

2018

Product & Media Guide



The Global Aquaculture Alliance promotes responsible aquaculture practices through education, advocacy and demonstration.

Since 1997, GAA has been committed to advancing responsible aquaculture practices, advocating for the industry through well-founded science and growing a sustainable global seafood supply by working with all aquaculture stakeholders on practical solutions that can be implemented quickly and continuously improved.



Membership

GAA Membership is open to individuals, non profit organizations, associations, government agencies, and businesses engaged in the aquaculture space. We hope you'll join us in the future of food.

Choose Your Membership	User (Free User)	Supporter (One-Time Donation)	Individual (\$50/year)	Business (\$500/year)	Premier Partner (\$7,500/year)
MyGAA	■	■	■	■	■
Unlimited News & Articles	■	■	■	■	■
Member Listing			■	■	■
Access to Marketing Toolkit				■	■
Advertising Discounts				■	■
Event Discounts				■	■
GAA Films Placement					■



Premier Partner

Our top level of membership includes those receiving special benefits and recognition in exchange for their outstanding support of responsible aquaculture.

Benefits	New in 2018: Premier Partners are featured in credits of GAA Films.	Premier Partner \$7,500/year
Your logo on Membership webpage and GOAL webpage		■
Display advertising on The Advocate webpage (choice placement) & Advocate e-newsletter (see pg. 9 for positioning and frequency)		■
Recognition in GAA Newsletter		■
20% discount on GOAL sponsorship package		■
One complimentary registration to GAA's GOAL conference		■
Eligible for special GOAL pre-registration rate (\$1,400)		■
Unlimited use of Premier Partner (PP) logo / PP logo on your GOAL badge / PP tabletop signage at your industry events (upon request)		■
GAA Films Placement		■
Additional benefits and discounts added throughout the year		■



GOAL Conference

Be inspired by 60-plus speakers providing insight on the trends shaping the future of responsible aquaculture production and sourcing, while networking with more than 400 seafood professionals from 30-plus countries. GOAL (Global Outlook for Aquaculture Leadership) is a pre-competitive event, an opportunity to put day-to-day business aside and bring together all industry segments to discuss shared responsibilities and goals.

In a GOAL 2017 post-conference survey 69% of respondents said they were “extremely likely” to recommend the GOAL conference to an industry colleague.

GOAL Registration		
Level	Early Registration (before June 30)	Late Registration (after June 30)
Member	\$1,400	\$1,600
Non-Member	\$2,000	\$2,200



GOAL Conference

Ecuador

For the first time in seven years, the annual GOAL conference returns to Latin America. GOAL 2018 will be held at the Guayaquil Colon Hilton, which features almost 45,000 square feet of meeting space.

Sponsorship

Leverage your relationship with GAA and increase your visibility throughout the aquaculture community by sponsoring GOAL. Aligning with GAA is a statement about your long-term commitment to responsible aquaculture. Sponsorship packages are tailored to suit your needs.

Access the Marketplace

The world's leading retail, foodservice and wholesale seafood buyers are always well represented at the conference. Among the companies that were represented on stage and in the audience at GOAL 2017 were:

Ahold Delhaize, Aramark, Bidfood Australia, The Big Prawn Co., BJ's Wholesale Club, Bon Appétit Management Co., Brakes, Brinker International, Captain D's, Darden Restaurants, Davigel, Direct Seafoods, Dublin Institute of Technology's School of Culinary Arts & Food Technology, Gfresh, Giant Eagle, Harvest Meat Co., JD.com, Johnson & Wales University, Metro, Nestle Purina, Schnucks, Sysco Corp., US Foods, Waitrose, Walmart and The Walt Disney Co.



