

SPONSORSHIP PROPOSAL

XXXVIII
International
Ethological
Congress



BEHAVIOUR

2025.



25-30 August 2025
Kolkata, India

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Executive Summary

Behaviour 2025, the XXXVIII International Ethological Congress, stands as a leading global forum dedicated to advancing the understanding of animal behavior and its profound influence on ecosystems and society. Returning to India for only the second time in its illustrious history, this prestigious event will bring together an esteemed gathering of researchers, academicians, and industry pioneers to share insights, foster interdisciplinary collaboration, and drive transformative solutions.

For sponsors, Behaviour 2025 offers an unparalleled platform to align your brand with scientific excellence and societal progress. With a diverse global audience of thought leaders, educators, and emerging innovators, this congress provides unmatched visibility and engagement opportunities.

Why Sponsor Behaviour 2025?

- Enhance Brand Prestige: Associate your organization with a world-renowned academic forum.
- Expand Influence: Build connections with key stakeholders in academia, research, and education.
- Showcase Leadership: Highlight your commitment to advancing knowledge, sustainability, and innovation.

Our flexible sponsorship packages are designed to meet your specific goals, offering opportunities to maximize your impact and achieve strategic alignment.

Invest in thought leadership, global engagement, and innovation at Behaviour 2025.



About the Event

The XXXVIII International Ethological Congress, Behaviour 2025, is a prestigious international gathering that celebrates the vibrant field of animal behaviour. Set against the backdrop of Kolkata, India, the event attracts not only leading scientists and academics but also journalists, nature photographers, NGOs, policymakers and start-ups committed to wildlife conservation, education, and sustainability. With attendees from over 80 countries, this conference is a melting pot of ideas, innovations, and collaborations.

The event features diverse offerings, including groundbreaking research presentations, panel discussions, and exhibitions, while fostering connections across academia, media, and industry.

By showcasing India's rich biodiversity and its growing prominence in behavioural science, Behaviour 2025 is a pivotal event for amplifying global conversations about animals, plants, their behaviour, and their conservation.



International Advisory Committee

Raghavendra Gadagkar

Chair, Indian Institute of Science

Anindita Bhadra

Secretary, IISER Kolkata

Barbara König

University of Zurich

Michael Taborsky

University of Bern

Vivek Nityananda

Newcastle University

Ludwig Huber

University of Vienna

Local Organizing Committee

Anindita Bhadra, IISER Kolkata

Ratna Ghosal, Ahmedabad University

Sumana Annagiri, IISER Kolkata

N.G. Prasad, IISER Mohali

Anuradha Bhat, IISER Kolkata

Nandini Rajamani, IISER Tirupathi

Manjari Jain, IISER Mohali

Manabi Paul, University of Calcutta

TNC Vidya, JNCASR

Tanvi Deora, Shiv Nadar University

Raghav Rajan, IISER Pune

Imroze Khan, Ashoka University

Bodhisatta Nandy, IISER Berhampur

Divya Uma, Azim Premji University

Kavita Isavaran, IISc

Guha Dharmarajan, Krea University

Vinita Gowda, IISER Bhopal

Geetanjali Mishra, University of Lucknow

Vishwesh Guttal, IISc

Shivani Jadeja, Krea University

LS Shasidhara, NCBS



Speakers

We are proud to present an exceptional lineup of invited speakers from around the globe, each a distinguished expert in their respective fields of animal behaviour. These speakers have been thoughtfully selected to highlight diverse insights in the field of animal behaviour and uphold principles of diversity, equity, and inclusion, ensuring a rich and multifaceted exchange of ideas.

Keynote



Susan C. Alberts
Duke University
USA

Public talk



Mewa Singh
University of Mysore
India

Plenary



Gene E. Robinson
Carl R. Woese Institute for
Genomic Biology, USA



Patrícia Izar
University of São Paulo
Brazil



Toshitaka Suzuki
University of Tokyo
Japan



Sam Ellis
University of Exeter
UK



Rohini Balakrishnan
Indian Institute of Science
India



Biswa Bangla Convention Center

The Biswa Bangla Convention Centre in Kolkata is a landmark destination for hosting world-class events. Renowned as one of the largest and most technologically advanced convention centers in South Asia, it boasts cutting-edge facilities, including expansive auditoriums, breakout rooms, exhibition halls, and seamless digital connectivity. Nestled in the heart of New Town, this iconic venue offers an elegant blend of modern architecture and functionality, creating the perfect backdrop for an international conference. Its strategic location, close to the airport and well-connected to the city, ensures accessibility for both domestic and international delegates. For sponsors, the venue provides premium opportunities for visibility, with dedicated exhibition spaces, branding avenues, and engagement with a global audience in a setting that reflects prestige and excellence.

Why Sponsor Us?

