

12TH WORLD CONFERENCE ON ECOLOGICAL RESTORATION



SER
2027

Lisbon · Portugal

World Conference

PROSPECTUS

SPONSORSHIP & EXHIBITOR OPPORTUNITIES



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About SER and the World Conference

For more than 20 years, SER's biennial World Conferences have been the leading global gathering for ecological restoration. SER is proud to partner with SER Europe, the Portuguese Ecological Society, and FCIências.ID to bring the 12th World Conference on Ecological Restoration [SER2027] to Lisbon, Portugal, from 30 August to 3 September 2027.

SER2027 will welcome more than 1,500 researchers, practitioners, policymakers, Indigenous leaders, and other restoration professionals from around the world. Under the theme **Restoration in Motion: Bridging Land, Water, and People**, delegates will share new research, explore innovations in practice, advance policy and finance solutions, build collaborations, and experience the connections between restoration, culture, and place that have shaped the Iberian Peninsula for centuries.



Returning to Europe for the first time in more than a decade, SER2027 comes at a pivotal moment for restoration. The conference coincides with implementation of the EU Nature Restoration Regulation and the final years of both the UN Decade on Ecosystem Restoration and the Global Biodiversity Framework's ambitious restoration targets. As the global restoration community gathers to accelerate action and scale impact, SER2027 offers an unparalleled opportunity to engage with the people, ideas, and partnerships shaping the future of restoration worldwide.

We invite you to join us as a sponsor and partner in making SER2027 a catalyst for restoration action across the globe.



OUR MISSION

The Society for Ecological Restoration [SER] advances the science, practice, and policy of ecological restoration to sustain biodiversity, strengthen resilience in a changing climate, and foster healthy relationships between nature and culture.

CONFERENCE PARTNERS

SER is proud to partner with the SER Europe Chapter, the Portuguese Ecological Society, and FCIências.ID – Associação para a Investigação e Desenvolvimento de Ciências [FC.ID] to deliver SER2027. Together, these organizations bring deep expertise and regional leadership in ecological restoration across Portugal and Europe.

The Conference

PROGRAM

SER2027 will convene a global community of restoration leaders and practitioners through:

- Scientific sessions and panel discussions
- Pre-conference training courses and workshops
- Networking and partnership opportunities
- Cross-sector dialogue to catalyze restoration action worldwide

The program will engage stakeholders across restoration science, land stewardship, public policy, conservation, finance, engineering, and industry.

VENUE

The Lisbon Congress Centre is located along the Tagus River just minutes from the city center and within walking distance of hotels, restaurants, and cultural attractions, offering delegates an exceptional conference experience in one of Europe's most vibrant cities.

EQUITY & ACCESS

SER is committed to broad global participation through reduced registration rates for students and emerging professionals, need-based equity pricing, and the Open Doors Awards Program, which supports participation for delegates who would otherwise be unable to attend. Sponsor support directly helps expand access and strengthen global representation across the restoration community.



FIELD & CULTURAL ACTIVITIES

Delegates will have opportunities to participate in restoration-focused field trips exploring ecosystems in and around Lisbon, including coastal dunes, seagrass meadows, microforests, and agricultural landscapes. The conference will also feature cultural programming, a Welcome Reception, and Conference Celebration Dinner.



ATTENDEES

SER2027 attendees represent a broad range of disciplines and sectors, including:

- Restoration scientists and researchers
- Environmental consultants and contractors
- Government agencies and policymakers
- NGOs and multilateral organizations
- Indigenous communities and Indigenous-led initiatives
- Landscape architects, planners, and engineers
- Botanic gardens, zoos, and conservation organizations
- Students and emerging professionals





Sponsors will:

Why Sponsor SER2027?

- Demonstrate leadership in biodiversity conservation and climate resilience
- Increase your organization's visibility among international restoration professionals and decision-makers
- Connect directly with researchers, practitioners, and policymakers
- Support equitable global participation through the Open Doors Awards Program
- Help advance restoration knowledge, collaboration, and impact worldwide

Sponsorship of SER2027 supports the advancement of ecological restoration worldwide while positioning your organization among global leaders in restoration science and practice.

Conference Sponsorship Packages

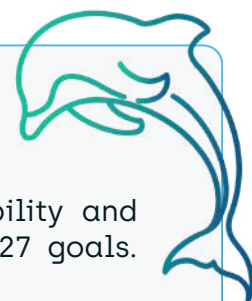
Conference Sponsorship Packages offer the greatest exposure regarding your partnership with SER2027 and commitment to SER's mission of advancing the science, practice, and policy of ecological restoration. All packages include your organization's logo placement on the conference website and in conference communications to SER's email distribution list of more than 40,000 subscribers.

