



# ICBC 2024

Nantes, France  
April 22-25



## 17<sup>th</sup> ICC International Cereal and Bread Congress

*“Healthy Cereal Diets from Sustainable Food Systems”*

# Sponsorship & Exhibition

# 17<sup>th</sup> ICC International Cereal and Bread Congress



Looking to put your company and its competences in the focus of the cereal science and technology sector?

Let's create benefits together !

Dear Friends and Colleagues,

At the heart of the ICC activities lies the **International Cereal and Bread Congress ICBC**, which takes place every four years, and which involves numerous cereal scientists, technologists, millers, bakers, ingredients, and equipment suppliers around the globe.

The 17<sup>th</sup> ICBC wishes to promote: ***“Healthy Cereal Diets from Sustainable Food Systems”*** as there is an urgent need for keeping the food systems within environmental limits. Food-system demand for environmental resources could increase by 50 - 90% without targeted mitigation measures. Key planetary boundaries could be exceeded by 2050, risking destabilization of ecosystem (EAT-Lancet Commission).

Cereals are the main staple foods for humankind and represent a very large input of animal feed. They are at the heart of food systems. Synergistic combination of improvements in technologies and management, reductions in food loss and waste, and dietary changes towards healthier diets, are needed to stay within environmental limits. Most of the questions can be addressed to cereal products, but also to pulses and to their associations with cereals and other plant productions.

The conference addresses scientists and representatives of the industry and academia from all over the world, bringing together experts of different areas of cereal science, including plant breeding, agronomy, food chain systems, food (bio)chemistry, human health and nutrition, cereal technology, milling and bakery, food processing, quality and safety analysis and professionals who would like to get up to date with modern technology and to establish international collaboration.

Marketing, storage and development of innovative cereal products, that meet consumer needs (added values in terms of convenience, taste, nutrition and health, safety and security) as well as the use of new raw materials/ingredients and new technologies, the production of functional foods and the regulatory framework, and alternative uses of cereals will be topics of the congress.

All stakeholders along the food chain are called to support this event by contributing with their expertise and sharing the results of their work in oral and poster presentations as well as panel discussions and tabletop exhibitions. Exhibitors and sponsors are welcome and will complement the oral and poster presentations by providing very practical and market-orientated looks into the field.

“Completely without compass or preconceived ideas, ready to be amazed at any time” this is how you can discover Nantes and its tradition in art exhibitions in the greenery. In this spirit we are looking forward to meeting you with an inspiring, open, and knowledge-connecting atmosphere at the 17th International Cereal and Bread Congress in Nantes!



# 10 Good Reasons

*for your benefit with a sponsorship at*

## *ICBC24*

- ✓ Your company uses an effective way to **reach** the world's scientists, students, and technicians of the cereals and grains research community.
- ✓ Your organization will be **promoted** to regional and international delegates – decision makers, scientists, technologists, students and community members.
- ✓ Sponsorship provides an excellent opportunity to promote your name, to support your brand(s) and to maintain a **high profile** among specialists before, during and after the event.
- ✓ Your **commitment to knowledge dissemination** to our participants, who are keen to improve their scientific and technological skills and capabilities will be demonstrated in a powerful way.
- ✓ You are provided with an opportunity to consolidate corporate relationships and **expose** your staff to their key markets.
- ✓ Your representatives can **network** and maintain informal contacts with professionals from all around the world.
- ✓ Your company's involvement, commitment, and support for this ICBC24 will be widely **acknowledged** as outlined in the proposed sponsor packages.
- ✓ Your visibility means a significant company exposure to a keenly interested, targeted and **influential audience** in an educational environment away from everyday distractions.
- ✓ You contributes to the promotion, planning and operation of the congress and you will be enabled to **shape** this established international symposium format.
- ✓ Your organisation demonstrates positive environmental and social **values**.



# Interested in Sponsoring?



Please find below the various levels of support from pre-defined sponsor packages to sponsor opportunities on social events and specific conference items. The ICBC24 Conference Secretariat would be delighted to get in contact with you for any question or any ideas you might have for promoting your products or services. Your early decision to be involved will maximise the exposure of your company not only on the website but also in forthcoming communications and circulars.

Please do not hesitate to contact the ICBC24 Secretariat in case you have any questions or for tailor made packages or any partnership requests.



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# PRE-DEFINED SPONSOR PACKAGES FOR THE

## ICBC24

Sponsorship contributes to the promotion, planning and operation of the congress, reducing the overall cost of managing and staging the event and enabling a higher level of participation by delegates. We would be delighted to meet with you to discuss these promotional opportunities or any ideas you might have for promoting your products or services.

