we also offer a number of ways to engage with TWS members and other wildlife professionals throughout the year. Digital and print advertising through The Wildlife Society can get your brand and products in front of more than 11,000 wildlife professionals and students, and thousands more individuals who support conservation across North America. Whatever your advertising needs and budget, we have an option for you to successfully reach your target and drive your business. Our journals reach an inquisitive audience of wildlife researchers and practitioners. Our highly-sought, award-winning, membership magazine is delivered in print to each member 6-times per year. Our e-newsletter provides weekly, targeted communications to all 11,000+ members. Our website has more than 1.2 million page views each year, reaching wildlife professionals and the broader public. Whatever method you prefer; we have the ability to deliver it.

EXHIBITOR RULES AND REGULATIONS

PROMOTIONAL CONSIDERATION
All promotional considerations outside of the virtual exhibit booth (i.e. banner ads, minimericals, demo presentations, etc.) are subject to submission and receipt to organizers by August 30. Submission after that date may not be published to the virtual conference environment. Some promotional items are subject to change.

RIGHT OF REFUSAL AND/OR CANCELLATION
The organizers reserve the right to refuse or cancel applications of any exhibitor for any reason, as well as the right to curtail exhibits or parts of exhibits that detract from the character of the conference.

INSURANCE AND HOLD HARMLESS AGREEMENTS
To the maximum extent permitted by law, exhibitor shall indemnify and hold harmless the organizers, virtual conference software provider, their agents and employees, and co-sponsoring agencies for all claims arising from activities of the exhibitor/sponsor, its employees, agents, invitees, and licensees at or in connection with the TWS Annual Conference.

TAXES AND LICENSES
Exhibitor shall be responsible for obtaining any licenses, permits, or approvals required under local, state/province, or federal law applicable to its activity at the conference.

CANCELLATIONS AND REFUNDS
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 the registration fee. The organizers shall not be liable to refund any expenses incurred by registrants or their organizations.