ECOSYSTEM CHAMPION

This premier sponsorship level offers a tailored package of high-impact visibility and engagement opportunities designed to align with sponsor priorities and SER2027 goals. Potential benefits may include:

- Exclusive sponsorship of SER2027 plenary sessions, including livestreamed open-access broadcasts, recognition across conference communications, VIP seating, and special introductions during a selected plenary day.
- Exclusive sponsorship of the Conference Dinner, including event recognition, VIP seating, and acknowledgement during conference programming and dinner promotions.
- Sponsorship of the Welcome Reception, including naming recognition and prominent onsite signage.
- Recognition as the Awards Sponsor, including visibility in awards promotions, acknowledgment during the ceremony, and the opportunity to present an award.
- Sponsorship of the SER2027 Film Festival, including recognition during the "director's Showcase," logo placement on festival materials and trailer, and speaking opportunities during the event.

**Our highest level sponsorship can be customized according to your goals.
Contact us at sponsorship@ser.org to enquire about pricing and sponsor options.**



SPONSORSHIP LEVEL

FINANCIAL INVESTMENT



Watershed 50,000€ (\$60,000 USD)



Estuary 30,000€ (\$35,000 USD)



Mangrove 20,000€ (\$25,000 USD)



Reef Builder 12,500€ (\$15,000 USD)



Seedling 6,000€ (\$7,000 USD)

*Amounts in USD are estimates and may be subject to currency rate fluctuations.

**Sponsors for whom VAT may apply, sponsorship rates do not include 23% Portugal VAT.

Don't see a package that fits your goals?

Contact us to discuss custom sponsorship opportunities tailored to your objectives and desired conference impact.



BENEFIT	WATERSHED	ESTUARY	MANGROVE	REEF BUILDER	SEEDLING
Investment (Euros)	50,000€	30,000€	20,000€	12,500€	6,000€
REGISTRATIONS & ACCESS					
Complimentary registrations (incl. dinner)	6	4	3	2	1
CONTENT & THOUGHT LEADERSHIP					
Sponsored session or workshop	X	X	X		
Featured article in SER communications (content provided by sponsor)	X	X			
Feature in daily email newsletter (content provided by sponsor)	X	X			
Social media spotlight post	X	X	X	X	
BRANDING & VISIBILITY					
Company logo on website, signage, etc.	X	X	X	X	X
Exhibit booth (3 x 3 m)	1+ priority location	1	1		
Digital Program Book advertisement	Full page premium position	Full page	Half Page	Quarter Page	Logo
Feature in attendee newsletters (content provided by sponsor)	X	X			
Mobile app push notifications	3	2	1		
Mobile app banner ads	X	X	X		
Mobile app logo recognition	X	X	X	X	X
PHYSICAL SPONSORSHIPS					
Branded conference lanyards	X				
Registration area sponsor - logo on registration structure		X			
Film Festival support			X		
ENGAGEMENT & LEAD GENERATION					
Choice of one Pre or Post-conference opt-in attendee email	X	X			
Sponsorship of one event: Opening Reception, Conference Celebration Dinner, Awards	1 choice	1 choice			
MISSION ALIGNMENT					
Open Doors Award - 15% of every sponsorship goes to Open Doors fund	7,500€	4,500€	3,000€	1,875€	
Recognition in SER Annual Report	X	X	X	X	X

Essential Conference Sponsorships

Support the services and experiences that help SER2027 run smoothly and enhance the delegate experience. These high-visibility opportunities connect your organization with key touchpoints throughout the conference while demonstrating your commitment to a successful and accessible global event.

OPPORTUNITY	INVESTMENT	KEY BENEFITS
 Lunch Break Sponsor	→ 20,000€ or \$25,000 USD	→ Dedicated lunch sponsor signage at one lunch during the conference
 Coffee Break Sponsor	→ 15,000€ or \$17,500 USD	→ Recognition at morning or afternoon breaks during the conference with branded signage at drink and food tables
 Conference WiFi Sponsor	→ 15,000€ or \$17,500 USD	→ Custom wifi password that promotes your organization
 Mobile App Sponsor	→ 12,000€ or \$14,000 USD	→ Includes a static banner ad on the home page of the app each time a conference delegate brings up the app
 Charging Lounge Sponsor	→ 8,000€ or \$9,500 USD	→ Benefits include your logo on the charging station and lounge signage
 Mobile App Push Notification <i>Only available to conference sponsors and exhibitors</i>	→ 1,000€ or \$1,200 USD each	→ Brief message or announcement to all registered attendees. Limited to 1000 characters. An image may be included.