Sponsoring Behaviour 2025 is more than an opportunity—it's your gateway to being part of a global movement that unites science, conservation, and innovation. This isn't just another conference; it's a prestigious platform where your brand can shine before a diverse and influential audience of researchers, journalists, photographers, NGOs, conservationists, start-ups, and more from over 80 countries. This is your chance to position yourself as a leader in sustainability, technology, and cutting-edge solutions while enhancing your brand's visibility on a truly global scale.

- Capture attention from a global audience hungry for innovation and impact.
- Align your brand with a unique mix of academics, conservationists, journalists and entrepreneurs.
- Tap into international markets through exposure to key decision-makers and influencers.
- Enhance your CSR credentials, demonstrating your dedication to global environmental causes.

Early sponsors also gain exclusive benefits, including premium logo placement on conference merchandise, priority branding opportunities, and recognition in pre-event promotions. Don't let your competitors take the spotlight—secure your place today and make your brand a central part of this globally impactful event.

**Take action now - be a Behaviour 2025 sponsor and showcase your commitment to a brighter, sustainable future.
This is your moment to make an impact.**



Benefits of sponsoring

Brand Elevation and Visibility

Position your brand alongside an internationally acclaimed event attended by delegates from over 80 countries.

Corporate Social Responsibility (CSR)

By sponsoring Behaviour 2025, your organization demonstrates its commitment to supporting environmental sustainability, education, and research.

High-Impact Engagement

With a multi-disciplinary audience of academics, journalists, NGOs, conservationists, photographers, and start-ups, this event offers a rare opportunity to engage directly with professionals who value cutting-edge technology and impactful initiatives.

Global Market Access

Get an ideal platform as an Indian or international brand and showcase your products and services to a global crowd.

Networking and Partnerships

Gain direct access to key stakeholders, including academics, NGO representatives, and entrepreneurs, creating opportunities for strategic partnerships and collaborations

Exclusive Branding Opportunities

Enjoy prominent branding at the BBCC's high-traffic zones, on-stage acknowledgments, and premium exhibition spaces to showcase products and initiatives. Grab your chance to create customizable engagement activities, such as live demonstrations or workshops that will allow you to create memorable interactions with attendees.



Facilities



- 8 feet high Octanorm booth.
- White melamine panels.
- Fascia board.
- Electricity and WiFi.
- Power outlet.
- Floor covered with standard carpet.
- Pre-inauguration cleaning.



Sponsorship Tiers



Mighty Elephant

₹10,00,000

Exhibition Space

6x2 meter stall in a prime location, chosen in collaboration with the exhibition manager.

Brand Visibility

- Largest logo placement on the website, banners, and all promotional materials.
- Exclusive mention in all newsletters and social media campaigns.
- Acknowledgment during opening and closing ceremonies.

Engagement Opportunities

- Exclusive opportunity to avail multiple engagement options like hosting a symposium, workshop, outreach events, etc.
- Promotional materials included in the registration kits.

Complimentary Registration

- Up to 4 complimentary registrations.

Networking Access

- Exclusive invitations to VIP networking events.



Royal Bengal Tiger

₹7,50,000

Exhibition Space

4x2 meter stall in a premium exhibition area.

Brand Visibility

- Prominent logo placement on the website, banners, and materials.
- Mention in newsletters and social media posts.
- Acknowledgment during opening and closing ceremonies.

Engagement Opportunities

- Option to sponsor all sessions in a prominent hall of their choice within the venue or sponsor a symposium or workshop or conference registration kits.
- Promotional materials included in registration kits.

Complimentary Registration

- Up to 3 complimentary registrations.

Sponsorship Tiers



Asiatic Lion

₹ 5,00,000

Exhibition Space

2x2 meter stall in the exhibition area.

Brand Visibility

- Logo placement on the website and banners.
- Mention in newsletters and social media posts.
- Acknowledgment during opening and closing ceremonies.

Engagement Opportunities

- Option to sponsor a symposium/workshop/outreach event or shuttle services with logo on shuttle vehicle or registration kit component with branding, like notebooks.
- Promotional materials in registration kits.

Complimentary Registration

- 2 complimentary registrations.



Peacock

₹ 3,00,000

Exhibition Space

2x2 meter table setup in the exhibition area.

Brand Visibility

- Logo placement on the website and event banners.
- Mention in newsletters.
- Acknowledgment during closing ceremony.

Engagement Opportunities

- Option to sponsor an outreach event or conference registration kit components with branding or workshop or shuttle services with logo on shuttle vehicle.
- Standee placement in a prominent area.
- Promotional materials in registration kits.

Complimentary Registration

- 1 complimentary registration.

Sponsorship Tiers



Snow Leopard

₹2,00,000

Exhibition Space

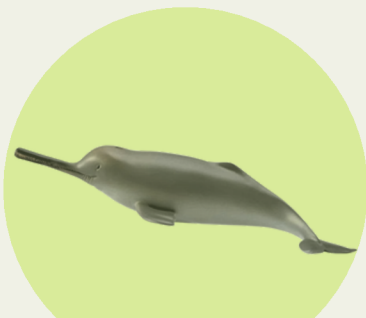
1x2 meter table setup in the exhibition area.

