



INTERNATIONAL
MARINE DEBRIS CONFERENCE

Fifth International Marine Debris Conference

Waves of Change: Global lessons to inspire local action

20-25 March 2011

Honolulu, Hawai'i, USA



A Sponsorship
Invitation to
Help Save Our
Oceans

Co-hosts



National Oceanic and Atmospheric Administration
US Department of Commerce



United Nations Environment Programme

United Nations Environment Programme

Sponsorship Coordinator



Ocean
Conservancy

Ocean Conservancy, a 501c3 organization, has been designated as the sponsorship coordinator. Therefore, all sponsorship agreements will be signed with Ocean Conservancy.

www.51MDC.org

 Please Recycle

Cover photo is courtesy of NOAA Pacific Islands Fisheries Science Center, Coral Reef Ecosystem Division.



NOAA and UNEP are pleased to announce the Fifth International Marine Debris Conference, to be held 20-25 March 2011 in Honolulu, Hawai'i.

On behalf of the steering committee of the Fifth International Marine Debris Conference (SIMDC), we are pleased to offer you the opportunity to become a sponsor of this event, the first of its kind in over 10 years. This conference will bring together participants from around the world and, building on past efforts, open the doors to a new era of addressing marine debris. Participants will share new ideas, research results, successes, and lessons learned as we move forward together. As you know, marine debris and its impacts have been extensively covered in the media over the past five years, and there has been a groundswell of support for actions aimed at reducing the impacts of marine debris, from systems for reporting lost fishing gear to degradable "rot cords" on crab pots, from deposits or fees on beverage cans and plastic bags to volunteer beach cleanups. This conference, in both timing and location, is well-positioned to take advantage of high public and media interest, support from a wide range of sectors, new and exciting research and activities, and the ongoing passion and dedication of those directly involved in the field.

As the organizers of the SIMDC, it is our privilege to work with researchers, resource managers, educators, students, policy makers, industry representatives, and others from around the world who share the goal and passion of combating marine debris. This prospectus outlines a variety of sponsorship levels designed to offer you the optimal visibility and networking opportunities at the conference. With your help, this conference will successfully build new partnerships, further raise public awareness and support, and take us closer to a world without the impacts of marine debris.

We look forward to your support and participation.



Lisa DiPinto, Ph.D.
Acting Chief
Marine Debris Division
National Oceanic and
Atmospheric Administration



David Osborn
Coordinator
Global Programme of Action
U.N. Environment Programme



Fifth International Marine Debris Conference

Waves of Change: Global lessons to inspire local action

Sponsorship Opportunities

About the Fifth International Marine Debris Conference

The Fifth International Marine Debris Conference (5IMDC) will be held in Honolulu, Hawai'i in March 2011, focusing on the global problem of marine debris. The world's oceans are constantly polluted with a wide variety of marine debris ranging from soda cans to derelict fishing gear and abandoned vessels. Participants will share success stories— and the challenges that remain—in implementing recommendations from previous conferences, determine how to build on the successes, and share innovative ideas. Additionally, the conference will focus on best practices, current research, practical solutions, and opportunities for strengthening international cooperation, with a view towards scaling up successful approaches.



Marine debris comes in many forms such as a plastic bottle, like the one shown above on a beach in the United Kingdom, to derelict fishing gear and even abandoned vessels. *Photo courtesy of T. Fanshawe, Marine Conservation Society-UK.*



There are numerous impacts of marine debris. Shown here an entangled gannet. *Photo courtesy of Greg Morgan, Marine Conservation Society-UK.*

Attendees

This conference is designed for attendees concerned about marine debris issues across a wide range of disciplines and sectors. The 5IMDC will be **international and interdisciplinary** and include representatives from science, management, policy, and industry sectors. The conference will bring together international marine debris researchers, natural resource managers, policy makers, industry representatives, university students, and the nongovernmental community. Attendees will engage in sessions that will provide an effective forum for sharing information on approaches to address marine debris issues.



A view of Hawaii's landmark feature, Diamond Head. *Photo courtesy of NOAA MDP.*

Venue

Honolulu, Hawai'i

The Fifth International Marine Debris Conference will be held in world-renowned Waikiki in the City and County of Honolulu. Used as a retreat by the Hawaiian royal family in the 19th century, today Waikiki is known for its beaches, surfing, and the towering silhouette of the Diamond Head State Monument volcanic crater. Waikiki is a true “gathering place” where the cultural traditions of ancient Hawai'i intermingle with the customs of generations of immigrants and visitors from around the world.

Despite its paradise-like setting, Hawai'i is anything but immune to marine debris. The Hawaiian Islands are the most remote archipelago in the world as well as a “hot spot” for marine debris accumulation. Due to various oceanic features, these islands act as a “comb” for foreign and domestic debris from across the greater Pacific. Each year tons of derelict fishing gear and trash may be found strewn along Hawaiian beaches and coral reefs. Hawaiian monk seals, green sea turtles, and humpback whales become entangled in and injured from derelict fishing nets. Across the Pacific, derelict fishing gear is now recognized as a major environmental threat to coastal and nearshore areas.



