



AN OCEAN OF CHANGE

Join Canada's Commitment
to Save the Global Ocean

#ProtectBlueNature



Life began in water.
Our world depends on water.
Water connects us all to the ocean.

Life on this earth is threatened by the connected crises of climate change and biodiversity loss. More than half of the world's oxygen comes from the ocean, yet more than 80% of our ocean ecology is stressed, damaged or destroyed. Saving the global ocean is the frontline battle to save our planet.

The good news is that conservation works. Marine protected areas, the “lifeboats of biodiversity”, can be created to set the ocean on a course for recovery.

Sounding the call for bold and concerted action by the public and private sector, the United Nations declared 2021–2030 as ‘**Ocean Decade**’.



One Ocean. All Nations.

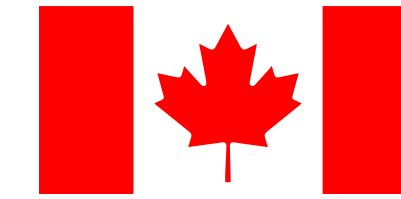
Canada is a leader in the global effort to protect 30% of the world ocean by 2030. The 2021 federal budget committed more than \$2 billion for the immediate expansion of marine conservation and the development of a Blue Economy Strategy.

Achieving net zero by 2050 is possible if a healthy ocean, forests and farmlands can draw down and store large amounts of carbon from the atmosphere.

A sustainable and equitable global ecosystem needs healthy seas and strong protected areas.

Now it's up to leaders and citizens around the world to fulfill their promises for the good of the planet and humanity.





Canada's One Ocean Commitment: IMPAC 5

“Canada’s – and indeed the world’s – future depends on having healthy oceans with significant areas protecting marine ecosystems. As hosts, we look forward to welcoming the international community to Vancouver for IMPAC5 in February 2023, and working with international experts, Indigenous peoples, youth, scientists and others to share expertise and knowledge. By working collaboratively, we can protect 25 per cent of the global ocean by 2025 and 30 per cent by 2030. Healthy oceans support community wellbeing, now and for the generations to come.”

The Honourable Joyce Murray, Minister of Fisheries, Oceans and the Canadian Coast Guard





Canada's One Ocean Commitment: IMPAC 5



In February 2023, Canada will welcome the world to Vancouver.

IMPAC5: the Fifth International Marine Protected Areas Congress will be the largest gathering of the world's leading ocean conservation professionals and a watershed opportunity to advance ocean protection in Canada and across the planet.

Experts from more than 80 countries will share and develop best practices in marine conservation. At the culmination of the Congress, a high-level, invitation-only **Leadership Forum**, will begin charting a course to protect 30% of the global ocean.

“In western James Bay and southern Hudson Bay, we have the third largest wetland on the planet, one of the richest carbon storehouses. Our dialogue with Parks Canada to advance marine conservation is making a huge contribution to Canada's ability to meet ‘30 by 30’ conservation goals and set a global example.”

LAWRENCE MARTIN, MANAGER,
MUSHKEGOWUK MARINE REGION

Vancouver Convention
Centre (VCC)
February 3 – 9, 2023



Join us in Welcoming the World to Vancouver

The global community is coming together at this watershed Congress to exchange ideas, innovations, and inspirations focused into five themes:

- Building a global marine protected areas (MPA) network
- Advancing conservation in the blue economy
- Actively managing marine protected areas and human activity
- Conserving biodiversity and addressing the climate crisis
- Connecting ocean, culture and human well-being

These five themes will be informed by three cross-cutting streams:

- Indigenous Peoples Leadership
- The Voice of Young Professionals
- Innovation and Transformational Change





IMPAC5 at a Glance. The IMPAC5 Congress has four components:

Conference 3-8 February 2023

More than 400 presentations from 70+ countries and every continent, featuring some of the world's most influential ocean protectors, Indigenous peoples and emerging young global leaders. Keynotes, plenaries, panels, speed talks, e-posters and more; the beating heart of IMPAC5.

The outcomes from the Congress will help contribute to meeting the United Nations Sustainable Development goals focused on responsible consumption, climate action, life below the water, and partnerships.

