

An abstract, geometric illustration of a person wearing a wide-brimmed hat, rendered in bold colors like yellow, black, and pink. The person is shown from the chest up, with their arms extended. The background is a solid red color. In the lower right, there is a large yellow circle with several small green and red diamond shapes scattered around it.

# Partnership & Sponsorship Brochure

SOWING A VIBRANT FUTURE

[www.worldseedcongress.com](http://www.worldseedcongress.com)



SPAIN 2022  
Barcelona 16-18 May



## Table of Contents



General Information	P 2-3
Major Sponsors Information	P 4
Physical Congress Opportunities	P 5-6
Virtual Component - Partnership and Sponsorship Opportunities	P 7
Status at a Glance	p 8
Partnership & Sponsorship Request Form	p 9

# General Information

## Message from the organizers

Dear Colleagues,

First of all we hope you are healthy and safe and that you are looking forward – even in these difficult moments – to meet again, to engage and exchange at the next ISF World Seed Congress 2022 in the exciting city of Barcelona!

The National Organizing Committee and ISF are committed to make the event happen while putting great attention to the precautions and measures necessary, in response to the current situation. We are setting up a unique ISF World Seed Congress as part of our key role to provide you all a unique international business platform. As the crisis calls on us to be innovative, we will introduce novel ways of delivering the congress experience.

The Barcelona Congress will be a modern and business-centered event offering you in-person and virtual components with regard to Sponsor and Partnership opportunities. With your support, we aim to increase the impact of the event through a wider target audience and broader representation.

Let's work together in SOWING A VIBRANT FUTURE!

Take care and stay healthy,

Best regards,

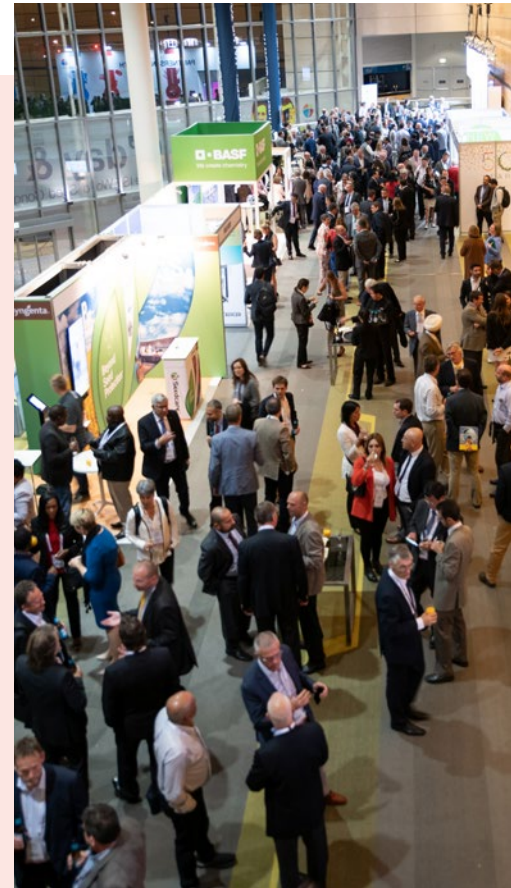
**Michael Keller, ISF Secretary General  
& Antonio Villarroel, Secretary General of ANOVE**



