SPOKANE
TWS ANNUAL CONFERENCE
NOVEMBER 6-10, 2022

# JOIN US

# IN PERSON

# SPONSOR & EXHIBITOR PROSPECTUS

THE WILDLIFE SOCIETY

**Sales and Information**

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Reservation Deadline
**August 31, 2022**

# TWO YEARS TOO MANY... TIME TO RECONNECT

## IT'S GREAT TO BE BACK!

The wildlife community is buzzing with excitement for TWS' 29th Annual Conference in Spokane, Washington. Live and in-person for the first time in over two years, our members are eager to learn, network, and engage like it's the twenty-teens. Previous conferences in neighboring Oregon have drawn over 2,000 attendees. Join us in reconnecting with friends both old and new.

## IT'S A GOOD FIT!

No matter what your brand or mission, chances are you will find your audience at #TWS2022. We regularly have attendees from all 50 U.S. states, several Canadian provinces, sovereign tribes, and beyond. Our attendees are researchers, executives, technicians, professors, land managers, decision-makers, policy analysts, statisticians, students, and more. They work across all sectors including state, provincial, and federal agencies, tribal governments, corporations, non-profits, and universities/colleges. Outside of work, they enjoy traveling, hunting, fishing, birdwatching, hiking, kayaking, camping, photographing, and most other forms of outdoor recreation.

## IT'S A LOT OF FUN!

With the built-up anticipation for face-to-face connection, expect this year's conference to exude a heightened sense of comradery among conference participants. Mingle with as many as 2,000 (or more!) wildlife professionals and students in a place of opportunity, discovery, and beauty; where exploring Spokane Falls is as easy as exploring the Members Activity Center & Trade Show. From all-conference events to one-on-one networking, you'll be sure to find everything as we celebrate not only our science, but the joy of being back together!

Click here to learn more about **THE WILDLIFE SOCIETY**

# SUPPORT LEVEL HIGHLIGHTS

| LEVEL | RATE |
|---|---|
| **Platinum Sponsor**<br>• Six conference registrations & all of the conference components TWS has to offer!<br>• PLUS, *exclusive* sponsorship of a general session event, customized by you (e.g. welcome/closing reception) | **$25,000+** |
| **Gold Sponsor**<br>• Four conference registrations & an Exhibit booth<br>• Verbal recognition at a live conference event<br>• Custom post on TWS social media (150k+ followers)<br>• Custom push notification on conference mobile app<br>• Logo (with URL link) on conference website homepage<br>• Custom ½-page advertisement in *The Wildlife Professional* magazine | **$10,000+** |
| **Silver Sponsor**<br>• Three conference registrations & an Exhibit booth<br>• Logo recognition by sponsor tier in pre- and post-conference ads in *The Wildlife Professional* magazine<br>• Custom session at our featured Innovation Center<br>• Named sponsor of a conference event or activity (with logo recognition) | **$5,000+** |
| **Bronze Sponsor**<br>• Two conference registrations & an Exhibit booth<br>• Included in "Meet our Sponsors" article on *wildlife.org*<br>• Logo in email blast to all TWS members (11,000+)<br>• Professional consultation to achieve desired results | **$3,000+** |
| **Exhibitor**<br>• One conference registration<br>• Listed on Exhibitor page of conference website<br>• Exhibitor booth in Members Activity Center & Trade Show | **$1,500** |
| **Contributor**<br>• Acknowledgement in *The Wildlife Professional* magazine | **$250+** |

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RESERVE TODAY
twsconference.org

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# SPONSOR BENEFITS

*Reach your **WILD** side! Raise your profile in the wildlife community.*

## INVEST IN YOUR FUTURE

As one of the largest gatherings of wildlife professionals and students in North America, sponsoring TWS' Annual Conference places your brand and mission at the heart of wildlife conservation and management today.

Your benefits include:

### Visibility & Recognition

- Promotion in TWS communication channels
- Onsite logo placements
- **Custom advertisement in *TWP*

### Engagement

- Conference registrations (vary by level)
- Exhibit booth
- *Custom Innovation Center presentation
- **Custom push notification through mobile app & post on TWS social media

### Convenience & Support

- Our knowledgeable staff will provide consultation to help you achieve results

**Silver Sponsors and above*
***Gold Sponsors and above*

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# EXHIBITOR BENEFITS

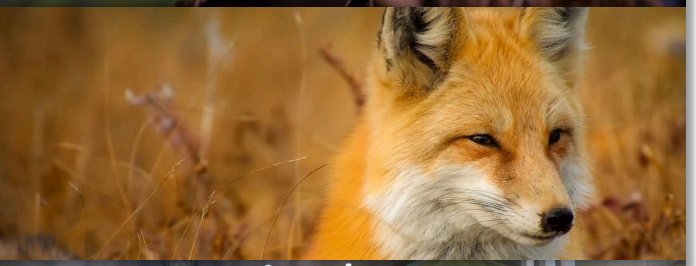
*SHOW us what you've got! Spotlight your products, programs, or plans.*

