

**8th INTERNATIONAL FISHERIES OBSERVER &  
MONITORING CONFERENCE**



*San Diego, California, USA*

*29 August – 2 September 2016*

**SPONSORSHIP PROPOSAL**

**8<sup>th</sup> International Fisheries Observer &  
Monitoring Conference**

**Bahia Resort Hotel,  
San Diego, California, USA**

**August 29 – September 2, 2016**



**2016 Conference Host**

## CONFERENCE OVERVIEW

The 8th International Fisheries Observer and Monitoring Conference will be held from August 29 – September 2, 2016, in San Diego, California, USA. The conference is the premier international forum for working on the critical issues of fisheries observer programs, emerging monitoring technologies, and other approaches to fishery-dependent data collection.

Since 1998, this conference series has been the only one of its kind to specifically address the many issues surrounding fisheries monitoring programs. In 2016, we're expecting over 250 delegates from more than 40 countries, including representatives from data collection programs, fishing industry groups, and end-users of the data these programs collect. The conference format will include keynote speakers, presented papers, panel discussion sessions, workshops and less formal settings, such as trade exhibits, poster sessions and enjoyable social events.

Details of the 2016 conference will be posted at: <http://www.ifomc.com/> as well as proceedings from previous conferences.

The conference program will focus on a variety of topics such as:

1. *What can we learn from observer programs around the world?*
2. *How do we train and prepare observers, provide opportunities for professional growth and reward performance?*
3. *How can fisheries observers improve the quality, diversity and use of fisheries dependent information?*
4. *Reducing risk in a high risk job*
5. *Can observers effectively perform scientific AND compliance functions?*
6. *What are the latest technology trends for fisheries monitoring programs?*
7. *What are the challenges with integrating Electronic Monitoring / Electronic Reporting technology into fishery monitoring programs?*
8. *How do we best monitor recreational and pay-for-hire (charter) fisheries?*
9. *How do we observe and monitor artisanal fisheries?*
10. *What are the future trends of transshipment observer programs?*
11. *How much observer coverage and monitoring is enough? Methods for reducing and/or incorporating biased data collection*
12. *Can data from the fishing industry be used to monitor fisheries compliance, seafood traceability and/or fisheries certification?*
13. *How can fisheries monitoring programs support an ecosystem based approach to fisheries management?*

## THE VENUE

The 8th International Fisheries Observer and Monitoring Conference will be held at the Bahia Resort Hotel, San Diego.

## CONFERENCE SPONSORSHIP

We invite you to be a part of the conference and to help ensure its success through sponsorship. Sponsorship of the 8<sup>th</sup> International Fisheries Observer and Monitoring Conference is a unique opportunity to showcase fisheries data collection products, initiatives and services, and to connect with leaders in the field from around the world.

***Sponsorship means visibility.*** As a sponsor you will have access to more than 250 professionals from all areas of the international fisheries community over five full days. Sponsorship provides great opportunities for stakeholders to highlight their commitment to fisheries monitoring and to the development of best practices, sound methodologies, and new technologies. We know it's important for sponsors and exhibitors to have ample time and comfortable settings to network with delegates. The layout of the 2016 conference will include the trade exhibit area as the main "networking hub" for the Conference. The welcome reception, breakfast and lunch each day will be held in and around this area.

***Sponsorship means success.*** Some of the funds provided by sponsors will be used to offset conference travel expenses for delegates who, otherwise, would not be able to attend. Travel subsidies help us to ensure that the conference is truly an ***international*** forum and that delegates represent the broadest possible diversity of viewpoints and fisheries monitoring experience.

The levels of sponsorship detailed in the following pages have been designed to offer the fullest possible range of opportunities. We are committed to working with you to ensure maximum benefit and exposure from your involvement as a sponsor of the 8<sup>th</sup> International Fisheries Observer and Monitoring Conference from the time you confirm your involvement through the completion of the event.

Please note, this sponsorship package is 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 conference manager*** to initiate your sponsorship of the conference.

