



RARGOM

REGIONAL ASSOCIATION FOR RESEARCH ON THE GULF OF MAINE

**SPONSORSHIP & ADVERTISING
OPPORTUNITIES**

**2009 Gulf of Maine Symposium—
Advancing Ecosystem Research for the
Future of the Gulf**

**St Andrews, New Brunswick
October 4-9, 2009**

SYMPOSIUM OVERVIEW

The Regional Association for Research on the Gulf of Maine (RARGOM), in collaboration with Fisheries and Oceans Canada St Andrews Biological Station (DFO SABS), the Gulf of Maine Research Institute (GMRI), the Communication Partnership for Science and the Sea (COMPASS), and the Census of Marine Life Gulf of Maine Area (CoML/GoMA) program, has initiated the organization of a Gulf of Maine Symposium to be held in 2009.

The last major symposium for science in the Gulf of Maine was the RARGOM scientific symposium and workshop held in St Andrews, New Brunswick in 1996. Since that date, there have been tremendous advances in our understanding of the Gulf of Maine, and federal, provincial, and state jurisdictions in Canada and the US have moved forward with ecosystem approaches to management. Therefore, it is timely to review and update the last decade of science and make recommendations on the knowledge required to move forward with an integrated management approach/ecosystem approach to management (IM/EAM) in the Gulf of Maine.

The 2009 Gulf of Maine Symposium— Advancing Ecosystem Research for the Future of the Gulf will be held October 4th to 9th, 2009 once again in St Andrews, New Brunswick. We are expecting approximately 250 delegates from a wide variety of backgrounds including government, academia, industry, and NGOs. This symposium will begin with concurrent sessions featuring research contributions from both natural and social scientists that will update the science in the Gulf of Maine and seek connections to marine resource managers and policy and decision-makers. Plenary sessions will follow where invited keynote speakers will provide perspective, insight, and challenges to the participants. Four themes will be presented in plenary through invited and contributed talks. The symposium will also invite discussions in less formal settings, such as poster sessions, trade exhibits, and enjoyable social events.

The Gulf of Maine is one of the world's most biologically productive environments, the sustainable use of which depends on the cooperation and leadership of the United States and Canada, and several states and provinces. The coastlines of Massachusetts, New Hampshire, Maine, New Brunswick, and Nova Scotia make up its western and northern boundaries, and it is bounded to the south and east by underwater banks. Its marine waters and shoreline habitats host a tremendous diversity of plants and animals, and support the livelihoods of hundreds of coastal communities.

To ensure that the goals of the symposium are achieved, there will be discussion of current knowledge, gaps in that knowledge, and recommendations for future research needs in the Gulf of Maine under the following four themes:

Theme 1: Tools for integrated policy and management

Theme 2: Structure and function of the Gulf of Maine system

Theme 3: Anthropogenic and external influences on the Gulf of Maine ecosystem

Theme 4: Monitoring/observation, data collection, analyses, and tools required for an Ecosystem Approach to Management (EAM) of the Gulf of Maine

Details of the symposium are posted at: <http://www.rargom.org/Symposium2009/>

THE VENUE

The 2009 Gulf of Maine Symposium- Advancing Ecosystem Research for the Gulf of Maine's Future will be held at the Fairmont Algonquin Hotel located in historical St Andrews, New Brunswick. The welcoming town of St. Andrews is located on Passamaquoddy Bay which is bordered by both New Brunswick and Maine. St Andrews offers a wealth of seaside opportunities including lavish gardens, rich history & culture and talented local artisans. The Fairmont Algonquin Hotel overlooks Passamaquoddy Bay, blending old world charm with modern luxury, and is Canada's historic seaside resort. This idyllic hotel has welcomed iconic leaders, world royalty and travelers with warm, authentic Maritime hospitality since 1889. Please visit <http://www.fairmont.com/algonquin/> and <http://www.standrewsbythesea.ca/>

SYMPOSIUM SPONSORSHIP

We invite you to be a part of this symposium and to help ensure its success through sponsorship and advertising. Sponsorship of the 2009 Gulf of Maine Symposium— Advancing Ecosystem Research for the Future of the Gulf is a unique opportunity to showcase your products, services and/or support to a diverse group of managers and researchers dedicated to the future of the Gulf of Maine.

Your financial support for the symposium will contribute to many key items, including: advertisement and organization of the symposium, design and printing of the symposium handbook, editing and publishing of the symposium volume and proceedings, design and maintenance of the symposium website, travel for keynote speakers, and audio-visual requirements.

Sponsorship means visibility. As a sponsor you will have access over several days to more than 250 students and professionals from all regions bordering the Gulf of Maine. Sponsorship provides great opportunities for stakeholders to highlight their commitment to the ecological and socio-economic sustainability of the Gulf of Maine. We know it's important for sponsors and exhibitors to have ample time and comfortable settings to network with delegates. The venue and layout of the 2009 symposium will facilitate networking by having a dedicated "exhibit" space, as well as having lunches and coffee breaks offered on site. Exhibit booths and the conference program offer outstanding targeted advertising opportunities.

