



Dear Industry Colleagues,

The Florida Aquarium is proud to announce that the 2018 Regional Aquatics Workshop (RAW) will be held at our facility in Tampa, Florida. On behalf of The Florida Aquarium and the greater RAW community, we are delighted to invite you to join us for the 32nd anniversary of this growing workshop for aquarium professionals.

For those that are not familiar with the workshop, RAW offers an opportunity to network with aquarium professionals from around the world in a relaxed environment. RAW assembles the largest group of aquatic curators, aquarists, LSS operators, and directors from public aquariums and zoos around the globe to discuss important industry topics and initiatives. In 2018 the RAW Conference held at the New England Aquarium had 400 aquatic animal husbandry professionals, and 2018 promises more of the same. RAW provides an unparalleled opportunity to make valuable connections and to showcase your products to this unique audience.

RAW 2018 will begin with the Association of Zoos and Aquariums Taxon Advisory Group meetings on Monday May 14, it will then be followed by three and a half packed days of engaging presentations. During these presentation days other exciting events will be planned. RAWs, general conference will run from May 15 – 18, 2018.

Sponsors for RAW 2018 can be vendors, industry suppliers, and other relevant companies or donors. Please note: ONLY those companies that have purchased a sponsorship package listed will be permitted to advertise, showcase, or distribute their materials.

Sponsorship will be available on a first come, first served basis and are contingent upon receipt of both funds and the signed agreement. We ask that you return your payment and the signed agreement within 60 days of receipt. Deadlines for materials necessary for conference sponsors (i.e. logo submission, registrations, conference packet materials) will be detailed in subsequent communications.

If you wish to register additional representatives beyond those provided with a particular sponsorship package, you may do so by paying the Commercial Affiliate registration price of \$500 for each additional individual.

2018 LEAD SPONSORSHIP OPPORTUNITIES

All Lead Sponsorship packages include brand recognition commensurate with level of investment in pre-event collateral, conference and program materials, website and social media, conference venue and post-event messaging, and one vendor table.

Exclusive Presenting Sponsor | \$25,000 – One Available

- Premier logo recognition on RAW marketing assets
- Opportunity to send pre- and post-event communication to conference attendees (facilitated by The Florida Aquarium)
- Opportunity to welcome attendees at kick-off session and before the first session each day
- Host one “thought leadership” session for attendees
- Premier location for one vendor table
- Corporate logo on premium gift item provided to each attendee
- Continuous corporate exposure throughout the RAW conference
- Corporate visibility and recognition as a Florida Aquarium sponsor (opportunities to be discussed)

Animal Behavior Professional Development Sponsor | \$10,000

- Logo recognition as the 2018 RAW conference Professional Development Sponsor
- Opportunity to welcome attendees at one Animal Behavior Professional Development workshop
- Corporate visibility and recognition as a Florida Aquarium sponsor (opportunities to be discussed)

Leadership/Mgmt Professional Development Sponsor | \$10,000

- Logo recognition as the 2018 RAW conference Professional Development Sponsor
- Opportunity to welcome attendees at one Leadership/Management Professional Development workshop
- Corporate visibility and recognition as a Florida Aquarium sponsor (opportunities to be discussed)

Pre-Conference AZA SAFE Sharks & Rays Workshop Sponsor | \$10,000

- Logo recognition as the 2018 RAW conference Professional Development Sponsor
- Opportunity to welcome attendees at the pre-conference workshop
- Corporate visibility and recognition as a Florida Aquarium sponsor (opportunities to be discussed)

RAW Conference Mobile App | \$2,500 <RESERVED>

- Exclusive rights to list mobile app as “Presented by”

2018 RAW CONFERENCE EXHIBITOR SPONSORSHIPS

Exhibit Sponsorships will be offered on a first come, first served basis and be contingent upon payment. Sponsors who commit early will have the opportunity to choose preferred booth locations, speaking times, and events.

The deadline for sponsorship is January 12, 2018. Deadlines for materials necessary for conference sponsors (logo submission, registrations, conference packet materials, etc.) are forthcoming.

Benefit	Sea Horse	Puffer	Octopus	Sand Tiger
	\$1,500	\$2,500	\$3,500	\$5,000
Logo recognition on sponsor board, displayed during entire conference	X	X	X	X
Logo recognition on RAW website	X	X	X	X
Conference registration	1	1	2	2
Promotional materials provided to attendees	X	X	X	X
One booth in exposition hall (6' x 30" table)		X	X	X
Logo recognition on RAW t-shirt			X	X
Speaking opportunity during general sessions			5 min.	10 min.
Social media promotional opportunity			X	X
Recognition for session breaks			X	X
Sponsorship recognition during an evening event, including table and advertising opportunities				X

Sponsorships raise critical funds to ensure the RAW Conference is a success each year. We hope you will join us in 2018 for an exciting RAW conference in sunny Tampa, FL!

For sponsorship opportunities: please contact: Libby Joyce, ejoyce@flaquarium.org
The Florida Aquarium | 701 Channelside Drive | Tampa, FL 33602 | 813-724-3334