



# 2021 INVASIVE SPECIES RESEARCH CONFERENCE

*Turning Science into Action*

October 6-7, 2021

Sponsorship Package

HEALTHY LANDSCAPES AND  
COMMUNITIES FREE OF INVASIVE SPECIES

## About the Invasive Species Council of BC

At the Invasive Species Council of British Columbia (ISCBC), our mission is to take action to build healthy landscapes, including habitats and communities, through education and responsible practices to prevent the spread of invasive species. The pervasive nature of invasive species and the related social, environmental, and economic impacts means that our work effects the lives of all British Columbians.

As a collaborative, action-oriented registered charity and non-profit society, we work with a myriad of partners and supporters to advance awareness and knowledge of invasive species. From engaging the public through outreach to working with practitioners, land managers, community organizations, and local governments to build capacity, we know that everyone can make a difference when it comes to preventing the establishment and spread of invasive species.

**Invasive species are plants, animals, or other organisms that are not native to an area and compromise the ecosystems where they are introduced.**

Invasive species research, from management to monitoring to molecular techniques, is critical to advancing our mission. Invasive species researchers and practitioners from across British Columbia have conveyed the importance of a forum to share new findings and approaches. The ISCBC values the opportunity to convene the Invasive Species Research Conference and facilitate knowledge exchange and connection within the invasive species management community. Through the Conference, ISCBC plays a key role in bridging the gap between researchers and practitioners, ultimately building capacity for effective invasive species management and control.



## About the Research Conference

The complex nature of invasive species issues and their increasing prevalence on a global scale calls for coordination among those involved in academic research and applied practice. Since inception, ISCBC has recognized the value of knowledge exchange and has played an instrumental role in convening researchers and practitioners alike to bridge the gap between science and action. Facilitating dialogue related to the latest research brings attention to emerging issues and new management techniques, subsequently inspiring further research, promoting networking and new collaborations, and informing improved operational approaches.

The 2021 Invasive Species Research Conference will take place on an interactive virtual event portal over two half-days, on October 6<sup>th</sup>-7<sup>th</sup>, 2021.

"Great to have a way to  
come together and  
learn about recent  
research!"

- 2020 Research  
Symposium  
Participant

### History of the Conference

In response to increasing demand, the first Invasive Plant Research Conference, hosted in 2011, created a vital link between academic research and practitioners. This culminated in the BC Research Road Map, which was developed to identify the key future needs and priorities for invasive plant research in BC.

Building on this foundation, the ISCBC has since hosted a research conference on average every three years to maintain these important linkages and connections.



## About the Speakers and Conference Themes

In 2021, fifty respected researchers engaged in invasive species related studies will share their findings and insights with conference attendees.

The program will include two esteemed keynote speakers; a series of concurrent themed presentation sessions each followed by Q&A with a facilitated panel discussion at the conclusion of the theme topic; a poster session, and plenty of networking opportunities. A moderated workshop will be hosted to gather input about invasive species research needs in BC to inform updates to the BC Research Road Map. Recordings of all presentations will be accessible by attendees following the Conference.

### Anticipated Presentation Themes

- » Early Detection of and Rapid Response to New Invaders
- » Environmental DNA and the Detection of Invasive Species
- » Invasive Species Modelling
- » Invasive Species and Molecular Applications
- » Indigenous Science Spotlight
- » Economic Impacts of Invasive Species
- » Risk Assessment of Invasive Species
- » New Approaches to Invasive Species Management
- » Ecological Restoration

### Meet Keynote Speaker Laura Meyerson!

Laura Meyerson is a Professor at University of Rhode Island, director of the Restoration Ecology minor and the Environmental Science minor. She is the Associate Editor-in-Chief for *Biological Invasions* and an Associate Editor for *Neobiota*. She is an international Science advisor for the Center for Invasion Biology, Stellenbosch University in South Africa, is currently leading a chapter on trends in biological invasions for the forthcoming IPBES report on invasive species. As a post-doc, Dr. Meyerson was an AAAS Fellow with the US EPA and NISC working on biosecurity, and a research scientist at the Smithsonian where she worked with the Global Invasive Species Program on two global assessments for the Convention on Biological Diversity. Dr. Meyerson earned her doctorate in 2000 from Yale University, School of Forestry and Environmental Studies.