Guayaquil | Ecuador

GOAL
GUAYAQUIL
ECUADOR



Sponsorship

Benefit Type	Benefit	Platinum \$35,000	Gold \$20,000	Silver \$10,000
Event & Meal Sponsorship	Gala Reception & Dinner (Sept. 26, Evening)	■		
	VIP Lounge (Sept. 25, Morning)	■		
	Galapagos Tour (Pre- or Post-Conference)	■		
	Welcome Reception (Sept. 25, Evening)		■	
	Galapagos Tour (Pre- or Post-Conference)		■	
	Lunch (Sept. 26)		■	
	Lunch (Sept. 27)		■	
	Coffee & Tea Break (Sept. 26)		■	
	Coffee & Tea Break (Sept. 27)		■	
Content Sponsorship	6th Annual Aquaculture Innovation Award		■	
	Afternoon Program (Sept. 25)		■	
	Morning & Afternoon Program (Sept. 26)		■	
	Morning & Afternoon Program (Sept. 27)		■	
	Industry Tour (Pre- or Post-Conference)			■
Media	Dedicated Email/Social Media Campaign	■		
	Display Advertising (See Page 9 for Ad Packages)	■	■	■
Sponsor a Delegate	Help a Farmer, Chef or Student Attend GOAL			■
Item & Logo Placement	Branded Item Placement Onsite (See Shopping List)	\$15,000	\$7,500	\$5,000
	Logo Placement Onsite & Online	■	■	■
Registration	Complimentary Registrations	4	2	1

GAA Premier Partners receive a 20% discount on sponsorship

Shopping List of Branded Items

Items Supplied by GAA

Name Badge	\$15,000
Lanyard	\$15,000
Water Bottle	\$15,000
Hotel Key Card	\$7,500
Mobile Application	\$7,500

Items Supplied by Sponsor

Item Placement in Plenary Room	\$7,500
Item Placement in Delegate Pack	\$5,000



Since 1998, the *Global Aquaculture Advocate* has been a trusted source of information for industry professionals, academics, government officials and representatives of the NGO community and marketplace seeking news about responsible aquaculture. The *Advocate* supports the GAA's mission of advocating, educating and demonstrating responsible aquaculture practices worldwide by covering a dynamic and evolving industry with integrity and fairness and by providing timely, insightful and accurate information from journalists, researchers and other industry experts.

Our Readership



Snapshots

Growing Audience

18,000 monthly pageviews and 15,000 weekly newsletter subscribers as of December 2017

Global Audience

Readers in all 196 countries

Quality Content

More than 650 technical articles and news features since website launch in October 2015

Categorized Content

Seven content categories, for targeted advertising

Spanish

Select articles translated into Spanish weekly

Searchable Archives

Gradual digitization of articles from print editions

Advocate & GAA Advertising Rates

Home & Category Pages

Position	Rotation	Pixels	Cost
1	25%	600 x 500	\$50/CPM
2	25%	936 x 120	\$50/CPM

Article Page

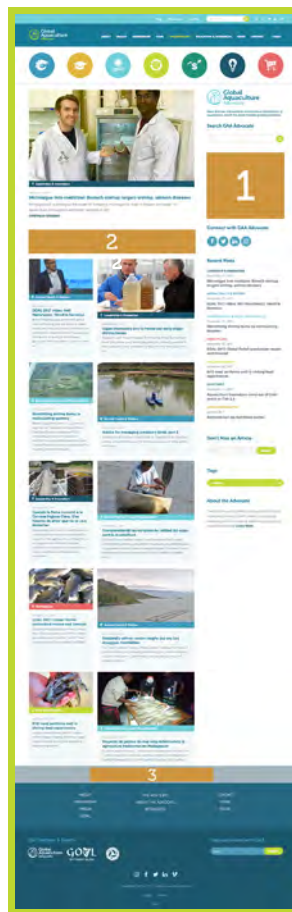
1	25%	600 x 500	\$50/CPM
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Weekly Newsletters

Top Banner	100%	610 x 140	\$1000/ placement
Middle Banner	100%	610 x 140	\$500/ placement
Bottom Banner	100%	610 x 140	\$250/ placement

GAA Homepage

3	25%	728 x 90	\$50/CPM
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Sponsorship Perks

Level	Website Impressions	Newsletter Placements
Platinum Sponsor	200,000	12 Top Banner
Gold Sponsor	100,000	6 Middle Banner
Silver Sponsor	50,000	3 Bottom Banner
Premier Partner	10,000	1 Bottom Banner

GAA Premier Partners receive a 20% discount on advertising

GAA Business Members receive a 10% discount on advertising



Our online community where members, consumers, industry, and academia connect through discussion threads, job boards, global event registrations, a university program map, a species glossary, and so much more.

