



BIRDS OF MANY FEATHERS FLOCK TOGETHER

9-14 AUGUST 2021
AOS & SCO-SOC 2021 MEETING

Sponsor & Exhibitor Prospectus

Please join the **American Ornithological Society (AOS)** and the **Society of Canadian Ornithologists-Société des ornithologistes du Canada (SCO-SOC)** to advance our aligned missions by becoming a sponsor and exhibitor of the 139th meeting of the AOS and the 39th annual meeting of the SCO-SOC.

In planning this fully virtual conference, we strive to bring together ornithologists from diverse backgrounds with varied disciplinary interests to benefit from our unified goals to advance the scientific knowledge and conservation of birds, and to support the next generation of ornithologists early in their careers. Our meeting theme **Birds of Many Feathers Flock Together** is particularly meaningful in today's world as we make every effort to celebrate and promote diversity and collaboration. Our conference model seeks to further the reach of ornithology and build a stronger and more diverse community of scientists, conservationists, managers, and educators, who are guided by principles of equity, inclusion, and justice.

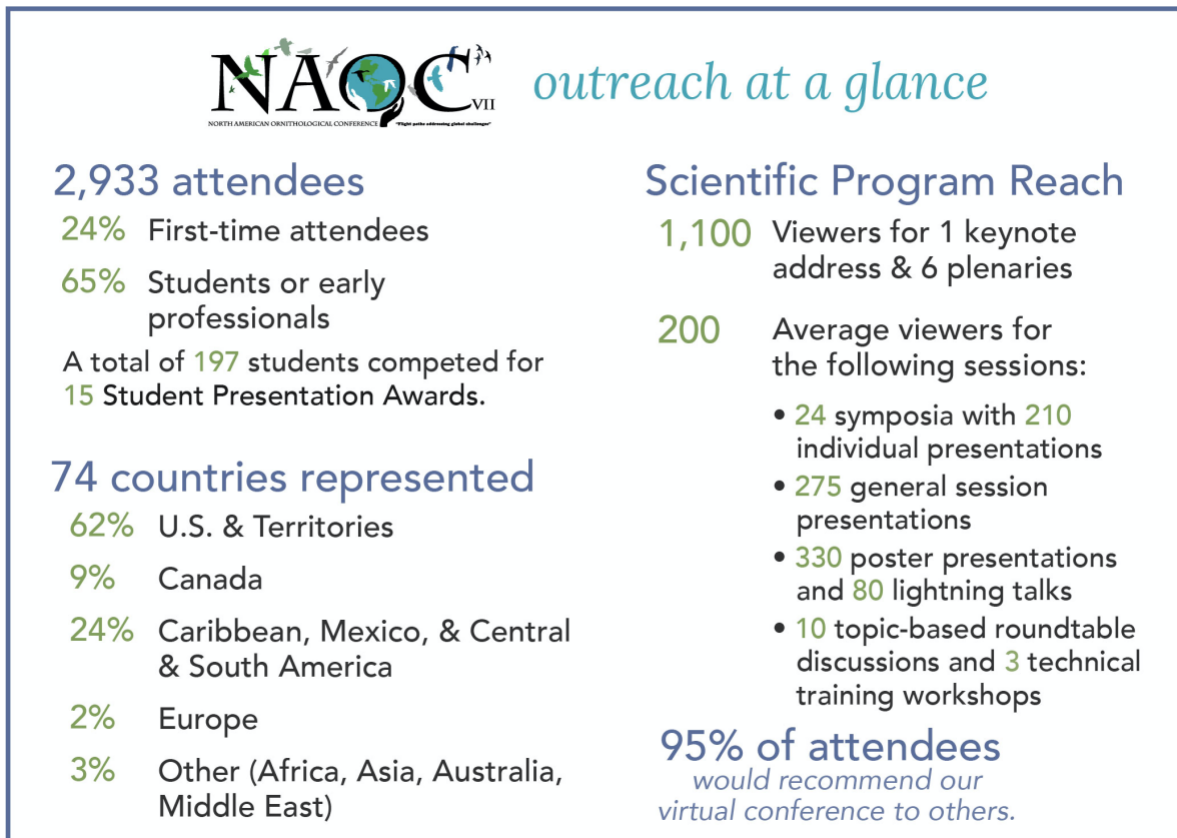
Given our wide reach to a diverse ornithological community, we are excited to see the many ways our meeting sponsors can support our meeting theme, **Birds of Many Feathers Flock Together**. This is a great opportunity to reach a broad and diverse group of bird protectors and enthusiasts. We respectfully and enthusiastically invite you to take advantage of the wide variety of meeting sponsorship and advertising opportunities, which include advertising in our meeting program, on our meeting website, in the meeting app, on a meeting Slack channel, and within our Zoom platform. We're eager to customize your sponsorship to meet your objectives for outreach, meeting support, and involvement.

