The national conference for The Wildlife Society (TWS) will be held in Albuquerque September 23rd-27th, 2017. This is very exciting news for New Mexico – especially the New Mexico Chapter of the society. It has been over twenty years since the first national TWS conference – which was also held in Albuquerque. This conference presents an excellent opportunity for wildlife and other professionals in both the state and the southwest to highlight all the excellent work that we do for wildlife management and conservation.

Geospatial technologies are becoming increasingly important to many aspects of studies and management of wildlife. GPS units and GIS software are invaluable for recording, analyzing, and visualizing data on countless aspects of wildlife biology and ecology, including wildlife movements and habitat use patterns. Satellite data is used to create land cover maps that can inform many activities, including wildlife habitat management and restoration efforts. LIDAR can provide valuable information on habitat structure. Drones are emerging as tools for studying wildlife biology and surveying populations and habitats. Mobile applications with capability for recording spatial information are proliferating for data collection purposes, including for use in citizen science-based efforts.

Leland Pierce and I co-chair a Geospatial Advisory Committee (GAC) for the Southwest Section (SWS) of TWS. The purpose of this committee is to facilitate information exchange among wildlife professionals regarding applications of geospatial technology that they are employing in their work. It is also intended to facilitate technology exchange between GIS and wildlife professionals. We would like to have a workshop, symposium, or panel discussion (or a few!) related to GIS technology and applications to wildlife research and management at the 2017 conference. The committee discussed possible topics for sessions recently and will be submitting two symposium proposals to TWS in early 2017. The two topics identified by the committee relate to 1) modeling connectivity and wildlife corridors and related issues and 2) the use of mobile applications for wildlife data collection, conservation, and management. Proposals for sessions are due March 10th, 2017. Please contact me (virginia.seamster@state.nm.us) if you are interested in being involved with developing either of these proposal in collaboration with the SWS GAC, or if you have a different idea for a geospatial-related proposal that you would like to pursue.

The Wildlife Society’s annual conference draws up to 2,000 professionals and is an excellent opportunity to network and promote ideas and products. Information on the 2017 conference will be posted here as it becomes available: http://wildlife.org/tws-24th-annual-conference/. Information on submitting proposals for workshops, symposia, and panel discussions is also available through that website. Information on the 2016 conference is available here: http://www.twsconference.org/. If there is interest in sponsoring, having an exhibitor’s booth, or otherwise supporting the conference, please contact me (Virginia.seamster@state.nm.us) or consider the information below.

Hope to see you next September at the Albuquerque Convention Center!
In September 2017, The Wildlife Society will be hosting one of the largest gatherings in North America of wildlife professionals, influencers, educators, students, and supporters in Albuquerque, New Mexico. During five days packed with presentations, working group meetings, workshops, discussion panels, and networking events, attendees will experience unparalleled educational, professional development, and networking opportunities.

This conference provides added value to exhibitors and sponsors, and a unique opportunity for contributors to show their support as it’s the first time we’re holding the conference in New Mexico since 1994. Sponsorship opportunities include member engagement, brand recognition, announcements, and special access to maximize sponsors’ return on investment.

A wide variety of individuals from universities, conservation organizations, natural-resources consulting companies, and federal and state agencies will be among the attendees. Sponsors and contributors will also reach our 9,000+ members and more than 95,000 wildlife professionals, educators, students, and supporters through pre- and post-conference positioning in our magazine, website, and e-newsletters.

Our new program for sponsors offers several levels of engagement. All sponsors will have access to marketing support and insights from our team to customize a sponsorship solution that helps them achieve their desired results. Exhibitors will benefit from the high traffic generated by placement within our Member Activity Center that includes registration, poster sessions, refreshment breaks, and other popular activities.

Our goal is to provide a depth and range of educational programming and networking that ensures that attendees leave the conference more inspired, empowered, and enabled to sustain healthy wildlife populations and habitats for generations to come. With your support as a sponsor or contributor, we know that we can deliver on that promise.

Please review the attached information and contact us with any questions you may have. Our website for the 23rd annual conference is live at www.twsconference.org where you can see some of the Sponsors and Exhibitors who’ve already registered for this year. We appreciate your support of The Wildlife Society Annual Conference and look forward to thanking you there in person!

Best Regards,

Ed Thompson
Chief Operating Officer
The Wildlife Society
Questions?

If you have any questions about your support of our conference, please contact Chuck Shively, Development Manager at 301-897-9770 or chuck.shively@wildlife.org, Virginia Seamster, Fundraising Subcommittee Co-Chair, virginia.seamster@state.nm.us, or Scott Carleton, Fundraising Subcommittee Co-Chair, carleton@nmsu.edu.

Contributor, Sponsor, or Exhibitor?