LUNCH BREAK SPONSOR

20,000€ OR \$25,000 USD

Dedicated lunch sponsor signage at one lunch during the conference. Lunch will be provided at the conference Tuesday through Friday for all conference delegates.



COFFEE BREAK SPONSOR

15,000€ OR \$17,500 USD

Recognition at morning or afternoon breaks during the conference with branded signage at drink and food tables. Breaks will be provided at the conference Tuesday through Friday for all conference delegates.



CONFERENCE WIFI SPONSOR

12,000€ OR \$14,000 USD

All conference delegates will log into the conference Wifi named after the sponsoring organization with a custom Wifi password.



MOBILE APP SPONSOR

12,000€ OR \$14,000 USD

Sponsorship of the conference mobile app will include a static banner ad on the home page of the app each time a conference delegate brings up the app.



CHARGING LOUNGE SPONSOR

8,000€ OR \$9,500 USD

Help participants power up their smart phones, laptops and other devices while relaxing in the charging lounge. Benefits include your logo on the charging station and lounge signage.

MOBILE APP PUSH NOTIFICATION

1,000€ OR \$1,200 USD

**Only available to conference sponsors and exhibitors.*

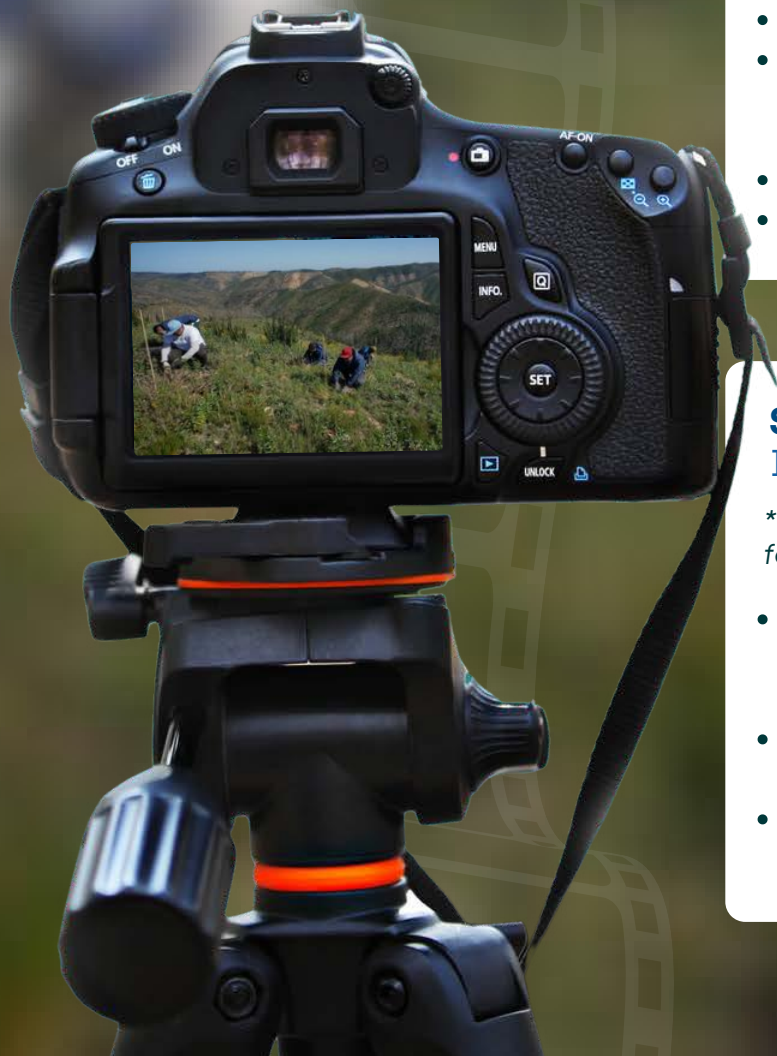
Put a brief message or announcement in front of all conference attendees via the SER2027 mobile app. Limited to 1000 characters. An image may also be included.



Don't see a sponsorship option that fits your goals?

