



# 7<sup>th</sup> Seed Congress of the Americas

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*Promoting Seed Business in the Americas*  
*September 9 -11, 2019 | Buenos Aires, Argentina*

**SPONSORSHIP OPPORTUNITIES**

**SAA** Seed Association  
of the Americas





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*September 9-11, 2019  
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The Seed Association of the Americas (SAA) and the Argentinean Seed Association (ASA) are pleased to invite you to the 7th Seed Congress of the Americas.

This event will take place in Buenos Aires, Argentina, no doubt, the most sophisticated city in Latin America. Combines eclectic architecture, modern art museums, vanguard design and fashion and bustling bars. Ideal to sscape on a tango and foodie tour or to experience a vibrant soccer match. Buenos Aires is an energetic place; whose people have a strong sense of community. You will see people chatting on the street corner or in cafes. Spontaneous, Argentinean are charming, smart and well-educated. For sure, you will feel comfortable since it's the city with more English speakers in South America. Argentina's cuisine is strongly influenced by Italian and Spanish cultures, that's why dishes include cheeses and olives, but this country is best known for their high-quality beef. Next September you must try it with chimichurri and fabulous wines like Malbec or Torrontes.

This meeting represents a great opportunity for world seed companies and associated businesses to get together and discuss topics we have in common in our growing industry, to establish new business and of course to reunite with friends and colleagues. Great expositions, known speakers, the ideal event to meet professionals, colleagues and friends.

The motto of the meeting is "Promoting the Seed Business in the Americas" and the focus is on Trade and Regulations. The agenda addresses the burning issues that the industry is facing today: Intellectual Property, Biotechnology, Phytosanitary Issues and Seed Treatment. On the other hand, reinforces the investment and work that industry and other institutions have been doing in research, innovation and plant breeder's rights.

Once again, we have organized the classic Trading Floor, a comfortable place where business may be discussed with colleagues.

The SAA Congress, which takes place every two years and brings together the leading seed companies, has become one of the most important in the Americas. It represents an extraordinary opportunity to congregate, generate new business, promote your products and become aware of relevant information and the latest novelties concerning the key topics to the industry and governments.

Your participation would be a great opportunity for you and your company.

The Congress will take place September 9, 10 and 11th., 2019, in Buenos Aires (Argentina).

We hope to see you soon!





## THE CONGRESS

### Objectives

Promote and integrate the seed business in the Americas.

Gather the companies that provide genetics, biotechnology and other seed related products, to give them the opportunity to make business connections and establish long term relations.

Encourage technical exchange on issues regarding Intellectual Property, Seed Treatment, Phytosanitary matters and Biotechnology.

We expect the participation of approximately 400 seed industry executives from all around the world, most of which are from American countries.

### Agenda to include

- Seed treatment and seed associated technologies
- Biotechnology and low level presence in seeds
- Phytosanitary matters affecting seed transboundary movement
- Regional challenges for agribusiness - Intellectual Property

### Trading Floor

As in the past, we have organized the classic Trading Floor where business with colleagues can be discussed in total comfort.





## SPONSOR CATEGORIES

Option 1: Diamond  
US\$ 50,000

Option 2: Gold  
US\$ 30,000

Option 3: Silver  
US\$ 20,000

Option 4: Bronze  
US\$ 10,000

Option 5: Booth 12m<sup>2</sup>  
US\$ 5,000

Option 6: Booth 6m<sup>2</sup>  
US\$ 3,000

Option 7: Private Meeting Rooms  
US\$ 2,000

### Why participate as a Sponsor?

Because it is an international event held every two years in the Americas which main objective is to bring together top executives associated with seed producing companies, providers of biotechnology and related products. Because we expect the participation of approximately 400 people from around the world, notably those from North and South America. So, get involved, noticed and recognized!

Because this event is organized by ASA and SAA, whose previous events were sponsored by the largest companies of the industry.

Finally, to strengthen the image of your company within an environment of selected participants who are directly associated with your business interests.





