



# VIRTUAL CONFERENCE **CERF 2021**

26TH BIENNIAL CONFERENCE

CERF at 50: Celebrating our Past, Charting our Future



## **SPONSOR AND EXHIBITOR PROSPECTUS**

[conference.cerf.science](https://conference.cerf.science)

1-4 and 8-11 November 2021



# ABOUT THE COASTAL AND ESTUARINE RESEARCH FEDERATION



## CERF advances understanding and wise stewardship of estuarine and coastal ecosystems worldwide.

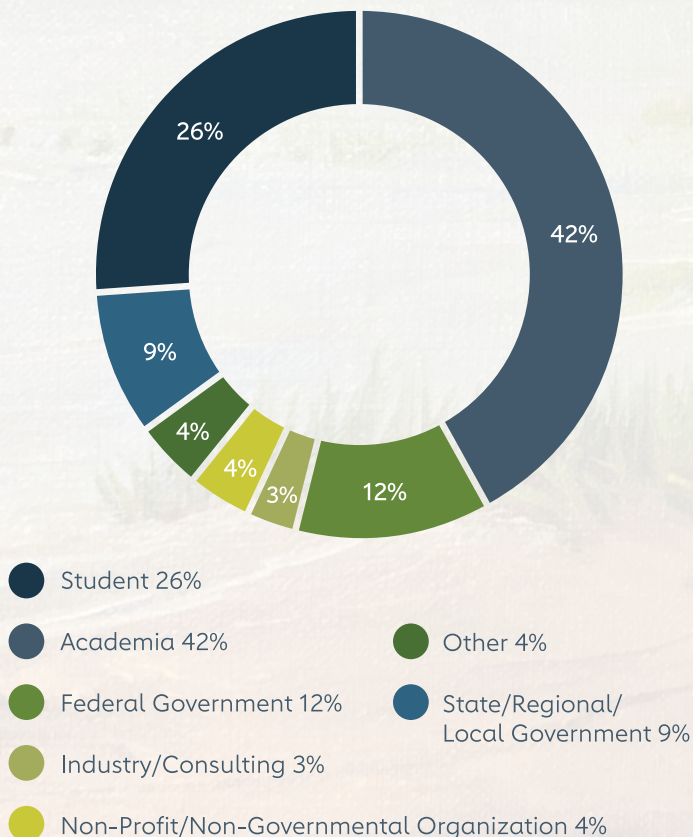
### Its mission is to:

- Promote research in estuarine and coastal ecosystems
- Support education of scientists, decision-makers, and the public
- Facilitate communication among these groups

The Coastal and Estuarine Research Federation is the only scientific society whose members focus exclusively on the essential intersection of research, management, and education in estuarine and coastal ecosystems. Learn more at [www.cerf.science](http://www.cerf.science).

## Occupation

CERF conference attendees come from a variety of different sectors. Your sponsorship of a single conference allows you to tap into a large and specific audience, ranging from students and researchers to federal and state employees.



## 2019 Scientific Program Highlights

The 2019, Scientific Program offered four days of timely, exciting and diverse information on a vast array of estuarine and coastal subjects. Over 1400 attendees from 26 countries gathered in Mobile, Alabama to experience:

- 950 oral presenters and keynote speakers and 340 poster presenters discussing research
- Interaction with 70 sponsors and exhibitors (97.7% of attendees surveyed responded that 2019 sponsors and exhibitors were of quality, variety, and relevance)
- Engaging programs to move science and policy forward including plenary sessions, workshops, town halls, and special regional and social highlights





# CERF CONFERENCE SPONSORSHIPS...



...offer amazing benefits to industry and non-industry vendors; academic institutions; research organizations; local, state, and federal agencies; and more!

**NEW for CERF 2021 – Pathable, our virtual venue that offers the following:**



Intuitive interface



Company branding in virtual booth



Display your products via images and videos in virtual booth



Gamification incentive for attendees to visit your booth



Connect with attendees by requesting 1:1 meetings



Real-time instant messaging with attendees from your virtual booth



Showcase your sponsored CERF 2021 events



Search or filter an alphabetical listing to view attendee profiles





# SPONSOR AND EXHIBITOR BENEFITS



	Gold \$5,500+	Silver \$3,500+	Bronze \$2,500+	Exhibitor
Logo placed on landing page of conference virtual platform	✓	✓	✓	✓
Virtual Exhibit Hall Recognition	Tier 1: Prominent Placement	Tier 2	Tier 3	Tier 4
Virtual exhibit booth	✓	✓	✓	✓
Complimentary full registration	5	4	3	1
Social media announcements pre-and post-conference	4	3	2	1
Logo recognition on all CERF 2021 promotions, including in the journal, bulletin, and website	✓	✓	✓	
Thank you recognition during plenaries	✓	✓	✓	
Advertisement in conference e-newsletter	Large	Medium	Small	
Spotlight article included in pre- and post-conference email to attendees (100 words)	✓	✓		
One advertisement in quarterly bulletin distributed to members	Full page ad	Half page ad		