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## **MAJOR SPONSOR – \$25,000**

### **Pre-Event Entitlements:**

- Priority acknowledgement on the conference website including corporate logo, promotional text and a hotlink to your website.
- Conference Endorsement – Authority to use the following phrase on promotional material until the conclusion of the Conference:  
*OFFICIAL MAJOR SPONSOR OF THE  
8<sup>th</sup> INTERNATIONAL FISHERIES OBSERVER & MONITORING CONFERENCE*
- Priority acknowledgement as a Major Sponsor with Logo on all promotional material including the conference website, announcement, call for presentations and registration

### **During 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 – \$15,000**

### **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.

*OFFICIAL SPONSOR OF THE  
8<sup>th</sup> INTERNATIONAL FISHERIES OBSERVER & MONITORING CONFERENCE*

- 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 one (2) complimentary registration 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



## **CONFERENCE SUPPORTER – \$10,000**

### **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.

*OFFICIAL SUPPORTER OF THE  
8<sup>th</sup> INTERNATIONAL FISHERIES OBSERVER & MONITORING CONFERENCE*

### **During 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.



## ***DELEGATE SUPPORTER – \$5,000***

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

### **Entitlements:**

- Conference Handbook – Acknowledgement in the conference handbook, distributed to all delegates at registration
  - Acknowledgement by the Conference chair at the welcoming and closing sessions and in a formal letter of appreciation.
  - Acknowledgement in Conference Proceedings and Outcomes document
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## ***EXHIBITION SPACE – \$4,000***

The exhibition is a highly energized component of the conference and is heavily visited by delegates during each session break. The IFOMC 2016 will provide an exceptional opportunity to promote your products, materials and services in a 1 on 1 environment.

### **Entitlements:**

- Exhibition space allowing one display table and chair to display one's materials in a prominent location.
  - Conference Handbook – Acknowledgement in the conference handbook, distributed to all delegates at registration.
  - Acknowledgement by the Conference chair at the welcoming and closing sessions and in a formal letter of appreciation.
  - Acknowledgement in Conference Proceedings and Outcomes document
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## THE HOST ORGANIZATION

The 2016 Conference is hosted by and is receiving principal financial support from:



National Oceanic and Atmospheric Administration  
National Marine Fisheries Services  
Office of Science and Technology  
Silver Spring, Maryland, USA

For more information:

National Oceanic & Atmospheric Administration    <http://www.noaa.gov/>  
National Marine Fisheries Service                    <http://www.nmfs.noaa.gov/>  
NMFS Office of Science and Technology            <http://www.st.nmfs.noaa.gov/>

## INTERNATIONAL STEERING COMMITTEE

**Dennis C. Hansford**, NOAA National Marine Fisheries Service, USA, *2016 Conference Chair*  
**Oscar Guzman**, Instituto de Fomento Pesquero, Chile  
**Lisa Borges**, FishFix, Inc., Belgium  
**Andrew France**, Ministry for Primary Industries, New Zealand  
**Ryan Murphy**, Australian Fisheries Management Authority, Australia  
**Greg Workman**, Department of Fisheries and Oceans, Canada  
**Judy Dwyer**, Department of Fisheries and Oceans, Canada  
**Chris Rilling**, NOAA National Marine Fisheries Service, USA  
**John D. Kelly**, NOAA National Marine Fisheries Service, USA  
**John P. LaFargue**, NOAA National Marine Fisheries Service, USA  
**Amy Martins**, NOAA National Marine Fisheries Service, USA  
**Elizabeth Scott-Denton, Ph.D.**, NOAA National Marine Fisheries Service, USA  
**Howard McElderry**, Archipelago Marine Research, Inc., Canada

## CONFERENCE MANAGER

ECS Federal, Inc. and their partners in this conference, Arinex and Prof Steve Kennelly have been selected as the Conference Managers for the 8<sup>th</sup> International Fisheries Observer and Monitoring Conference. They will work with you and your representatives to ensure you receive maximum entitlements from your participation as a sponsor.

Please do not hesitate to contact our Conference Manager to discuss any aspect of your involvement as a sponsor or partner.

**Arinex Pty Ltd**

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