Visit www.IMPAC5.ca/congress-details

Ocean Expo 4-8 February 2023

The agora of the seas: the **IMPAC5** exhibit area, open exclusively to Congress registrants, will feature countries, corporations, innovators and explorers sharing their ocean conservation innovations, accomplishments, capabilities and ambitions. The hall will have sectors for business-to-business, NGOs, governments and more. Anchor pavilions by Indigenous peoples, young professionals, Canada and others will feature innovations to solve ocean issues and their own programming streams. The mainstage program will have time slots available for exhibitor presentations and cultural performances.

Visit www.IMPAC5.ca/congress-details



IMPAC5 at a Glance.

Ocean Festival 3-5 February 2023

Beginning on World Ocean Day 2022 and stretching to the close of **IMPAC5** in 2023, Canada is experiencing unprecedented waves of ocean celebrations, learning events and community activations led by the IMPAC5 Secretariat, the Canadian Parks and Wilderness Society and the Canadian Ocean Literacy Coalition with dozens of other partners.

This pan-Canadian series of public events and programs, will culminate in Vancouver with the IMPAC5 Ocean Festival. Musicians, artists, film-makers, schools, universities, Indigenous communities, civil society and people of all ages and backgrounds will rally to raise ocean awareness and reverse the global ocean crisis.

Visit www.IMPAC5.ca/congress-details

Leadership Forum 8-9 February 2023

IMPAC5 will conclude with an international Leadership Forum. Ministers from invited governments will join leaders of Indigenous, environmental, philanthropic, educational and private sector organizations to hear the results of the Congress, address key issues, and affirm commitments to ocean protection. Working together, they will build global momentum and begin charting a course to protect 30 percent of the world's oceans by 2030.

Visit www.IMPAC5.ca/congress-details



The Congress in Numbers.

7 DAYS

5
PROGRAM THEMES

MILLIONS
OF MEDIA
IMPRESSIONS

400+
PRESENTATIONS

1000s
OF PARTICIPANTS

3
PROGRAM STREAMS

80+
COUNTRIES
REPRESENTED

GLOBAL
INTERACTIVE
VIRTUAL PRESENCE



Diverse and Influential Participants

Global Leaders and Influencers

Government ministers, Indigenous and civil society leaders, heads of national and international organizations and corporations and exceptional Young Professionals

Essential Stakeholders

Businesses, Indigenous peoples, youth and young professionals, ocean communities

Leading Experts

Academic and government leaders and scientists, civil society experts

Influential Organizations

National and sub-national governments and their agencies, NGOs, Indigenous peoples' organizations and philanthropic foundations