## About the Virtual Event Portal

The ISCBC is proud to produce high caliber events. In 2020 we were challenged to reach our audiences in a different format, successfully pivoting to the use of a virtual platform to deliver the quality, engaging experience our speakers, participants, and sponsors expect.

A virtual format allows for unprecedented participation in our events; we appreciate the opportunity to engage those united in action against invasive species on a broader scale than ever before.



### Event Portal Features:

- » Live Video Broadcast of Presentations
- » Public and Private Chat Functions
- » One-on-One Video Chat
- » Video Networking Groups with up to 25 People
- » Photo Booth
- » Pop-up Announcements
- » Sponsor Exhibit Booths with Embedded Brand Video Player
- » Poster Booths
- » Integrated Social Media Feed
- » Post-event Portal Access to View Recordings



**"Extremely well run and facilitated. I liked the use of polls and word cloud at the end. I liked having the breaks built into the agenda."**

- 2020 Research  
Symposium  
Participant

**"Thank you for organizing this! The technical support team was amazing!"**

- 2021 Forum  
Participant

**"I wasn't sure how it would go, but it was very worthwhile and just the right amount of time and info!"**

- 2020 Research  
Symposium  
Participant

## About Sponsorship

**We invite you to join us as a Sponsor at the  
2021 Invasive Species Research Conference-Turning Science into Action!**

Promote your organization to an engaged audience and demonstrate your commitment to healthy landscapes and communities free of invasive species as a sponsor of the 2021 Invasive Species Research Conference-Turning Science into Action!

### Sponsor Investments

Four sponsorship packages are offered at various levels, each including excellent brand exposure and value. As a Conference Sponsor, you are an instrumental partner in connecting science and operations. **Join us as a sponsor and take action against invasive species!**

- » Gold - \$3,500
- » Silver - \$2,000
- » Bronze - \$1,000
- » Exhibitor - \$500

### Sponsor Benefits

Conference sponsors receive considerable benefits, further detailed on the following pages. **Join us as a sponsor and share your work with Conference attendees while using our registration benefits to provide your team with an exceptional professional development experience!**

- » High visibility logo placement in the event portal
- » Ability to showcase the work of your organization with a Sponsor Profile
- » Multiple opportunities to interact with Conference attendees
- » Compensated registration
- » Exposure to the greater ISCBC network

### Sponsor Exposure

Your support of the Conference and ISCBC will be promoted to Conference attendees as well as the broader ISCBC Network with quality, meaningful recognition. **Join us as a sponsor and share your commitment to environmental protection with our network, and yours!**

- » 250 Conference attendees
- » 50 invasive species research specialists
- » 4,400+ e-mail subscribers
- » 7,100+ combined social media followers



## Sponsor Benefits Overview

BENEFITS	GOLD \$3,500	SILVER \$2,000	BRONZE \$1,000
<b>Event Portal Logo Placement</b>			
Portal Header			
Photo Booth			
Lobby Banner			
Pop Up Announcements	2	1	
Login Page Logo Block	Tier 1	Tier 2	Tier 3
Lobby Video			
Portal Sponsor Carousel			
<b>Conference Benefits</b>			
Complimentary Registration	4	2	1
Host a Networking Room (Your Choice of Topic)			
Provide Branded Door Prize Items (Optional)			
Affiliation with Keynote Speaker			
Opening & Closing Remarks Sponsor Logo Block	Tier 1	Tier 2	Tier 3
Virtual Booth in Exhibit Hall			
Registration Site Home Page Sponsor Logo Block	Tier 1	Tier 2	Tier 3
Registration Site Sponsor Profile			
Discount on Additional Registrations (50%)			
<b>ISCBC Network Recognition</b>			
ISCBC Social Media Recognition Posts	3	2	1
Conference Related E-mail Logo Block	Tier 1	Tier 2	Tier 3
ISCBC Website	Tier 1	Tier 2	Tier 3
ISCBC E-News Announcement			
ISCBC E-News Logo Block	Tier 1	Tier 2	Tier 3
ISCBC Annual Report			