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
<b>Sponsoring package price</b>	<b>€ 20,000</b>	<b>€ 15,000</b>	<b>€ 10,000</b>	<b>€ 5,000</b>
<b>BEFORE THE CONFERENCE</b>				
<b>The logo and name of the sponsor will be displayed on the main page of the congress website with a hyperlink to the sponsor's website.</b>	✓	✓	✓	✓
Recognition as (platinum/gold/silver/bronze) sponsor on conference announcements and promotional material	✓	✓	✓	✓
<b>Possibility to present a short promotion video (max. 3 min.) on the conference website</b>	✓			
<b>DURING THE CONFERENCE</b>				
<b>Exhibition space</b>	<b>Exclusive Exhibition Space</b>	<b>Exclusive Exhibition Space</b>	<b>1 Tabletop</b>	
Complementary registrations for employees and/or clients	4	3	2	1
<b>Networking dinner tickets</b>	<b>4</b>	<b>3</b>	<b>1</b>	
Recognition as (platinum/gold) sponsor in the conference app	✓	✓		
<b>Sponsor acknowledgement during welcome speech</b>	✓	✓	✓	✓
PowerPoint slide presentation during the entire duration of the conference at coffee/tee and lunch breaks	4 slides	2 slides	logo	logo
<b>Insert in the conference bags</b>	✓	✓	✓	
Inclusion on Organizer's social media posts (Facebook, etc.)	✓	✓	✓	✓
<b>Possibility to present latest technical applications in a dedicated plenary, sponsor session</b>	✓			
Advertising space in the programme book/book of abstracts	1 page	½ page	logo	listed as sponsor
<b>Possibility to sponsor and present special award(s) (excl. award fee)</b>	✓	✓		
<b>AFTER THE CONFERENCE</b>				
Continued recognition in all follow-up communications	✓	✓	✓	✓
<b>Visibility on the congress website for minimum 6 months after the event</b>	✓	✓	✓	✓

# Additional sponsorship opportunities at ICBC24

## Social Events

**Sponsorship for Welcome Reception** € 15,000  
(mentioned as Gold Sponsor, max. 1 sponsor)

- Recognition as Gold Sponsor during the Networking Conference Dinner
- Opportunity to make a 5 minutes' presentation to the dinner guests
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor's website.
- The sponsor will be given the chance to put the company's flags on tables and to display banners in the welcome reception area (the banners and the flags will be provided by the sponsor)
- Recognition as Gold Sponsor on conference announcements and promotional material
- Exclusive Exhibition Space
- 2 Complementary conference registrations
- 2 Networking Dinner Tickets

**Lunch** € 10,000 (mentioned as Silver Sponsor, max. 1 sponsor/day)

- Recognition as Silver Sponsor during the lunch break
- Your logo plus link on the conference website
- Recognition as Silver Sponsor on conference announcements and promotional material
- Exhibition Space: 1 tabletop
- 1 Complementary conference registration
- 1 Networking Dinner Ticket

**Coffee break** € 5,000 (mentioned as Bronze Sponsor, max. 2 sponsors/day)

- Recognition as sponsor during the coffee/tea break
- Your logo plus link on the conference website
- Recognition as sponsor on conference announcements and promotional material

**Special Award** starting from € 1,000  
(together with at least silver sponsorship)

- We offer the possibility to sponsor e.g. a young scientists' award where the requirements may be defined by you. The sponsor will have the opportunity to shortly present his/her company during the award ceremony when personally handing over the award. Funds provided for the award(s) will be 100% handed over to the awardees.

**Conference Bag** € 2,500  
(together with at least bronze sponsorship)

- Your company logo appears exclusively on the conference bag
- Recognition as sponsor on conference announcements and promotional material
- 1 Complementary conference registration
- 1 Networking Dinner Ticket

**Insert in Conference Bag** € 1,500

- Inclusion of promotion material, such as leaflet or brochure, in the conference bags. Please note that the material should be approved by the ICBC24 Secretariat.



### Tailor Made Sponsor Packages

Please contact the Secretariat for tailor made packages or any partnership opportunities.

Above mentioned prices do not include VAT (10 %)





## Exhibit at ICBC24

**Exhibition will be open 22 - 25 April 2024.** Exhibition will be arranged in the coffee break area to maximize interaction and networking opportunities between participants, exhibitors, and sponsors during all coffee and lunch breaks. Additionally, several attractive sponsorship options are offered, some of which have the table top exhibition included in the fee.

Price for 1 Tabletop Package: € 4,000.- for **ICC members** / € 5,000.- for non-members

### **The Tabletop Package includes:**

- 1 Exhibit table with 2 chairs or your own booth (max 3 x 2m)
- 1 Complimentary Exhibitor Registration, which includes the participation in all open sessions, conference documents and app, coffee breaks & lunches.
- Listing as an exhibitor on the conference website
- Inclusion of the company name in the exhibitor list in the programme book
- Listing in the exhibition section of the conference app.

Exhibition space allocation will be on a first come first served basis. More details on shipment and set-up will follow in due time.

## Terms & Conditions for Sponsoring & Exhibition

For terms and conditions on payment and cancellation, please check the overall *Terms & Conditions* of the **17<sup>th</sup> ICC International Cereal and Bread Congress** available at the symposium website.

Please be aware that any sponsor benefits will start immediately after payment receipt acc. to the relevant sponsor package.

## ICBC24 Contact



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