

ECOLOGICAL SOCIETY OF AMERICA 106<sup>TH</sup> ANNUAL MEETING



Vital Connections  
IN ECOLOGY 2021

MONDAY, AUGUST 2 - FRIDAY, AUGUST 6

# Sponsor & Advertising PROSPECTUS

V21.8 VIRTUAL

## Vital Connections in Ecology

Ecologists seek to understand the vital connections between plants and animals and the world around them. Collectively, research shows that ecological connections are critical for maintaining ecosystem function and resilience in the face of change. Similarly, human connections are vital for science: connections between mentors, students, and collaborators, connections with community stakeholders, and connections with our friends and family. During times of crisis, such as the recent COVID-19 global pandemic, ecologists have found novel ways to create and maintain vital human connections while continuing to make breakthroughs in understanding the importance of ecological connections.

## The 2020 ESA Virtual Annual Meeting had 3,900 participants from 53 countries from around the world!

This is an increase of over 1,100 participant from the 2019 in-person meeting!

We anticipate even higher participation during this year's virtual meeting and have new and exciting ways for you to connect with the estimated **4,000+** participants.

Promote your products, services, technology, equipment and literature to scientists, researchers, educators, administrators and policymakers in the science of ecology and the ESA Community through:

- Category Listings promoting products or services **NEW!**
- Networking Roundtables **NEW!**
- Pre- **NEW!** and Post-Conference Attendee list to connect **BEFORE! AND AFTER!** the meeting. The list will include contact name, title, organization and mailing address of those that Opt-In per GDPR Rules prior to June 24 early bird registration date
- Launch of the meeting 7 days prior to scheduled start date for attendees to preview your products, services, technology, equipment and literature **NEW!**
- Site available to participants up to one-year after the conference
- Promote giveaways on your sponsor wall **NEW!**
- Virtual Platform Home Page Banner Ad included in Platinum & Gold Sponsor Package



## Virtual Meeting Schedule\*

MONDAY, AUGUST 2 – THURSDAY, AUGUST 5, 2021		
EST	PST	
10:00 AM	7:00 AM	<b>OPENING PLENARY AND SCIENTIFIC INTERFACES PLENARY</b> Monday and Wednesday <i>Sponsor Walk-On Slide Opportunities</i>
11:00 AM	8:00 AM	<b>BREAK</b> Tuesday and Thursday <i>Email a Break Item** to participants</i>
11:30 AM	8:30 AM	<b>SCIENTIFIC PLENARY OR RECENT ADVANCE LECTURE</b> Tuesday and Thursday <i>Sponsor Walk-On Slide Opportunities</i>
11:30 AM	8:30 AM	<b>BREAK</b> Monday and Wednesday <i>Email a Break Item** to participants</i>
2:00 PM	11:00 AM	<b>BREAK</b> Monday – Thursday <i>Email a Break Item** to participants</i>
3:30 PM	12:30 PM	<b>NETWORKING! SOCIAL EVENT OR ROUNDTABLE</b> Monday – Thursday <i>Sponsor/Host a Social or Networking Event</i>
4:30 PM	1:30 PM	<b>BREAK</b> Monday – Thursday <i>Email a Break Item** to participants</i>
7:00 PM	4:00 PM	<b>NETWORKING! SOCIAL EVENT OR ROUNDTABLE</b> Monday – Thursday <i>Sponsor/Host a Social or Networking Event</i>

\*Times are subject to change.

\*\*Break Item (eg. Starbucks or other item).

Don't see "exhibits"? In the new virtual world we no longer have physical booths, so everyone will have the visibility of a sponsor. Your organization information will be accessed through the Sponsor Wall with benefits of a "virtual booth" and great new features available!

SPONSOR LEVEL	PLATINUM	GOLD	SILVER	BRONZE
<b>COST</b>	<b>\$7,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>
Logo on Sponsor Wall	✓	✓	✓	✓
Complimentary Full Conference Registrations	6	4	3	2
Resource/PDF Uploads	6	5	4	3
Company Overview	500 words	350 words	250 words	150 words
Contact Info	✓	✓	✓	✓
Request Information Button <b>NEW!</b>	✓	✓	✓	✓
Pre- <b>NEW!</b> and Post- Conference Attendee List*	✓	✓	✓	✓
Giveaway Button <b>NEW!</b>	✓	✓	✓	✓
Access to Visitor Statistics <b>NEW!</b>	✓	✓	✓	✓
Category Listing** <b>NEW!</b>	✓	✓	✓	✓
Acknowledged in Daily Welcome Slide	✓	✓	✓	—
Logo on Virtual Platform Home Page and ESA Annual Meeting Website	✓	✓	✓	—
Recognition in 2022 ESA Annual Report	✓	✓	✓	—
Member Connection Banner Ad <b>NEW!</b>	✓	✓	✓	+\$250
Virtual Platform Home Page Banner Ad	✓	✓	+\$1,000	+\$1,000
Plenary Walk-On Slide	✓	+\$2,000	+\$2,000	+\$2,000
<b>ADD ONS FOR SPONSOR WALL</b>				
Banner Ad <b>NEW!</b>	✓	✓	✓	+\$500
Video Introduction <b>NEW!</b>	✓	✓	✓	+\$500

\* Pre-Conference attendee list will include name, title, organization and mailing address of those that Opt-In per GDPR Rules prior to June 24 early bird registration deadline. The Post-Conference attendee list will include all participants that Opt-In per GDPR Rules.