MyGAA is free and open to the public with a login, but special benefits exist for paying members of the GAA. Ad space available. | MyGAA.aquaculturealliance.org

Ad Positions & Rates

Home Page

Position	Pixels	Rotation	Cost
1	962 x 125	25%	\$60/CPM

Interior Page

Position	Pixels	Rotation	Cost
2	160 x 1000	25%	\$40/CPM
3	962 x 125	25%	\$40/CPM

Home Page

The screenshot shows the MyGAA Home Page layout. At the top is a navigation bar with the MyGAA logo and links for Home, Discussion, Job Postings, and more. Below the navigation bar is a large banner image with the text 'JOIN the conversation'. To the right of the banner is a 'HIGHLIGHT' section featuring a video player. Below the banner are several sections: 'QUICK LINKS', 'LATEST DISCUSSIONS' with a list of topics and authors, 'RECENT SHARED FILES' with a list of documents, and 'RECIPES ON PINTEREST' with a list of recipes. A large orange box with the number '1' is overlaid on the bottom right of the page.

Interior Page

The screenshot shows the MyGAA Interior Page layout. At the top is a navigation bar with the MyGAA logo and links for Home, Discussion, Job Postings, and more. Below the navigation bar is a section titled 'Job Postings' with a list of job openings. To the right of the job postings is a 'LATEST DISCUSSION POSTS' section with a list of discussion topics and authors. Below the discussion posts is a 'LATEST SHARED FILES' section with a list of documents. A large orange box with the number '2' is overlaid on the right side of the page.



GAA Films creates documentary short films that highlight the untold stories of people who love, fight for, or are transformed by aquaculture.

Our Premier Partners play an integral part in the continuation of spreading these positive and inspiring stories about the people working in the aquaculture space.

For More Information:

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Find our films at: www.aquaculturealliance.org/films



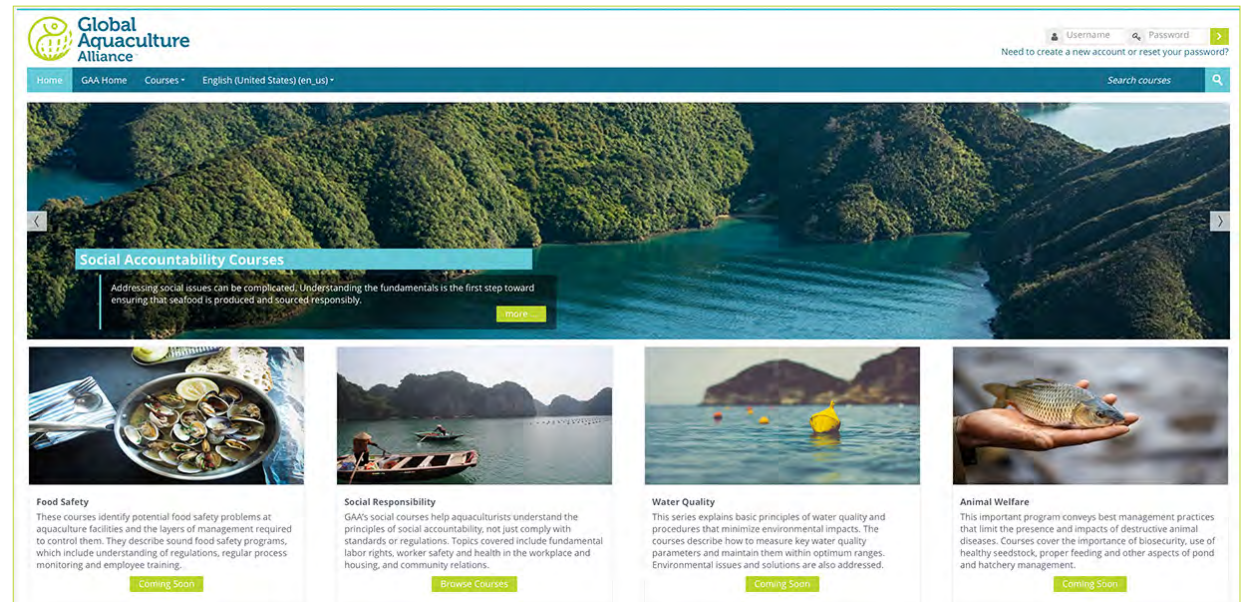
The Academy staff works in conjunction with leading experts in the field of aquaculture to provide a variety of training and educational materials both online and in person.

Online courses are free and open to the public.

- Food Safety
- Social Responsibility,
- Water Quality
- Animal Welfare.

View our growing course library here:

academy.aquaculturealliance.org



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