Welcome

We warmly invite you to be a part of Ocean Optics XXV, the leading international conference on hydrologic optics. The conference planning committee is delighted to offer your organization the opportunity to participate as a Conference Sponsor and/or Exhibitor.

The biennial Ocean Optics Conference attracts a diverse audience of active practitioners, including oceanographers, marine ecologists, limnologists, optical engineers, marine resource managers, Earth observation scientists, and policy professionals from around the world.

Following the traditional Ocean Optics Conference format, the event will include invited plenary speakers, selected scientific oral presentations, and numerous poster presentations. In addition, community-wide discussions in the form of town halls, workshops, and short courses will be held.

Ocean Optics XXV will be convened in the Hilton Norfolk the Main in Norfolk, Virginia, USA. Norfolk, nestled at the mouth of the Chesapeake Bay, is a lively port city with a thriving arts and entertainment scene. A wide range culinary experiences are available on Granby Street’s “restaurant row,” which is within walking distance of the venue. The city also hosts a range of cultural attractions for all ages, including the Nauticus and Battleship Wisconsin Museum.

We look forward to seeing you in Norfolk in 2020.

– Hayley Evers-King & Blake Schaffer, Co-Chairs, Ocean Optics XXV

VENUE

Hilton Norfolk The Main hotel is situated within walking a of over 50 restaurants and is nine miles (15 km) from Norfolk International Airport.

HIGHLIGHTS

- 25th Anniversary Conference
- Held in Norfolk, Virginia, USA
- October 25–30, 2020
- We attract 375+ Attendees
Program Themes

In 2020, the Ocean Optics Conference celebrates its twenty-fifth installment. This niche event attracts a multidisciplinary audience who continue to innovate and apply the discipline of hydrologic optics to solve today’s scientific challenges.

The Ocean Optics Conference covers a range of research themes, including (but not limited to):
- Radiative transfer and optical theory
- Instruments, techniques, and observational systems
- Remote sensing (passive and active)
- Autonomous airborne/underwater vehicles
- Phytoplankton ecology and biogeochemistry
- Sediment transport and water quality
- Environmental management applications
- Earth system science and global change
- Benthic processes

The conference typically attracts an international audience of 375+. This size allows exhibitors to easily network with conference participants and demonstrate their products and services.

Following the traditional Ocean Optics Conference format, participants will attend plenary presentations during the day and interact with colleagues during morning and afternoon coffee breaks, as well as during scientific poster sessions, all held in the exhibit/poster hall. Other opportunities for networking include social events such as the icebreaker reception and the awards banquet.
Exhibitor and Sponsorship Opportunities

Custom sponsorship packages can be arranged upon request.

The conference organizers welcome ideas for additional sponsorship opportunities.

Ocean Optics XXV provides an intimate setting where sponsors and exhibitors are provided ample opportunities over four days to interact with attendees during coffee breaks, poster sessions, free periods, and social events. These encounters promote relationship-building with this community of active users, developers, and consumers of ocean technology.

All sponsoring organizations will be recognized in conference and program materials, including the website, printed and digital program, and signage at the conference.

SECURE YOUR SPOT TODAY!

To determine availability and reserve exhibit and sponsorship options, please contact:

Jenny Ramarui
Conference Coordinator
jenny@tos.org
+1 301-251-7708
oceanopticsconference.org

Image credit: NASA's Goddard Space Flight Center
### EXHIBITORS

| Number of Opportunities Available | 20 | 13 Available |
| Exhibit Booth Included² | 2 | Included |
| Full Conference Registrations, Including Banquet | 2 | Included |
| Opportunity to Host a Workshop⁴ | Included |
| Coffee/Tea Break Sponsorship | Included |
| Poster Session Receptions Sponsorship⁵ | Included |
| Lanyards and Name Badges Sponsorship⁶ | Included |
| Welcome Reception Sponsorship⁷ | Included |
| Acknowledgment on Sponsored Event Signage | Included |
| Acknowledgement on Registration Area Signage | Included |

### SPONSORSHIP LEVELS

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1. $1,950 commercial or $1,400 government/nonprofit organization per 10 ft x 10 ft space.
2. Includes drape dividers, table, and two chairs.
3. Sponsor’s logo and link will be included on the conference website sponsors page, mobile app, and in the conference program.
4. Includes room and A/V for hosting a four-hour workshop on Saturday, October 24, or Sunday, October 25.
5. Includes 100 beverage coupons with sponsor name and logo for distribution from your exhibit booth, redeemable during the Poster Session Reception on Monday, October 26, or Wednesday, October 28.
6. Logo printed on conference lanyards and name badges.
7. Includes sponsor name and logo printed on beverage coupons provided to all attendees, redeemable during the Welcome Reception on Sunday, October 25.

All prices stated are in US dollars.
Exhibit Information

The exhibition hall will be open Monday through early afternoon on Thursday. Four dedicated poster sessions draw the majority of attendees for extended periods. In addition to the poster sessions, all daily refreshment breaks will be located within the exhibition area.

An invitation for exhibit booth staff to attend the Thursday evening awards banquet is included in all exhibit packages. This popular event is the highlight of the week, providing exhibitors with an additional opportunity to interact with Ocean Optics XXV participants.

Given the conference’s Norfolk, Virginia, location, there may be opportunities for limited instrument demonstrations in selected nearby coastal locations.

### EXHIBIT BOOTH PRICING

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
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<td>Nonprofit/Government</td>
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- Two conference registrations per 10 x 10 foot booth
- Pipe and drape dividers will be provided
- Electrical hookup for purchase
- One six-foot table and two chairs

All prices stated are in US dollars.

### SECURE YOUR SPOT TODAY!

To determine availability and reserve a booth, please contact:

- **Jenny Ramarui**
  - Conference Coordinator
  - jenny@tos.org
  - +1 301-251-7708
  - oceanopticsconference.org
FLOOR PLAN

- There are limited spaces available in the exhibition hall, so book early!
- Adjustments may be made to the final configuration prior to the conference based on the number of exhibit booths sold.
- Exhibitors will be assigned locations based on the order in which requests for space are confirmed.
Questions?

More information is available at: oceanopticsconference.org.

Or please contact Jenny Ramarui, Conference Coordinator, at jenny@tos.org or +1 301-251-7708.

Apply to be an Exhibitor

To determine availability and reserve exhibit space, please contact Jenny Ramarui, Conference Coordinator, at jenny@tos.org or +1 301-251-7708.

Apply to be a Sponsor

To determine availability and reserve sponsorship options, please contact Jenny Ramarui, Conference Coordinator, at jenny@tos.org or +1 301-251-7708.

Ocean Optics XXV is organized by The Oceanography Society (TOS). As a professional society, TOS is committed to supporting a community that encourages the open expression and exchange of ideas, that is free from all forms of discrimination, harassment, and retaliation, and that is welcoming to all members and to those who participate in its activities. In pursuit of that commitment, TOS is dedicated to the philosophy of equality of opportunity and treatment for all participants.