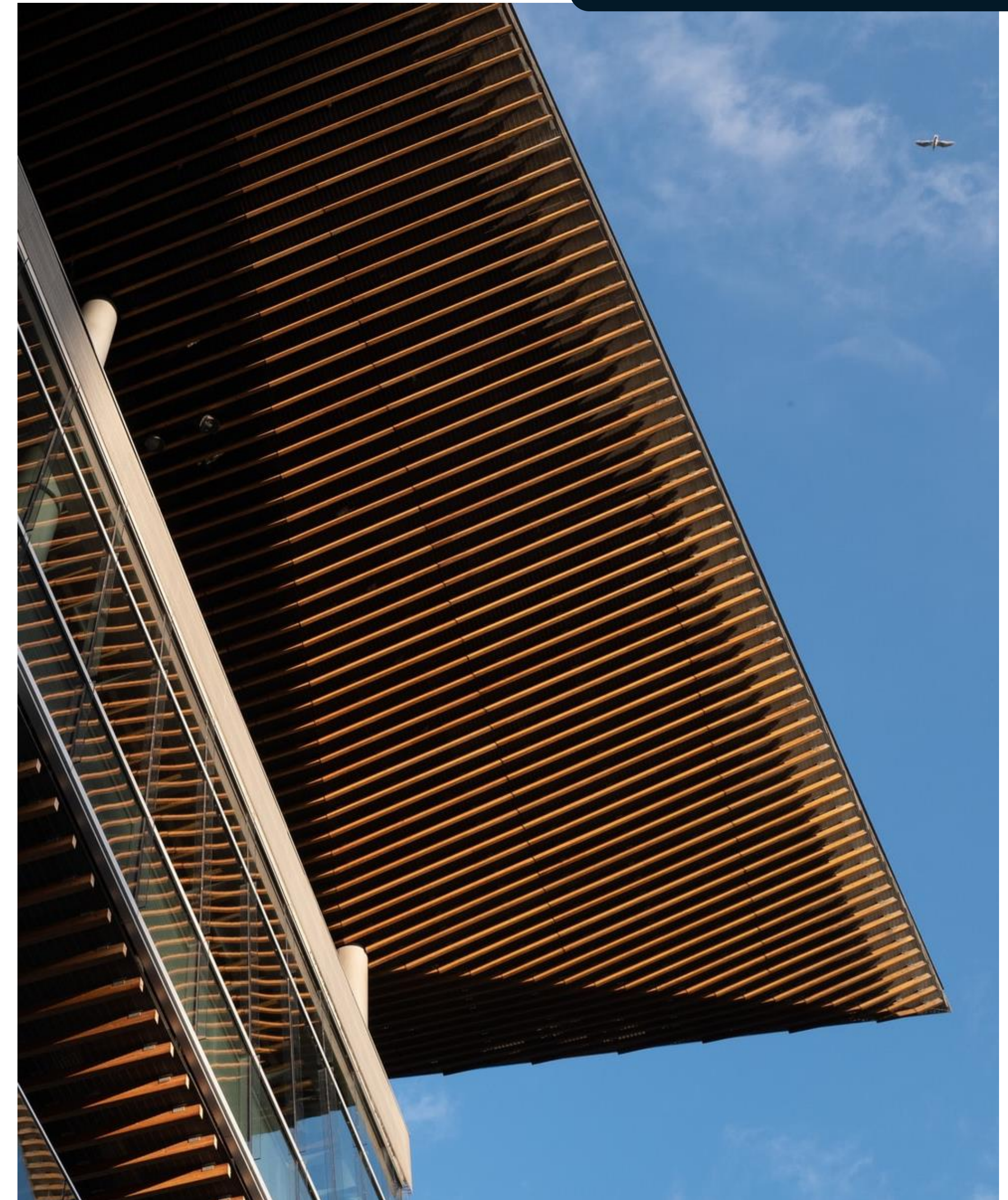




The Vancouver Convention Centre.

The Vancouver Convention Centre (VCC) is a world leader in sustainability practices and has been designated a double LEED Platinum venue by using the latest green technologies and adopting green operating practices to be as environmentally sustainable as possible. The West building has a six-acre living roof - the largest in Canada and the largest non-industrial living roof in North America.

Visit www.impact5.ca/congress-details/explore-the-congress/venue/vancouverconvention-centre

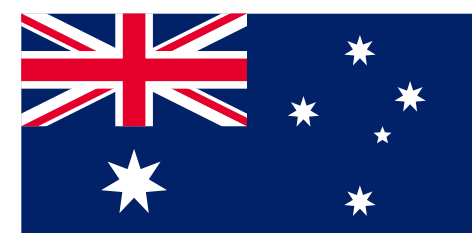




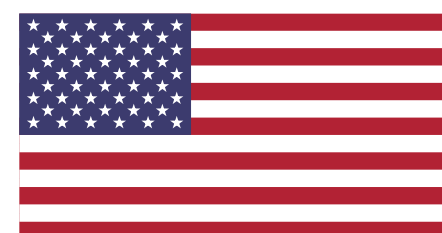
Previous IMPAC Congresses

International Marine Protected Areas Congresses (IMPACs) are an opportunity for the global community of marine conservation professionals, leaders and decision-makers to exchange knowledge, experience and best practices to strengthen the conservation of marine biodiversity and protect the natural and cultural heritage of the ocean.