Sponsorship means success. Some of the funds provided by sponsors and generated through advertising will be used to offset conference travel expenses for participants, including students, who otherwise would not be able to attend. Travel subsidies help us to ensure that the symposium is an inclusive forum and that participants represent the broadest possible diversity of viewpoints and experience.

The levels of sponsorship detailed below have been designed to offer a wide range of support opportunities. We are committed to working with you to ensure maximum benefit and exposure from your involvement as a sponsor of the 2009 Gulf of Maine Symposium from the time you confirm your involvement through the completion of the event.

Please note, the sponsorship packages are negotiable, and we would be happy to discuss your specific requirements and where possible, tailor a package to suit your organization's needs. See the details below for ***contacting the symposium organizing committee*** to initiate your sponsorship of the conference.

MAJOR SPONSOR – \$25,000

Pre-Event Entitlements:

- Priority acknowledgement on the symposium website including corporate logo, promotional text and a hotlink to your website.
- Symposium Endorsement – Authority to use the following phrase on promotional material until the conclusion of the Symposium:

*OFFICIAL MAJOR SPONSOR OF THE 2009 GULF OF MAINE SYMPOSIUM—
ADVANCING ECOSYSTEM RESEARCH FOR THE FUTURE OF THE GULF*

- Priority acknowledgement as a Major Sponsor with Logo on all promotional material including the symposium website, announcement, call for presentations, registration.

During the Event:

- Naming Rights to two conference sessions – Naming rights to two (2) conference panels or sessions including acknowledgment on all promotional material and acknowledgement by the session Chair, **OR** Naming Rights to the conference bag and nametag
 - Major Sponsor Booth – Allocation of a Major Sponsor Booth in a prominent location.
 - Four complimentary registrations – As a Major Sponsor, you will be entitled to four (4) complimentary registrations including access to conference sessions and functions, and the Conference Dinner.
 - Conference Handbook – Acknowledgement as a Major Sponsor in the conference handbook Program with abstracts which is distributed to all delegates at registration. A logo and a promotional paragraph will be included.
 - Conference Handbook Advertisement – A half page black and white advertisement for inclusion in the conference handbook.
 - Logo on Conference Signage – Your organization or company logo will appear on all conference signage to be placed at key points in the venue for the duration of the Conference.
 - Complimentary Satchel Inserts – An opportunity to place important information in the hands of all delegates. Two items (size to be approved by Conference Manager) can be included in delegate satchels to be distributed at registration.
 - PowerPoint Presentation – Acknowledgement as a Major Sponsor on the PowerPoint presentation slides to be screened throughout the Conference.
 - Acknowledgement in Conference Proceedings and Outcomes document
-

SPONSOR – \$12,500

Pre-Event Entitlements:

- Conference Website – Acknowledgement on the Conference website including corporate logo and a hotlink to your website.
- Conference Endorsement – Authority to use the following phrase on promotional material until the conclusion of the Conference.

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- Priority acknowledgement as a Sponsor on promotional slides to be used at national and international conferences

During the Event:

- Naming rights to one (1) conference panel or session including acknowledgment on all promotional material and acknowledgement by the session Chair.
 - Sponsor Booth – A Sponsor Booth will be allocated.
 - Two Complimentary Registrations – Entitlement to two (2) complimentary registrations including access to conference sessions and functions, and the conference dinner.
 - Conference Handbook – Logo acknowledgement in the conference handbook, distributed to all delegates at registration
 - Conference Handbook Advertisement – A half page black and white advertisement in the conference handbook.
 - Logo on Conference Signage – Your organization or company logo will appear on all conference signage to be placed at key points in the venue for the duration of the Conference.
 - Complimentary Satchel Inserts – An opportunity to place important information in the hands of all delegates. One item (size to be approved by Conference Manager) can be included in delegate satchels to be distributed at registration.
 - PowerPoint Presentation – Acknowledgement on the PowerPoint presentation slides to be screened throughout the Conference.
 - Acknowledgement in Conference Proceedings and Outcomes document
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CONFERENCE SUPPORTER – \$6,250

Pre-Event Entitlements:

- Conference Website – Acknowledgement on the Conference website including corporate logo and a hotlink to your website.
- Conference Endorsement – Authority to use the following phrase on promotional material until the conclusion of the Conference.

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During the Event:

- Naming Rights to a conference break – Naming rights to one (1) conference break including acknowledgment on all promotional material and acknowledgement by the session Chair
 - One Complimentary Registration – Entitlement to one (1) complimentary registration including access to conference sessions and functions, and the conference dinner.
 - Conference Handbook – A logo acknowledgement in the conference handbook, distributed to all delegates at registration
 - Conference Handbook Advertisement – A half page black and white advertisement in the conference handbook.
 - Complimentary Satchel Insert – An opportunity to place important information in the hands of all delegates. One item (1) can be included in delegate satchels to be distributed at registration.
 - Logo on Conference Signage – Your organization or company logo will appear on all conference signage to be placed at key points in the venue for the duration of the Conference.
 - PowerPoint Presentation – Acknowledgement on the PowerPoint presentation slides to be screened throughout the Conference.
 - Acknowledgement in Conference Proceedings and Outcomes document
-

STUDENT SUPPORTER – \$2,000

Sponsorship at this level will help to enable a student to attend the conference, by offsetting some conference registration and lodging costs of those who apply for the subsidy.