## DIAMOND Sponsorship

Price - **US\$ 50,000**

### Includes:

- Company logo in the following formats: electronic folders, invitations and other printed material
- Company logo appearing on the cover of the note pads and folders
- Company logo in a noticeable area of the event's website, with a link to the company's website
- Presence in a large and distinctive banner placed at the entrance of the Convention Center, with the logos of the Sponsors
- Top presence in a banner located on the main auditorium stage, exclusively for DIAMOND and GOLD Sponsors
- A larger banner placed at the entrance of the Exhibition Area, with the logo of the Sponsors
- A booth (18 m<sup>2</sup>/194 ft<sup>2</sup>) with priority location "at your choice", subject to availability
- Exclusive private office located in the Convention Center area
- A table in the Trading Floor
- "Keys to Apartments" – individual key-cards for each participant with access to their apartments, with the sponsor's logo (only for venue participants)
- The option to include promotional material in the handouts that will be distributed to the participants
- The option to make available gifts and/or souvenirs to the participants rooms
- 5 registrations at no additional cost
- Recognition as a sponsor during the opening ceremony
- Highlighted as the sponsor of both lunches





## GOLDEN Sponsorship

Price - **US\$ 30,000**

### Includes:

- Company logo in the following formats: electronic folders, invitations and other printed material
- Company logo on note pads and back cover of folders
- Company logo on the event's website with a link to the Company's website
- A large and distinctive banner placed at the entrance of the Convention Center, with the logo of the Sponsor
- Presence in a banner located on the main auditorium stage, exclusively for DIAMOND and GOLD Sponsors
- Presence in a large banner placed at the entrance of the Exhibition Area, with the logos of the Sponsors
- A booth (18 m<sup>2</sup>/194 ft<sup>2</sup>) with priority location
- 3 registrations at no additional cost
- A table in Trading Floor
- Highlighted as the sponsor of welcome cocktail



## SILVER Sponsorship

Price - **US\$ 20,000**

### Includes:

- Company logo in the following formats: electronic folders, invitations and other printed material
- Company logo on note pads and back cover of folders
- Company logo on the event's website with a link to the Company's website
- A large and distinctive banner placed at the entrance of the Convention Center, with the logo of the Sponsor
- A larger banner placed at the entrance of the Exhibition Area, with the logos of the Sponsors
- A booth (9 m<sup>2</sup>/97 ft<sup>2</sup>) with priority location
- A table in Trading Floor
- 2 registrations at no additional cost





## BRONZE Sponsorship

Price - **US\$ 10,000**

### Includes:

- Company logo in the following formats: electronic folders, invitations and other printed material
- Company logo on the note pads
- Company logo on the event's website with a link to the Company's website
- Presence in a large and distinctive banner placed at the entrance of the Convention Center, with the logo of the Sponsors
- Presence in a larger banner placed at the entrance of the Exhibition Area, with the logos of the Sponsors
- A specially reserved table in the room where the business conferences will take place
- 1 registration at no additional cost





## BOOTH 6x2 in Custom

Price - **US\$ 5,000**

### Specifications:

- **Panels:** Back wall of 6 x 2 x 2,48 m.
- **Electricity:** electrical service including 600 watts
- **Lighting:** integral
- **Identification:** Dividing wall with logo and lighting plasma 42" with DVD" counter
- **Furniture:** lounge and 2 high tables with 3 Benches

## BOOTH 3x2 in Octanorm

Price - **US\$ 3,000**

### Specifications:

- **Panels:** in white formica of 4 cm (depth) and modules of 3 x 2 (base) x 2,48 m (height)
- **Electricity:** electrical service including 600 watts
- **Lighting:** each booth is provided with a spot
- **Identification:** name or logo of the company at the front in vinyl
- **Furniture:** a round table and two chairs and garbage can





**Diego Risso**

Executive Director

+598 99 617 139

[drisso@saaseed.org](mailto:drisso@saaseed.org)



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