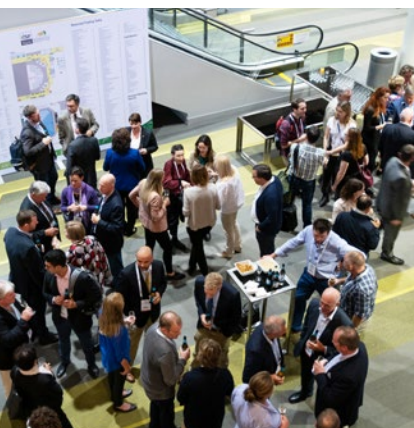
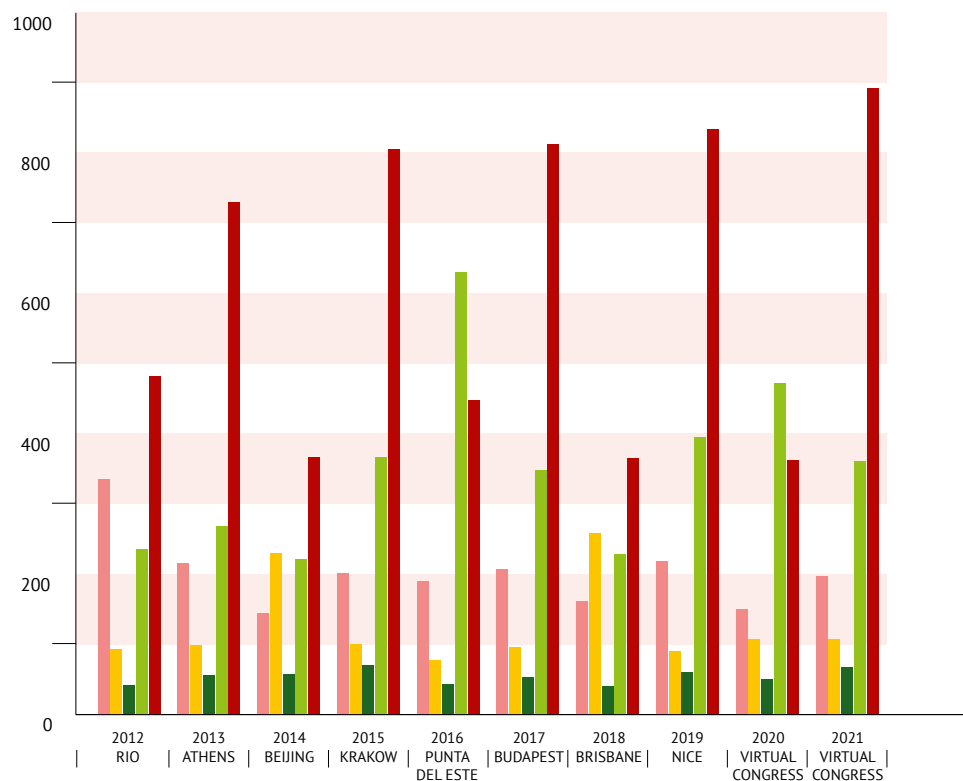
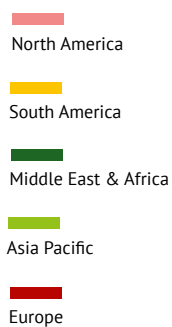
# Why become a Partner or a Sponsor?

Here are some top reasons to play an active role in the ISF World Seed Congress:

- Gain premium visibility for your brand in the most important annual gathering in the seed world
- Promote your products and services to a wide range of prospective partners and clients
- Engage with a global audience through a combination of in-person and virtual opportunities
- Access key decision makers and influencers in the seed and agriculture sectors
- Gain access to all interactions and learning opportunities with industry experts
- Reach a global network of partners and customers
- Take advantage of unique networking opportunities
- Engage with the seed sector, the starting point of the food industry



## Statistics of ISF World Seed Congress attendance by region 2012 – 2021





# Major Partnership & Sponsorship Information





## Packages & Opportunities

ISF World Seed Congress packages are adapted to your needs, budget and the level of visibility you want to reach. We are offering two types of packages that will allow you to become either a Partner or a Sponsor. In this unprecedented time, we will offer the necessary flexibility.

## Partnership

A tailor-made partnership can be created to adapt to your specific strategy and goals, whether looking for a high level of visibility before and during the conference or targeting a specific audience. Partners must choose their package from the following Congress Partnership & Sponsorship opportunities to reach the target value:

PLATINUM	 	
GOLD	 	€ 44,000
SILVER		€ 25,000
BRONZE		€ 15,000



Our Partnership Team is available for any questions you may have at [infowsc@worldseed.org](mailto:infowsc@worldseed.org)





# Physical Congress Partnership & Sponsorship Opportunities

No minimum value is required to become a sponsor. If you wish to be part of the ISF World Seed Congress as a Sponsor, you can support a specific event or item by selecting one or more of the listings below:

## CONGRESS OPENING

### OPENING CEREMONY

- Logo with "Opening Ceremony kindly sponsored by (company name)" displayed on screen prior and after the Opening Ceremony. + Thank you slide at the end.

**EUR 10'000** (4 shares)



### WELCOME PARTY

- Logo with "Welcome Party kindly sponsored by (company name)" displayed in the Venue.
- Logo in the congress website - social events section.
- Company branding subject to ISF Secretariat's approval (two months prior to the event), subject to availability)

**EUR 15'000** (3 shares)



## CATERING SERVICES

### TAPAS STATION

- Branded napkins
- Company's logo on Tapas boxes. Company's logo in the APP and WEB Congress program.

