

SERCAL 2012

UC DAVIS



A Cross-Section of Central Valley Restoration



UC DAVIS CONFERENCE CENTER
16-17 MAY 2012

19 ANNUAL CONFERENCE OF THE
California Society for Ecological Restoration

Invitation to Sponsor
www.sercal.org

**SEE
YOU
THERE!**

Sponsor Prospectus

Terms & Conditions

SERCAL will utilize UCD's Conference Center Lobby plus two additional rooms measuring approximately 700 sq. ft. each for the exhibitor booth displays. See floor plan below. This will also be the location for coffee breaks, raffle prize display and Wednesday evening's appetizer and cocktail social. Technical sessions will be held in Ballrooms A, B & C at the east end of the Lobby. Lunches will be served on the patio at the Alumni Center, a short walk from the Conference Center. In order to accommodate everyone comfortably, we will be limited to **20 reserved exhibitor spaces**.

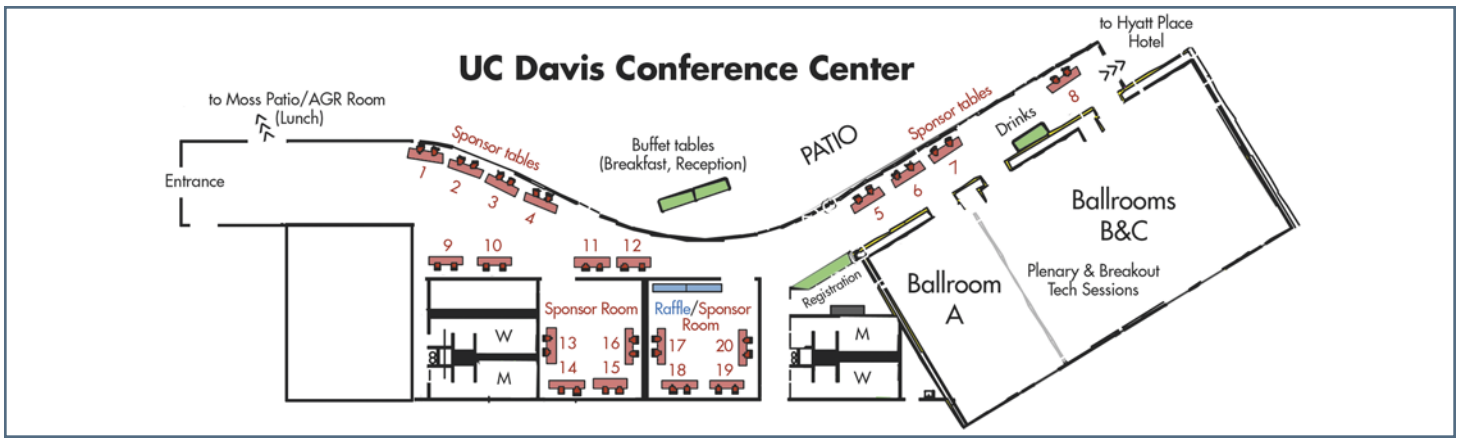


Exhibit space includes one 8' table, 2 chairs and company/organization identification table-front banner. If you need electrical outlet access, please indicate this on the Sponsor Reservation Form.

SERCAL's staff will assign all **exhibitor locations**, with the exception of the \$2,000 and \$3,000 level sponsors.

Please Note that the exhibitor floor plan was designed by UCD Conference Center's Event Manager in order to be in compliance with fire codes. SERCAL cannot modify this configuration, but we will do our best to see that you are satisfied with your conference experience.

Comped Sponsor Registrations

Please list the names of those company/ organization representatives who will be attending under your sponsorship complimentary registration. The applicable numbers are shown in the description of benefits for each Sponsor Level. If you are unable to provide information at the time of your reservation, Conference Coordinator, Susan Clark, will contact you for specifics at a later date.

Important: If any your comped registrants change or are not able to attend, you **MUST** notify Susan **prior to the start of the conference.**

Exhibit Hours

Wednesday, 16 May, 9:00am–6:30pm through
Thursday, 17 May, 9:00am–12:00pm

Set-Up: 7:30–9:00am, Wednesday, 16 May

Breakdown: 12:00pm, Thursday, 17 May

Shipping

UCD Conference Center cannot accept shipment of exhibitor materials to be held for your arrival. We suggest that you arrange shipment to your hotel.

Sponsor Program Ads

Formats accepted: Black & white, electronic formats only — tif, jpg, pdf or eps files saved at 100% of the ad size at 300dpi.