Since 2005, four IMPAC events have taken place in the following locations:



IMPAC1
Geelong, Australia (2005)



IMPAC2
Washington, D.C., United States of America (2009)



IMPAC3
Marseille, France (2013)



IMPAC4
La Serena-Coquimbo, Chile (2017)

IMPAC4 in Chile brought together more than 1,000 participants from 80 countries around the world.

IMPAC congresses are a collaborative effort between the International Union for the Conservation of Nature (IUCN) and the chosen host country.



Become a Sponsor

By becoming a Congress Sponsor, organizations can play a vital role in helping to address the crisis of the declining health of the global ocean.

Thousands of professionals and hundreds of organizations use IMPAC Congresses to advance their work in ocean protection, whether by sharing and learning about the latest developments in science and policy, by forming new partnerships to amplify their impact, or by building consensus for addressing some of the most pressing challenges facing life on earth today.

Let's work together!

We are here to work with you and your organization to create the perfect sponsorship experience to advance ocean protection and your organization's goals.

Contact us to find out more...

Governments and Civil Society:

Sabine Jessen

She/Her | Elle

Executive Director, International Engagement and Communications | Directrice exécutive, Mobilisations et communications internationales

IMPAC5 Secretariat | Secrétariat IMPAC5

Sabine.Jessen@dfo-mpo.gc.ca

+1 343-548-6623

Private Sector:

Miquel Serrano-Martin

He/Him | Il/Lui | El/Él

Strategic Partnerships Manager

IMPAC5 Secretariat | Secrétariat IMPAC5

miquel.serranomartin@wearemci.com

+1 (647) 966-8898





IMPAC 5

Congress & Festival Sponsorship Opportunities



Congress Opening and Closing
Celebrations



IMPAC5 Break, Luncheon
or Reception Host



Ocean Festival Title and
venue/performance elements



Branded areas within the VCC



Custom Promotions



Expo Premium Exhibitor Booth



IMPAC5 Sponsor Spotlight
Themed Session



IMPAC5 Sponsor Showcase on App and
in Congress online media channels



VIP Access to Events



Employee Programs



Livestream of Congress and Festival
Events



...and so much more!

Vancouver Convention
Centre (VCC)
February 2023



Sponsorship Packages

Select

Select a sponsorship or investment opportunity and review the full list of entitlements.

Book Now

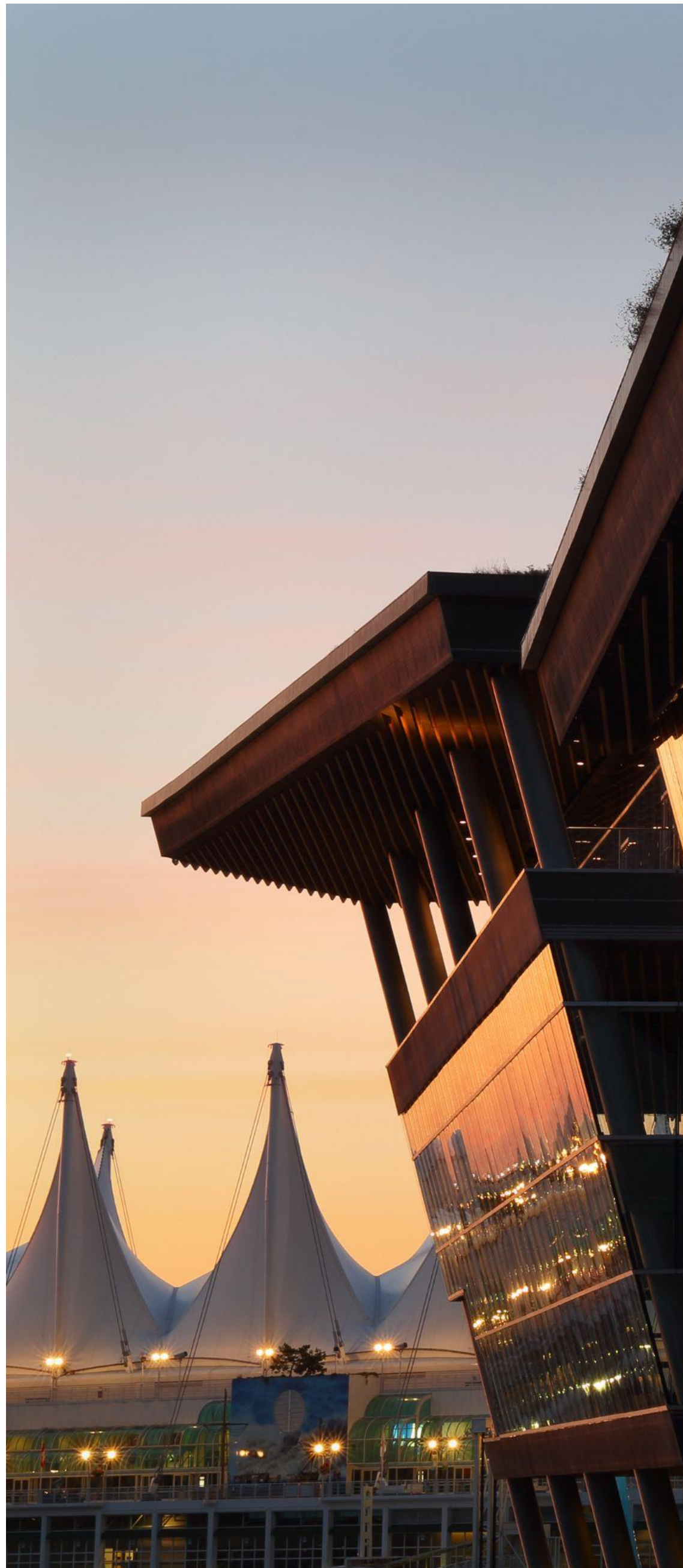
Secure your investment now by emailing the partnership team. Priorities will be given based on investment level and date of commitment.