Rather than offering different packages for sponsors and exhibitors, we are combining the two in a suite of exciting sponsorship opportunities that will provide greater visibility and impact for all of our partners at this year's event!

Why partner with us?

As demonstrated at our joint meeting in 2020, a virtual conference offers opportunities for participation from a wider and more diverse audience, giving us ample opportunities to be more creative and inclusive with our programming and outreach. Buoyed by our success last year, we aim to continue on our path of learning to bring you another rewarding experience of connections and

exchanges of ideas with academic scientists, non-profit professionals, government agencies, researchers working in all areas of our discipline, individuals at every career stage, and participants from geographic regions around the globe. As American and Canadian Societies working across borders and migratory flyways, we hope to strengthen our tradition of hosting vibrant annual meetings to celebrate the best of professional ornithology, build collaborations, and present a welcoming and inclusive environment for all attendees. *The success and impact of our 2020 North American Ornithological Conference, the largest and most diverse convening of ornithologists in the history of the discipline, exceeded all of our goals:*



Overview of the AOS & SCO-SOC 2021 Virtual Meeting

- **Full, week-long meeting.**
We expect our meeting to be the largest 2021 scientific conference for professional ornithologists and bird enthusiasts. Each day of the conference includes stimulating plenary lectures, concurrent oral and poster sessions, roundtable discussions, and lively, interactive networking events, **including opportunities for exhibitors to interact with attendees in live demonstrations of their products and services.** Live interactive events attract high attendance.
- **Broad temporal access and exposure.**
The conference schedule enables broad, live participation across time zones. All live talks and poster presentations will be recorded; **registered attendees will have free**

access to view all recorded content for 90 days post-conference, at their leisure, including associated recognition pages for sponsors.

- **Low registration costs and high expected attendance.**

Thanks to the generosity of sponsors, we are able to keep registration costs to a minimum. Participation in 2020 confirmed how **sponsors boost accessibility and attendance, and attract ornithologists across the world** to present the latest research and explore emerging knowledge.

What you can expect as a sponsor

- **Opportunity for a live 30-minute demo of your products, programs, or services.**

The Zoom platform for webinars and meetings (<https://zoom.us/>) will support all presentations, sessions, and events. All sponsors at the **Partner Level** and above have the option to schedule a 30-minute Zoom presentation during one of the sessions devoted to networking events.

- **Dedicated page on our conference website.**

Sponsors at the **Bronze Level** and above will receive their own page in the *virtual exhibit hall* on the meeting website, which we will make accessible and promote before, during, and following the conference. On this page, sponsors display their promotional content, contact information, services and/or products, as well as an optional embedded video (videos must be 3rd-party-hosted) or other media files.

- **Dedicated page in our online conference planner.**

The entire conference will be seamlessly integrated through the **EventPilot conference app and online desktop planner**, which attendees use to access all program content and events through their mobile device or a browser on their computer. The EventPilot desktop planner supports individual pages for sponsors to display their logo, ads, a link to their website, and multiple types of media files. Each page will be linked back to the sponsor's respective page in the virtual exhibit hall on the website, ensuring maximum visibility whether attendees are interfacing with the conference through the app or the meeting website.