Valley Oak	Full page	7" x 9"
Blue Wild Rye	Half page	7" x 4.5"
Swainson's Hawk	Quarter page	3.25" x 4.5"
Delta Smelt	Business card*	3.25" x 2"

*Company ad, not an individual's card

EMAIL ad to Julie St. John at julieDesign@cox.net

Deadline 18 April 2012

Sponsorship Opportunities

Without the support of our generous sponsors, SERCAL would not be able to keep conference registration fees at a reasonable level for our attendees, nor would we be able to generate the operating capital necessary to keep the organization moving forward. **We greatly appreciate your support!**



\$ 3,000 Valley Oak

Recognition in all conference-related publications

Full page ad in Conference Program Book and in one issue* of our quarterly newsletter, *Ecesis*; SERCAL website publicity; Conference banner signage and special name tags for all registrants from your company

One complimentary **10' exhibit booth space** with **choices of location**

Four complimentary conference registrations

\$ 2,000 Blue Wild Rye

Recognition in all conference-related publications

Half page ad in Conference Program Book and in one issue* of our quarterly newsletter, *Ecesis*; SERCAL website publicity; Conference banner signage and special name tags for all registrants from your company

One complimentary **10' exhibit booth space** with **choices of location**

Three complimentary conference registrations



\$ 1,000 Swainson's Hawk

Recognition in all conference-related publications

Quarter page ad in Conference Program Book and in one issue* of our quarterly newsletter, *Ecesis*; SERCAL website publicity; Conference banner signage and special name tags for all registrants from your company

One complimentary **10' exhibit booth space**

Two complimentary conference registrations

\$ 500 Delta Smelt

Recognition in all conference-related publications

Business card ad in Conference Program Book and in one issue* of our quarterly newsletter, *Ecesis*; SERCAL website publicity; Conference banner signage and special name tags for all registrants from your company

One complimentary **10' exhibit booth space**

One complimentary conference registrations



\$ 200 each Student Scholarships

Recognition in all conference-related publications; SERCAL website publicity; Conference signage and special conference name tag identifying you as a student sponsor



* Conference sponsor display ads will be published in *Ecesis* beginning with the June 2012 issue and continuing through December 2012. The issue selected for your ad will be determined as space allows by newsletter editor, Julie St. John.

Questions? Contact Susan Clark, Conference Coordinator: **661.634.9228** or **smclark@lightspeed.net**

Conference Program Preview

TUESDAY 15 MAY

Full Day Field Tours

PRE-CONFERENCE RESTORATION SITE

FIELD TOURS

NAPA RIVER

PUTAH CREEK

LOWER AMERICAN RIVER & SAFCA LEVEE WORK

LIBERTY ISLAND & YOLO BYPASS

WEDNESDAY 16 MAY

Conference Day 1

◆ Includes Continental Breakfast & Buffet Lunch ◆

PLENARY SESSION

Keynote Speaker: SENATOR LOIS WOLK

Panel Discussion with DR. PETER MOYLE, UC Davis;
additional panelists pending

CONCURRENT TECHNICAL SESSIONS 1-3

EVENING SOCIAL

Appetizers & Cash Bar ◆ Sponsor & Raffle Displays

THURSDAY 17 MAY

Conference Day 2

◆ Sponsor & Raffle Displays ◆

CONCURRENT TECHNICAL SESSIONS 4-6

◆ Buffet Lunch with Raffle & SERCAL Meeting ◆

AFTERNOON POST-CONFERENCE
RESTORATION SITE FIELD TOURS

CACHE CREEK PRESERVE & RODGERS
AND CORRELL MINE RECLAMATION

KATCHATULE OXBOW

BOBCAT RANCH

RUSSELL RANCH GRASSLANDS

**Field Tours are included in your conference
registration fee: There are no additional charges!**

Technical Sessions

WEDNESDAY, MAY 16 CONCURRENT SESSIONS

1:30pm-5:00pm w.30 minute coffee break

1. DELTA RESTORATION

The Confluence of Water, Science and Politics

CHAIR Trevor Burwell, Ph.D.

Senior Ecologist/Biology Group Leader, URS Corp.

2. RIPARIAN AND WETLAND RESTORATION

Healing the Valley's Arteries

CHAIR John Zanzi

Senior Landscape Architect, H.T. Harvey & Assoc.

3. AGRICULTURAL LAND RESTORATION

Farming with Nature

CHAIR Carol Presley, P.E.

Santa Clara Valley Water District; Community
Alliance with Family Farmers, Board of Directors



THURSDAY, MAY 17 CONCURRENT SESSIONS

8:30am-12:00pm w.30 minute coffee break

4. Preserving and Restoring our Iconic FOOTHILL OAK WOODLANDS

CHAIR Ralph Vigil

Director of Habitat Management, Restoration
Resources, SERCAL Region 1 Director

5. Rescue and Restoration of VALLEY GRASSLANDS

CHAIR Andrew P. Rayburn, Ph.D.

Department of Plant Sciences, UC Davis

6. COMMUNITY-BASED RESTORATION Building and Strengthening Natural Systems and Human Communities

CHAIR Matt Yurko

Restoration Education Program Manager,
California Coastal Commission