Kamilo Beach on the Island of Hawai'i is an accumulation area for marine debris in the Hawaiian Islands. *Photo courtesy of NOAA MDP.*



Individuals, organizations, and communities around the world are helping to tackle this pervasive problem. Shown here are photos of cleanup events in (left to right) Japan, South Korea, and Commonwealth of the Northern Mariana Islands. *Photos courtesy of (left to right) NOWPAP and NOAA MDP.*

5IMDC Sponsor Benefits

Government and non-governmental organizations and businesses are invited to help support the Fifth International Marine Debris Conference. By supporting the 5IMDC, your organization will help foster change at a critical time for marine debris issues and be instrumental in establishing the international agenda for marine debris for years to come. The sponsorship opportunities offered are tailored to showcase your organization, demonstrate your commitment to addressing marine debris, and enhance your visibility.

Connect with Marine Debris Professionals

Approximately 400 participants are expected to attend the 2011 conference, including policy and decision makers, state and federal coastal and ocean resource managers, local planners, academics from a variety of disciplines, business and industry personnel, teachers, graduate students, engineers, and consultants. Facilitating connections and transcending geographic boundaries and disciplines is a highlight of the conference. Make your connections with colleagues and clients even stronger by attending as a conference sponsor.

Discover Solutions

The Fifth International Marine Debris Conference will provide a forum for interdisciplinary education and discussion of issues surrounding marine debris. Speakers debate issues in plenary sessions, creating an awareness of issues, successes, and gaps, and offering opportunities for innovative solutions to problems. In concurrent sessions, attendees share cutting-edge research and strategies, sparking new ideas. As a sponsor, you can attend and participate in the discovery.

Promote Your Organization's Role in Marine Debris Issues

Sponsors interested in marine debris issues will have the opportunity to foster dialogue, forge partnerships, and promote communication and education. Conference sponsors will receive highly visible recognition for their support in making the 5IMDC a success. Bring your organization to the center of this dialogue and communicate your expertise to conference participants.

Sponsor Interaction

Sponsors have ample opportunity to mingle informally with conference attendees at educational sessions, lunches, and receptions. Highly visible formal recognition will be given to sponsors in all conference materials including the registration packet, final program, conference proceedings, and during individually sponsored events. Lists of sponsors are prominently displayed during the conference. Sponsors of \$10,000 and above receive the highest-visibility exhibit spaces.

Sponsorship Options

A successful conference cannot be produced without conference sponsorships. Unrestricted funds as charitable donations to Ocean Conservancy (www.oceanconservancy.org) as a 501(c) (3) nonprofit organization have the greatest benefit to both the conference and the sponsor. However, if corporate or government agency giving restrictions apply, sponsorships will be acknowledged as support for the conference within the range of permissible activities. For the types of conference activities and their associated costs, please consider our Sponsorship Opportunities.

General Sponsorship Opportunities

Sponsorship benefits will be as listed or equivalent. Exhibit space is limited and is issued to sponsors at the \$5,000+ level on a first-come, first-served basis. In addition to sponsorship opportunities outlined below, all sponsors and supporters are listed in conference materials.

Conference Partner \$35,000 +

- Acknowledgment at 5IMDC and exclusive identification to conference attendees
- Organizational logo on banner at plenary sessions and registration hall
- Five complimentary registrations
- Complimentary exhibit space
- Logo and acknowledgment in other conference documents and proceedings

Lead Conference Sponsor \$25,000 +

- Organizational logo on banner at plenary sessions and registration hall
- Three complimentary registrations
- Complimentary exhibit space
- Logo and acknowledgment in other conference documents and proceedings

Conference Sponsor \$10,000 +

- Two complimentary registrations
- Complimentary exhibit space
- Logo and acknowledgment in conference documents, program, and proceedings

Exhibit Sponsor \$5,000 +

- One complimentary registration
- Complimentary exhibit space
- Logo and acknowledgment in conference documents, program, and proceedings

Conference Contributor \$2,500 +

- One complimentary registration
- Acknowledgment in conference documents, program, and proceedings

Conference Supporter \$1,000 +

- Acknowledgment in conference documents, program, and proceedings



Marine debris is any solid, manmade item in the marine environment. Shown above is an example of marine debris in the Philippines. *Photos courtesy of Ocean Conservancy.*

Specific Sponsorship Opportunities

Sponsorship benefits will be as listed or equivalent. Exhibit space is limited and is issued to sponsors at the \$5,000+ level on a first-come, first-served basis. In addition to sponsorship opportunities outlined above, all sponsors and supporters are listed in conference materials.