Contact us at sponsorship@ser.org to explore customized sponsorship opportunities.

Tailored Film Festival Opportunities



Director's Showcase Sponsor

5,000€ or \$6,000 USD

- Sponsor of the evening event "Director's Showcase"
- Large logo on program and 2027 trailer
- Slide of logo or a company video to play pre-screening of "Director's Showcase" and/or between films in the daily screening room
- A "Word from our Sponsor" speaking opportunity at the "Director's Showcase"
- Full page ad in the film festival program

People's Choice Sponsor

2,500€ or \$3,000 USD

- Small logo on program and 2027 trailer.
- Slide of logo pre-screening of "Director's Showcase" and/or between films in the daily screening room
- People's Choice award sponsor
- Half page ad in the film festival program

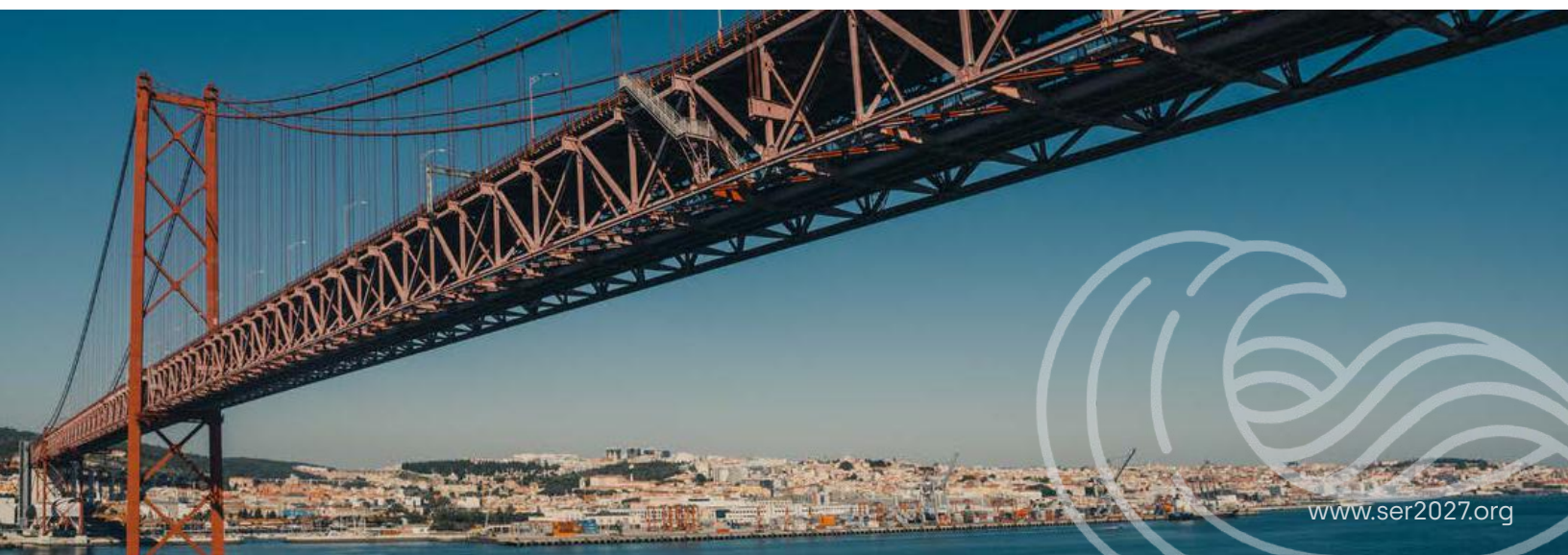
Screening Room Sponsor In-Kind

**Examples such as providing vouchers or merchandise for door prizes at the "Director's Showcase" event*

- Advertisement pre-screening of "Director's Showcase" and/or between films in the daily screening room
- Product description when drawing the lucky door prize
- Quarter page ad in the film festival program