Brand Visibility

- Logo placement on website and event banners.
- Acknowledgment during closing ceremony.

Engagement Opportunities

- Option to sponsor shuttle transportation with logo placement on shuttle vehicle or sponsor tea & coffee break or conference registration kits.
- Standee placement in a prominent area.
- Promotional materials included in registration kits.



Gangetic Dolphin

₹1,00,000

Brand Visibility

- Logo placement on the website and acknowledgment on event banners.
- Acknowledgment during closing ceremony.

Engagement Opportunities

- Option to sponsor a workshop or tea & coffee break or conference registration kit components.
- Standee placement in designated areas.
- Promotional materials included in registration kits.

Sponsorship Tiers



Sarus Crane

₹ 75,000

Brand Visibility

Logo on main banner and website.
Acknowledgment during closing ceremony.

Engagement Opportunities

Standee placement in designated areas.



Star Tortoise

₹ 20,000

Brand Visibility

Logo on main banner and website.
Acknowledgment during closing ceremonies.



Golden Langur

₹ 50,000

Brand Visibility

Logo on main banner and website.
Acknowledgment during closing ceremony.

Engagement Opportunities

Standee placement in a specific area.



Indian Pangolin

₹ 10,000

Brand Visibility

Logo on main banner and website.
Acknowledgment during closing ceremony



Red Panda

₹ 30,000

Brand Visibility

Logo on main banner and website.
Acknowledgment during closing ceremony.



Kaiser-e-Hind

₹ 5,000

Brand Visibility

Logo on main banner and website.
Acknowledgment during closing ceremony

Exhibition opportunities

Showcase, Engage, and Inspire: Opportunities for Small Businesses and NGOs

Behaviour 2025 is proud to offer a unique opportunity for small businesses, NGOs, and organizations working in the fields of animal behaviour, conservation, art, and science. We invite you to set up a dedicated unit, where you can showcase your work, sell merchandise, raise awareness for your cause, and generate profits to support your initiatives.

Whether you are promoting ethical wildlife art, conservation efforts, educational tools, or scientific innovations, this platform will allow you to connect with a global audience of like-minded individuals, researchers, and professionals. With affordable daily rental options based on the number of table-chair units you need, this is a fantastic opportunity to expand your reach and amplify your impact while contributing to the vibrant atmosphere of Behaviour 2025.

Join us in Kolkata and let your work inspire and make a difference!



Comparison of sponsorship tiers

		Mighty Elephant	Royal Bengal Tiger	Asiatic Lion	Peacock	Snow Leopard	Gangetic Dolphin
Exhibition space		6x2 meter	4x2 meter	2x2 meter	2x2 meter, Standee in prominent area	1x2 meter, Standee in prominent area	Standee in designated area of choice
Branding	Acknowledgement	Opening and closing ceremonies	Opening and closing ceremonies	Closing ceremony	Closing ceremony	Closing ceremony	Closing ceremony
	Logos	Website, banners and promo materials	Website, banners and promo materials	Website and banners	Website and banners	Website and banners	Website and main banner
	Mention in social media and other platforms	All	All	All	Newsletter	×	×
Engagement opportunities	Hosting options	Symposium/Gala dinner/Hall of choice/Workshop and Outreach/Conference registration kits	Symposium/Hall of choice/Workshop/Conference registration kits	Symposium/Workshop /Outreach/Shuttle services with logo on shuttle vehicle/ Registration kit component with branding	Workshop/Outreach/ Shuttle services with logo on shuttle vehicle/ Registration kit component with branding	Shuttle service with logo placement on shuttle vehicle/ Tea & coffee break/ Registration kit component with branding	Workshop/Tea and coffee break/ Registration kit component with branding
	Promotional material in kits						
Complementary registration		4	3	2	1	×	×



Comparison of sponsorship tiers

		Sarus Crane	Golden Langur	Red Panda	Star Tortoise	Indian Pangolin	Kaiser-e-Hind
Exhibition space		×	×	×	×	×	×
Branding	Acknowledgement	Closing ceremony	Closing ceremony	Closing ceremony	Closing ceremony	Closing ceremony	Closing ceremony
	Logos	Website and main banner	Website and main banner	Website and main banner	Website and main banner	Website and main banner	Website and main banner
	Mention in social media and other platforms	×	×	×	×	×	×
Engagement opportunities	Hosting options	Standee placement in designated area	Standee placement in designated area	×	×	×	×
	Promotional material in kits*	×	×	×	×	×	×
Complementary registration		×	×	×	×	×	×

**Note: All promotional material for insertion into the registration kits need to reach us at IISER Kolkata by 1 August, 2025. All standees need to be provided by the sponsors.*



Contact

For sponsorship inquiries, please contact:

Sponsorship Coordinator

Email: behaviour2025@gmail.com

Subject: Sponsorship proposal

Website: behaviourindia2025.in



BEHAVIOUR 2025

Inspire. Engage. Evolve