Culture and Conservation: Fishing for Change

25th Biennial Conference on the Biology of Marine Mammals

11-15 November 2024 • Perth, Western Australia

Sponsorship and Exhibition Prospectus
We acknowledge the Traditional Owners of the land on which this conference is being held, the Whadjuk Noongar people, and pay our respects to Elders past, present and emerging.

This artwork was created by local artist, Sarah Humphries, to depict the conference theme “Culture and Conservation: Fishing for Change”.
We are fundraising to make the 25th Biennial Conference on the Biology of Marine Mammals an outstanding international success.

This prospectus describes the sponsorship and exhibition opportunities available for our conference. These packages will provide your organization with maximum exposure to participants.

Sponsorship can contribute to your organization’s social performance achievements, including those that align with United Nations Sustainable Development Goal 14: Life under water - Conserve and sustainably use the world’s oceans, seas and marine resources.
Join us in shaping the future of marine mammal conservation and research at the landmark 25th Biennial Conference in Perth, Australia. Emerging from the challenges of COVID, this conference presents a unique opportunity to re-engage our global community and drive positive change in culture and conservation.

- Simon Goldsworthy, SMM President

About SMM

The Society for Marine Mammalogy (SMM) was founded in San Francisco during the 4th Biennial Conference in 1981 and is the largest global organization of individuals interested in marine mammal research and conservation.

The mission of the SMM is to promote the global advancement of marine mammal science and contribute to its relevance and impact in education, science, conservation and management. Attracting participants from around the world, the conference facilitates collaboration, sharing of ideas and improving the quality of research on marine mammals.

The SMM holds its conference every two years. The 25th Biennial Conference will be held in Perth, Western Australia at the Perth Exhibition and Convention Centre from November 11 to 15, 2024.
Culture and Conservation: Fishing for Change

The 2024 biennial conference of the SMM will be held in Australia for the first time. Our theme, “Culture and Conservation: Fishing for Change” shines a light on one of the most significant threats to marine mammals worldwide, their interactions with fishing gear.

We will further focus on marine mammal cultures, and how conservation and management planning require their consideration, together with human dimensions. Specifically, we aim to identify actions to reduce fishing-related marine mammal mortality, upskill management agencies and individuals responsible for marine mammal incident response, support capacity building of Indigenous and developing country participants, and facilitate collaboration among scientists, managers, policymakers and Traditional Owners.

“Bycatch (unwanted or unintentional catch) is the greatest direct cause of marine mammal injury and death in the United States and around the world.”

- Marine Mammal Commission
Diversity, Equity and Inclusion

The SMM is dedicated to enhancing diversity in its membership, leadership, and readership.

The society recognizes that the field of marine mammal science is only strengthened by the participation of people representing all ages, career stages and professional status, races, national, cultural, and socio-economic backgrounds, genders, gender identities, sexual orientations, and physical abilities. We have a dedicated DEI coordinator that will ensure all aspects of our conference align with our DEI vision. We have already secured $125,000 AUD for a student and developing country participant bursary and are committed to cater for participants travelling with their children. We have appointed a coordinator who will assist families in their travel planning. In fact, we encourage participants to combine the conference with a bucket-list family holiday to Australia.

Sustainability

Our vision is to set a new benchmark for the sustainability of SMM conferences. We are committed to sourcing ethical goods and services for participants, eliminate single use plastics and to minimize waste. We are also mindful of the carbon footprint associated with conferences and have secured $25,000 AUD to offset carbon emissions resulting from our community coming together.

Our scientific program will focus on contemporary issues including human dimensions, climate change and the development of new technology that can also reduce potential impacts of our research.
Conference Sponsorship Levels

Please consider the range of sponsorship and exhibitor opportunities we have prepared for this event. We are also happy to discuss further options with you and tailor sponsorship packages to meet your needs and budget.

Platinum Sponsorship
Australian Sea Lion - $50,000 USD

Secure a space as a platinum level sponsor and receive the following benefits:

Sponsor Acknowledgement
• Organizational logo prominently displayed at the conference (pull-up banner supplied by sponsor)
• Full page advertisement in the conference program
• Logo on all promotional materials (i.e. conference app, social media and website)
• Signage displayed in main conference room
• Powerpoint holding slides displayed during plenary sessions

Registration
• Five complimentary registrations, which include all sessions, morning and afternoon teas and welcome reception

Exhibition Booth
• Complimentary exhibition booth

*SMM is a qualified 501(c)(3) tax-exempt organization, and as such charitable contributions made to SMM are tax deductible by the donor, to the extent the donor derives no personal benefit. Qualified sponsorship payments are allowed a full tax deduction as well.
Gold Sponsor
Blue Whale
$30,000 USD

Registration
- Four complimentary registrations, which include all sessions, morning and afternoon teas and welcome reception

Sponsor Acknowledgement
- Naming rights to one plenary speaker and panel session—signage prominently displayed (pull-up banner supplied by sponsor)

Silver Sponsor
Dugong
$15,000 USD

Registration
- Three complimentary registrations, which include all sessions, morning and afternoon teas and welcome reception

Bronze Sponsor
Snubfin Dolphin
$10,000 USD

Registration
- Two complimentary registrations, which include all sessions, morning and afternoon teas and welcome reception.

All Gold, Silver and Bronze sponsorships also include:
- Full page advertisement in the conference program
- Logo on all promotional material, including the conference app, social media and website
- Signage displayed in main conference room
- Powerpoint holding slides displayed during plenary sessions
- Complimentary exhibition booth
Child Care Support $35,000 USD

Tea and Coffee Breaks $25,000 USD

Streaming and Audio/Visual Support $25,000 USD

All Support Sponsorship packages acknowledged with:

- Signage prominently displayed at the conference (pull-up banner supplied by sponsor)
- Sponsor’s name and logo displayed at the conference (session signage)
- Half-page advertisement in the conference program
- Acknowledgement in all promotional material, including the conference app, social media and website
Event Sponsorship

Event sponsorship is an excellent means of advertising your organization. The opportunities listed are designed to fit a variety of budgets and may be combined with general conference sponsorship to meet a desired level.

