Flight Paths Addressing Global Challenges

NORTH AMERICAN ORNITHOLOGICAL CONFERENCE

“Flight paths addressing global challenges”

SAN JUAN, PUERTO RICO • AUGUST 10–15, 2020

SPONSORSHIP PROSPECTUS
JOIN US FOR NAOC 2020!

On behalf of the NAOC VII Steering Committee and the Local Planning Committee in Puerto Rico, we invite you to join us at the 2020 North American Ornithological Conference (NAOC). Hosted in partnership with Para la Naturaleza, and Dr. Thomas Lovejoy, Honorary Chair, this international once-in-four year conference will take place in San Juan, Puerto Rico, August 10–15, 2020 to convene an expected 1,700 professional and amateur ornithologists, students, wildlife biologists, conservation professionals, and environmentalists. Conference attendees come together united by their commitment to study and protect birds throughout the Western Hemisphere and beyond.

The theme of NAOC 2020 is Flight Paths Addressing Global Challenges, which combines the interests of those studying the science of Ornithology with those interested in conservation, increasingly interdependent and critical endeavors in a world undergoing Global Change. Only through the integration of new knowledge with its application, and involving the human stakeholders throughout the Western Hemisphere and beyond, can we address the challenge of protecting the biological inheritance that we share and cherish.

I encourage you to join us in taking flight to and within beautiful San Juan, Puerto Rico, for a stimulating and productive endeavor on behalf of birds and their environments. We are all in this together, striving for a brighter future for ourselves and all the planet’s biological diversity on which we depend in so many ways.

Jameson F. Chace, Ph.D.
Professor, Salve Regina University
Department of Biology and Biomedical Sciences
Department of Cultural, Environmental and Global Studies (Chair)
First Vice President, Wilson Ornithological Society
Co-Chair, NAOC 2020 Steering Committee

Thomas W. Sherry, Ph.D.
Professor of Ecology and Evolutionary Biology, and Siegel Professor of Social Innovation and Design Thinking, Tulane University
President Elect, American Ornithological Society
Co-Chair, NAOC 2020 Steering Committee

ABOUT THE ATTENDEES

Beginning in 1994, the NAOC events have linked academic and professional ornithologists from a variety of sectors. Our attendees have steadily become younger and more diverse. Over 75 percent of our attendees hold advanced degrees and work for universities, government agencies, bird and wildlife organizations, publishers, industry, private foundations and nonprofit organizations. Additionally, conference attendees pursue diverse occupations—including academic and government scientists, wildlife biologists, conservation professionals, environmentalists/citizen scientists, artists, educators and others. Students represent 40 percent of our attendees, from undergraduates to post-doctoral fellows. All are committed to ornithological science and to the conservation of birds across the globe.
ABOUT THE CONFERENCE
The mission of the North American Ornithological Conference (NAOCbirds.org), organized every four years, is to promote the scientific understanding of the diversity of birds and their conservation to wide audiences of avian scientists and bird enthusiasts. Specifically, NAOC VII, in San Juan, Puerto Rico in 2020, seeks to encourage the exchange of rigorous scientific information among ornithologists across career stages, geographic regions, and disciplines, and to foster collaborations across borders and migratory pathways.

Desired outcomes:
• Showcase cutting edge advances in avian science and research technologies
• Connect to ornithologists and bird enthusiasts worldwide through digital streaming
• Foster new international bird conservation collaborations
• Create inclusive and effective professional development of researchers across the continuum of disciplines of ornithological sciences
• Leave a local legacy through conservation support and educational outreach to the people of San Juan

Held every four years, NAOC conferences are the premier event bringing together the top scientists, researchers, students, and world experts in ornithology. The conference is organized by a diverse Steering Committee made up of representatives from the co-convening ornithological groups and societies. NAOC events have become the largest and most influential international ornithological conferences offered.

Originally created with a focus on North America, the NAOC expanded its reach and relevance to include mission-aligned organizations serving professionals throughout the world. Ornithological research and conservation are indispensable to ensure that these remarkable animals—the product of >100 million years of evolution—persist.

WHY PARTNER WITH NAOC 2020 AS A SPONSOR?

