



7TH INTERNATIONAL
BARCODEOFLIFE
CONFERENCE | NOV 20-24 2017

**PAN-AFRICAN EDUCATION
ADVANCEMENT INITIATIVE**

In partnership with:



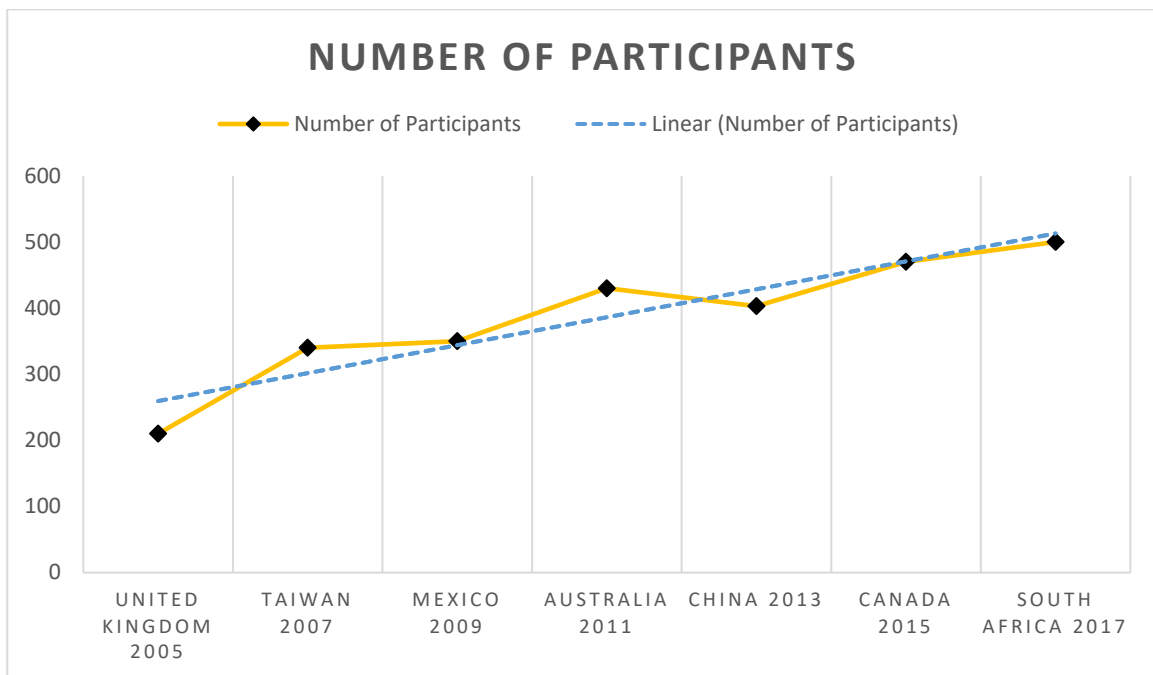
DNA barcoding is a reliable means to address issues with biodiversity, including wildlife crime, early detection of invasive alien species, herbal product authentication and climate change. The global campaign for DNA barcoding has grown rapidly over the past two decades, resulting in the generation of tens of thousands of DNA sequence data worldwide. With literally dozens of species being lost daily, the rapidity of this science has provided the means to document these species before they are lost from a region's biodiversity. This data is integral in reliably developing biodiversity protection and management schemes, with the ultimate goal of preserving the world's biodiversity.

Since 2005, the African Centre for DNA Barcoding (ACDB) has been in the forefront of the field, involved in a number of paramount initiatives including the development and validation of the *matK* gene in a standardised plant barcode. Since the develop of this in 2009, the ACDB has published over 24 000 specimen records to the Barcode of Life initiative, of which 89% are plants. The majority of these records are African stationed, where 21 countries have documented collections by the ACDB. Of these 21, 13 countries enjoy formal collaborations with the ACDB. Subsequently, the sheer number and variety of capacity building and individual training have placed the centre on the map, known across the continent as a node for DNA barcoding excellence. The ACDB was formally established in 2010 as a division of the Departments of Botany & Plant Biotechnology, and Zoology of the University of Johannesburg.

As of 2016, it was announced that this esteemed barcoding hub shall play host for the 7th International Barcode of Life Conference, which will receive over 500 delegates from countries across the globe, including but not limited to Canada, United States, Mexico, China, United Kingdom, Germany and Australia. Given that this is the first conference of its kind within African borders, we aim to establish strong African representation. This conference aims to expose, and address, the issues of the field, including ecology, climate change, biodiversity and species documentation. Furthermore, it intends to expose African scientists to the global initiative of DNA barcoding, in an attempt to increase both the skill level and recognition of Africa in the global image of biological sciences.

