



# Seed Congress of the Americas



*Promoting Seed Business  
in the Americas*



# SAA

Seed Association  
of the Americas

*September 27 to 29 of 2011, Santiago - Chile*



**anpros**  
SEMILLAS DE CHILE



Jean-Pierre Posa  
President SAA



Diego Risso  
SAA Executive Director

The Seed Association of the Americas (SAA), in collaboration with the Chilean Seed Producers Association (ANPROS) are sponsoring the Third Seed Congress of the Americas', using the motto "Promoting Seed Business in the Americas".

The main focus of the congress will be "seed treatment", however issues relating to biotechnology and phytosanitary matters will be additional elements in the program.

This congress, which takes place every two years, has become one of the most important in the Americas. It brings together the leading companies of the seed industry in order to create new business, promote their products, find relevant information and review the latest developments on key issues regarding seed treatment, phytosanitary matters and adventitious presence of seeds.

This congress, previously held in Argentina and Brazil, has been very successful and we are confident that this time, in our country, it will be a success as well.

SAA and ANPROS have made an exclusive selection of the leading companies which; given their relevance in the market, offer a special distinction to our Congress. In this context, we invite your company to participate as a sponsor in this grand event, where participants of various American countries, from both the private and government sectors, will meet to share ideas and business.

The Congress will take place from September 27-29 of 2011, in the Grand Hyatt Hotel, Santiago, Chile.

We look forward to your participation and collaboration.

Sincerely.

### **Objectives:**









Promote and integrate the seed business in the Americas;

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

Encourage technical exchange on issues regarding seed treatment, phytosanitary matters and adventitious presence of seeds.

We expect the participation of approximately 400 executives from the seed industry to come from around the world, mostly from American countries.

## Sponsor Categories

-  Option 1: Diamond  
US \$40,000
-  Option 2: Gold  
US \$30,000
-  Option 3: Silver  
US \$20,000
-  Option 4: Bronze  
US \$10,000
-  Business Center  
US \$6,800
-  Stand 9 m2 (29.5 ft2)  
US \$1,500
-  Stand 12 m2(39 ft2)  
US \$2,000
-  Private Meeting Rooms

### Why participate as a Sponsor?

Because it is an international event that is held every two years in the Americas, and its 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 executives from around the world, notably those from North and South America.

Because this event is being organized by ANPROS and by the 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.

## 1 – DIAMOND SPONSORSHIP

US \$ 40,000

### *Includes:*

- Company logo in the following formats: electronic folders, invitations and other printed material.
- Company logo on the cover of note pads;
- Company logo in a prominent space of 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 sponsors.
- 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 basic stand, (12m2 /39 ft2) with priority location.
- Exclusive office space located in the convention centre area.
- "Key to the Departments" – individual cards for each participants with access to their departments, with the sponsor's logo.
- Recognition as a sponsor during the opening ceremony.
- The option to include company materials in the handouts that will be distributed to the participants.
- The option to make available gifts and/or souvenirs to the participants departments;
- Five tickets at no additional cost;
- The "DIAMOND Sponsor" companies may request a visit to the Hotel previous to the event to specify their preferences regarding the positioning of logos, banners, etc. The organizing committee, composed by members of SAA and ANPROS, will make every effort to meet their requests.

## **2 – GOLD SPONSORSHIP**

US \$30,000

*Includes:*

- Company logo in the following formats: electronic folders, invitations and other printed material and in the event website.
- Company logo in the third portion of the note pads;
- Company logo in 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 sponsors.
- A banner located in 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 basic stand, (12m2 /39 ft2) with priority location.
- A specially reserved table in the room where the business conference will take place; with the option to include the company's brochure and the material that will be distributed to the participants.
- Three tickets at no additional cost;

### 3 – SILVER SPONSORSHIP

US: \$20,000

*Includes:*

- Company logo in the following formats: electronic folders, invitations and other printed material and on the event website.
- Company logo in the third portion of the note pads;
- 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 sponsors.
- A larger banner, placed at the entrance of the Exhibition Area, with the logo of the sponsors.
- A basic stand, (12m<sup>2</sup> /39 ft<sup>2</sup>) with priority location.
- A specially reserved table in the room where the business conference will take place; with the option to include the company's brochure and the material that will be distributed to the participants.
- Two tickets at no additional cost;

