



9th World Conference on Ecological Restoration

JUNE 21-24 | 2021

# A New Global Trajectory:

Catalyzing Change Through the UN Decade  
on Ecosystem Restoration

Welcome,

The Society for Ecological Restoration (SER) is proud to host its 9th World Conference on Ecological Restoration from 21 – 24 June 2021.

SER World Conferences are the premier meeting point for researchers, practitioners, decision-makers, governmental and non-governmental representatives, students, and others interested in ecological restoration and management. Delegates represent a broad range of backgrounds including natural and social sciences, urban and regional planning, natural resource management and production, governance, arts, and more. As we enter the UN Decade on Ecosystem Restoration, SER2021 will provide a lively, highly interactive, global forum for networking and knowledge exchange regarding the latest trends in restoration science, practice and policy, as well as specific tools, techniques, challenges and strategies for restoring degraded ecosystems on all continents.

The shift to a fully virtual conference is creating exciting new opportunities for engagement and outreach, including a series of virtual field trips from around the world and a coordinated global “Make a Difference Week” of volunteer restoration events. These pre- and post-conference activities, in addition to the four days of live conference sessions featuring extraordinary keynote speakers, will create diverse opportunities to promote your products, literature, services, and technology. We invite you to partner with SER2021 and all of the conference delegates as we work to catalyze global transformational change at the dawn of the UN Decade on Ecosystem Restoration.

## ATTENDANCE AT PREVIOUS SER WORLD CONFERENCES

- 2005 Zaragoza, Spain  
1,000 participants
- 2007 San Jose, California, US  
4,500 participants - jointly with  
the Ecological Society of America
- 2009 Perth, Australia  
750 participants
- 2011 Mérida, Mexico  
1,000 participants
- 2013 Madison, Wisconsin, US  
1,200 participants
- 2015 Manchester, England  
800 participants
- 2017 Iguassu Falls, Brazil  
1,000 participants
- 2019 Cape Town, South Africa  
850 participants

## BENEFIT

By becoming a conference sponsor, you have the opportunity to: **increase your visibility** and **elevate your marketing** efforts in this fast-growing field; **showcase your products, services or activities** to our diverse international audience; **cultivate new contacts** and **generate new business**; **demonstrate your commitment to environmental repair** and recovery; and **position your group as an industry leader**. Your financial or in-kind support will help us improve the quality and breadth of the conference program, facilitate participation from a broader diversity of global delegates who could not otherwise attend, and provide formative experiences that attendees can translate into improved restoration outcomes.

## THEMATIC SERIES

1. Advancing the science and practice of restoration
2. Restoration as a nature-based solution
3. Multidisciplinary and cross-sectoral collaborations
4. Scaling up restoration and adapting to limitations
5. Empowering and engaging local communities
6. Planning, policy, and economics

[WWW.SER2021.ORG](http://WWW.SER2021.ORG)

# PARTNERSHIP AND ADVERTISEMENT PACKAGES

	Friend \$ 1,000	Supporter \$ 3,000	Advocate \$ 5,000	Patron \$ 10,000	Champion > \$ 15,000
<b>SER MEMBERSHIP</b>					
<ul style="list-style-type: none"> <li>Business Membership (\$1250 value) (available to new business members only)<sup>1</sup></li> </ul>		✓	✓	✓	custom amount & benefits
<b>CONFERENCE WEBSITE (SER2021.ORG)</b>					
<ul style="list-style-type: none"> <li>Logo &amp; hyperlink on conference website</li> <li>Logo on conference website homepage sponsor carousel</li> </ul>	✓	✓	✓	✓	
<b>VIRTUAL EVENT PORTAL<sup>2</sup></b>					
<ul style="list-style-type: none"> <li>Logo on event portal login page banner visible during sign in</li> <li>Logo on event portal lobby banner visible in main virtual lobby</li> <li>Logo on event portal lobby splash video visible in main virtual lobby</li> <li>Logo in rotating portal sponsor carousel visible everywhere in event portal at top of page</li> <li>Logo associated with plenary in event platform (limited availability, 1 per session) Logo with hyperlink visible in event portal schedule next to plenary session and in the virtual session «room» under session title</li> </ul>		✓	✓	✓	
<b>COMMUNICATIONS</b>					
<ul style="list-style-type: none"> <li>Recognition as a sponsor of the field trips</li> <li>Logo on the footers of all official emails</li> <li>Branded announcement (push and email) during conference - visible in event platform and email</li> <li>Recognition in SER digital magazine and annual report</li> <li>Thank you on SER's social media accounts</li> </ul>		1	2	3	
<b>ADVERTISEMENT DURING SESSION</b>					
<ul style="list-style-type: none"> <li>Logo included in session pre-roll video</li> <li>Acknowledgement during daily remarks</li> </ul>	✓	✓	✓	✓	
<b>VIRTUAL BOOTH<sup>3</sup></b>					
<ul style="list-style-type: none"> <li>Virtual booth</li> </ul>			✓	✓	
<b>OTHER</b>					
<ul style="list-style-type: none"> <li>Complimentary registration</li> </ul>	1	2	4	8	

