



2019 Association of Fish & Wildlife Agencies  
Annual Conference  
September 22 - 25, 2019  
InterContinental Saint Paul Riverfront Hotel  
Saint Paul, Minnesota

Sponsorship & Exhibitor Opportunities



[www.afwaannualmeeting.org](http://www.afwaannualmeeting.org)

# SPONSORSHIP INFORMATION

On behalf of the Association of Fish & Wildlife Agencies, we invite you to participate as a sponsor or exhibitor at our 109<sup>th</sup> Annual Meeting — *where North America's fish and wildlife leaders drive the future of natural resource conservation!* The event will be held at the InterContinental Saint Paul Riverfront Hotel in Saint Paul, Minnesota from Sunday, September 22 to Wednesday, September 25, 2019. We hope you will be able to join us!

## WHO ATTENDS?

This annual event *provides a forum for conservation leadership* and brings together more than 700 leaders from fish and wildlife agencies and conservation groups from all 50 states, U.S. Territories, Canada and Mexico in order to discuss conservation policy and management issues and accomplishments. Attendees include key decision makers in the field of fish and wildlife, including: directors, assistant directors, program managers, and others involved in fisheries, wildlife habitat, law enforcement, legal affairs, industry, as well as public affairs (information and education).

## WHY EXHIBIT OR SPONSOR?

Here's a glimpse at who attended last year's conference — decision makers, influencers and users from several industries:

| Job Title<br><i>(as identified on their registration form)</i> | % of Attendees |
|--|----------------|
| Senior Agency Leadership                                       | 60%            |
| Government Official & Other                                    | 14%            |
| Marketing, Education & Outreach                                | 11%            |
| Mid Level Manager  | 10%            |
| Biologist & Scientist  | 4%             |
| Veterinarian   | 1%             |
| TOTAL  | 100%           |

## LODGING

A special group rate of \$189/night plus tax is available at the InterContinental Saint Paul Riverfront Hotel. To make a reservation, please call the hotel's Reservation Department at 651-292-1900 by August 30, 2019 and mention AFWA or the Association of Fish and Wildlife Agencies Annual Conference.

## SCHEDULE AT-A-GLANCE

*(subject to change)*

### Sunday, September 22

|                   |   |
|-------------------|---|
| 7:00 am - 3:30 pm | <b>Directors' Retreat (invite only)</b><br><i>Sponsor Opportunity—SOLD</i>                                      |
| 7:00 am - 5:00 pm | Conference Registration   |
| 8:00 am - 5:00 pm | Exhibitor Set-up  |
| 4:00 pm - 6:00 pm | Women in Wildlife Conservation Network (WWCN) Power Walk and Networking<br><i>Sponsor Opportunity Available</i> |
| 6:00 pm - 8:00 pm | Young Guns 11th Annual Happy Hour<br><i>Sponsor Opportunity Available</i>                                       |
| 6:00 pm - 9:00 pm | <b>Director's Reception &amp; Dinner (invite only)</b><br><i>Sponsor Opportunity—SOLD</i>                       |

### Monday, September 23

|                    |  |
|--------------------|--|
| 7:00 am - 8:00 am  | <b>Directors' Breakfast (invite only)</b><br><i>Sponsor Opportunity—SOLD</i> |
| 7:00 am - 5:00 pm  | Conference Registration, Business Center and Internet Café Open              |
| 7:00 am - 5:00 pm  | Exhibits Open  |
| 8:00 am - 9:45 am  | Welcome & Plenary Session  |
| 9:30 am - 10:30 am | Coffee Break with Exhibitors<br><i>Sponsor Opportunity Available</i>         |
| 12:00 pm - 1:00 pm | <b>Directors' Lunch (invite only)</b><br><i>Sponsor Opportunity—SOLD</i>     |
| 2:30 pm - 3:30 pm  | Coffee Break with Exhibitors<br><i>Sponsor Opportunity Available</i>         |
| 6:30 pm - 8:30 pm  | Welcome Social<br><i>Sponsor Opportunity Available</i>                       |

### Tuesday, September 24

|                    |  |
|--------------------|--|
| 7:00 am - 5:00 pm  | Conference Registration, Business Center and Internet Café Open              |
| 7:00 am - 8:00 am  | <b>Directors' Breakfast (invite only)</b><br><i>Sponsor Opportunity—SOLD</i> |
| 7:00 am - 3:00 pm  | Exhibits Open  |
| 9:30 am - 10:30 am | Coffee Break with Exhibitors<br><i>Sponsor Opportunity Available</i>         |
| 12:00 pm - 1:00 pm | <b>Directors' Lunch (invite only)</b><br><i>Sponsor Opportunity—SOLD</i>     |
| 2:30 pm - 3:30 pm  | Coffee Break with Exhibitors<br><i>Sponsor Opportunity Available</i>         |
| 6:00 pm - 7:00 pm  | Reception with Exhibitors<br><i>Sponsor Opportunity Available</i>            |
| 6:00 pm - 9:00 pm  | Annual Awards Banquet  |