## **4 – BRONZE SPONSORSHIP**

US: \$10,000







*Includes:*

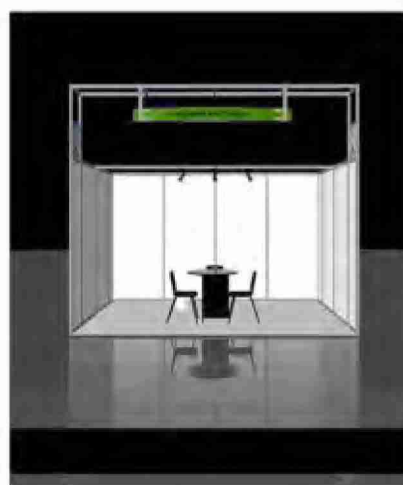
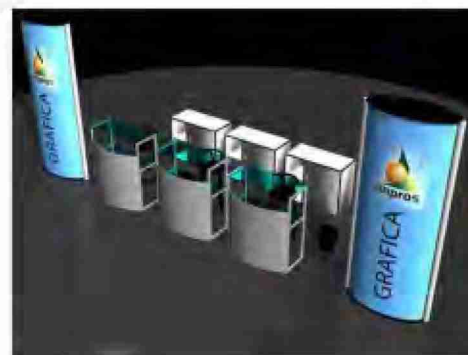
- Company logo in the following formats: electronic folders, invitations and other printed material and on the event website.
- Company logo in the third portion of the note pads;
- Company logo on the event's website, with a link to the company's website.
- A large and distinctive banner placed at the entrance of the Convention Center, with the logo of the sponsors.
- A larger banner, placed at the entrance of the Exhibition Area, with the logo of the sponsors.
- A specially reserved table in the room where the business conference will take place;
- One ticket at no additional cost.

## 5 - STAND

Length: 9 m2 (29.5 ft2): \$1,500  
12 m2 (39.3 ft2): \$ 2,000

### *Specifications :*

-  Exhibitor Identification
-  Valance
-  Light bar with three lights
-  Electrical outlets
-  Panel covered in white
-  Aluminum Pillars
-  Gray carpeting;
-  Round table and three black chairs
-  Trash receptacle



## 6 - BUSINESS CENTER

\$6,800

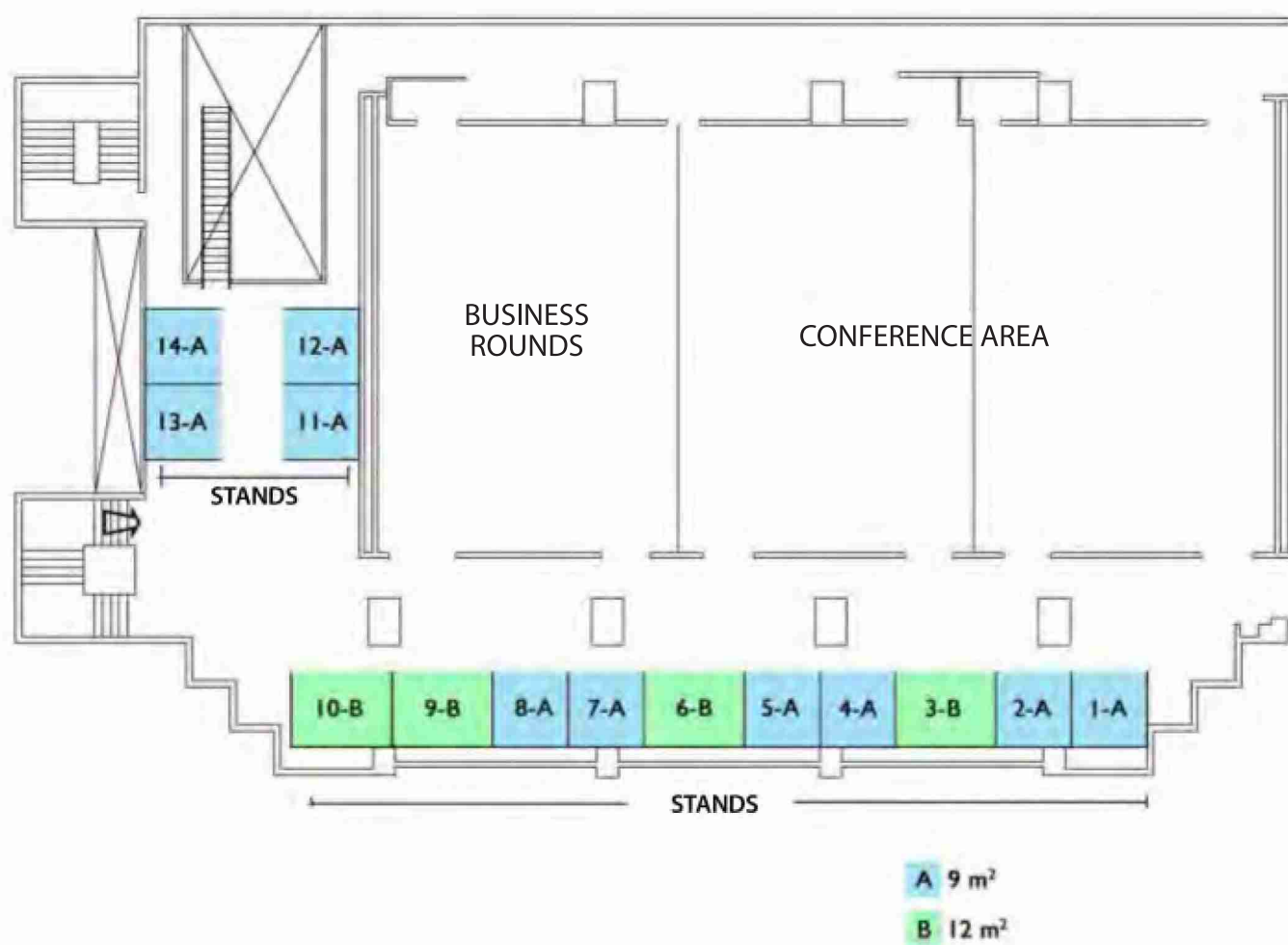
- Space located in front of the private meeting rooms;
- Six computers with Internet access
- Two printers
- Advertising for the company in the same area (banners, promoters, etc.)