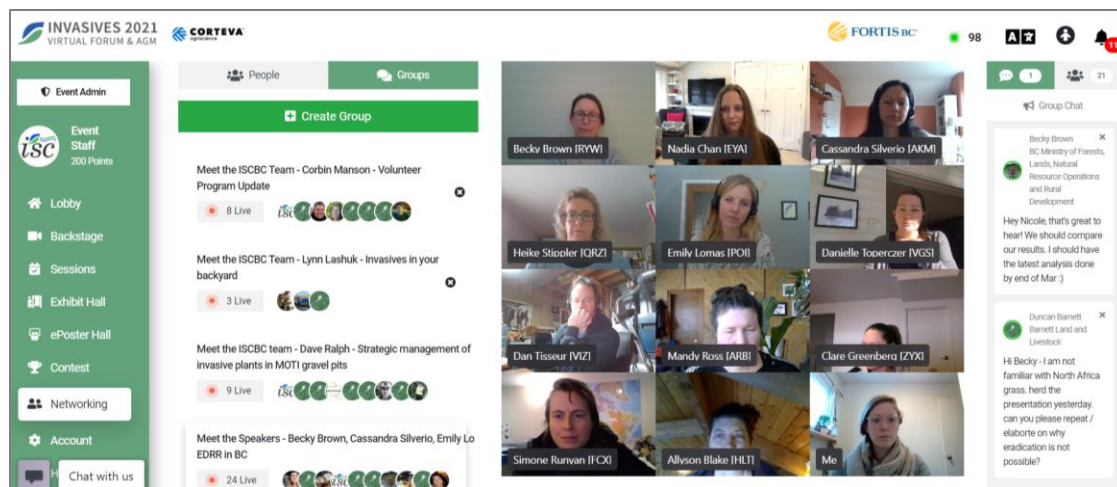
*\*See pages 9 & 10 for descriptions of sponsorship benefits.*

## Exhibitor Benefit Overview

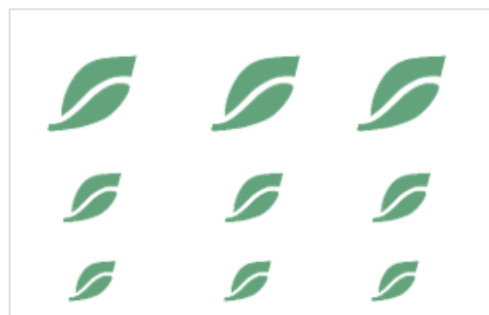
Take part in the the 2021 Invasive Species Research Conference as an Exhibitor and profile your organization as you network and interact with participants.

**Investment:** \$500

- » Complimentary registration (1)
- » Host a networking room with a topic of your choice with up to 25 attendees
- » Exhibit Booth
  - Display organizational information, including branded video, banner, white papers, contact information, and other files
  - Interact with event attendees as they visit your booth by initiating group chats or one-on-one video conversations
- » Tier 3 logo placement on the Conference registration site and the Professional Events section of the ISCBC website



Networking sessions at the 2021 INVASIVES Forum. The left side of the screen shows participation in various networking sessions, while the right side shows the live video broadcast and chat of one of the group networking sessions.