### Wednesday, September 25

|                    |  |
|--------------------|--|
| 7:00 am - 8:00 am  | <b>Directors' Breakfast (invite only)</b><br><i>Sponsor Opportunity—SOLD</i> |
| 7:00 am - 8:00 am  | Coffee Break with Exhibitors<br><i>Sponsor Opportunity Available</i>         |
| 7:00 am - 10:30 am | Exhibits Open  |
| 7:00 am - 3:00 pm  | Conference Registration, Business Center and Internet Café Open              |
| 9:30 am - 10:30 am | Coffee Break with Exhibitors<br><i>Sponsor Opportunity Available</i>         |
| 12:00 pm - 1:00 pm | <b>Directors' Lunch (invite only)</b><br><i>Sponsor Opportunity—SOLD</i>     |
| 6:00 pm - 7:30 pm  | <b>President's Reception</b><br><i>Sponsor Opportunity Available</i>         |

# CONFERENCE SPONSORSHIPS

*Conference Sponsorships* will go directly toward paying conference costs, and help make it affordable for conference participants.

Sponsors will receive special recognition through a variety of channels as described below

| Pricing & Benefits   | Sustaining Partner Level<br>\$20,000 | Platinum Level<br>\$10,000          | Gold Level<br>\$5,000              | Silver Level<br>\$3,000         | Bronze Level<br>\$1,500                |
|--|--------------------------------------|-------------------------------------|------------------------------------|---------------------------------|--|
| Recognition on conference website                          | Logo & Link                          | Logo & Link                         | ✓                                  | ✓                               | ✓                                      |
| Recognition in all print materials                         | ✓                                    | ✓                                   | ✓                                  | ✓                               | ✓                                      |
| Full page ad in host state publications (when available)   | ✓                                    | ✓                                   |                                    |                                 |  |
| Logo on conference signage                                 | Prominent placement                  | Prominent placement                 | ✓                                  | ✓                               |  |
| Display space  | Two prominent booths                 | Two prominent booths                | ✓                                  | ✓                               | Reduced rate for booth fee (add \$500) |
| Complimentary registration and banquet tickets             | Up to 8 employees                    | Up to 6 employees                   | Up to 3 employees                  | 2 employees                     | 1 employee                             |
| Company description and advertisement in the final program | 100-word description & full page ad  | 100-word description & full page ad | 75-word description & full page ad | 50-word description & ½ page ad | 25-word description & ¼ page ad        |
| Recognition at opening session (announcement and signage)  | ✓                                    | ✓                                   | ✓                                  | ✓                               |  |
| Registrant mailing list (post-conference)                  | ✓                                    | ✓                                   |                                    |                                 |  |
| Passes to the V.I.P. Hospitality Suite                     | Eight                                | Six                                 | Three                              | Two                             |  |

## QUESTIONS?

If you have any questions about sponsoring or exhibiting, please call the AFWA Conference Office at (802) 865-5202, or email [info@delaneymeetingevent.com](mailto:info@delaneymeetingevent.com).

# RECEPTION & EVENT SPONSORSHIPS

Women in Conservation Power Walk & Social Hour on Sunday — \$2,000 (*multiple opportunities*)

Young Guns Reception on Sunday — \$2,000 (*multiple opportunities*)

Welcome Reception on Monday at the Science Museum of Minnesota — \$2,000

Pre-Banquet Reception on Tuesday — \$1,000 (*multiple opportunities*)

**President's Reception** on Wednesday — \$2,500 or above (*multiple*)

Refreshment Breaks Monday to Wednesday (*mid-morning and mid-afternoon*) — \$1,000 each (*multiple opportunities*)

Hospitality Suite — \$1,500 (*to cover costs for the V.I.P. Hospitality Suite*) - **SOLD**

Recognition will include: Logo on conference website, conference signage, at hosted event, and a directory listing in the final program.

# CONFERENCE SUPPORT OPTIONS

Business Center Sponsorship — \$2,000 (*to cover costs of computers, printer, fax, copier, internet*)

Recognition will include: Company logo as screen saver on business center computer, company logo on rolling PowerPoint, logo signage at registration desk with complimentary internet info, company listing in the final program, 1 complimentary conference registration.

Conference Lanyard Sponsorship — \$2,000 (*sponsor to provide lanyards*)

Recognition will include: Logo on conference lanyard, company listing in the final program, 1 complimentary conference registration.

Audio-Visual Sponsorship — \$5,000 (*to cover costs for projectors, screens, flipcharts*)  
(*Gold Level Entitlements*)

Conference Tote Bag Sponsorship — \$5,000  
(*Gold Level Entitlements*)

# WANT MORE EXPOSURE?

Interested in hosting a reception but want MORE exposure? Create a signature cocktail, purchase additional drink tickets with your logo on them to hand out to conference participants, get customized cocktail napkins with your company logo or talk to us about adding a theme to make it memorable!

**Make a standard coffee break your own! Consider putting customized coffee mugs in every participant's hand.** Amp up an afternoon refreshment break by having an ice cream social or providing local cuisine.