Endorse the most influential ornithological science of the 21st Century!
Support students and professionals dedicated to avian research and bird conservation gathering from all over the world!
Maximize your organization’s visibility with this global scientific community!

The NAOC delivers an unparalleled scientific program featuring training workshops, roundtable discussions, interactive sessions, and symposia in ornithology, which engage professionals at every career stage from academic, government, nonprofit, and industry sectors. The conference content spans a comprehensive array of topics and disciplines, including avian systematics, taxonomy, reproductive biology, population and community ecology, endocrinology, diverse facets of evolution, behavioral ecology, physiology and ecotoxicology, conservation biology, and much more.

ABOUT THE LOCATION
Join us in San Juan, Puerto Rico—a city rebounding from Hurricane Maria, and a location rich in historical, cultural, and natural attractions, San Juan is an exciting port city located in the easternmost of the four Greater Antilles Islands full of endemics of all kinds. A smorgasbord of field trips of varying timing, duration, and physical challenge will allow conference attendees to visit historical and cultural sites, as well as all the natural habitats of Puerto Rico and nearby Dominican Republic (on six-day excursions). The intrepid visitor may want to try and see all seventeen of Puerto Rico’s endemic bird species!

ACCOMMODATIONS
NAOC 2020 Conference Venue: The Puerto Rico Conference Center. The stunning Puerto Rico Conference Center, recently restored, is an expansive, modern facility with abundant indoor and outdoor spaces, perfectly located in the heart of downtown San Juan. The Conference Center is close to the Caribbean Sea, and only a ten-minute drive from historic Old San Juan. The flexible space is ideal to accommodate the vibrant exhibition and poster sessions, keynote and plenary sessions, more than a dozen concurrent sessions, a variety of smaller break-out rooms, cafés
and other meal options, and high speed internet. The Sheraton Puerto Rico Hotel and Casino, located immediately adjacent to the Convention Center, is the NAOC conference hotel. To learn more about the venue, visit https://prconvention.com/en/.

AIRPORTS

NAOC venues are easily accessible from the San Juan Luis Muñoz Marín International Airport, serving many airlines with direct flights to the US, Caribbean, and South American.

SPONSORSHIP INFORMATION

At this time, we are inviting local and international agencies, organizations, and corporations to partner with us for this important ornithology and science forum. Your sponsorship funds will allow us to keep registration and other conference costs affordable, particularly for the many students and early professionals expected to attend the conference from Latin America and the Caribbean. Sponsorship will allow your organization or agency to have a visible presence with a meaningful audience who share the same goals in conserving our habitats and wildlife.

By aligning your name and brand with this powerful education forum, you are showing your support and commitment to education and research in avian and wildlife biology and conservation.

Sponsorship benefits include complimentary registrations, complimentary booth space, and advertising as well as website and mobile app banners, recognition during our plenary sessions, and sponsor ribbons for your organization’s representatives. Conveniently, sponsorship is available in a variety of levels providing affordable options for those wishing to contribute!

MARKETING AND PROMOTION

NAOC 2020 is a true community event (NAOCbirds.org), being delivered by the Partner Societies from across the Americas and Europe, including the largest professional ornithological societies in the world.

Using the collective membership, support lists/contacts and social outreach of the Partner Societies, we’ll be reaching the world’s active ornithological scientific community, as well as birders and the wider general public with a high-level interest in the study of our world’s birds. Together with our sponsoring partnership with Cornell Lab of Ornithology, we will expand our market penetration to reach across all continents and to those interested in ornithology worldwide.

Our collective global reach is:

- 7,500 society members
- 15,000 additional supporters
- 70,000 social followers
- 4 million social outreach

Social engagement is key to communicating scientific events, and our collective social following and outreach captures most of the online ornithological community. We also know from research undertaken within our community that Twitter drives the online conversation around avian research, accounting for 75% of social activity.¹ This has been achieved using the Twitter hashtag system which collates topic content, and several of our Partner Societies have driven the #ornithology hashtag resulting in a monthly audience of around 4 million, with an outer reach of over 75 million impressions a month.²

² The #ornithology tag on Twitter. https://www.bou.org.uk/ornithology-tag-twitter/

EXHIBITION INFORMATION

The conference features an expansive modern conference center ballroom hall for the NAOC exhibition. Companies and organizations from a variety of sectors including university presses and other publishers, geolocator/transmitter/radar/satellite and biotelemetry technology companies, equipment suppliers (optics, field scopes, cameras, research supplies), publication and software companies, artisans, bird-friendly and sustainable manufacturers, tour guides, and local nonprofits, museums and observatories.