There are three distinct ways to support The Wildlife Society Annual Conference:

- **Contributors** are typically businesses, organizations, and individuals who want to provide financial support for the conference or a specific activity at the conference with no expectation of tangible return on investment. Contributors will receive recognition for their support by tier in a variety of communications channels and will receive an invitation to a contributor recognition event during the conference.

- **Sponsors** are typically businesses and organizations who desire tangible value and return on investment through engagement opportunities, brand recognition and visibility, marketing and advertising through multiple communications channels, free exhibit space and/or registrations, and invitations to a sponsor recognition event.

- **Exhibitors** are typically businesses or organizations who desire face-to-face engagement with our highly targeted audience to build brand equity and generate sales, donations, and/or leads. Exhibitors benefit from direct access to an estimated 1,500 wildlife professionals, educators, students, and supporters—many of whom are influencers in their organizations and make purchasing decisions.

Still unsure as to which category best matches your intent? Read the more detailed information on the following pages or contact Chuck Shively, Development Manager at 301-897-9770 or at chuck.shively@wildlife.org and we’ll be happy to help!
Contributors
All contributors receive the same types of recognition as outlined below, but the tiers will distinguish you or your organization by the level of support provided.

Benefactor: $10,000+   Patron:   $5,000+   Associate:   $2,500+

Friend:   $1,000+   Affiliate:   $250+

Recognition
Contributors will be recognized for their generous support by tier with text recognition in the conference program, on the conference website, on the thank you recognition signs at the conference, and in one issue of The Wildlife Professional. They will also receive tickets to the contributor recognition event held during the conference.

While we encourage contributors to support the entire conference, if a donation must be used to support a specific program or activity, TWS will honor that request. If desired, TWS will also provide recognition in connection with the designated program or activity through messaging such as “underwritten through the generous support of (contributor name)” in the conference program, on the conference website, and through signage at the event, as practical.

Contribute
It’s easy to contribute! Complete the attached Contributor Pledge Form and email it to Chuck Shively at chuck.shively@wildlife.org, mail it to The Wildlife Society; 425 Barlow Place; Ste 200; Bethesda, MD 20814-2144, fax it to 301-530-2471, or call us at 301-897-9770 and we’ll complete it for you.

Sponsors
TWS offers several sponsorship packages that provide a mix of member engagement, brand recognition, announcements, and special access. Each package can be customized to help you achieve your desired return on investment and/or objectives.

All sponsor levels, from $3,000+ to $25,000+, include the opportunity to sponsor or co-sponsor a wide range of events or activities. Our team will help you select from a listing of activities that will best position your brand to support your goals.

Sponsors also receive a mix of free exhibit space and/or registrations, pre- and post-conference visibility through multiple communications channels, invitations to a sponsor recognition event, and a variety of signage opportunities to recognize your support.

Additionally, some levels offer opportunities such as:
- Pre- or post-conference email sent by TWS with a special offer or information from your organization to the entire membership
- Option to provide a handout or premium
- “Sponsor Spotlight” feature/offer on our website
- Verbal recognition on-stage and at sponsored location/activity
- Photo opportunities with TWS leadership, as appropriate and available
- Customized opportunities/activities developed collaboratively
Contact Chuck Shively, Development Manager at 301-897-9770 or at chuck.shively@wildlife.org to schedule a conference call and we'll help you find a sponsorship solution that fits your budget and helps you derive desired results for your organization!

**Exhibitors**

*TWS offers exhibition booths located within our Member Activity Center; a high-traffic location that includes registration, poster sessions, refreshment breaks, and other popular activities.*

In addition to their booth space and prior to the conference, exhibitors are listed with a link to their website on The Wildlife Society’s conference website. Exhibitors also are recognized in the eWildlifer newsletter and in the Conference Program Guide. Call or email Chuck Shively at 301-897-9770 or chuck.shively@wildlife.org today for more information.
Contributor Pledge Form

☐ Benefactor ($10,000+) ____________
☐ Patron ($5,000+) ____________
☐ Associate ($2,500+) ____________
☐ Friend ($1,000+) ____________
☐ Affiliate ($250+) ____________

If restricted for use in support of a specific program or event, please list it here:
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

Please note that contributor levels are non-exclusive due to multiple contributors in each level.