Material Sponsor of Conference Program/Abstract Book and CD \$20,000

The Material Sponsor of the conference program publications (including 5IMDC Program/Abstract Book, and CD or thumb drive) will be exclusively identified to conference attendees. Sponsorship at this level brings with it two complimentary registrations and one exhibit space for the duration of the conference.

Evening Reception \$15,000

The primary sponsor of the Evening Reception (to be held off site at a key Hawai'i venue) will be exclusively identified to conference attendees. Sponsorship at this level brings with it one complimentary registration and one exhibit space for the duration of the conference.

Monday Luncheon \$10,000

The Luncheon is a sit-down meal for all registered conference attendees. The primary sponsor of the Monday Luncheon will be exclusively identified to conference attendees. Sponsorship at this level brings with it one complimentary registration and one exhibit space for the duration of the conference.

Awards Luncheon \$10,000

The 5IMDC Awards Luncheon is a sit-down meal for all registered conference attendees. The luncheon is also the forum for the presentation of awards given to selected student paper and poster presenters as well as other honorees. The primary sponsor of the Awards Luncheon will be exclusively identified to conference attendees. Sponsorship at this level brings with it one complimentary registration and one exhibit space for the duration of the conference.

Plenary Sessions (two) \$10,000

Plenary sessions host keynote speakers and panels of experts to discuss issues focused on marine debris, present an opportunity for a session of questions and answers, and provide an overall introduction and conclusion to the conference. Sponsorship at this level includes acknowledgement during each plenary session sponsored, one complimentary registration per plenary session sponsored, and one exhibit space for the duration of the conference.

Welcome Reception \$7,500

The primary sponsor of the Sunday Evening Welcome Reception will be exclusively identified to conference attendees. Sponsorship at this level brings with it one complimentary registration and one exhibit space for the duration of the conference.

Evening Poster Session and Reception \$7,500

The primary sponsor of the Evening Poster Session and Reception will be exclusively identified to conference attendees at the Poster Session. Sponsorship at this level brings with it one complimentary registration and one exhibit space for the duration of the conference.

Session Break Sponsors \$7,500 each

Session breaks offer conference participants opportunities to network and obtain refreshments between plenary and concurrent sessions as well as learn more about conference sponsors. Sponsorship at this level includes one complimentary registration (for each session break sponsored) and one exhibit space for the duration of the conference.

Field Trip Transportation (four) \$1,000 each

Field trips will be offered as a part of the 5IMDC experience. Sponsors of field trip transportation will be recognized to the field trip attendees and will receive one complimentary field trip ticket per sponsorship.

Adopt-An-Expert

This is an opportunity for organizations, agencies, and even individuals to directly support the participation of (“adopt”) a fellow marine debris expert in the 5IMDC. The 5IMDC planning committee will work with interested sponsors to match them up with a participant who would otherwise be unable to attend the meeting.



Marine debris, such as derelict fishing gear, damages coral reef habitat in the pristine Northwestern Hawaiian Islands. On the left a derelict net covers a coral head at Pearl and Hermes Atoll. To the right a healthy and thriving coral reef at French Frigate Shoals. *Photos courtesy of NOAA PIFSC CRED (left) and James Watt (right).*

Becoming a Sponsor

If you are interested in taking advantage of this sponsorship opportunity to help protect our oceans, please contact Kris McElwee or Sarah Morison.

Kris McElwee
NOAA Marine Debris Program
Phone: +1 (808) 532-3207
Email: Kris.McElwee@noaa.gov
Time Zone: Hawaii Standard Time / UCT10

Sarah Morison
NOAA Marine Debris Program
Phone: +1 (301) 713-4248 ext. 120
Email: Sarah.Morison@noaa.gov
Time Zone: Eastern Daylight Time / EST5EDT



Marine debris is a global problem. It can be seen on shorelines around the world. *Photos courtesy of NOWPAP (Japan), NOAA MDP (USA), Global Garbage (Brazil), NOAA NMFS (Ghana), Jacki Clark, Marine Conservation Society-UK (United Kingdom).*

Co-hosts



National Oceanic and Atmospheric Administration US Department of Commerce

From daily weather forecasts, severe storm warnings and climate monitoring to fisheries management, coastal restoration, and supporting marine commerce, NOAA's products and services support economic vitality and affect more than one-third of America's gross domestic product. NOAA's dedicated scientists use cutting-edge research and high-tech instrumentation to provide citizens, planners, emergency managers, and other decision makers with reliable information they need when they need it. www.noaa.gov



United Nations Environment Programme

United Nations Environment Programme

UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations. www.unep.org

Sponsorship Coordinator



For more than 37 years, Ocean Conservancy has been translating scientific understanding into sound, practical policies that protect our oceans and improve our lives—from rebuilding fisheries, to reducing impacts on marine wildlife, to restoring ocean ecosystems and more. Headquartered in Washington, D.C., OC has staff capacity in Alaska, California, Florida, Maine, Oregon, and Texas. www.oceanconservancy.org