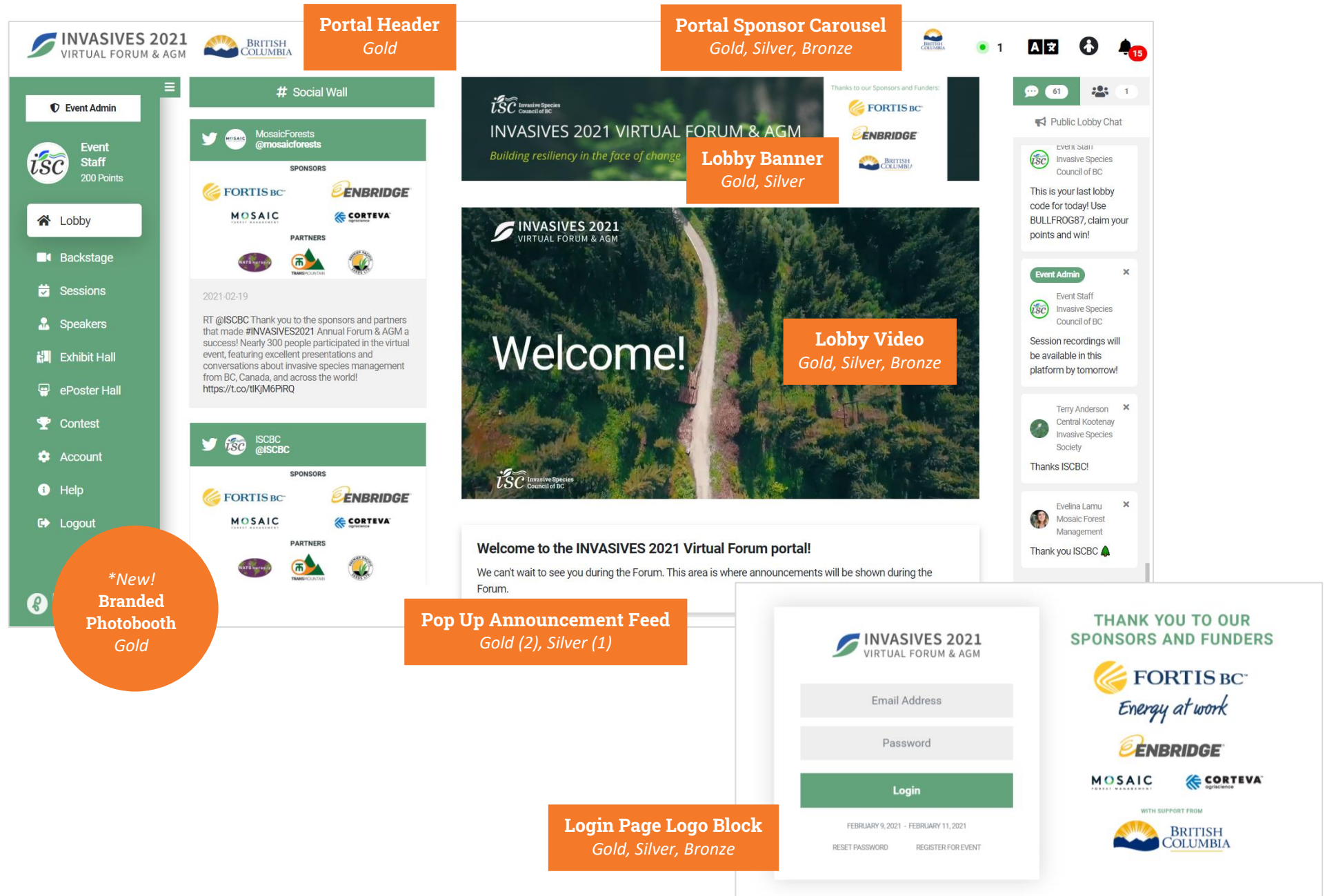
Logo block depiction.  
Tier 1 is at the top, with the largest logos.