1. Existing business members will receive an additional benefit of equal value.

## 2. VIRTUAL EVENT PORTAL

We will be using the PheedLoop virtual event platform for the conference. Presentations, events, and activities will all run through this platform. Delegates will be able to access the platform before and after the conference, including interacting with virtual booths.

## 3. VIRTUAL EXPO

Includes organization logo, description, contact information, resource links (files, social media), video (1), and banner image/gif (1); ability to chat (asynchronous or live) or video call with individual participants; ability to video chat with up to 25 participants; visitors can request information/share information; lead retrieval information on visitors that request information; access to publically available information (for those that opt in) on all attendees that visit your booth.

# A LA CARTE OPPORTUNITIES

<ul style="list-style-type: none"> <li>• <b>Closed caption and translation sponsorship for keynotes</b> Includes acknowledgment of sponsor organization in closed captioning/translation and on pre-roll slide</li> </ul>	\$ 1,500 / keynote \$ 3,000 / day \$ 15,000 for all keynotes  available in \$500 increments
<ul style="list-style-type: none"> <li>• <b>Sponsor Open Doors registrations (5 open doors registrations supported per \$500 contribution)</b> Acknowledgment in session pre-roll slide</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Sponsor students and emerging professionals networking event</b> Sponsor logo included on all promotion for the event</li> </ul>	\$ 2,500
<ul style="list-style-type: none"> <li>• <b>Sponsor the student awards</b> Verbal acknowledgement and logo on slide during awards ceremony, and logo included on communication about awards</li> </ul>	\$ 5,000
<ul style="list-style-type: none"> <li>• <b>Sponsor the field trip program</b> Logo included on field trip page, emails, and opening screen for trip</li> </ul>	\$2,500
<ul style="list-style-type: none"> <li>• <b>Logo associated with plenary in event platform (limited availability, 1 per session)</b> Logo and hyperlink visible in event portal schedule next to plenary session and in the virtual session «room» under session title</li> </ul>	\$ 2,500
<ul style="list-style-type: none"> <li>• <b>Sponsor the Make a Difference Week</b> Logo included in all communications about event</li> </ul>	\$15,000 minimum sponsorship
<ul style="list-style-type: none"> <li>• <b>Sponsor a group networking room (up to 25 people at a time; limited availability) - Select theme or topic to showcase organization's leadership in field and engage in conversation with delegates</b> Organization's name can be in room title and chat text</li> </ul>	\$ 10,000
<ul style="list-style-type: none"> <li>• <b>Virtual booth</b> (See note 3 on page 2)</li> </ul>	\$ 800 NGO \$ 1,500 Standard

WOULD YOU LIKE TO BE PART OF THE 9<sup>TH</sup> WORLD  
CONFERENCE ON ECOLOGICAL RESTORATION?

Click on the Partnership Form link below and follow the steps:

[Partnership Form](#)

Don't hesitate to contact us if you would like to learn more about these and other, custom, partnership options.

**Email :** [partnership.ser2021@conferium.com](mailto:partnership.ser2021@conferium.com)

**Tel. :** (418) 522-8182

**Toll-free (Canada and U.S.):** 1 800 618-8182