Customize

To suggest or request amendments and/or unique activations please contact us.

Confirmation of Sponsorship

A sponsor and/or exhibitor package is confirmed upon execution of the support and/or exhibit agreement and upon receipt of the full pre-payment amount.





Sponsorship Packages

	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER	FRIEND
Benefits	≥CAD 100,000	≥CAD 75,000	≥CAD 50,000	≥CAD 25,000	≥CAD 15,000	≥CAD 5,000
Acknowledgement on all communications*	★					
Sponsor's representative participation in Leadership Forum sessions (restricted to top executives)	★	★				
Logo on website	Top tier	2 nd tier	3 rd tier	4 th tier	5 th Tier	6 th Tier
Dedicated Page on website	★					
Exhibit space (sq. ft)	400	300	200	100	Separate fee	Separate fee
Acknowledgment on Congress materials	All	All	Selected	Selected	Website, App & sponsor reel only	Website, App & sponsor reel only
Registrations	8	6	4	3	2	1
Logo on report	Top tier	2 nd tier	3 rd tier	4 th tier	Name only	Name only
Logo on post congress comms	★	★	Name only	Name only	Name only	Name only
Logo on post congress newsletter	★	★	Name only	Name only	Name only	Name only

* Proportionate announcement and ongoing recognition in Congress media: website, social media, app, newsletter, sponsor recognition video reel running at Congress

Sponsorship Packages

	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER	FRIEND
Benefits	≥CAD 100,000	≥CAD 75,000	≥CAD 50,000	≥CAD 25,000	≥CAD 15,000	≥CAD 5,000
Right to use IMPAC5 logo (with sponsor level) in own communications	★	★	★	★	Supporter of IMPAC5 symbol only	Friend of IMPAC5 symbol only
Acknowledgement in opening speech	★	★	★			
Logo on Delegate badges	★	★				
Right to use official pictures from event	★	★	★	★		
Lunch host with 20' presentation	★					
Networking Social Host with 10' presentation	★	★				
Right to place graphics inside Convention Centre	★	★	★	★		
Access to opted-in Delegate email list	★	★				
Private meeting room onsite	Large	Medium	Small	Compact		
Post-Event Data Report	★	★	★	★		



Be a part of the Ocean Expo

4-8 February 2023
Vancouver Convention Centre
Exhibition Level

The **IMPAC5** exhibit area will feature countries, corporations, innovators and explorers sharing their ocean conservation accomplishments, capabilities and ambitions. Anchor pavilions by Indigenous peoples, young professionals and others will feature their own programming streams and share a main stage with presenters and performers from across the country and around the world.