**"Excellent conference and I think the sponsorship activation on a virtual platform was great!"**

- 2021 Forum Sponsor

# Sponsor Benefit Details

## Description of Event Portal Logo Placement Benefits



**Portal Header**  
Gold

**Portal Sponsor Carousel**  
Gold, Silver, Bronze

**Lobby Banner**  
Gold, Silver

**Lobby Video**  
Gold, Silver, Bronze

**Pop Up Announcement Feed**  
Gold (2), Silver (1)

**Login Page Logo Block**  
Gold, Silver, Bronze

**\*New! Branded Photobooth**  
Gold

**Event Portal Content:**

- Header:** INVASIVES 2021 VIRTUAL FORUM & AGM, BRITISH COLUMBIA
- Social Wall:** # Social Wall, MosaicForests @mosaicforests, SPONSORS (FORTIS BC, ENBRIDGE, MOSAIC, CORTEVA), PARTNERS (NATURAL RESOURCES, TRANS-CANADA, TRANS-CANADA)
- Announcement:** 2021-02-19 RT @ISCBC Thank you to the sponsors and partners that made #INVASIVES2021 Annual Forum & AGM a success! Nearly 300 people participated in the virtual event, featuring excellent presentations and conversations about invasive species management from BC, Canada, and across the world! <https://t.co/1KjM6P1RQ>
- Event Admin:** Event Staff 200 Points, Lobby, Backstage, Sessions, Speakers, Exhibit Hall, ePoster Hall, Contest, Account, Help, Logout
- Public Lobby Chat:** 61, 1, Public Lobby Chat, Event Admin, Event Staff, Invasive Species Council of BC, Session recordings will be available in this platform by tomorrow!, Terry Anderson, Central Kootenay Invasive Species Society, Thanks ISCBC!, Evelina Lamu, Mosaic Forest Management, Thank you ISCBC!
- Welcome Message:** Welcome to the INVASIVES 2021 Virtual Forum portal! We can't wait to see you during the Forum. This area is where announcements will be shown during the Forum.
- Login Page:** INVASIVES 2021 VIRTUAL FORUM & AGM, Email Address, Password, Login, FEBRUARY 9, 2021 - FEBRUARY 11, 2021, RESET PASSWORD, REGISTER FOR EVENT
- Thank You Message:** THANK YOU TO OUR SPONSORS AND FUNDERS, FORTIS BC Energy at work, ENBRIDGE, MOSAIC, CORTEVA, WITH SUPPORT FROM BRITISH COLUMBIA

## Sponsor Benefit Details

### Description of Conference and ISCBC Network Recognition Benefits

#### Affiliation with Keynote Presentation *Gold*

Logo placement alongside keynote presentation in event portal agenda and live broadcast.

#### ISCBC E-News Announcement *Gold*

Narrative announcement of Gold Sponsor support with logo and website link included in ISCBC E-News.

#### ISCBC Annual Report *Gold, Silver, Bronze*

Sponsor names included in text in the ISCBC Annual Report.

#### ISCBC Social Media Recognition Posts *Gold, Silver, Bronze*

Dedicated social media posts across ISCBC social media channels, including logo, recognizing sponsor support.

#### Conference Related E-mail Logo Block *Gold, Silver, Bronze, Exhibitor*

Tiered logo block of all sponsor logos included in all Conference e-mails.

#### Host a Networking Room *Gold, Silver, Bronze, Exhibitor*

Host a discussion on a topic of your choice with up to 25 participants during networking sessions (in a Zoom style video meeting).

#### ISCBC E-News Logo Block *Gold, Silver, Bronze, Exhibitor*

Acknowledgement of all sponsors with tiered logo block of sponsor logos included in the ISCBC E-News following the Conference.

#### ISCBC Website *Gold, Silver, Bronze, Exhibitor*

Tiered sponsor logo block in the Professional Events section of the ISCBC website.

#### Opening & Closing Remarks Sponsor Logo Block *Gold, Silver, Bronze, Exhibitor*

Verbal acknowledgement of sponsors by emcee accompanied by a tiered sponsor logo block on screen.

#### Registration Site Home *Gold, Silver, Bronze, Exhibitor*

Tiered sponsor logo block on the Conference registration home page, as well as a sponsor profile under the registration page “sponsor” tab.

#### Virtual Booth in Exhibit Hall *Gold, Silver, Bronze, Exhibitor*

Showcase your work and profile your organization with your Exhibit Hall Booth, with options to include a company banner and brand video. Add a description, photos and contact information, and spark a conversation with booth visitors using the real-time visitor identification feature.



## Next Steps

We are pleased to offer a high caliber, engaging Conference for our speakers and attendees, and an exceptional sponsorship experience with high value promotion and visibility for our Sponsors at the 2021 Invasive Species Research Conference-Turning Action into Science!

Our aim is to ensure that our sponsors are excited to participate in the Conference, that the process of coordinating brand assets and promotional materials is streamlined and efficient, and that each of our supporters feels proud to support the work of the Invasive Species Council of BC.

Please do not hesitate to get in touch should you have any questions regarding sponsorship or items in this package you wish to further explore.

***Want to check out our virtual portal for yourself?  
We are happy to set up a tour via video conference or provide  
access for you to peruse at your leisure.***

***Have an idea you would like to explore?  
Ask us about Custom Sponsorship opportunities!***

**For questions or to confirm your commitment, please contact:**

**Lindsay Barnett  
Development Coordinator  
[development@bcinvasives.ca](mailto:development@bcinvasives.ca)  
(778) 877-0558**



**We look forward to working with you to advance research and facilitate knowledge exchange to support effective and collaborative action to prevent the spread and introduction of invasive species!**