PAYMENT
☐ Contribution enclosed (Check in U.S. funds drawn on a U.S. bank, payable to The Wildlife Society)
☐ Visa ☐ MasterCard ☐ American Express ☐ Discover
Card #:_____________________________ Expire Date ________ CCV Code __________
Signature________________________________________________________________________

Name as it appears on the card:_______________________________________________________________________

☐ Please send invoice to:

Name_________________________________________
Phone________________________
Email________________________________________________________________________
Address______________________________________________________________________

RECOGNITION
(Please print exactly as it should appear in our publications.)
Signature_________________________________ Date_______________

Thank you for your support. Please return this form to: Chuck Shively at chuck.shively@wildlife.org or mail to: The Wildlife Society; 425 Barlow Place; Ste 200; Bethesda, MD 20814-2144. You will receive a receipt of your tax deductible donation for your records.
TWS Conference Sponsorship Benefits

- **Sole sponsorship of an event or location** that includes signage and Program Guide recognition for:
  - **Platinum ($25,000+):** any events are available for sole sponsorship, including a custom designed event. Sponsorship of the opening plenary session includes up to a five-minute welcome to conference attendees, plus on-stage verbal recognition and event signage as a Platinum Sponsor. Custom events include an up to 80 minute symposium, panel discussion, or other presentation during a time slot without competing events.
  - **Gold ($10,000+):** any events or locations available, such as the Registration area or Poster Sessions, or a custom designed event.
  - **Silver ($5,000+):** any events at the Silver or Bronze level, such as Refreshment Breaks or Receptions.
  - **Bronze ($3,000+):** a shared sponsorship of an event at the Bronze level, such as a field trip.

- **Premium Exhibit Booth and a Sponsor sign** to maximize your visibility in our Member Activity Center/Exhibit Hall. Free to our Sponsors

- **Platinum, Gold and Silver sponsors** have the option to **give away a premium with your brand’s logo or display handouts/brochures** at your sponsored event or location

- **Announcement of your Sponsor relationship with a link to your website** in our eWildlifer newsletter and cross-promoted on The Wildlife Society social media pages

- **Platinum sponsors** receive a complimentary **full-page ad in the Program Guide.**

- As a **Platinum, Gold, or Silver sponsor** you can make a featured offer or promotion about your organization **in the eWildlifer** to The Wildlife Society membership. In addition, **Platinum and Gold Sponsors** are cross-promoted on the **conference website** and through The Wildlife Society’s **social media pages**

- **Platinum, Gold, and Silver sponsors** have their logo and a link to their website on the Wildlife Society conference website related to your sponsored activity or program
• **Band of logos recognition** by tier on the TWS Conference website, in the Conference Program Guide, and on signage in high-traffic areas at the conference

• **Pre- and Post-Conference full-page band of logos thank you ad** in *The Wildlife Professional* magazine

• **Platinum and Gold sponsors** have the opportunity for photographs with The Wildlife Society leadership as available, as well as verbal recognition by the leadership at your sponsored event

• **Complimentary Registrations & tickets**:
  - Conference full access registrations, including our
    - Opening Night Networking Event
    - Closing Night Networking Event
  - **Platinum** sponsors: Six registrations
  - **Gold** sponsors: Three registrations
  - **Silver** sponsors: Two registrations
  - **Bronze** Sponsors: One Registration

**Sponsorship of an event or location** that includes signage and Program Guide recognition. Custom designed events are available for Platinum and Gold levels.

Aldo Leopold Awards Reception
Brown Bag Film Festival
Ding Darling Exhibit
Donor’s Reception
Field Trips
General Poster Session
Ignite Session
Leadership Institute Reception
Member Activity Center
Mobile Application
Opening & Closing Sessions
Photo Contest
Plenary Sessions
Quiz Bowl
Refreshment Break
Registration Area
Resume Review
Student Leader’s Breakfast
Student Research Poster Session
The 1,000 Reception

*In Brand Recognition, Engagement, and Visibility Platinum Sponsors receive 175,000 exposures to their targeted audience. Gold Sponsors receive more than 150,000 exposures to their target audience. Silver Sponsors receive 100,000 exposures and bronze sponsors 5,000.*

*This is a draft and some items are subject to change. The addition of other components is also possible. We welcome the opportunity to customize the Sponsorship package to best meet your organization’s needs.*
24th ANNUAL CONFERENCE • ALBUQUERQUE, NEW MEXICO. • SEPTEMBER 23-27, 2017

TWS ANNUAL CONFERENCE SPONSORSHIP APPLICATION

Company/Organization ____________________________________________

Contact Name ________________________________________________

Mailing Address ______________________________________________

City __________________________________________________________

State/Province ________________________________________________

Zip/Postal Code ________________________________________________

Phone ( ) - ________________  Email: ____________________________

☐ Platinum $25,000+  ☐ Gold $10,000+  ☐ Silver $5,000+  ☐ Bronze $3,000+

Payment Options

☐ CREDIT CARD

☐ American Express  ☐ Visa  ☐ Mastercard  ☐ Discover

Name as it appears on the card

Credit Card #

Exp. Date (mm/yy)  3 digit CVC Code

☐ CHECK (payable to The Wildlife Society)

Contract Agreement: I understand that this application becomes a contract when signed by us and submitted to The Wildlife Society. We agree to abide by conditions as outlined on the following page.

