



INTERNATIONAL SEAWEED SYMPOSIUM 2025

May 4 – 9, 2025 | Victoria, British Columbia, Canada



SPONSORSHIP AND EXHIBITOR PROSPECTUS

The International Seaweed Association invites you to play an important role in the 25th anniversary of the International Seaweed Symposium!
Please consider joining us as a sponsor or an exhibitor!

WWW.ISS25.COM



WELCOME FROM THE NATIONAL ORGANIZING COMMITTEE

The 2025 International Seaweed Symposium (ISS) Committee has great pleasure in inviting you to participate in the symposium as a sponsor and/or exhibitor. ISS25 will be held at the Victoria Conference Centre, in beautiful Victoria, BC, Canada from Sunday May 4 to Friday May 9, 2025.

The mission of the International Seaweed Association (ISA) is to promote applied phycology on a global basis, and to stimulate interactions among researchers, industrialists and government representatives in all relevant institutions, organizations and industries and in all countries. Expected to attract over 500 delegates, ISS25 will be a great opportunity for networking and exposure for our sponsors and exhibitors.

Hosted by the City of Victoria, Ocean Networks Canada, and Cascadia Seaweed, we would welcome your participation and support to celebrate the Silver Jubilee of the ISS and its first time being held in Victoria.

On behalf of,
The International Seaweed Association Council (ISAC)
The National Organizing Committee (NOC)



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WHY YOU SHOULD SPONSOR/EXHIBIT

We appreciate that ISS25 would not be possible without the involvement and support of our important partners.

- Become a valued Sponsor or Exhibitor at ISS25 and participate in the premier international event for the seaweed industry
- Gain significant brand exposure to over 500 key potential customers
- Receive maximum exposure through the combined exhibition, refreshment, and poster area
- Increase awareness and exposure of your organization via a variety of marketing mediums
- Develop business connections and strengthen relationships through face-to-face engagement
- Exhibit and generate new leads, develop your brand or launch a new product through the exhibition
- Maximize your time and resources by showcasing your organization to a relevant and influential audience in an environment away from the competition of everyday distractions
- Ensure your organization stays abreast of current developments and research in the field and use this information to stay ahead of the market
- See how your contribution directly influences the industry by participating in this important and exciting event!



HOST CITY

Victoria is a true one-of-a-kind land on the Pacific coast. Surrounded by water and full of adventure, Victoria finds itself nestled between the tranquil waters of the Salish Sea and the mighty rainforests of Vancouver Island. Discover boutique hotels fit for a queen, world-class attractions, and fresh farm-to-table dining that's measured on a scale of metres not miles.

We acknowledge and respect the lək̓ʷəŋən peoples on whose traditional territory Victoria, British Columbia stands and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.

Long before Victoria was founded by the Hudsons Bay Company in 1843 these lands had been visited by traders and travelers for over 2000 years. Annually, approximately 4 million people visit Victoria to experience some of the best that Canada has to offer. We would like to take this opportunity to invite you to come to Canada, to come to British Columbia, and especially to come to Victoria and see for yourself why people from all around the world choose to visit and, in some cases, stay.



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VENUE

ISS25 will be hosted at the Victoria Conference Centre (VCC). A stunning homage to the cultures and traditions that make Victoria a great place to connect, VCC is the city's largest conference facility. With 77,000 square feet of meeting space, 21 multi-purpose meeting rooms, a large exhibit hall and 400-seat lecture theatre.

VCC is an ideal place to host eco-friendly meetings with a great effort to reduce the environmental impact, from energy-efficiency to water conservation and waste management. Located in the downtown core of Victoria and walking distance from shops, restaurants, hotels, and attractions, VCC provides the perfect location for what will be a truly amazing symposium.

TARGET AUDIENCE

ISS25 will bring together over 500 researchers, industrialists and government representatives in applied phycology from all around the world. Elevate your company profile with ISS25!



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SPONSORSHIP OPPORTUNITIES

*All Prices in Canadian Dollars	Principal \$25,000	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Logo with company URL on sponsor page of the Symposium website	✓	✓	✓	✓	✓
Logo on homepage of Symposium website	✓	✓			
Organization representative given opportunity to introduce and thank plenary speaker - subject to availability	✓	✓	✓		
Opportunity to address attendees for up to 3 minutes in the opening ceremony or a plenary session	✓				
Complimentary Exhibit booth (10' x 10')	2	2	1	1	
Complimentary full delegate registrations including tickets to all social events	6	5	4	3	2
Logo with link to company URL included within the Sponsor Tab of the Mobile app	✓	✓	✓	✓	✓
Verbal acknowledgement during the Opening Ceremony and Closing Ceremony by the Symposium Chairs	✓	✓	✓		
Company logo and acknowledgement on Sponsor signage in the exhibition area and at Symposium events/selected areas throughout the venue	✓	✓	✓	✓	✓
Ad in the Symposium digital program book	1 Page	1/2 Page	1/4 Page	1/4 Page	Logo
Access to VIP table at Lunches and Gala Dinner	✓	✓			
Logo on footers of up to 3 emails sent by Symposium for marketing	✓	✓	✓		

Please note: All inclusions in digital and print materials for the Symposium are subject to strict production deadlines. Sponsorship and Exhibitor benefits will not be implemented until payment has been received in full.