Targeted Sponsorship Opportunities

OPPORTUNITY	INVESTMENT	KEY BENEFITS
 Career Fair Sponsor	→ 20,000€ or \$25,000 USD →	Logo on website, in promotional emails, and in signage for event
 Poster Session Networking	→ 15,000€ or \$17,500 USD →	Branding on event signage; logo in app and program book
 Student & Emerging Professionals Sponsor	→ 6,000€ or \$7,000 USD →	Logo on marketing; special intro at student event; monetary stipend to award winners
 Wellness Room	→ 5,000€ or \$6,000 USD →	Branding on signage; logo in app; dedicated thank-you blog post
 Make a Difference Day [restoration event]	→ 4,300€ or \$5,000 USD →	Logo on website and program book; opportunity for custom options the day of the event
 Open Doors Catalyst	→ From 4,300€ or \$5,000 USD →	Special recognition in conference materials and at VIP meet and greet
 Side Event	→ 4,300€ or \$5,000 USD →	Logo on website, program book and app; meeting room + basic AV provided
 Conference Field Trip [per trip]	→ 2,500€ or \$3,000 USD →	Logo on trip page, program book; 2 complimentary field trip passes
 Nature or Cultural Events	→ Custom →	Support for local artists, musicians, cultural experiences, etc.



CAREER FAIR SPONSOR



20,000€ OR \$25,000 USD

Position your organization at the forefront of restoration career development by sponsoring the SER2027 Career Fair. This high-visibility opportunity connects your brand with students, emerging professionals, and experienced practitioners seeking new career pathways and professional connections. As the exclusive Career Fair Sponsor, your organization will receive prominent logo recognition on the conference website and in promotional emails, onsite signage, and other communications related to the event.

POSTER SESSION NETWORKING



15,000€ OR \$17,500 USD

Support one of SER2027's most engaging networking events, where poster presenters and attendees connect, exchange ideas, and discuss emerging restoration research and practice. Benefits include:

- Branding on event signage
- Logo recognition on the conference website, mobile app, and official program
- Recognition in promotional emails and marketing materials related to the event

STUDENTS & EMERGING PROFESSIONALS SPONSOR



6,000€ OR \$7,000 USD

Support the next generation of restoration leaders through SER2027's student and emerging professional programming, including networking activities and presentation awards, as well as sponsoring the SER2027 Student Presentation and Poster Award Winners. Benefits include:

- Logo recognition on promotional materials for student and emerging professional activities
- Recognition and special acknowledgment during the Student and Emerging Professional Event
- Exclusive branding on event-related signage





WELLNESS ROOM



5,000€ OR \$6,000 USD

Align your organization with promoting human health and well being by providing conference delegates a dedicated space to escape the busy conference schedule. Benefits include:

- Thank you signage in the wellness room
- Sponsor receives a dedicated "thank you" blog post with logo recognition in [1] conference-related communication.

MAKE A DIFFERENCE DAY



4,300€ OR \$5,000 USD

Involvement in a local restoration project. Benefits include logo recognition associated with the event on the conference website, Conference Program Book, mobile app and related marketing promotional pieces.

OPEN DOORS CATALYST



**CREATE YOUR OWN CUSTOM PACKAGE,
STARTS AT 4,300€ OR \$5,000 USD**

Your support allows us to provide need-based travel support and a registration waiver to delegates from around the world. Open Doors Awards help eliminate the cost barrier of participating in SER programs; facilitate opportunities for learning across geographies, areas of expertise, and culture; create new communities of practice; ensure we deliver a high-quality program; and, enhance networking across the field of ecological restoration. All SER2027 Open Doors Catalysts receive special recognition in select conference marketing materials and special recognition at the VIP meet and greet.



SIDE EVENTS

4,300€ OR \$5,000 USD

Side events are intended to provide additional opportunities for registered conference delegates to collaborate and share knowledge around a specific topic, challenge, or resource. They can also be used to provide a launchpad to showcase a new product, report, or important opportunity to the ecological restoration community. A meeting room in the conference facility and basic audio visual equipment will be provided. Any catering for the side event will be at an additional cost for the side event organizer.



CONFERENCE FIELD TRIP



2,500€ OR \$3,000 USD/ FIELD TRIP OR CREATE YOUR OWN CUSTOM PACKAGE FOR EXCLUSIVE RECOGNITION

Conference field trips are a great way to experience the region and see some of the great restoration projects that are taking place first hand. Our field trips are all restoration focused and provide a lot of great information about the area.

- Logo recognition on the field trip page of the conference website, Conference Program book, and related marketing materials.
- Logo on all field trip tickets given to attendees
- 2 complimentary field trip tickets for staff to attend the chosen sponsored field trip (alternatives can be discussed for multi-day field trips)

NATURE & CULTURAL OPPORTUNITIES



Help bring the spirit of Lisbon and the region into SER2027 by supporting cultural and artistic experiences throughout the conference. Opportunities may include performances, installations, local artists, musicians, or other culturally grounded programming that enriches the delegate experience and reflects the connections between ecology, culture, and place.