A priority for the African Centre for DNA Barcoding, in collaboration with the 7th iBOL conference, is to enhance pan-global African relationships through DNA barcoding initiatives. Subsequently, the travel of many African delegates will require sponsorship towards their participation in this prestigious conference. Previous sponsorship initiatives have proven not only successful but highly fruitful for African researchers and students alike. The African Centre for DNA Barcoding has demonstrated successful skill development in the past as ten African students previously or currently involved with ACDB are now well established researchers or supervisors at a number of reputable institutions, including but not limited to Harvard University. While the 7th iBOL conference will allow greater African representation, a long term goal of this initiative is to further develop African student's skills, through postgraduate courses available through the host institution of The African Centre for DNA Barcoding. Such initiatives will require long term investment from various stakeholders.

November 2017 will mark the very first International Barcode of Life conference in Africa, who is rapidly establishing a sturdy foothold in the world of DNA research and barcoding output. Over the last six conferences, the number of attendees has increased from 210 to 403. The 2017 conference will host 500 delegates, along with many accompaniments all of who are amongst the forefront of a highly innovative field from all across the globe. As a result, those attending are known entrepreneurs, academics, world-class educators, facilitators, business leaders and prominent figures.



Our Sponsorship Assurance

The conference aims to bring together hundreds of internationally influential individuals involved in biodiversity management. These gatherings have provided the ideal platform for international collaborations within a number of fields. We aim to use this platform as a means to provide lucrative sponsorship events in an attempt to increase business opportunity for both delegates and sponsors alike. Thrusting Africa into the forefront of economic and investment growth is an important goal for this conference, a goal we hope that you will share. Furthermore, we aim to further develop DNA barcoding science to better conserve African biodiversity, through the authentication of herbal medicines, investigations into water quality, invasive species management and wildlife crime.

The Organising Committee of the 7th IBOL conference encourages organisations to consider a sponsorship collaboration. Having a presence at the first African seating of this momentous gathering will allow several lucrative opportunities.

Sponsorship opportunities present partners with the following potential

- Integrating your organisation to a niche international network.
- Exposure to potential customers and business partners.
- Showcase your expertise to the conference delegation.
- Contribute to the advancement of Barcoding of Life and biodiversity management.

Sponsors Marketing Leverage and Benefit

- Press Release in prominent South African newspapers.
- E-marketing on the conference website, social media handles, LOC signatures.
- Media coverage on UJ marketing platforms such as website, social media, and Faculty social media pages, UJ FM and UJ corporate magazine.
- Brand exposure on all social events (welcome cocktail & gala dinner)
- Brand exposure through marketing alumni mix
- Opportunity to Exhibit at the conference.
- Flyer insertion on all conference bags to be given to delegates.
- Exposure on the conference programme.
- Media mentions in all Interviews.
- Prominent placement of Logo on all conference material online and printed.
- Presence through Branding & Marketing collateral (Banners, Posters, Gazebos, Sign Boards).
- Brochure placement on conference main foyer, reception and other strategic areas.

Breakdown of Costs for African Delegates

Costs for African Delegates	South African Delegates	African Delegates
	Cost in ZAR	Cost in ZAR
Conference Registration	5 000	5 000
Conference Accommodation	8 400	8 400
Shuttle Service (from OR Tambo Int. to Skukuza Rest Camp)	2 000	2 000
Flights (RSA – Domestic, African – International)	5 000	15 000
Total Cost	20 400	30 400

* Note all prices are exclusive of VAT

We thank you in advance for your consideration to support and partner with us. Our sponsorship team will be happy to discuss your requirements and prepare a bundle that will increase your company's presence.

MOKHOMATHA, LEBOHANG

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SHIBA, SANELE

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SPONSOR APPLICATION FORM

Sponsor Details			
Company/Institution Trading Name			
Company/Institution Registered Name			
Postal Address			
Physical Address			
Contact Person		Designation	
Telephone Number		E-mail address	
Mobile Number		Fax Number	
Invoice Details			
Company Name			
Vat Number		Tax Number	
Company Registration No.			
Accounts Contact Person			
Contact Number		Email address	
Address			
Stand Required			
<p>By signing this document I/we are accepting the terms of the agreement and have the authority to do so on behalf on my institution/company.</p>			
Signed		Date	