WELCOME FROM THE NATIONAL ORGANIZING COMMITTEE

*All Prices in Canadian Dollars

SOCIAL EVENT OPPORTUNITIES

Welcome Reception - \$8,000 CAD **SOLD OUT**

Exclusive Opportunity

The Welcome Reception is included in all full registrations and accompanying person's package. Kicking off the Symposium with a bang! As the Welcome Reception Sponsor of ISS25 you will benefit from the following entitlements

- 2 pull-up banners at the entrance to the Welcome Reception (to be provided by Sponsor)
- Verbal acknowledgement during the Welcome as the exclusive sponsor
- Welcome everyone at the entrance and opportunity to speak for 5 minutes
- Reference in the digital program and on website
- Additional branding can be done at sponsor's expense (subject to committee approval)

Symposium Gala Dinner - \$10,000 CAD

Exclusive Opportunity

The Gala Dinner will be a great opportunity for networking. Align your brand with one of the great evenings of the Symposium bringing everyone together for a night of dinner and fun! As a Gala Dinner Sponsor of ISS25 you will benefit from the following entitlements:

- Logo printed on dinner menus
- 2 pull-up banners at the entrance to the Gala Dinner (to be provided by Sponsor)
- Verbal acknowledgement during the dinner as the exclusive sponsor
- Welcome everyone to the event and opportunity to speak for 5 minutes
- Reference in the digital program and on website
- Additional branding can be done at sponsor's expense (subject to committee approval)



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

*All Prices in Canadian Dollars

CATERING OPPORTUNITIES

Coffee Break - \$3,000 CAD

Multiple Opportunities

Align your brand with the daily catering of delicious morning and afternoon breaks served to all participants. As a Coffee Break Sponsor of ISS25 you will benefit from the following entitlements:

- A tabletop sign for each catering station will be displayed featuring the Sponsor's logo
- Reference in the program book and on the website

Lunch Break - \$4,000 CAD

Multiple Opportunities

Align your brand with the daily catering of tasty lunch breaks served to all participants. As a Lunch Break Sponsor of ISS25, you will benefit from the following entitlements:

- A tabletop sign for each catering station will be displayed featuring the Sponsor's logo
- Reference in the digital program and on website

Water Stations - \$4,000 CAD

Exclusive Opportunity

Water stations will be placed in convenient locations around the venue providing participants with complimentary access to fresh drinking water. As the Water Stations' Sponsor of ISS25 you will benefit from the following entitlements:

- Sponsor logo on all water stations
- Reference in the digital program book and on the website



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

*All Prices in Canadian Dollars

EDUCATIONAL OPPORTUNITIES

Poster Session Sponsor - **\$5,000 CAD**

Multiple Opportunities

Be the host sponsor of the poster sessions. As the Poster Session Sponsor of ISS25 you will benefit from the following entitlements:

- A tabletop sign at each table will be displayed featuring the Sponsor's logo
- Reference in the digital program book and on website

Lunch Symposium Sponsor- **\$15,000 CAD**

Multiple Opportunities

Sponsored symposia provide you with the opportunity to independently host a lunch symposium for participating delegates. Information regarding the sponsored symposium will be made available on the website and app for delegates to review prior to the Symposium.

As a Lunch Symposia Sponsor of ISS25 you will benefit from the following entitlements:

- Marketing of your session content via the website (subject to Committee approval).
- Opportunity to create your own session with targeted message to attending delegates.
- Opportunity to brand the session room (subject to Committee approval).
- Reference in the digital program book and on website
- Lunch symposium (topic and speakers) should be pre-approved and align with the conference theme/goals



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

*All Prices in Canadian Dollars

ADVERTISING OPPORTUNITIES

Email Ad - **\$1,500 CAD**

Multiple Opportunities

A one-time ad to be included in one (1) of our marketing emails going to potential attendees. Ad to be designed by the sponsor as per specifications provided and can include:

- 150 Words
- 1 Image
- 2 Hyperlinks
- .png, .jpg or .pdf format (.png or .pdf preferred)
- 8.5-inch (width) x 5.5-inch (height)
- Full color (RGB or CMYK)
- 300 dpi (less than 300 may result in pixelation)
- Deadline for ads is April 1, 2025

Supporter Spotlight Ad - **\$2,500 CAD**

Multiple Opportunities

Ad at the bottom of ONE (1) of our pages on the Symposium Website. Pages where we can place the Ad are: Speaker, Agenda, Fees, FAQ and Registration. Ad to be designed by the sponsor as per specifications provided and can include:

- Company Name
- 150 Words
- Video—2 min. max
- URL Link

Digital Program Ad

- Full Page - **\$2,000 CAD**
- Half Page - **\$1,200 CAD**
- 1/4 Page - **\$800 CAD**

Mobile App - **\$5,000 CAD**

Exclusive Opportunity

Place your brand in every attendee's hand by exclusively sponsoring the Symposium mobile app! The app will be the delegate's go-to source for information on the Symposium including the session program, social program, updates, session room plans, speaker, sponsor and exhibitor profiles.