## Gold Activities

- **Diversity and Inclusion** – Show support for the CERF initiatives to increase diversity and inclusion in our Federation, including the Inclusion Event and the Rising TIDES (Toward an Inclusive, Diverse, and Enriched Society) program. Sponsorship includes platform and website recognition and sponsorship of the CERF Inclusion Event.
- **Keynote & Awards Ceremony** – The Keynote and CERF Scientific Awards Ceremony kick off the conference. Exclusive sponsorship includes a brief (2-3 minute) welcome address for the sponsor, and recognition on the virtual platform and website. (One exclusive sponsorship.)
- **Student Champion** – Support our future scientists! Funds will help underwrite student activities, such as career networking, mentoring, and the student presentation awards. Sponsors will be recognized on the website, virtual platform, session pages, and verbally during the student activities.

## Silver Activities

- **Close-out Party & Student Awards Reception** – Make a lasting impression by recognizing outstanding student presentations. Sponsorship includes recognition at the event and on the conference platform.
- **Plenary Sessions** – Three plenary sessions are available for exclusive sponsorship and include a brief (2-3 minute) welcome address for the sponsor. Exclusive sponsorship includes logo on website and marketing and recognition at the event and on conference platform. (Three exclusive sponsorships.)

## Bronze Activities

- **Mentor Program** – Help bring students, early career scientists, and those new to CERF together with veterans in the field to network, learn, and explore CERF 2021. Funds will support mentoring activities. Sponsorship includes platform and website recognition and on all Mentorship Program communications. (Limited to three co-sponsors.)





# EXHIBITOR PACKAGES



## Passport Program

In order to maximize your investment and increase your exposure, we are dedicated to bringing our attendees to YOU. All attendees will have the opportunity to participate in the **Passport Program**. This will encourage one-on-one conversations and connections.

The Passport Program creates an incentive for conference attendees to visit YOUR booth. All conference attendees can earn points by visiting your booth, downloading your materials, joining you in a Zoom room, and more!

## Exhibitor: Prices Vary

### Showcase YOUR products, programs and services online

Connect more deeply with attendees by exhibiting on our sophisticated platform, Pathable. This Virtual Exhibit Hall will be seamlessly built into our online event venue, which will launch in early October 2021.

Maximize your company's visibility by fully customizing your virtual booth to showcase products and services through text, links, videos, images, file downloads, and more. You can even track your progress with booth data and analytics.

### All exhibitors receive the following opportunities:

- One complimentary full registration
- Recognition on CERF website and virtual platform
- Recognition in conference email marketing
- Recognition in rolling break-time slide show
- Chance to connect with attendees
- Networking during conference
- Customizable booth profile
- Built-in instant messaging chat feature
- Built-in one-on-one video conferencing during open hours

Booth Type	Before 1 July 2021	After 1 July 2021
Commercial and for-profit booths One registration per exhibit booth	\$1,000	\$1,250
Non-profit booths One registrations per exhibit booth	\$500	\$750
Additional booth representative*	\$50 each	\$50 each

*\*Sponsors and exhibitors are limited to no more than three (3) additional name badges at the discounted rate. Additional badges beyond the three will be charged at full conference registration rates.*



# CONFERENCE DETAILS



## Location

CERF virtual venue  
provided by Pathable  
<https://pathable.com/>



## Virtual Exhibit Hall Open Hours

All exhibit booths will be accessible 24/7 during the conference. During designated exhibit hall hours, attendees will have the chance to chat and meet virtually with booth representatives.

Day	Date	Time*
Tuesday	2 November 2021	4:30 PM – 6:00 PM ET
Thursday	4 November 2021	11:30 AM – 1:00 PM ET
Tuesday	9 November 2021	11:30 AM – 1:00 PM ET

\*All times listed in Eastern Time. This schedule is subject to change.

### CERF 2021 Virtual Conference Terms, Conditions, and Policies:

<https://conference.cerf.science/2021-conference-terms-conditions-and-policies>

## Information and Registration

CERF Conference Coordinator  
2150 N 107th St, Suite 205 Seattle, WA 98133  
Phone: (206) 209-5262 | Fax: (206) 367-8777  
Email: [conference@cerf.science](mailto:conference@cerf.science)  
Web: [conference.cerf.science](https://conference.cerf.science)





# THANK YOU TO OUR 2019 SPONSORS AND EXHIBITORS



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2019 CERF Conference artwork  
donated by Inga Clough Falterman

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[facebook.com/ingacloughfalterman](https://www.facebook.com/ingacloughfalterman)

## EXHIBITORS

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