

OFFSHORE MARICULTURE CONFERENCE 2012



17-18 October: Two day technical conference • 19 October: Fish farm visit • Hilton Hotel, Izmir, Turkey

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Sponsorship Opportunities

Raise your company profile at this international event which attracts the industry's major buyers and decision-makers! The two day conference, with a technical site visit on the third day, will be held in association with the Turkish Ministry of Food Agriculture and Livestock, the Central Union of Turkish Aquaculture Producers, and the European Aquaculture Society and will provide excellent promotional opportunities for companies wishing to develop and maximise their brand name in this competitive, global marketplace.

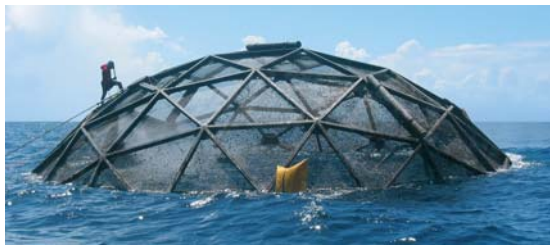
Sponsorship Packages

GOLD SPONSORSHIP

€6,000

This exclusive package offers a unique presence at the event, providing one sponsor only, with high profile exposure to the industry. The prime sponsor benefits from a wide range of brand exposure opportunities, which include the following:

- Announcement from Conference Chair detailing key sponsors
- Recognition in the Welcome Letter published in the Conference Proceedings (USB and download)
- Logo on the first page of the Conference Proceedings (USB and download)
- One full page advertisement within the Conference Proceedings (USB and download)
- Logo on the audio-visual slide displayed throughout the conference and during coffee and lunch breaks in the main Conference room
- Product display area located within coffee/tea break area
- Distribution of your corporate brochure or promotional literature at the Conference
- Logo on conference programmes (50,000) distributed globally via Mercator Media Limited's own international publications, supporting organisations and media partners
- Logo on all advertisements promoting the Conference, which will include the EAS newsletter and key international aquaculture media
- Headline banner on the Conference website
- Logo on the Conference website with company profile and hyperlink to your website
- Logo on monthly and, closer to the event, weekly e-casts to a database of more than 15,000 named industry contacts
- eCast to our database detailing the sponsorship
- Two complimentary Conference delegate passes
- Two complimentary invitations to the Conference dinner
- Two complimentary places on the fish farm visit



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SILVER SPONSORSHIP

€4,000

Silver sponsorship packages will be available and will offer high profile exposure to the industry which will include the following:

- Announcement from Conference Chair detailing key sponsors
- Recognition in the Welcome Letter published in the Conference Proceedings (USB and download)
- Logo on the first page of the Conference Proceedings (USB and download)
- One full page advertisement within the Conference Proceedings (USB and download)
- Logo on the audio-visual slide displayed throughout the conference and during coffee and lunch breaks in the main Conference room
- Product display area located within coffee/tea break area
- Logo on conference programmes (50,000) distributed globally via Mercator Media Limited's own international publications, supporting organisations and media partners
- Logo on all advertisements promoting the Conference, which will include the EAS newsletter and key international aquaculture media
- Logo on the Conference website with company profile and hyperlink to your website
- Logo on monthly and, closer to the event, weekly e-casts to a database of more than 15,000 named industry contacts
- One complimentary Conference delegate pass
- One complimentary invitation to the Conference dinner
- One complimentary place on the fish farm visit

DELEGATE BAG SPONSORSHIP

€3,300

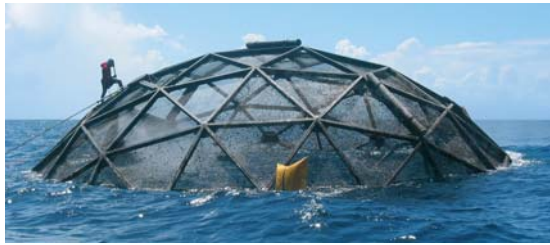
Sponsoring the delegate bags gives you a unique branding opportunity. Your company logo appears on high quality shoulder bags, which are kept and re-used by delegates long after the event. It is an ideal opportunity to reinforce your company's name, colours and corporate image whilst also enabling you to provide literature to go into the bags.