- **Zoom landing page for scientific sessions.**

The scientific program will include live oral and poster presentations offered across 13 parallel sessions each day. These sessions are subdivided into two or three 90-minute periods with breaks in between. At the beginning of each of these sub-sessions of papers and posters, including the plenary lectures, a sponsor recognition landing page is visible to all attendees.

- **Additional Slack communications platform.**

Before, during, and after the conference, we offer an additional free communications platform (<https://slack.com>) with persistent chat rooms (channels) organized by topic, the capacity for organizing public and private groups, and direct messaging capabilities with and among attendees. **This platform supports a branded Slack**

channel for each sponsor that boosts opportunities to interact directly with attendees up to 15 days pre- and 30 days post-conference.

- **Incentive options.**

This year we will introduce “ScanHunt Gamification” through our conference app. This “scavenger hunt” experience challenges attendees to accumulate points by visiting select locations throughout the conference (e.g., your page in the virtual Exhibit Hall). When combined with additional custom-tailored incentives to encourage participants to attend your 30-minute products and services demo or to visit your virtual exhibit before, during, or after the conference, attendees score points for a prize. For example, discounts or VIP access to additional content as rewards. *Let’s discuss!*

- **Recognition in the printable program.**

We produce a formal, printable PDF, which we post on the meeting website and make available to anyone. Our post conference surveys confirm >70% of our attendees print the PDF to facilitate their conference experience. All sponsors are recognized in the printed program and ad space in the program is included. The PDF serves as the permanent record of the conference proceedings and remains on our Society website. [View our past meeting programs.](#)

- **Option to purchase ad space in the printable program.**

Additional or stand-alone ad space may be purchased. Prices are as follows: ¼-page, \$250; ½-page, \$500; full-page, \$750; inside back cover, \$1,100.

Sponsorship levels vary in exposure and exclusivity, and are affordable as well as robust.

SPONSORSHIP OPPORTUNITIES	Premier	Platinum	Gold	Silver	Bronze	Partner	Special Country Registration Sponsor
	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$750	\$500
Complimentary conference registration	10	8	6	4	3	2	
Logo on exhibit hall landing page on meeting website	•	•	•	•	•	•	•
Dedicated page on meeting website	•	•	•	•	•		
Logo and complimentary ad in PDF program	Inside front cover	Inside back cover	Full-page	½-page	¼-page	Logo only	
Branded Slack channel before, during, and after conference	•	•	•	•	•	•	•
Zoom: Logo on landing slide for all plenary and scientific sessions	•	•	•	•	•	•	
Zoom: Dedicated 30-minute live session to demonstrate products/services	•	•	•	•	•	•	
Exclusive Recognition (varies by level)	Yes	Yes	Yes	Yes			

We are also offering sponsors as well as individuals the opportunity to contribute to the **Next Generation Fund** (\$100 and higher), intended to engage our community in sponsoring participation of the wide diversity of students and early professionals from the global ornithological community; and the **AOS COVID Relief Fund** to support ornithologists most in need at this time. These may be added on to any sponsorship level listed above and we thank you in advance for your generosity.

We recognize the critical role that contributions from our corporate, nonprofit, and agency partners play in advancing the objectives of our conference. **We are grateful for your generous support and partnership** and are committed to offering a variety of opportunities that showcase both your organization and your important contributions to scientific research and the conservation of birds at our virtual conference. Additional information about the conference is available on the [AOS & SCO-SOC 2021 Meeting website](#).

We are happy to answer any questions you may have. Please do not hesitate to contact me at mpruettjones@americanornithology.org, or **312-420-2292**.

Sincerely,

A handwritten signature in black ink, appearing to read 'Melinda Pruett-Jones', written in a cursive style.

Melinda Pruett-Jones
Executive Director, American Ornithological Society