**EUR 6'000** (2 shares)



### COFFEE BREAKS

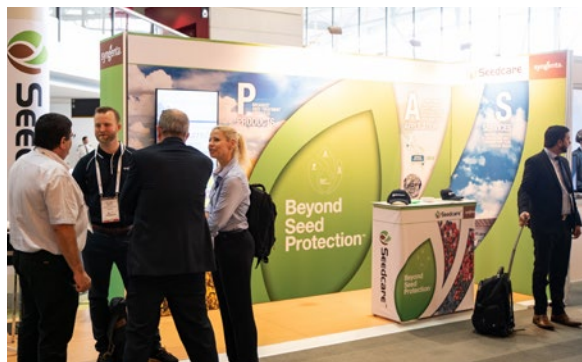
- Branded napkins + table tent card with "Coffee break is kindly sponsored by (Company name)\*"
- Company's logo with "coffee break kindly sponsored by (company name)" written in the congress program.

**EUR 2'500** (2 shares per coffee break)

### LUNCH BREAKS

- Branded napkins + Table tent card with "Lunch break is kindly sponsored by (Company name)\*"
- Company's logo with "lunch break kindly sponsored by (company name)" written in the congress program.

**EUR 4'500** (2 shares per lunch break)



### REUSABLE WATER BOTTLES

- Company's logo on reusable bottles provided to delegates.

**EUR 4'000** (1 share)

### HEALTHY ENERGY SNACKS

- Company's logo on every item.

**EUR 2'500** (1 share per day) including production cost

## CONGRESS SERVICES

### WATER STATION

- Company's logo on every water station on the Exhibition and Trading Floor areas.

**EUR 5'500** (2 shares)

### MOBILE PHONE CHARGING STATION

Company's logo on Charging stations.

**EUR 10'500** (1 share)

### WIFI AND INTERNET CORNER

- Company's logo on network and login.
- Company's logo on the screen saver of each computer.
- Company's logo with "Internet connection is kindly sponsored by your company logo."

**EUR 10'500** (1 share)

### SOCIAL MEDIA WALL

Social media activity during the congress has been steadily increasing. The Social Media Wall is a monitor where posts from participants using the event hashtag will be displayed. The ISF WSC 2022 Social Media Wall is placed in two prominent positions and has a live interface to Twitter, Facebook, Instagram and LinkedIn.

- Company's logo in the background of the Social Media Wall.

**EUR 3'500** (1 share)

### CONGRESS BAG

Displays your company's corporate image during and after the congress.

**EUR 8,000** (1 share) (excluding production cost)

**EUR 20,000** (1 share) (including production cost)

Design to be submitted to ISF five months prior to Congress.

- Company's logo will be displayed on the bags.

### MAIN ENTRANCE

- Company's logo featured on each side of the main Congress entrance door.

**EUR 10'000** (2 shares)

### DIRECTIONAL SIGNAGE/BANNERS

- Company's logo display on all directional signage and banners throughout the Congress venue.

**EUR 8'000** (4 shares)

### ADDITIONAL BANNERS AVAILABLE ON DEMAND

- Company's logo display on the banners requested throughout the Congress Venue.

Price will depend on each banner chosen. (contact the ISF Secretariat to have all the option available)

### MEETING POINT LOUNGE

- Banner with Company's logo displayed in the Meeting Point Lounge, which is in the Exhibition area. The Meeting Point Lounge will offer a cosy space away from the Congress hustle and bustle.

**EUR 10'000** (4 shares)

### LEAD CAPTURE (Scanners)

The Lead Capture System is a fast and easy way for exhibitors to record delegate contact information. By simply scanning a delegate's name badge with the supplied scanner the contact is entered into your own online portal.

*Metrics: Name, Company, Country of the Delegate who visit the Booth.*

**EUR 400** (per booth)

### VOLUNTEERS T-SHIRTS

Companies will enable young, knowledge-thirsty volunteers to attend and support the ISF World Seed Congress through various tasks. By helping them with their registration fee and a dedicated Private Meeting Room, you will give these youth an opportunity to work and network during the Congress.

- Company's logo printed at the back of all volunteer's t-shirts.

**EUR 5'000** (6 shares)

## ONLINE ENGAGEMENT OPPORTUNITIES

### PROMOTE YOUR COMPANY ON ISF SOCIAL MEDIA

- Company's logo appearing on ISF general and promotional communication.