The delegate bag package includes:

- Announcement from Conference Chair detailing the sponsorship
- High quality branded delegate bag
- Corporate literature to be included within the bags (supplied by the sponsor)
- Company profile and advertisement in the Conference Proceedings (USB and Download)
- Logo on 50,000 programmes distributed globally via Mercator Media Limited's own portfolio of international publications, supporting organisations and media partners
- Logo on all advertisements promoting the Conference, which will include the EAS newsletter and key international aquaculture media
- Logo on monthly and, closer to the event, weekly e-casts to a database of more than 15,000 named industry contacts



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- Logo on the Conference website with company profile and hyperlink to your website
- One complimentary Conference delegate pass
- One complimentary invitation to the Conference dinner
- One complimentary place on the fish farm visit

NETWORKING LUNCH SPONSORSHIP €3,000 FOR TWO DAYS / €2,000 FOR ONE DAY

The Conference lunch (three course business lunch with drinks) is an ideal opportunity to make an impression on all attendees at the conference. There is a one hour lunch break between the morning and afternoon sessions and you can sponsor a lunch on one day – or both for maximum exposure.

Sponsor benefits from the following:

- Announcement from Conference Chair detailing the sponsorship
- Logo on lunch branding material such as pennants, tablecloths and napkins
- Company profile and advertisement in the Conference Proceedings (USB and downloaded)
- Logo on 50,000 programmes distributed globally via Mercator Media Limited's own portfolio of international publications, supporting organisations and media partners
- Logo on all advertisements promoting the Conference, which will include the EAS newsletter and key international aquaculture media
- Logo on the Conference website with company profile and hyperlink to your website
- Logo on monthly and, closer to the event, weekly e-casts to a database of more than 15,000 named industry contacts
- One complimentary Conference delegate pass
- One complimentary invitation to the Conference dinner
- One complimentary place on the fish farm visit

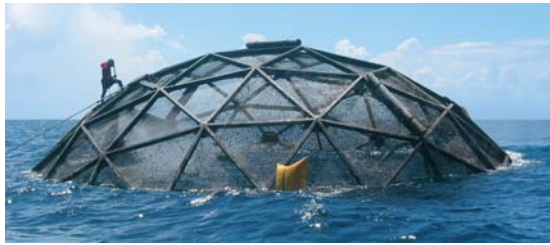
COFFEE BREAKS SPONSORSHIP €2,500 FOR TWO DAYS / €1,750 FOR ONE DAY

Sponsoring the coffee breaks presents an ideal opportunity for your company to make an impression on the industry 'movers and shakers'. There are two half-hour coffee breaks per day, plus coffee is served during registration at the start of each day. At each break delegates and speakers have the opportunity to discuss the papers presented and to make valuable new contacts and exchange ideas and information. You can sponsor one day for €1750 or both days for only €2500. Your logo and slogan will be produced on all the coffee break branding material. This includes tablecloths and highly visible table pennants. All refreshment costs are included.

The sponsorship package includes:



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- Announcement from Conference Chair detailing the sponsorship
- Logo on coffee break branding material including table pennants and tablecloths
- Company profile and advertisement in the Conference Proceedings (USB and download)
- Logo on 50,000 programmes distributed globally via Mercator Media Limited's own portfolio of international publications, supporting organisations and media partners
- Logo on the Conference website with company profile and hyperlink to your website
- Logo on all advertisements promoting the Conference, which will include EAS newsletter and key international aquaculture media
- Logo on monthly and, closer to the event, weekly e-casts to a database of more than 15,000 named industry contacts
- One complimentary Conference delegate pass
- One complimentary invitation to the Conference dinner
- One complimentary place on the fish farm visit

PRODUCT DISPLAY AREAS

€2,750

The product display areas will be allocated on a first-come, first-served basis. These are an ideal way to promote your company's products and services to delegates and speakers. The display areas located outside the main Conference suite and in the adjacent coffee break area enable you to meet delegates and speakers before the Conference starts and during the coffee, tea and lunch breaks. The package includes a table and two chairs and one free delegate pass for the stand manager for the two days of the event. You may bring your own 'pop-up' display unit, posters and other promotional material.

The product display package includes:

- Profile, logo and advertisement in the Conference Proceedings (USB and download)
- Logo and company profile on the Conference website with a link through to your website
- One complimentary Conference delegate pass
- One complimentary invitation to the Conference dinner
- One complimentary place on the fish farm visit

LANYARD SPONSORSHIP

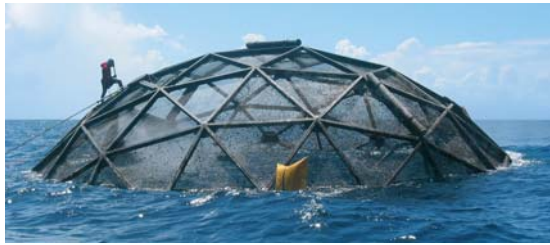
€2,450 if not supplied / €1,950 if supplied

Lanyards offer an excellent opportunity to reinforce your company name and/or brand at the event. The lanyards hold the delegate name badges and are worn at all times by conference attendees. They are printed in your company colours and display your company's name and logo.