\*\*Your Sponsor wall will be flagged with your choice of Category. See page 5 for categories.

**NEW SPONSOR FEATURES!**

## Connect Directly with Your Target Participants Prior to the Meeting!

Sponsors will receive the early bird registration list of those that Opt-In per GDPR Rules. The list will include contact name, title, organization and mailing address. You will be able to search for attendees and message them through the virtual site platform before, during and after the meeting.

## Category Listings

Do you have a product or service you want to highlight? We will “flag” your sponsor wall in one of these categories. Is there a category we don’t have listed below? We can create one for you!

- Data Management
- Education Program
- Equipment & Software Solution
- Ecology Organization
- Government Agency
- Publisher
- Research and Development

## Video Introduction

Make the right impression with your introductory video (30 seconds length) to highlight your products or services and powerfully represent your brand. Include customer testimonials!



## Giveaway Button

Participants can provide their email addresses by clicking on the Giveaway Button on your sponsor wall to “enter” to win a prize.

## Member Connection Banner Ad

Member Connection is a bi-weekly digital newsletter that goes to ESA’s membership numbering around 8,000. It includes member news, journal articles, professional development and policy-related items. Our best-performing email product, regular open rate of greater than 40% with click-throughs as high as 15%. Specifications: 4:1 a/r horizontal banners (600 px w max) or 1:1 (200 px max) blocks, jpg or png only—no animations.





## Networking Opportunities

Networking sponsorships offer the unique opportunity to host programs to connect directly with participants. All networking sponsors will be recognized during the sponsored event, have logo, hyperlink to your website and a 150-word description on your sponsor wall.



### Roundtable Discussion \$1,000

Discuss new product ideas, diversity equity and inclusion or create your own. Roundtable Discussions, promoted to all attendees, are Monday – Thursday, 3:30PM ET/12:30PM PT and 7PM ET/4PM PT. The topic must not be the promotion of a specific product or service and approved by ESA in advance.



### Social Event \$1,000

Host a family friendly or adult focused event so that those in your household can participate or relax in a session with a different vibe. Ideas include Stretching, Bingo, Trivia or other games, Magic, Happy Hour or bring us your own idea. Social Events will be held Monday – Thursday, 3:30PM ET/12:30PM PT and 7PM ET/4PM PT.



### Career Central \$500

Scientists from new students to the most seasoned researchers can benefit from professional development. This initiative brings practical career development content that all scientists need to advance. Sponsor Skills Training such as Resume Review, Mock Interviews, Mentoring and Project Management.



### Coffee Break \$500

Available mornings and afternoons, ESA will send a sponsor branded email and your e-gift card link to those that pre-register for your sponsored break. Include an invitation to your organization Zoom room for open discussion.

## Advertising



### Plenary Walk On Slide (4 available) \$2,000

Your slide will appear to participants prior to your selected Plenary Session. Size: 16:9 | Deadline: July 9



### Virtual Site Home Page Banner Ad \$1,000

Your banner ad will roll among other banner ads on the Home Page that is highly visible to attendees. Deadline: July 9



### Know Before You Go Email \$1,000

Your branded message/video will be included in the Know Before You Go email sent to all registered participants prior to the meeting. Encourage them to connect with you before, during or after the meeting. Length: 30 seconds | Deadline: July 9

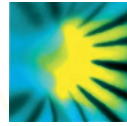


### Certified Ecologists' Newsletter Banner or Video Ad \$500

ESA's **NEW!** Quarterly Digital Newsletter goes to Certified Ecologists, currently 800 and growing! Will include information on training, certified ecologist profiles, promotion of networking groups and other training features.

