

# GOAL

GUAYAQUIL

ECUADOR

SEPTEMBER 25-27, 2018

## Why GOAL?

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. Since its inception in 2001, GOAL has been a must-attend event for the world's aquaculture thought leaders.

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

GOAL features a three-day education program as well as multiple social and networking opportunities.

## 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. Last year's participants included Ahold Delhaize, Aramark, Bidfood Australia, BJ's Wholesale Club, Bon Appétit Management Co., Brakes, Brinker International, Captain D's, Darden Restaurants, Davigel, Direct Seafoods, Gfresh, Giant Eagle, Harvest Meat Co., JD.com, Metro, Nestle Purina, Schnucks, Sysco Corp., US Foods, Waitrose, Walmart and Walt Disney Co.

# Sponsorship Packages

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

## Shopping List of Branded Items

Items Supplied by GAA	Cost
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

**\*Premier Partners receive a 20% discount on sponsorship**