The sponsorship includes the following:



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- Company logo on lanyards which are given out to all delegates at the event
- Company profile and advertisement in the Conference Proceedings (USB and downloaded)
- Logo on 50,000 programmes distributed globally via Mercator Media Limited's own portfolio of international publications, supporting organisations and media partners
- Logo on the Conference website with company profile and hyperlink to your website
- Logo on all advertisements promoting the Conference, which will include the EAS newsletter and key international aquaculture media
- Logo on monthly and, closer to the event, weekly e-casts to a database of more than 15,000 named industry contacts
- One complimentary Conference delegate pass

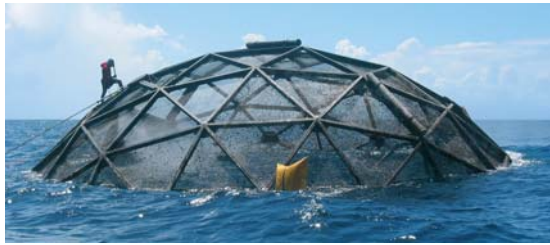
BRANDED CONFERENCE PENS AND NOTEPADS £2,250 if not supplied / €1,750 if supplied

Branded pens and notepads are an easy and effective way of advertising your company name and logo to delegates and speakers. The pens and pads are waiting for delegates on their tables when they arrive at the conference each morning with spare pens available throughout the day. Every time somebody picks up a pen or writes a note on a pad, they will be reminded of your company!

The sponsorship includes the following:

- Logo on the Conference pens & notepads which are given out to all delegates at the event. Pens and notepads to be supplied by the sponsor or can be organised through Mercator Media Limited (additional costs apply)
- Company profile and advertisement in the Conference Proceedings (USB and download)
- Logo on the Conference website with company profile and hyperlink to your website
- Logo on 50,000 programmes distributed globally via Mercator Media Ltd's own portfolio of international publications, supporting organisations and media partners
- Logo on all advertisements promoting the Conference, which will include the EAS newsletter and key international aquaculture media
- Logo on monthly and, closer to the event, weekly e-casts to a database of more than 15,000 named industry contacts
- One complimentary Conference delegate pass





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CONFERENCE PROCEEDINGS DOWNLOAD

€2,200

Post-event, all delegates are invited to download the conference proceedings from the conference website. The proceedings include all papers, PowerPoint presentations and speakers biographies. The proceedings are also available to purchase for those that were unable to attend the conference but wish to have access to the valuable information it contains.

The download sponsor receives the following benefits:

- One full page advertisement in the Conference Proceedings (USB and download)
- Company logo and advertising banner on the proceedings download page on conference website
- Logo and company profile on the Conference website with a hyperlink through to your website
- An e-cast after the event to a database of more than 15,000 named industry contacts promoting availability of the download and your company as the sponsor
- One complimentary Conference delegate pass

VISITOR BADGES

€1,500

Every delegate, speaker and sponsor has their own badge displaying their name, job title and company and your logo will appear on each badge, alongside the Conference logo. This is an excellent way of ensuring every attendee is made aware of your company name and brand.

The sponsorship includes the following:

- One half page advertisement in the Conference Proceedings (USB and download)
- Logo and company profile on the Conference website with a link through to the sponsor's website 200 word editorial/profile
- Logo on 50,000 programmes distributed globally via Mercator Media Ltd's own portfolio of international publications, supporting organisations and media partners
- Profile, logo and advertisement in the Conference Proceedings downloaded from the website
- Logo on monthly and, closer to the event, weekly e-casts to a database of more than 15,000 named industry contacts
- One complimentary Conference delegate pass

LITERATURE IN DELEGATE BAG

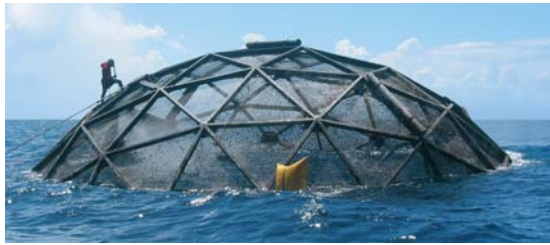
€1,300

Provide promotional leaflet or company brochure which will be inserted in the delegate bags.