Maximum two posts per week one month prior to the Congress. One post daily during Congress. One post after the Congress.

*Metrics: quantity of clicks and engagements for each ISF social media.*

**EUR 4'500** (4 shares)

### CHANNEL WORLD SEED SLOT/ SPEAKER

Channel World Seed is ISF's own live broadcast platform with a studio set up in the Congress venue. It will air content to both the onsite attendees (exhibition area) and the virtual audience.

- You can book a 30-minute time slot on our programming schedule to broadcast your own content such as live interviews, product promotions, panel discussions on specific topics, and other content.

*Available as live streaming content via the Congress website.*

**EUR 5'000** (6 shares) (2 slots per day)

# Virtual Component - Partnership and Sponsorship Opportunities

Sponsors of the virtual congress will be provided with certain metrics depending on the level of sponsorship that you get.

*The virtual opportunities are subject to changes according to the virtual platform used.*



## PACKAGES

### LOGO ON THE SESSION PAGE

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

**EUR 3'000** (no maximum of share)

### BRAND TRANSITIONS BETWEEN SPEAKERS

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

**EUR 4'000** (2 shares between each session)

### CHAT ROOM

- Company visibility to all participants.
- Company's logo displayed on the Chat room.

**EUR 7'000** (1 share)

### SOCIAL MEDIA CONGRESS CONTEST

- Company's logo on ISF social media Congress contest.
- Winner will be chosen based on maximum number of likes. The prize will be kindly offered by your Company.

**EUR 2'500** (1 share per day, excluding winner gift cost)



# Status at a Glance

Depending on your partnership or sponsorship status, the following benefits will apply.

STATUS	PARTNERSHIP				SPONSORSHIP
	PLATINUM	GOLD € 44'000	SILVER € 25'000	BRONZE € 15'000	NO MINIMUM VALUE
ON SITE BENEFITS					
Complimentary resgistration	3	2	1	1	-
Exhibit space (3m x 2m booth) building features at Sponsor's own cost	YES	YES	-	-	-
Ability to customize overall booth design	YES	YES	-	-	-
Priority choice of booth location	1st	2nd	3rd	4th	-
Company's logo on Congress screens (opening ceremony & open meetings) specific Banners & printed material	Prominant logo	Medium logo	Small logo	Small logo	-
Congress Bag insert (if applicable)	YES	YES	YES	-	-

CONGRESS WEBSITE, APP AND SOCIAL MEDIA BENEFITS					
Company's Logo appearing on Homepage, news page, Highlights video	Prominant logo	Medium logo	Small logo	Small logo	-
Company's Logo in Congress app	YES	YES	YES	YES	YES
Company's logo on Sponsors page with link to Company's official website	YES	YES	YES	YES	YES
Company's Logo in general and promotional communication on social media (prior and during the congress)	Prominant logo	Medium logo	Small logo	Small logo	-
Company's Tag in general and promotional communication on social media (prior and during the congress)	YES	YES	-	-	-

METRICS					
Names and countries of registered companies to physical Congress	YES	YES	-	-	-
Quantity of registered participants per specialisation	YES	YES	YES	-	-
Quantity of clicks and engagements for each ISF social media	YES	YES	-	-	-





# Partnership & Sponsorship Request Form

Please complete this form and kindly send it back to ISF Secretariat at [infowsc@worldseed.org](mailto:infowsc@worldseed.org)  
Our Sponsor specialist will shortly contact you to further discuss your requirements.

COMPANY NAME

CONTACT NAME

JOB TITLE

TEL

EMAIL

WEBSITE

ADDRESS

POSTAL CODE

COUNTRY

## PARTNERSHIP STATUS

<input type="checkbox"/>	<b>GOLD</b>	<b>EUR 44,000</b>
<input type="checkbox"/>	<b>SILVER</b>	<b>EUR 25,000</b>
<input type="checkbox"/>	<b>BRONZE</b>	<b>EUR 15,000</b>



## SPONSORSHIP OPPORTUNITIES

ITEM	ITEM REFERENCE	FEE
<input type="checkbox"/> Physical Congress opportunities	_____	EUR _____
<input type="checkbox"/> Virtual component opportunities	_____	EUR _____

Date \_\_\_\_\_ Signature and company stamp \_\_\_\_\_



**We thank our long term sponsors**

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**PLATINUM SPONSOR**



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**GOLD SPONSOR**



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**GOLF TOURNAMENT SPONSOR**