- Logo on splash screen and up to 4 push notification to attendees via the app
- Logo and company description listed under sponsors on the mobile app
- Reference in the digital program and on website



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Charging Station - \$5,000 CAD

Exclusive Opportunity

Align your company brand with the Symposium Charging Station. With the increasing reliance on mobile phones and tablets, no-one needs to be offline because of a flat battery. Facilitate the opportunity for participants to be able to charge their devices to ensure they can remain in communication throughout the Symposium.

- Company logo displayed on the customized branding of the charge station units that will be placed in high traffic areas throughout the venue.
- Opportunity to place company literature (ex. flyers, brochures) at the charging stations (to be provided by the Sponsor).

Wi-Fi Sponsor - \$5,000 CAD

Exclusive Opportunity

Be the exclusive sponsor of ISS25 Wi-Fi available in the common areas and session rooms of the Victoria Conference Centre.

- Customized Wi-Fi login
- Reference in the digital program and on website

ADDITIONAL SPONSORSHIP OPPORTUNITIES

*All Prices in Canadian Dollars

FURTHER OPPORTUNITIES

Tote Bag Insert - \$1,500 CAD

Multiple Opportunities

Company will design and print materials to provide to ISS Secretariat. No larger than 8.5" w x 11" h. Can be front/back full color. (To be produced and supplied by the Sponsor)

Volunteer T-Shirts - \$2,500 CAD

Exclusive Opportunity

All front-line volunteer staff at the Symposium will wear specially designed and easily recognizable shirts with the Symposium logo. The sponsor must provide the logo. Sponsor's logo to be printed on the sleeve.

Pads and Pens - \$3,000 CAD

Exclusive Opportunity

Guarantee each attendee receives your company advertisement! Supply notepads and pens or pencils with your company's logo to be included in the tote bag given to all delegates (To be produced and supplied by the Sponsor and must be approved by ISS25 Organizing Committee)

Lanyards - \$8,000 CAD

Exclusive Opportunity

Your organization's logo prominently displayed around every attendee's neck!

- Sponsor's logo and Symposium logo on Lanyards (logo to be provided by the sponsor, lanyards will be produced by the organizer)
- Reference in the digital program and website

Tote Bags - \$8,000 CAD **SOLD OUT**

Exclusive Opportunity

Your company logo along with the Symposium logo printed on the tote bags given to all delegates at the registration desk. Great visibility for your company with your logo on the shoulder of the delegates!

- Company logo and Symposium logo on tote bags (logo to be provided by the sponsor, bags will be produced by the organizer)
- Reference in the digital program and website

Water Bottles - \$8,000 CAD

Exclusive Opportunity

Your company logo along with the Symposium logo printed on the water bottles given to all delegates in the tote bag. Great exposure both on-site and after the event!

- Company logo and Symposium logo on water bottles (logo to be provided by the sponsor, water bottles will be produced by the organizer)
- Reference in the digital program and website



EXHIBITOR OPPORTUNITIES

The ISS25 exhibition has been designed to provide a strong value proposition for all exhibitors.

Located in the Victoria Conference Centre, the exhibition will be fully integrated into the Symposium program. Morning and afternoon breaks will be served within the Exhibit Hall. The Welcome Reception will also be held in the Exhibit Hall to further increase networking opportunities.

Exhibition Booth - **\$3,000 CAD**

10' x 10' draped booth or equivalent space only for a custom-built stand.

Included in the cost of exhibiting is one (1) x exhibition booth which will include the following:

- 8' high draped back wall
- 3' high draped side walls
- 2 fabric chairs
- One 6' x 2' skirted table
- 1 waste basket
- Electricity
- Booth ID sign

Registration

- Two (2) x complimentary exhibitor registrations per booth. All additional exhibitor badges will cost \$400 plus tax each.

The exhibitor badge entitles:

- Full access to the exhibition area and to your company's own sponsored sessions
- Access to the opening ceremony and welcome reception
- Lunch and coffee breaks

Company promotion

- Company name and booth number (when allocated) on Exhibitor page of the Symposium website
- Company name and acknowledgement in the designated Exhibitor section of the Symposium mobile app
- Company logo and acknowledgement on Sponsor/Exhibitor signage in the exhibition area

Note: Any extra services or furniture must be arranged by the exhibitor and charged directly to the exhibitor by the facility.

Logistics

Exhibitors move-in and move-out dates as well as detailed shipping instructions and more will be communicated to all exhibitors in a separate exhibitor manual closer to the Symposium start.



CONTACT INFORMATION

To assist your decision making, or should you have any requests for customized sponsorship packages, please contact the Symposium Secretariat:

ISS25 Secretariat

c/o Venue West Conference Services Ltd.
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Vancouver, BC V6Z 0E2 Canada
T: +1.604.681.5226, ext. 238
E: sponsorship@iss25.com

To book a sponsorship package or exhibit space, please use the button below:



**Book a sponsorship package
or exhibit space**

