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

Sponsors will play an essential role in this year’s conference, supporting a valuable and engaging experience for all participants. To showcase our appreciation, TWS is excited to offer expanded and unique opportunities to highlight sponsors through our virtual conference platform and beyond.

Your virtual sponsorship experience will in many ways mirror your in-person experience at our conference. Nearly all of our traditional sponsorship benefits can and will be adapted to fit the virtual setting, alongside several new opportunities designed to increase brand recognition, engagement and visibility. You’ll be able to sponsor events, sessions and components of the virtual conference through prominent banner ad placements and even short videos, or "minimercials," featuring your brand. Don’t know which events to sponsor? No worries! We welcome the opportunity to customize the Sponsorship package to best meet your organization’s needs.

Also new this year is a Demo Track in the conference program, designed for sponsors and exhibitors to present or demo products and services, or simply use it as a platform 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 afterwards.

And don’t forget about your complimentary virtual exhibit booth!

Your booth will include a live video chat room, making face-to-face interaction with prospects not only possible, but incredibly easy! You’ll be encouraged to staff that chat room during exhibitor hours, when we expect peak booth traffic. In the Virtual Exhibit Hall, you’ll be listed by tier, along with your logo and indication of your sponsor level. 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. You’ll have full autonomy to update and edit the information in your booth. A virtual lead retrieval service is also included and comprehensive booth analytics will be available after the conference.

To top it all off, the virtual environment will be live before the conference, and will remain active for six months after the conference. Combined, the duration and the potential for several thousand attendees, set the stage for your exposures to exceed any past TWS conference.
SPONSOR BENEFITS

• Sole sponsorship of an event or component that includes a branding and recognition:
  ► Platinum ($25,000+): Any events are available for sole sponsorship, including a custom designed event. Sponsorship of the opening plenary session includes up to a five-minute welcome to conference attendees, plus verbal recognition at the event and branding opportunities. Custom events include symposia, panel discussion, or other presentation.
  ► Gold ($10,000+): Any events or locations available for sole sponsorship, such as the virtual conference access portal or poster sessions, or a custom designed event (excludes plenary sessions).
  ► Silver ($5,000+): Sole sponsorship of an event, such as a session track or discussion board.
  ► Bronze ($3,500+): Shared sponsorship of an event, such as session track or discussion board.

• Complimentary Virtual Exhibit Booth for face-to-face engagement with attendees (See exhibitor benefits page)
• Tiered exhibit booth listing in the Virtual Exhibit Hall
• Platinum, Gold and Silver Sponsors will have their logo printed on the back of the conference t-shirts
• Announcement of your Sponsorship with a link to your website in TWS’ eWildlifer newsletter
• Platinum Sponsors receive a complimentary full-page ad in September/October issue of The Wildlife Professional*

• As a Platinum, Gold, or Silver Sponsor you can make a featured offer or promotion about your organization in the eWildlifer to The Wildlife Society membership. In addition, Platinum and Gold Sponsor offers will be cross-promoted on the conference website, platform and through The Wildlife Society’s social media channels.

• Band of logos recognition by tier on the TWS Conference website and the virtual conference platform
• Pre- and Post-Conference full-page band of logos thank-you ad in The Wildlife Professional magazine
• "Minimercial" video advertisements
• Prominent banner advertisement on sponsored event or location
• Discussion board advertisements
• 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

• Complimentary complete access registrations.
  ► Platinum Sponsors: Six registrations
  ► Gold Sponsors: Three registrations
  ► Silver Sponsors: Two registrations
  ► Bronze Sponsors: One Registration

*Advertisement must be received by July 31. Advertisements received after the deadline will be placed in the November/December issue.
SPONSOR SNAPSHOTS

VIRTUAL EXHIBIT HALL BY TIER

MINIMERCIALS & DEMO TRACKS

SPONSORED SESSIONS

DISCUSSION BOARD BANNER

TWS MEMBER VISIBILITY

11,000+ MEMBERS
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 information
  ► Ability to upload documents, videos, product & service information and more
  ► Links to company website and social media
  ► Ability to host raffles and giveaways

• Designated exhibitor hours

EXHIBITOR SCHEDULE

MONDAY, SEPT 28
Exhibitor Hours
TBA

MONDAY, SEPT 28
Exhibitor Hours
TBA

MONDAY, SEPT 28
Exhibitor Hours
TBA

MONDAY, SEPT 28
Exhibitor Hours
TBA

For brand recognition, engagement and visibility, a conference sponsor at one of our live events can receive up to 350,000 exposures to their targeted audience. We expect that the duration of access to this virtual conference and likelihood for increased attendance will boost these exposures even higher.

EXHIBITOR RULES AND REGULATIONS

PROMOTIONAL CONSIDERATION
All promotional considerations outside of the virtual exhibit booth (i.e. banner ads, minimercials, 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.