Ice Breaker Reception
$50,000 USD

Gala Celebration Night
$50,000 USD

Sponsor Acknowledgement
• Exclusive sponsorship of the conference welcoming reception or conference close / gala celebration night
• Signage displayed at the welcoming reception (pull up banner supplied by sponsor)
• Sponsor’s name and logo displayed at the conference
• Acknowledgement in all promotional material, including the conference app, social media and website
• 5 complimentary registrations - includes all sessions, morning and afternoon teas, and welcome reception

Poster Session & Reception (2*)
$35,000 USD

Sponsor Acknowledgement
• Signage displayed at the conference (pull up banner supplied by sponsor)
• Sponsor’s name and logo displayed at the conference
• Acknowledgement in all promotional material, including the conference app, social media and website
• 5 complimentary registrations - includes all sessions, morning and afternoon teas, and welcome reception

Movie Night (2*)
$10,000 USD

LGBTQIA+ (2*)
$10,000 USD

Student Event (2*)
$10,000 USD

Sponsor Acknowledgement
• Signage displayed at conference (pull up banner supplied by sponsor)
• Sponsor’s name and logo displayed at the conference
• Acknowledgement in all promotional material, including the conference app, social media and website

*The number refers to the number of sponsorships available for each option.
Exhibiting at SMM2024

Exhibiting at SMM2024 runs from Monday, 11 November until Friday, 15 November. Hours of operation include:

Monday and Wednesday: 10:00 am to 4:30 pm
Tuesday and Thursday: 10:00 am to 6:30 pm
Friday: 10:00 am to 2:00 pm

Benefits of Exhibiting

Connect with more than 1500 attendees in-person and virtually from more than 20 countries.
Get one-on-one interaction with senior leaders in the field and enthusiastic students.
Be listed on the SMM’s website and the conference’s mobile app.

Booth Fees

**In-Person Booth**
- $2,000 USD per Standard Commercial Booth
- $1,000 USD per Nonprofit - High Income Country*
- $500 USD per Nonprofit - Low Income Country*

**Virtual Booth**
- $750 USD per Standard Commercial Booth
- $300 USD per Nonprofit - High Income Country*
- $50 USD per Nonprofit - Low Income Country*

Booth Descriptions

A exhibit stand measuring 3m x 3m includes:
- Display Teck Navy Blue 2 wall structure using a seamless system with a neat finish of aluminum frame.
- Stand will receive an exhibitor company name board (maximum of 30 characters per sign)
- 2 - Energy efficient arm lights per 9sqm
- 1 - 4amp GPO per 9sqm
- Registration for 2 persons per booth with entry to all scientific sessions
- 50-word description of exhibiting organization in the conference program with logo

* For the complete list of low income countries, please refer to the UN World Bank Country and Lending Groups list.
For the current 2023 fiscal year, low-income countries are defined as those with a GNI per capita, calculated using the World Bank Atlas method, of $1,035 or less in 2019.
Registration and Booth Staffing

To have the exhibit space held for you in the exhibit hall, a 50% deposit must be paid when you send in your form. Full payment is due on October 10, 2024.

Each booth fee includes basic registration for two company representatives, who will be working in the booth during the meeting. In addition to the standard booth package, organizations requiring badges in excess of their allotment must pay the regular registration fee for each additional person. Tickets to social events will become available when registration opens. A confirmation email will be sent to you to confirm the 50% deposit and to give you your booth number. This e-mail will also guide you through the registration steps. Each exhibiting firm is responsible for its equipment and must have an attendant in the booth during the hours the exhibit area is open to the public. Exhibit representatives must wear the official SMM2024 badge at all times while in the exhibit area. Exhibit representatives may pick up their badges at the registration area.

Cancellation Policy

Cancellation before October 10, 2024 obligates the Exhibitor to 50% of the total booth cost, and cancellation after October 10, 2024 obligates the Exhibitor to full payment of the booth fee.

Refunds will not be made after space has been assigned and paid for unless the space can be reassigned. Any space not claimed and occupied by 5pm local time on November 10, 2024, may be reassigned to another exhibitor without further notice to the originally scheduled occupant, and all fees forfeited.

Security

SMM does not maintain insurance covering exhibitors’ property. Protection of exhibitors’ property shall at all times remain the responsibility of the exhibitor. The exhibit area will be closed during non-show hours, but security is not guaranteed. Insurance is to be arranged by exhibitors at their own cost.

Important Dates

Monday, June 10, 2024
Exhibit reservations open

Thursday, October 10, 2024
Full payment due and last date for 50% cancellation refund

Sunday, November 10, 2024
12 - 6pm (1200 - 1800 hours)
Exhibitors registration opens on-site

Sunday, November 10, 2024
2 - 6pm (1400 - 1800 hours)
Exhibit set-up

Friday, November 15, 2024
7:30am - 2:00pm (730 - 1800 hours)
Exhibit breakdown
Contact Us

Your support is crucial to the success of our global Society. We can match you with the right sponsorship opportunities to maximize your exposure and benefits.

We are available at your earliest convenience to discuss how your organization can participate at SMM2024.

Conference host committee:

Daniella Hanf  
O2 Marine

Dr Delphine Chabanne  
Murdoch University

Dr Krista Nicholson  
Murdoch University

Dr Simon Allen  
Shark Bay Dolphin Research

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