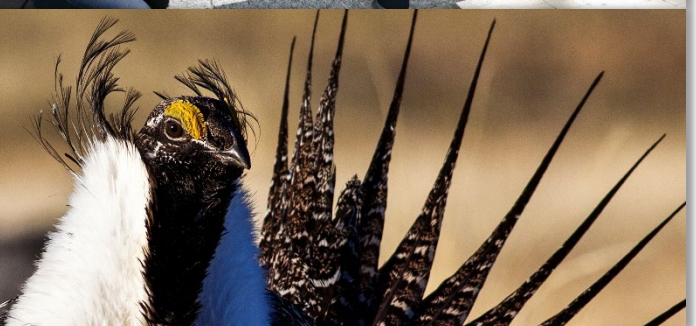
## SEE AND BE SEEN

From coffee and networking to emails and phone charging, the Members Activity Center and Trade Show is the heart of TWS' Annual Conference. It's the focal hub where attendees come together several times each day for scheduled events or just on a whim. Your booth in this high traffic area will catch the eye of your target demographic, no matter who it is.

You can expect:

- **TWO trade show happy hour events**
- Daily coffee & refreshment breaks
- Listing on the conference website
- Listing on the conference mobile app
- Name and link announced in the *eWildlifer* (our member e-newsletter)
- One conference registration
- As many as 2,000 attendees
- Event design that drives traffic to YOUR booth





# CONTRIBUTOR BENEFITS

*SUPPORT science-based wildlife conservation and management*

## INVEST IN WILDLIFE PROFESSIONALS

So you can't make it to TWS' Annual Conference but still want to make a difference? Well you can! Contributors help further TWS' mission to inspire, empower, and enable wildlife professionals to sustain wildlife populations and habitats through science-based management and conservation.

### Levels

- Benefactor: $5,000+
- Patrons: $2,500+
- Associate: $1,000+
- Friends: $500+
- Affiliates: $250+

Oh yeah, and we'll make sure our members and attendees know about your generous contribution. All contributors will receive:

- Post-conference acknowledgement in *The Wildlife Professional* magazine
- Announcement of support in TWS' e-newsletter (name / URL link)

# TWS REACH

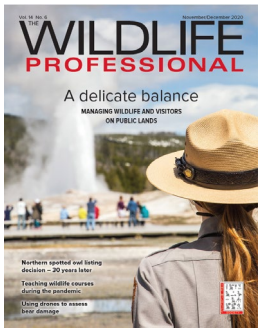
## ENGAGE OUR MEMBERS YEAR ROUND

Why leverage TWS for just a few days out of the year? We offer a variety of communication channels and advertising options to grow your brand awareness among our 11,000+ members around the globe.

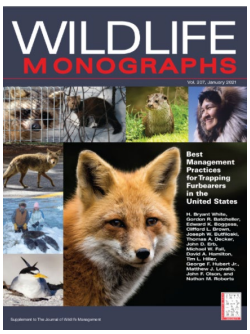
| Channel | Medium | Reach | Rates from |
|---|---|---|---|
| *The Wildlife Professional* | Print (magazine) | 11,000+ per issue (bimonthly) | $850 per issue |
| TWS Journals | Digital | >20,000 visits per month | Contact for rates |
| eWildlifer | Email (e-newsletter) | ~12,500 per week | $150 per week |
| Wildlife.org | Digital (website) | 1.3 million visits annually | $100 per week |

**TWS MEDIA KIT**

TWS Magazine




TWS Journals




e-newsletter

website

# SEE YOU IN SPOKANE

## NOVEMBER 6-10, 2022

| TWS Annual Conference Component Summary Sheet | Participation Level | | | | | |
|---|---|---|---|---|---|---|
| | Customize Your Package | Platinum Sponsor ($25,000+) | Gold Sponsor ($10,000+) | Silver Sponsor ($5,000+) | Bronze Sponsor ($3,000+) | Exhibitor ($1,500) |
| Conference registrations | | 6 | 4 | 3 | 2 | 1 |
| Announcement of support level in TWS' e-newsletter | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Mobile App Listing | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exhibit booth located in the Members Activity Center | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Listed on exhibitor page of conference website | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo included in post-conference thank you ad in TWP | | ✓ | ✓ | ✓ | ✓ | |
| Logo included in an email blast to all TWS members (11,000+) | | ✓ | ✓ | ✓ | ✓ | |
| Included in our "Meet our Sponsors" article on wildlife.org | | ✓ | ✓ | ✓ | ✓ | |
| Professional consultation to help achieve desired results | | ✓ | ✓ | ✓ | ✓ | |
| Logo on sponsor page of conference website (with link) | | ✓ | ✓ | ✓ | ✓ | |
| Named sponsor of a conference event or activity | | ✓ | ✓ | ✓ | | |
| Logo included in pre-conference promotional ad in TWP | | ✓ | ✓ | ✓ | | |
| Custom session at our featured Innovation Center | | ✓ | ✓ | ✓ | | |
| Verbal recognition at a live conference event | | ✓ | ✓ | | | |
| Logo on home page of conference website | | ✓ | ✓ | | | |
| Custom social media post | | ✓ | ✓ | | | |
| Half-page advertisement in TWP | | ✓ | ✓ | | | |
| Custom push notification through the mobile app | | ✓ | ✓ | | | |
| *Exclusive* and custom sponsorship of a general session event | | ✓ | | | | |

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