The sponsorship includes the following:

- Company literature/brochure placed in the delegate bag





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DELEGATE GIFT SPONSORSHIP

€800

Treat delegates and speakers to a high quality branded gift! This provides a real 'feel good' factor as the gift is waiting on the table of each attendee when they take their place in the Conference. What nicer way to get your company remembered by so many influential people? You can provide your own gift or ask us to provide some suitable suggestions, eg, passport covers, travel clocks, etc. If the gift is supplied by the organisers, additional costs will apply.

The sponsorship includes the following:

- Opportunity to supply branded gifts which are given out to all delegates at the event

ADVERTISE IN THE CONFERENCE HANDBOOK USB

For only €1600 for a full page or €995 for a half page, you can place an advertisement in the official Conference Proceedings Handbook USB. This includes an advertisement in the Conference Proceedings downloads. The Handbook USB is given out to all delegates, speakers and sponsors at the event. Afterwards, it is available on USB and as a download from the website to anyone who wishes to purchase it.

For sponsorships of eNewsletters and/or advertising on the Offshore Mariculture Website 2012, please contact the conference sales team.

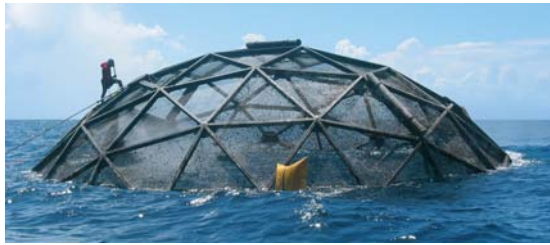
ONLINE ADVERTISING & ADVERTISING BUNDLES

Advertising bundles are a flexible way to maximise advertising without maximising the costs. There are a range of packages available, including both online and print advertising, and these can be purchased as a stand-alone bundle, or as bolt-on to your sponsorship package.

ON-LINE ADVERTISING BUNDLES

Advertising bundle	Includes	Price (if bought separately)	Bundle price 15% discount	Sponsorship bolt-on price 25% discount
Admiral (2 available)	3 x e-newsletter leaderboard for 1 month	€2710	€2300	€2030
Commodore (4 available)	2 x e-newsletter earpiece or spotlight for 1 month	€1805	€1534	€1354
Captain (10 available)	1 x e-newsletter button for 1 month	€1030	€875	€773





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www.offshoremaraiculture.com

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ON-LINE ADVERTISING (individual adverts)

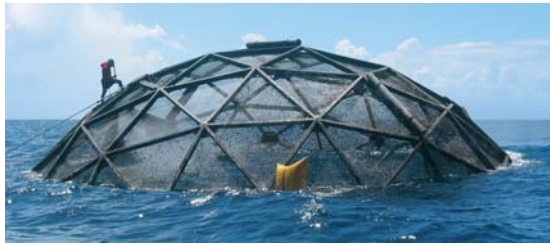
Advertising opportunity	Details	Price
Leaderboard	Headline banner. largest, most prominent advertising position. rotates between a maximum of 3 advertisers. 728 x 90 pixels.	€775
Skyscraper	Striking, tall advertisement on right-hand side of website! Rotates between a maximum of 3 advertisers. 120 x 600 pixels.	€645
Spotlights 1 & 2	Large, prime position advertisements. 1 is next to news articles and 2 is next to highlights. rotates between a maximum of 3 advertisers. 300 x 250 pixels.	€645
Earpiece	Very prominent, popular choice. Top right-hand corner. Rotates between a maximum of 5 advertisers. 215 x 90 pixels.	€515
Banner	Website footer. rotates between a maximum of 3 advertisers. 468 x 60 pixels.	€515
Buttons 1 - 5	Great value branding opportunity. buttons appear on right-hand side of web pages. rotates between a maximum of 3 advertisers. 145 x 100 pixels.	€385

All on-line advertisements: hyperlink to advertisers own url; include free artwork service; remain visible on each page of the website; price for 1 month.

E-NEWSLETTER

E-newsletter	Exclusive advertising banner on e-newsletter sent to over 8,000 subscribers. Hyperlink to advertiser's own url. sponsor's message in E-news. Free artwork service. Limited availability.	€645
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For specific advertising requirements or bespoke packages please contact the conference team on conferences@offshoremaraiculture.com



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ORGANISED BY

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Jade Kirkham, Events Sales Executive
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Marianne Rasmussen-Coulling, Head of Events
Tel: +44 (0)1329 820474 • Email: mrasmussen@mercatormedia.com

To put forward a paper for the conference please contact:

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Tel: +44 (0)1329 820098 • Email: iroberts@mercatormedia.com

To book delegate places please contact:

Karen Tolley, Conference Administrator
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All prices are subject to Turkish VAT where applicable

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The Offshore Mariculture Conference 2012 is a Mercator Media Ltd Event



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