Signature of Authorized Representative  Title  Date

• Payment must be received with this form

• Email: Chuck.Shively@wildlife.org

• Only signed reservations are confirmed

• Mail: The Wildlife Society, 425 Barlow Place, Ste 200, Bethesda, MD 20814

• Booth assignment at TWS discretion
EXHIBITOR RULES AND REGULATIONS

Exhibit Limitations: Exhibits may not project beyond the space allotted and aisles must be kept clear for traffic. Exhibits shall not obstruct the view of or interfere with access to other exhibits. Devices for reproducing sound or music may be restricted at the discretion of The Wildlife Society (TWS). Projection of sound beyond the confines of the exhibit is prohibited unless a request is submitted to and approved by TWS in writing prior to the conference.

Booth Assignment: The assignment or subletting of any part or all of an exhibit booth is prohibited unless a request is submitted to and approved by TWS in writing prior to the conference. TWS reserves the right to change the location of exhibition space and reassign exhibit booths if it determines such action is in the best interest of the conference.

Promotional Considerations. All promotional considerations for the printed Program Guide are subject to submission to The Wildlife Society by July 30. Submission after that date may not meet the print deadline and not be included in the printed guide.

Right of Refusal and/or Cancellation: TWS reserves the right to refuse the application of any organization not meeting the required standards, as well as the right to curtail exhibits or parts of exhibits that detract from the character of the conference. This also applies to displays, literature, advertising, novelties, souvenirs, and personal conduct. TWS reserves the right to cancel this agreement whenever it discovers that the exhibitor’s display is not as described in this agreement or is incompatible, in the opinion of TWS, with the purposes of the conference.

Insurance and Hold Harmless Agreements: Fire, theft, liability and extended coverage insurance are not provided by TWS or the Albuquerque Convention Center. Exhibitor may obtain such coverage at its own expense. Small and valuable exhibit materials should be packed each night and placed in a secure location. Exhibitor remains responsible for all property brought into the conference facilities and shall bear the sole risk of loss for that property. Exhibitor agrees to indemnify and hold harmless The Wildlife Society, Albuquerque Convention Center, and their agents and employees from any damages caused by theft or other perils normally covered by extended coverage, liability, theft, or fire policies. Exhibitor shall indemnify and hold harmless The Wildlife Society, Albuquerque Convention Center, their agents and employees, and co-sponsoring agencies for all claims, losses, liability, or damages for injury, death, or property damage that may arise from activities of the exhibitor, its employees, agents, invitees, and licensees.

Attorney Fees and Costs: Should any litigation arise out of this contract, the exhibitor shall pay all costs and reasonable attorney’s fees incurred by TWS and/or the co-sponsoring agencies if TWS or the co-sponsoring agencies are the prevailing party. This provision shall extend to the costs and attorney’s fees incurred at both the trial and appellate levels.

Taxes and Licenses: Exhibitor shall be responsible for obtaining any licenses, permits, or approvals required under local, state/province, or federal law applicable to its activity at the conference, including the use of copyrighted music. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that shall become due any governmental authority in connection with its activity at the conference.

Fire, Safety, and Health: Exhibitor agrees to accept full responsibility for compliance with city, county, state/province, and federal fire, safety, and health ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to attendees.

Exhibitor hereby represents and warrants to TWS and co-sponsoring agencies that the exhibitor has taken all steps reasonably necessary to ensure the sound engineering and structural integrity in its exhibit design and the proper construction and safety of the exhibit itself, as erected.

Cancellations and Refunds: In the event of cancellation by the exhibitor, the following schedule of refunds will be followed:

- A 50% refund will be paid if written cancellation is received by July 17, 2017.
- No refunds will be made after July 17, 2017.
- In the event of cancellation by TWS, the amount to be refunded will be determined by TWS at the time of cancellation.
TWS ANNUAL CONFERENCE EXHIBITOR APPLICATION

Company/Organization ___________________________________________ Contact Name ___________________________________________

Mailing Address _____________________________________________ City _____________________________________________

State/Province ______________________________________________ Zip/Postal Code ______________________________________

Phone ( )_____________ - __________ Email: ________________________________

☐ Commercial $1,100 USD ☐ Non-Profit/Artist $650 USD

Registrations paid by November 1 receive a 10% discount

Payment Options

☐ CREDIT CARD

☐ American Express ☐ Visa ☐ Mastercard ☐ Discover

Name as it appears on the card

Credit Card #

Exp. Date (mm/yy)

☐ CHECK (payable to The Wildlife Society)

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Email: Chuck.Shively@wildlife.org • Mail: The Wildlife Society, 425 Barlow Place, Ste 200, Bethesda, MD 20814
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