Daily lunches, networking socials and a planned closing celebration will all occur in this area, ensuring that exhibitors enjoy sustained and complete exposure to all Congress delegates.





Ocean Expo Details

Space is sold raw. Exhibit space: CAD 19.50/sq. ft

Ocean Expo Exhibitor Starter Bundle CAD 2,295

This special value bundle includes the following:

- 10' x 10' booth = 100 square feet of exhibit space
- 8' high drapery back wall
- 3' high drapery side walls
- 1 active electrical outlet
- 1 Exhibitor Registration (\$450 value: Includes access to Expo area, 5 lunches and 10 coffee/nutrition breaks *plus* Gala Opening Reception February 3).

Ocean Expo Exhibitor Registration CAD 450

- Includes access to Expo area, 5 lunches and 10 coffee/nutrition breaks *plus* Gala Opening Reception on February 3

Volume discounts:

- 10% on 500 sq. ft. or more
- 20% on 1,000 sq. ft. or more

Volume discounts are applicable on top of the origin discounts below.

Discounts for Exhibitors from:

- Not-for-profit Organizations: 20%
- Low and Middle-Income Countries: 30%
- Indigenous organizations: 40%

[Click here to reserve exhibit space at the Ocean Expo, 4-8 February 2023!](#)

Additional fit-out and services can be ordered closer to the conference. Once the booth packages have been purchased, our team at IMPAC-Info@mci-group.com will reach out with further details.

Ocean Expo Booking Deadline: 6 January 2023

Late bookings may be available but incur at least 30% rush charges.





Ocean Expo Terms & Conditions

Important Notes

- All pricing is in Canadian Dollars
- All exhibitor activities will be adapted for virtual and/or in-person delivery as required in accordance with public health regulations
- As we receive space requests, the floor plan will be developed and details will be shared
- Applicable taxes will be included in invoices

Confirmation of Participation in the Ocean Expo

- Your participation is confirmed upon execution of an exhibitor agreement
- Upon execution of the agreement, an invoice payable within 30 days upon receipt will be issued

Cancellation Policy

- Cancellations must be submitted in writing to miquel.serranomartin@wearemci.com
- Cancellations received before 5:00 PM PST on January 9, 2023, will be entitled to a 50% refund of their total support or exhibit package.
- Cancellations received after 5:00 PM PST on January 9, 2023, are non-refundable and non-transferable.
- All cancellations are subject to a \$250 CAD administration fee.

For More Ocean Expo Information

For more information, or if you are looking for a customized exhibitor option, please contact us to discuss.

<https://www.impact5.ca/contact-us/>

IMPAC5 — Fifth International Marine Protected Areas Congress

<https://www.impact5.ca/>





Blue Nature is Our Greener Future

As **IMPAC5** host, Canada aims to cement its reputation as a global leader in ocean conservation and marine protection.

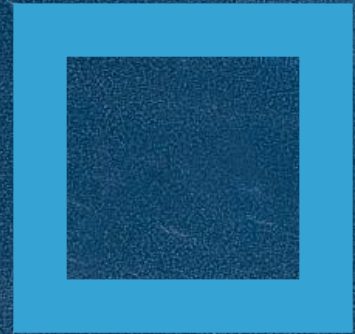
The **Congress and Festival** will embody the best in sustainable practice: all communications will be digital, and renewable energy will fuel live events.

Ocean health is one of the most pressing challenges facing humanity today.

“Join us in Vancouver, where together we will take a stand to protect the ocean.”



SABINE JESSEN,
EXECUTIVE DIRECTOR, INTERNATIONAL
ENGAGEMENT AND COMMUNICATIONS,
IMPAC5 SECRETARIAT,
FISHERIES AND OCEANS CANADA



Contact Us to Learn More!



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