## Thank You to Our 2020 Sponsors!

**LI-COR**



New Phytologist  
Trust



**neon**  
Operated by Battelle

**USGS**  
science for a changing world

## Thank You to our 2020 Sponsors, Exhibitors & Advertisers

Arctic Data Center  
British Ecological Society  
Cambridge University Press  
Campbell Scientific, Inc.  
DataOne  
eLife  
Entomological Society of America  
Environmental Data Initiative  
Gaset Technologies Inc.  
iDigBio  
Institute of Eco-Chongming,  
East China Normal University  
LI-COR Biosciences  
Long Term Ecological Research Network /  
Environmental Data Initiative  
National Science Foundation

NEON operated by Battelle  
New Phytologist Trust  
Nordic Society Oikos  
Oak Ridge Associated Universities (ORAU)  
Onset – HOBO Data Loggers  
Oxford University Press  
Princeton University Press  
SERDP & ESTCP  
UCL Press  
University of California Press  
US Geological Survey  
US National Vegetation Classification and  
ESA Panel on Vegetation Classification  
Wiley  
XPRIZE Foundation

**Mark Your Calendar!**



# Sponsor and Advertiser Rules & Regulations

It is understood and agreed that the following Rules and Regulations are accepted as a contract between the Ecological Society of America (ESA) and the sponsor or advertiser (Sponsor) for the virtual 2021 ESA Annual Meeting August 2–6, 2021.

## 1. RESPONSIBILITY AGREEMENT:

Sponsor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold harmless ESA, the affiliates, officers, directors, agents, and employees and partners of each (Indemnified Parties) against all claims, losses, and damages, including negligence, to persons or property, governmental charges, or fines and attorney fees arising out of or caused by Sponsor's occupancy, or use of the virtual sponsor premises. In addition, Sponsor acknowledges that the Indemnified Parties do not maintain insurance covering Sponsor and that it is the sole responsibility of the Sponsor to obtain insurance. Sponsor has read and agrees to abide by all requirements, restrictions, and obligations set forth herein and the policies governing sponsors and those which may be set forth in the future by ESA in connection with the ESA Annual Meeting. Sponsor further acknowledges that ESA reserves the right to reject, at its discretion, any request to sponsor or advertise.

## 2. DISCLAIMER:

ESA neither warrants nor endorses any of the products promoted or advertised. Sponsor shall indemnify and hold ESA harmless for any and all costs, including reasonable attorney fees, associated with the defense of any claim based upon a sponsor or advertiser product.

## 3. TERMINATION OF SPONSORS:

In the event of any act beyond the control of ESA the sponsor contract may be terminated by ESA. Should such an event occur at any time before Monday, July 26, 2021, the Sponsor waives any and all damages and agrees that ESA may, after deducting all costs and expenses, discharge all claims and demand, and refund to each Sponsor a complete settlement of the total net receipts received by ESA from all Sponsors for virtual space at the meeting.

## 4. PAYMENT FOR SPONSORS:

A minimum of 50% deposit is required upon contract signature. Payments by check, credit card or wire transfer must be received within 30 days. Balance due must be received within 45 days of contract signature or by Monday, July 26, 2021, the earlier. Sponsor space may not be set up or accepted before the balance due for the space is paid in full. The cost of sponsorships are outlined in the ESA Sponsorship and Advertising Prospectus.



## 5. CANCELLATION:

Any Sponsor who cancels must notify the ESA Exhibit & Sponsor Manager in writing to [exhibits@esa.org](mailto:exhibits@esa.org). Sponsors receive refunds as follows:

- 50% refund if notice of cancellation is received before June 15, 2021.
- 25% refund if notice of cancellation is received before July 15, 2021.
- No refund if notice of cancellation is received July 15, 2021 or after.

In addition, any Sponsor who fails to complete the information in their virtual space by 8 AM, Monday, July 26, 2021, all fees paid will be forfeited. Funds may be transferred to apply to a future meeting with approval on a case-by-case basis by ESA Exhibit & Sponsor Manager.

## 6. GENERAL CONDUCT OF SPONSORS:

ESA expects sponsoring companies and organizations to adhere to the “Revised 2014 Guidelines for Display Rules and Regulations” as set forth by the International Association of Exhibitions and Events (IAEE). Below are those rules relevant to virtual sponsors.

- To assure responsiveness of the ESA Annual Meeting to the mutual interests of registrants, it is necessary that sponsor information be confined to those of an educational nature and to those featuring instruments, products, and services for use in science teaching or research, books, or other publications relevant to the disciplinary interests of participants.
- No Sponsor may show goods other than those manufactured or dealt in by the Sponsor in the regular course of business.
- Soliciting business, holding meetings to generate new business, and advertising are strictly prohibited EXCEPT by sponsoring companies and organizations.
- Sponsors are not prohibited from selling, taking orders, or soliciting sign ups or signatures. However, each Sponsor is responsible for complying with state and local tax regulations.
- All demonstrations and displays, distribution of literature, samples, and other advertising materials must be confined to the Sponsor’s own virtual space.
- Lotteries, raffles, or games of chance are strictly prohibited. Sponsors may collect attendee information, hold drawings, and offer small tokens to those visiting their virtual space.

[Code of Conduct for ESA Events](#)

[Online Community Participation Rules](#)

[Sponsor and Advertising Rules and Regulations](#)