The possibilities are endless! For more information or to learn about customizing your event sponsorship, contact Karen Forbes at Delaney Meeting & Event Management, [Karen@delaneymeetingevent.com](mailto:Karen@delaneymeetingevent.com) or 802-865-5202.

# DIRECTORS' MEAL SPONSORSHIPS

**Directors' Retreat on Sunday (Reception & Dinner only)**— \$5,000 (*multiple opportunities, 3 max.*) - *SOLD*

**Directors' Breakfast or Luncheon** Monday, Tuesday, Wednesday — \$3,000 each (*plus cost of food, AV*)- *SOLD*

*\*Directors' Meal sponsorships are available only to Bronze, Silver, Gold, Platinum and Sustaining level sponsors.*

*\*Priority will be given to the highest level sponsors.*

*\*\* We will do our best to accommodate date and time requests for meals. All meal sponsorship's must be paid in full by June 15th to be eligible for consideration. In the event that two groups request the same Directors meal, priority will be assigned based on conference sponsorship level and or first-come first-served. If you are not assigned a meal sponsorship by June 30th you will be issued a refund for that portion of your sponsorship. Meal sponsors are responsible for coordinating directly with the hotel's catering department for food, beverage, and AV, and for payment of all expenses for the event. Hotel contact information will be provided with your confirmation letter. Meal sponsorship will be confirmed no later than June 30, 2019.*

Recognition will include: Logo on conference website, conference signage and at hosted event, directory listing in the final program, two complimentary conference registrations and a brief opportunity to address the group at your hosted event.

## DISPLAY SPACE

Non-Profit: \$500.00

Commercial: \$750.00/\$850.00\*

\*Rates increase after June 8<sup>th</sup>.

A standard exhibit space includes one complimentary registration/banquet ticket, a brief company listing in the final program, and a 6' skirted table. Exhibit space will be assigned on a first paid, first served basis, and will be set up in a central location within all other conference meeting space. Power & internet for booth space is not included in booth fee and will be available for an additional charge.

*\*A form to order power and phone lines directly will be sent with your confirmation information.*

See schedule-at-a-glance for exhibit hours.

## ADDITIONAL INFORMATION

Want more exposure? Black & white advertisement space is available in the conference final program at the following rates:

- ◇ Full page (8.25 x 10.75) — \$500
- ◇ Half page (8.25 x 5.25) — \$250
- ◇ Quarter Page (4 x 5.25) — \$100

## ONLINE REGISTRATION

If you would like to participate as a sponsor or exhibitor at the 2019 AFWA Annual Conference, please visit [www.afwaannualmeeting.org](http://www.afwaannualmeeting.org) to register

## Sponsorship and Exhibition Policy and Guidelines

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ASSOCIATION *of*  
FISH & WILDLIFE  
AGENCIES

The Association of Fish and Wildlife Agencies' (the Association's) mission is to advocate for professional management of fish and wildlife resources in accordance with the tenets of the North American Model of Wildlife Conservation and its two basic principles, (a) that our fish and wildlife belong to all North American citizens, and are to be managed in such a way that their populations will be sustained forever and (b) to further advocate for the doctrine of primacy of state management authority for resident wildlife. To further our mission, we accept government agency, corporate, industry, organizational, and individual sponsorships and booth exhibits under strict guidelines.

We will refuse any sponsorship or messaging that we believe is incompatible with that of our mission or the missions of our member state fish and wildlife agencies. AFWA will not solicit or accept sponsorships from government agencies, corporations, organizations, or individuals whose practices, policies, or operations are deemed unacceptable and/or contrary to the values implicit in our mission as articulated in our bylaws, resolutions and policies.

The Association welcomes the support of sponsors or exhibitors for organizational efforts subject to the following guidelines:

The Association will not accept sponsorships or exhibits that reflect in a negative manner on the Association, do not align with its mission statement, or are not in the best interest of the organization as determined by the Executive Committee, Board or Directors or their designees.

The Association does not accept sponsorships for certain categories of products and services, including illegal drugs and drug paraphernalia, tobacco products or establishments, sexual escort services, alcohol or other categories that may be determined at the Association's sole discretion.

The Association reserves the right to reject or remove a sponsor's or exhibitor's printed materials, booths, signage, or other commonly used materials if those materials are incompatible with the Association's mission or the missions of our member state fish and wildlife agencies.

Individual staff should not receive any substantial benefit (greater than \$100) from association with sponsors or exhibitors. Any commissions, substantial gifts, or other financial benefits should be brought to the attention of a supervisor.

The Association retains control over any sponsored program and sponsors shall not have any input into operational matters relating to a project they have sponsored.

Questions on this policy may be directed to the Director of Operations for the Association. Contact information: John Lord, Director of Operations, Association of Fish and Wildlife Agencies, 1100 First Street, NE Suite 825, Washington, D.C. 20002. Telephone: 202-624-7890; email: [jlord@fishwildlife.org](mailto:jlord@fishwildlife.org).