



Dear Industry Colleagues,

We are pleased to announce that the 2017 Regional Aquatics Workshop (RAW) will be held at the New England Aquarium in Boston, Massachusetts. On behalf of the New England Aquarium and the greater RAW community, we are delighted to invite you all to join us for the 31<sup>st</sup> anniversary of this ever-growing workshop for aquarium professionals.

For those not familiar with the workshop, RAW offers a unique opportunity to network with public aquarium professionals from around the world in a relaxed environment as we gather to discuss and present important industry topics and initiatives. RAW annually assembles the largest group of aquatic curators, aquarists, LSS operators and directors from large and small public aquariums and zoos from North America, Europe, Australia and occasionally Asia and Africa. RAW 2016, held at Audubon Aquarium of the Americas, had 400 aquatic animal husbandry professionals in attendance. RAW 2017 promises more of the same, creating an unparalleled opportunity to make valuable connections and to showcase your products to this unique audience.

RAW 2017 will begin with the Association of Zoos and Aquariums Taxon Advisory Group meetings on Monday, May 8<sup>th</sup>, and will be followed by three and a half packed days of engaging presentations. In addition, there will be some exciting events planned.

Sponsors can be vendors, industry suppliers, and other relevant companies or donors. Please note, only those companies that have purchased one of the sponsorship packages listed below will be permitted to advertise, showcase, or distribute their materials during the conference.

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

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 (\$500) for each additional individual.

<b>Benefit</b>	<b>Oyster</b>	<b>Lobster</b>	<b>Swordfish</b>	<b>Great White</b>
	<b>\$1,500</b>	<b>\$3,000</b>	<b>\$4,000</b>	<b>\$5,500</b>
Logo recognition on sponsor board, displayed during conference	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Logo recognition on RAW website	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Conference registrations	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
Promotional materials, in electronic form, on a thumb drive given to all registrants (10 megabytes maximum per sponsor)		<b>X</b>	<b>X</b>	<b>X</b>
One booth in breakout hall (6' x 30" table)		<b>X</b>	<b>X</b>	<b>X</b>
Logo recognition on RAW t-shirt			<b>X</b>	<b>X</b>
Speaking opportunity during general sessions			<b>5 minutes</b>	<b>10 minutes</b>
Recognition for session breaks			<b>X</b>	
Social Media promotional opportunity			<b>X</b>	<b>X</b>
Sponsorship recognition during an evening event, including table and advertising opportunities during event				<b>X</b>

Additional sponsorship opportunities:

- Additional table (6' x 30" table) for \$1,500
- Logo recognition on thumb drive for \$3,000
- RAW Conference Mobile App \$2, 500

Sponsors are the life blood of the RAW conference and a critical part of its success each year. We hope you will join us in 2017 for another exciting workshop!

For sponsorship opportunities or assistance, please contact:

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