ENTITLEMENTS

- Symposium Handbook – Acknowledgement in the symposium handbook, distributed to all delegates at registration
 - Acknowledgement by the symposium chair at the welcoming and closing sessions and in a formal letter of appreciation.
 - Acknowledgement in the Symposium Proceedings and Outcomes document
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PRINT ADVERTISING

Advertising in the conference program provides an opportunity for companies to present their message and describe their products and services to a select audience. A professionally printed conference program will be provided to every delegate at the conference. It will be the primary source document for the conference agenda and activities. The advertisements will be in black and white (gray-tone) and must be provided pre-formatted by the advertiser.

OPPORTUNITIES

- Full page advertisement in the conference program, \$1,000.
 - Half page advertisement in the conference program, \$650.
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THE HOST ORGANIZATION

The 2009 Gulf of Maine Symposium is being organized by the Regional Association for Research on the Gulf of Maine (RARGOM), in conjunction with the Gulf of Maine Research Institute (GMRI), the Communication Partnership for Science and the Sea (COMPASS), and the Census of Marine Life Gulf of Maine Area program (CoML/GoMA). The local host organization and co-convener is:

St Andrews Biological Station
Fisheries and Oceans Canada
St Andrews, New Brunswick, Canada

**Contact: Lara Cooper (Lara.Cooper@dfo-mpo.gc.ca)
or (506) 529-5951**

For more information:

RARGOM	http://www.rargom.org/
St Andrews Biological Station	http://www.mar.dfo-mpo.gc.ca/sabs/SABS-SBSA/SABS_Welcome-eng.html
Fisheries and Oceans Canada	http://www.dfo-mpo.gc.ca/index-eng.htm
Gulf of Maine Research Institute	http://www.gmri.org/
COMPASS	http://www.compassonline.org/
CoML/GoMA	http://www.coml.org/projects/gulf-maine-program-goma

SYMPOSIUM ORGANIZING COMMITTEE

- Dr. Rob Stephenson/Ms. Lara Cooper (DFO SABS)— OC Chairs
- Dr. John Annala (RARGOM/GMRI)
- Dr. Jeffrey Runge (RARGOM/University of Maine)
- Ms. Lynn Rutter (RARGOM/COMPASS)
- Ms. Verna DeLauer (COMPASS)
- Dr. Lew Incze/Dr. Peter Lawton (CoML/GoMA)

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RESEARCH FOR THE FUTURE OF THE GULF**



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To become a sponsor or to advertise in the symposium program, please follow the instructions below. Thank you for your interest in sponsoring or advertising at the 2009 Gulf of Maine Science Symposium!

Sponsorship

Your generous sponsorship of any amount would help to make the 2009 Gulf of Maine Science Symposium a great success. Please indicate the level at which you will sponsor the conference

- | | |
|---|-------------|
| <input type="checkbox"/> Major sponsor | \$25,000.00 |
| <input type="checkbox"/> Sponsor | \$12,500.00 |
| <input type="checkbox"/> Conference supporter | \$ 6,250.00 |
| <input type="checkbox"/> Delegate Supporter | \$ 2,000.00 |
| <input type="checkbox"/> Other Amount | \$ _____ |

The benefits of sponsorship are described in the 2009 Gulf of Maine Symposium Sponsorship & Advertising Opportunities flyer.

Sponsorship packages are negotiable, and we will be happy to discuss your specific requirements and tailor a package to suit your organization's needs.

Call Lara Cooper at (506) 529-5951

Advertising

Advertising in the conference program means international exposure to a select audience. Advertising is available as follows.

- | | |
|---|---------------------------|
| <input type="checkbox"/> Full page | \$ 1,000.00 |
| <input type="checkbox"/> Half-page | \$ 650.00 |
| <input type="checkbox"/> Half-page upgrade
to full page for sponsors | \$ 500.00
(see note *) |

Advertising will be in black and white (gray-tone) and must be provided pre-formatted by the advertiser.

*A benefit of *sponsorship* at the top three tiers is a half-page advertisement in the symposium program.

For more information call Lara Cooper at (506) 529-5951

Payment

Payment by check in \$US funds is preferred. Please make the check payable to: University of New Hampshire – RARGOM

The completed sponsorship form and payment can be mailed to:

Lynn Rutter
RARGOM Program Coordinator
OPAL Morse Hall 142
University of New Hampshire
Durham, NH 03824

Lynn.Rutter@unh.edu

Contact Information

Please provide all of the following information:

Name: _____

E-mail: _____

Phone: _____

Title: _____

Organization: _____

Website: _____

Mailing address: _____

City: _____ ZIP/Postal Code: _____

State/Province: _____ Country: _____
