

"Biodiversity Informatics" is a young and exciting field that has emerged at the junction of taxonomy, ecology, ecosystems research, information technology, geography and the many applied fields that use information from these disciplines. Literally hundreds of millions of data records and the literature from hundreds of journals are coming together in unprecedented ways to create new types of information and fresh opportunities for its access and use.

e-Biosphere 09 (see [www.e-biosphere09.org](http://www.e-biosphere09.org)) is the first International conference dedicated to the full range of research and applications in Biodiversity Informatics. Taking place from 1-3 June 2009, at the prestigious QEII Conference Centre in the heart of London, e-Biosphere 09 will bring together the leaders, users, and key stakeholders in Biodiversity Informatics to review progress and chart a course for this interdisciplinary field's development over the next decade.

The conference offers your organization an unprecedented opportunity to communicate with leading scientists and technology providers, and funders involved in the creation, management, and use of biodiversity information. This will include researchers, managers of major databases and database resources, technology developers, institutional and government policy-makers, applied scientists, and students involved in biodiversity information. With an International attendance of c. 400 delegates; over 150 research posters and abstracts on display; and 40+ exhibitors; this is a unique and cost-effective opportunity to promote your organization's products and services to your target audience from every corner of the world.

### **The Benefits Of Sponsorship:**

- Being linked with the most significant global effort to date aimed at advancing the knowledge and communication and pathways for Biodiversity Informatics
- Exposure to the key stakeholders and leaders across the entire spectrum of Biodiversity Informatics, from content creators, aggregators, data users and database developers.
- Opportunities for media attention/exposure
- Visibility in the conference centre and conference materials

e-Biosphere 09 is a not-for-profit event hosted by the Natural History Museum, London (NHM). We invite you to join these co-sponsors in supporting the conference:

- Encyclopedia of Life (EOL)
- Consortium for the Barcode of Life (CBOL)
- Global Biodiversity information Facility (GBIF)
- JRS Biodiversity Foundation
- Andrew W. Mellon Foundation
- US National Biological Information Infrastructure (NBII)
- European Distributed Institute of Taxonomy (EDIT)
- Darwin200
- *LifeWatch*
- BioNET-International
- Inter-American Biodiversity Information Network (IABIN)
- Atlas of Living Australia (ALA)
- Pan – European Species-directories Infrastructure (PESI)

## Sponsorship Packages:

Different levels of sponsorship provide different benefits. There are opportunities to support individual elements of the conference (e.g., delegate bags) or build a tailored package from the menu below which can be discussed at any time.

We invite you to take this exceptional opportunity to raise your profile among the e-Biosphere 09 conference participants by:

- sponsoring a conference item so that your brand is clearly seen by every participant at the event;
- including your promotional material in the conference materials for distribution to every attendee;
- sponsoring a social event at the conference; and/or
- purchasing advertising space in the conference programme

## Gold Level Sponsorship Opportunities

| Sponsorship Opportunity  | Description   | Price      |
|--|---|------------|
| Welcome Drink and Reception Sponsor<br>(Limited to one organisation) | “Sponsored by” and logo branding on all literature including tickets and invitations              | £15,000    |
| USB Drive Sponsor  | Organisation logo on conference USB drive and opportunity to include pre-loaded outreach material | £5,000     |
| Catering Sponsor<br>(Limited to one organisation)                    | “Sponsored by” and logo in catering area and in conference schedule                               | £2,500/day |

## Silver Level Sponsorship Opportunities

| Sponsorship Opportunity  | Description  | Price  |
|--|--|--------|
| Lanyards/Badge Sponsorship<br>(Limited to one organisation)    | Given to all delegates, media and participants                         | £1,000 |
| Conference Pens/Pads<br>(Limited to one organisation)          | Distributed in delegate bags   | £1,000 |
| Conference Proceeding Sponsor<br>(Limited to one organisation) | Logo on cover of delegate proceedings folder                           | £1,000 |
| Registration Sponsor<br>(Limited to one organisation)          | Logo on front of house collateral and signage                          | £1,000 |
| T-shirt Sponsor  | Logo on delegate t-shirt   | £1,000 |
| Break-Out Session and Side Event Sponsor                       | Acknowledgement and branding opportunities – pens, paper, refreshments | £1,000 |

## Bronze Level Sponsorship Opportunities

| Sponsorship Opportunity   | Description  | Price                                     |
|---|--|---|
| Advertisement In Conference Programme<br>(Limited to 5 organisations)       |  | £250/Quarter page (4 colour)              |
| Delegate Bag Sponsor<br>(Limited to 1 organisation)                         | Logo on bag and one insert   | £5000                                     |
| Official Exhibition Carrier Bag Sponsor<br>(Limited to 1 organisation)      | Sole rights to distribute in the exhibition room.<br><br>Logo on bag and one insert  | £1000<br><br>(Sponsor to provide the bag) |
| Banner advert on the e-Biosphere09 website                                  |  | £500                                      |
| Promotional items inserted in delegate bags<br>(Limited to 5 organizations) | Place literature or gifts (provided by sponsor) in delegate bags which will be distributed to all attendees. (subject to approval and dependant on size) | £400                                      |
| Sponsorship of e-Biosphere 09 newsletter                                    | Reach hundreds of e-Biosphere 09 attendees and supporters each week, with links to your organization, your products or services                          | £250                                      |

## Special Marketing and Sponsorship Opportunity

| Sponsorship Opportunity                         | Description   | Price |
|---|---|-------|
| Research Sponsor<br>(Limited to 1 organisation) | Logo and branding on questionnaire.<br><br>2 question inclusions in post event delegate research - Limited to one company | £1500 |

**To discuss your requirements or to book a sponsorship opportunity, please contact [inquiries.e-biosphere09@si.edu](mailto:inquiries.e-biosphere09@si.edu) .**