Custom opportunities are available and can be tailored in collaboration with SER.

**Amounts in USD are estimates and subject to currency rate fluctuations.*

***Sponsors for whom VAT may apply, sponsorship rates do not include 23% Portugal VAT.*



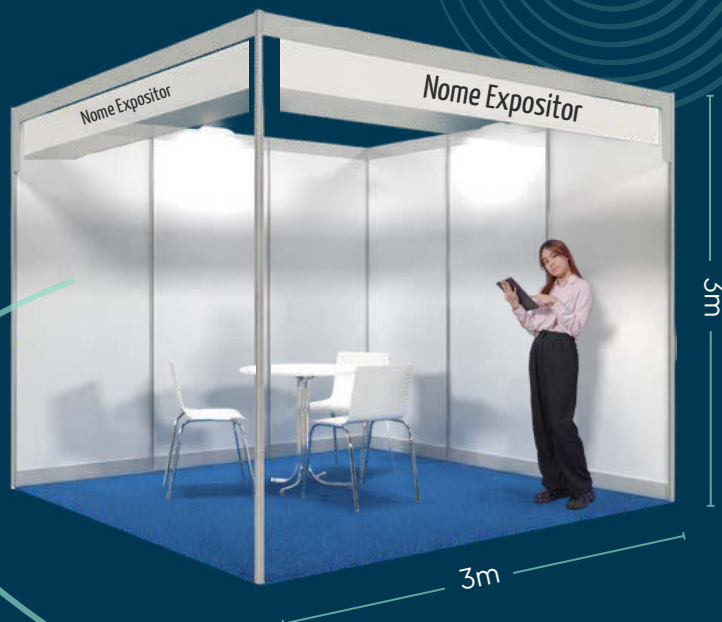
Exhibit Opportunities

EXHIBIT BOOTH

3,000€ OR \$3,500 USD

**SER Business Members receive a 10% discount on exhibit booth cost*

Exhibitors showcase support of ecological restoration front and center to the conference delegates. Your organization will have the opportunity to make direct connections with expert and emerging professionals who are engaged in the science and practice of ecological restoration of degraded habitats around the world.



Booths include:

- 2.5m high white laminated back and side walls
- (1) white round table (80cm diameter)
- (2) white chairs
- 9 sqm carpet (grey standard; other color choices available)
- (2) spotlights (50W)
- electrical connection up to 10kW
- (1) waste basket
- exhibitor identification sign (up to 20 characters)

Exhibitors receive:

- 1 complimentary full conference registration for each booth purchased
- Second booth representative at the early bird rate
- Listing and logo on the conference website
- Listing and logo in the conference program
- Lead generation through the conference app
- Participation in the Exhibitor Passport plan, driving traffic to your booth

Additional custom booth design options are available for an additional cost.

Anticipated exhibitor hours:

Sunday, 29 August	Setup hours available
Monday, 30 August	Setup hours available 08:00 - 16:00
Tuesday, 31 August	10:00 - 17:00
Wednesday, 1 September	10:00 - 17:00
Thursday, 2 September	10:00 - 17:00
Thursday, 2 September	10:00 - 17:00 (after 17:00 - move out)
Friday, 3 September	Career Fair

Exhibitor Add-Ons



EXHIBITOR DEMONSTRATIONS

1,000€ OR \$1,200 USD - LIMITED AVAILABILITY!

Exhibitors are invited to showcase their products, programs, and services through a brief presentation held in a dedicated room adjacent to the exhibit hall. Each exhibiting company may reserve one 30-minute presentation slot, followed by a 15-minute Q&A session.

SER will provide theater-style seating, podium, microphone, LCD projector, and projection screen. Presenters must provide their own laptop. Sessions will be promoted through the conference mobile app and official program.

NEW

UNIVERSITY & CAREER FAIR

500€ OR \$650 USD

Promote open positions, internships, and graduate programs at our one day career fair scheduled for Friday, 3 September. The event will include:

- 1:1 opportunities to meet with prospective employees and graduate students
- Table and chairs provided for networking and interviews

IN-KIND SUPPORTER

SER2027 will offer recognition to organizations that provide in-kind support for the development and delivery of the conference. Contact us for more information.

Ready to partner with SER2027?

Contact sponsorship@ser.org.

We are happy to customize a package that fits your goals and budget.

www.ser2027.org



**SER
2027**

Lisbon · Portugal