The exhibit hall will also house all poster sessions and associated social events, ensuring high visitation rates of exhibitor booths by conference attendees.

Exhibition Set Up: Tuesday, 11 August, 2020
Open to Trade: Wednesday 12 to Friday 14 August
Open to the Public: date to be determined

Information for exhibitors and advertisers are detailed on NAOCbirds.org; for more information on the exhibition, please contact us at NAOC@americanornithology.org.

interactive web & mobile app experience

NAOC 2020 will offer a completely interactive mobile app experience. Featured highlights include: dynamic schedule and calendar, including options to create a personal schedule; push announcements, sponsor and exhibitor recognition; maps; photos and much more.
Become a sponsor today and receive pre-conference visibility and exposure to top leaders in the field of ornithology and wildlife conservation

- Sponsorship recognition online (NAOCbirds.org) and through social media platforms, including pre-conference promotions, notifications, and digital marketing.
- Option to pay sponsorship contribution in installments over two calendar years: 2019 and 2020 (full payment must be received by 31 July 2020).
- First choice on exclusive sponsorship opportunities.

**EXECUTIVE LEVEL ($75,000+)
**
For exclusive, customized, corporate-level sponsorship opportunities, contact NAOC 2020 co-chair Thomas Sherry, PhD, at tsherry@tulane.edu

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<th>Sponsorship Opportunities as of March 2019</th>
<th>PREMIER ($50,000)</th>
<th>PLATINUM ($25,000)</th>
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**Mobile App Recognition**

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**Sponsor’s Choice**

- **PREMIER**: Welcome Reception | Closing Event | Mobile App
- **PLATINUM**: Exhibit Hall Reception | Plenary Session | Keynote Public Lecture
- **GOLD**: Conference Swag | Conference T-shirts | Closing Event Entertainment
- **SILVER**: Directional Signage | Conference Lanyards | Quiz Bowl
- **BRONZE**: Coffee Break | Roundtables | Workshops

* Only one slot available
NAOC Steering Committee and Co-convening Society Representatives, as of 12 November, 2019

**Steering Committee Co-Chairs**
Jameson Chace, Ph.D.
Wilson Ornithological Society

Thomas Sherry, Ph.D.
American Ornithological Society

**Steering Committee Members:**
Colleen Barber, Ph.D.
Society of Canadian Ornithologists/ Société des Ornithologistes du Canada

Valentina Ferretti, PhD.
Association of Field Ornithology

Leonardo Chapa-Vargas, Ph.D.
CIPAMEX

Steven Dudley
British Ornithological Union

Clay Green, Ph.D.
Waterbird Society

Colleen Handel, Ph.D.
American Ornithological Society

Juan Ignacio Areta, Ph.D.
Neotropical Ornithological Society

Sara Morris, Ph.D.
Member-at-large

Melinda Prueitt-Jones
American Ornithological Society

Jennifer Smith
Association of Field Ornithologists

Lisa Sorenson, Ph.D.
Birds Caribbean

Judith Toms, Ph.D.
Member-at-large

Mike Webster, Ph.D.
American Ornithological Society

Joe Wunderle, Ph.D.
American Ornithological Society

**Local (Puerto Rico) Committee Co-Chairs**
José Salguero
Sociedad Ornitológica Puertorriqueña, Inc

Israel Guzman,
Sociedad Ornitológica Puertorriqueña, Inc

**Scientific Program Committee Chair**
Patricia Heglund
United States Fish & Wildlife Service

SPONSORING SOCIETIES

![American Ornithological Society](image)

![para la Naturaleza](image)

![CIPAMEX](image)

![Wilson Ornithological Society](image)

PARTNERING SOCIETIES

![Neotropical Ornithological Society](image)

![Argentinian Ornithological Society](image)

![Brazilian Ornithological Society](image)

![Colombian Ornithological Society](image)