## 7 - PRIVATE MEETING ROOMS

\$7,000

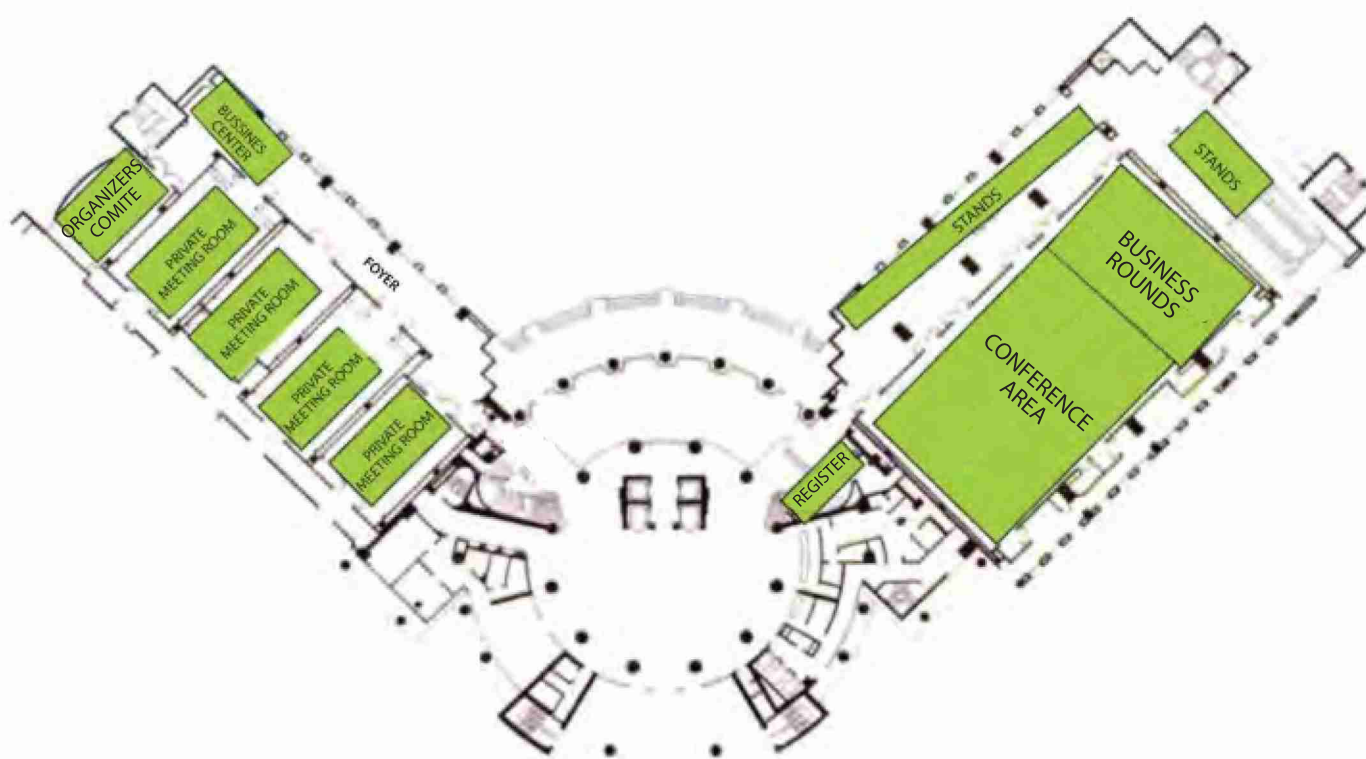
A private meeting room that can be implemented with graphic and promotional material from the sponsoring company.

CONFERENCE AREA / BUSINESS ROUNDS / STANDS





## GENERAL MAP OF THE CONGRESS SET UP Mezzanine Hyatt Regency Hotel



# III Seed Congress of the Americas



Website



<http://www.saaseed.org/3ercongreso>

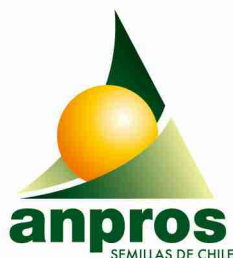


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