

## ISF Virtual Congress 2021

### SPONSORSHIP OPPORTUNITIES

#### MAIN SPONSOR OF THE ISF VIRTUAL CONGRESS 2021 – EUR 20'000 (3 days)

This year, the virtual event will deliver a dynamic experience for the viewers and the participants. It will be held in a professional studio and streamed live on the ISF Congress website and on ISF social media (LinkedIn, Facebook, Twitter, Instagram & YouTube).

As the Main Sponsor you will have many possibilities to connect with ISF's highly engaged audiences composed of seed industry insiders from all over the world and professionals from the wider international trade and development sector over 3 days of the ISF Virtual Congress 2021.

- Main branding of the studio (picture at the end)
- Opening Billboard Logo on Congress live stream “Channel World Seed” – OBB
- 30 minutes slot in *Channel World Seed Biz* (possibility to use the studio)
- Website branding
- Resource Center (no limit on materials for upload)

#### Metrics:

- # of views and profile of viewers
- Total reach and engagement of livestream
- Quality of engagement of viewers

#### SPONSOR OF THE ISF VIRTUAL CONGRESS 2021 – EUR 8'000 (1 share per day)

This year, the virtual event will deliver a dynamic experience for the viewers and the participants. It will be held in a professional studio and streamed live on the ISF Congress website and on ISF social media (LinkedIn, Facebook, Twitter, Instagram & YouTube).

As Sponsor you will have the chance to connect with ISF's highly engaged audiences composed of seed industry insiders from all over the world and professionals from the wider international trade and development sector for 1 day during the ISF Virtual Congress 2021

- Branding of the studio
- Opening Billboard Logo on Congress live stream “Channel World Seed” – OBB
- 30 minutes slot in *Channel World Seed Biz* (possibility to use the studio)
- Website branding
- Resource center (no limit on materials for upload)

#### Metrics:

- # of views and profile of viewers

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- *Total reach and engagement of livestream*
- *Quality of engagement of viewers*

## **LOGO ON THE WEBSITE – EUR 2'000 (no limit of shares)**

- Company's logo displayed on the main page of the Congress website.
- A link to your Company's website will be added on the logo.

### *Metrics:*

- *# of visitors and their locations*
- *Average time spent on page*
- *# of clicks on sponsors' logo*

## **PANEL VIRTUAL LOGO ON THE WEBSITE – EUR 3'000 (2 shares on the OC, 2 shares for each of the 4 panels)**

- Company logo displayed on the page showing the live feed of a panel or opening ceremony broadcast

### *Metrics:*

- *# of visitors and their locations*
- *Average time spent on page*

## **BRAND TRANSITIONS BETWEEN PANELS – EUR 2'000 (2 shares Monday and 2 shares Tuesday)**

- Company's full screen ad during breaks, (rotation between 2 Companies' ads)

### *Metrics:*

- *# of views and profile of viewers (company/organization and countries)*

## **FORUM WALL – EUR 5,000 (2 shares for the 3 days)**

- Company's logo displayed on the page containing the forum wall. Allows the sponsor to get visibility from all the virtual participants. Every registered participant has access to the Forum wall.

### *Metrics:*

- *# of views and profile of viewers (company/organization and countries)*

## **SOCIAL MEDIA VIRTUAL CONGRESS CONTEST – EUR 2'500 (1 share for 3 days, excluding winner gift cost)**

- Company's logo on ISF congress social media (Twitter and Instagram) contest, with the words "sponsored by"
- Winner prize based on maximum number of likes will be kindly offered by your Company.
- Prize to be defined by the company

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## Metrics:

- # of participants
- Total reach and engagement rate of post/s

## RESOURCE CENTRE – EUR 500 per document (no limit of shares)

- A collection of resources in PDF format will be accessible to the virtual audience via the Resource Centre.
- Your company can present product catalogues, leaflets, brochures, etc. as PDF documents which audiences can download into their virtual briefcase • Max 5MB in size for pdf.

## Metrics:

- # of views and download with the profile of viewers/downloaders

## OPENING BILLBOARD LOGO ON CONGRESS LIVE STREAM “CHANNEL WORLD SEED” EUR 3000 (2 shares on the OC, 2 shares for each of the 4 panels)

Channel World Seed presents a unique opportunity to promote your company through audio-visual material in the form of video promotions, interviews, or live panel discussions. By appearing on Channel World Seed, your company can align itself with the innovation and thought leadership that ISF stands for.

- Your company logo will be displayed as an opening billboard (OBB) before every program segment in Channel World Seed which will be accessible via the virtual congress platform.

## Metrics:

- # of views and profile of viewers (company/organization and countries)

## CHANNEL WORLD SEED BIZ SLOT – EUR 5'000 (8 shares)

Channel World Seed Biz is ISF's branded online series that delivers high-quality and engaging promotional content to ISF members and global audiences. On this series, guests are invited to promote their products, services and corporate values and may take the format of:

- Livestream of launch video with live chat
- Live webinar with Q&A
- Pre-recorded episode streamed live

## Metrics:

- # of views and profile of viewers
- Total reach and engagement of livestream/post, if streamed live.

Slot available for the Channel World Seed:

5 July	15:00 - 15:30	7 July	12:00 - 12:30
5 July	15:30 - 16:00	7 July	12:30 - 13:00
6 July	12:30 - 13:00	7 July	14:30 - 15:00
6 July	14:30 - 15:00	7 July	15:00 - 15:30

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## PICTURE OF THE STUDIO:

