

6th Seed Congress of the Americas



Promoting Seed Business in the Americas



September 5-7, 2017

Cartagena de Indias, Colombia

SPONSORSHIP OPPORTUNITIES



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The Seed Association of the Americas (SAA) and the Colombian Seed and Biotechnology Association (ACOSEMILLAS) are pleased to invite you to attend the 6th Seed Congress of the Americas.

This event will take place in Cartagena de Indias (Colombia), a location that harmonizes the beauty of the Caribbean Sea and its amazing colonial architecture. In addition, it has an outstanding infrastructure for hosting congresses and conventions, and is home to an international airport.

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 sessions and expert speakers make it the ideal event for learning and meeting other industry professionals.

Faithfull to the motto "Promoting the Seed Business in the Americas", will focus on trade and regulations. The agenda addresses the most important topics facing the industry today: Intellectual Property, Biotechnology, Phytosanitary Issues and Seed Treatment.

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

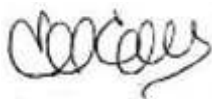
The SAA Congress, which takes place every two years and brings together the leading seed companies, has become one of the most important in the Americas. It represents an extraordinary opportunity to congregate, generate new business, promote your products and become aware of relevant information and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

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

The Congress will take place from September 5-7, 2017, at the Estelar Cartagena de Indias Hotel & Convention Center, Cartagena de Indias (Colombia).

We hope to see you soon!

Best regards,



Jorge Erro
SAA President



Dra. Mónica Segovia
ACOSEMILLAS President

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THE CONGRESS

Objectives

- Promote and integrate the seed business in the Americas
- Gather the companies that provide genetics, biotechnology and other seed related products
- Be an 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 350 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 Plant Breeding Innovation
- Phytosanitary matters affecting international movement of seeds
- Colombian, regional and global challenges for agribusiness

Trading Floor

Trading tables will be available next to the exhibition room.
They can be booked in advance through the registration process.

Trading floor will be open on Tuesday 5th, Wednesday 6th and Thursday 7th from 8 AM to 6 PM.

Cost per table: USD 200

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SPONSOR CATEGORIES

Diamond
USD 50,000

Gold
USD 30,000

Silver
USD 20,000

Bronze
USD 10,000

Booth 18 sqm
USD 5,000

Booth 9 sqm
USD 3,000

Poster Session
USD 5,000

Business Center
USD 4,000

Private Meeting Rooms
USD 2,000

Why participate as a Sponsor?

- ✓ Because it is an international event held every two years in the Americas which brings together top executives associated with seed producing companies, providers of biotechnology and related products.
- ✓ Because we expect the participation of approximately 350 people from around the world, notably those from North and South America.
- ✓ Because this event is organized by ACOSEMILLAS and the SAA, whose previous events were sponsored by the largest companies of the industry with proven success.
- ✓ To strengthen the image of your company within an environment of selected participants who are directly associated with your business interests.
- ✓ Because it is the only Congress in the Americas

Get involved, noticed and recognized!



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DIAMOND

Price - USD 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
- A large and distinctive banner placed at the entrance of the Convention Center, with the logos 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 booth (18 m²) 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)
- 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

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GOLD

Price - USD 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
- 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 logos of the Sponsors
- A booth (18 m²) with priority location
- 3 registrations at no additional cost
- A table in Trading Floor
- Highlighted as the sponsor of welcome cocktail



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SILVER

Price - USD 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 m²) with priority location
- A table in Trading Floor
- 2 registrations at no additional cost



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BRONZE

Price - USD 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
- 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 logos of the Sponsors
- A specially reserved table in the room where the business conferences will take place
- 1 registration at no additional cost

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STAND 6X3 IN CUSTOM

Price - USD 5,000

Specifications:

- **Panels:** Back wall of 6 x 3 x 2,44 mts.
- **Electricity:** electrical service including 600 watts
- **Lighting:** integral
- **Furniture:** a table and two chairs

Civil Protection Insurance is a mandatory requirement at Estelar Hotel for external providers.

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STAND 3x3

Price - USD 3,000

Specifications:

- **Panels:** originals of vanguard design, in white formica of 4 cm. (depth) and modules of 3 x 3 (base) x 2.44 mts (height)
- **Electricity:** electrical service including 600 watts
- **Lighting:** each booth is provided with a spot Slim Line
- **Furniture:** a table and two chairs



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OTHER SPONSORSHIPS

Poster session

Price - US\$ 5,000

Exhibition of research & academic projects related to seeds.

Information provided by individuals or teams from universities, national institutes and companies will be presented in a poster session. The area for posters will be close to the Trading and Exhibition Floor, where coffee breaks and lunch are served.

Topics to include:

- Seed analysis
- Plant breeding
- Biotechnology
- Seed production
- Seed trade
- Seed applied technologies
- Seed related projects

Business Center

Price - US\$ 4,000

Business Center where computers, internet access and printers will be available. Advertising for the company in the same area (banners, promoters, etc.).

Private Meeting Rooms

Price - US\$ 2,000

A private meeting room located close to the Trading and Exhibition floor.

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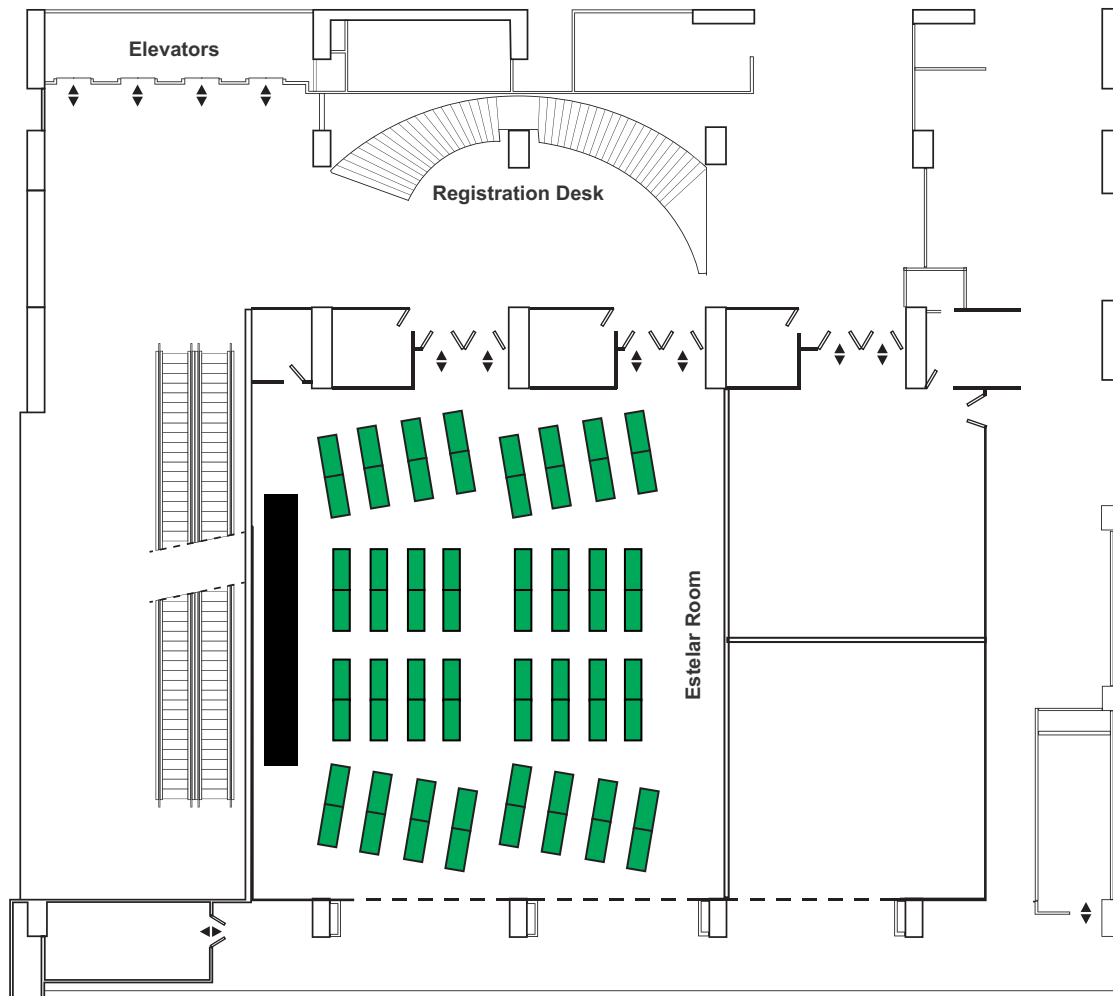
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FLOOR PLAN #6

6th Seed Congress of the Americas Estelar Cartagena de Indias Hotel & Convention Center
Floor #6



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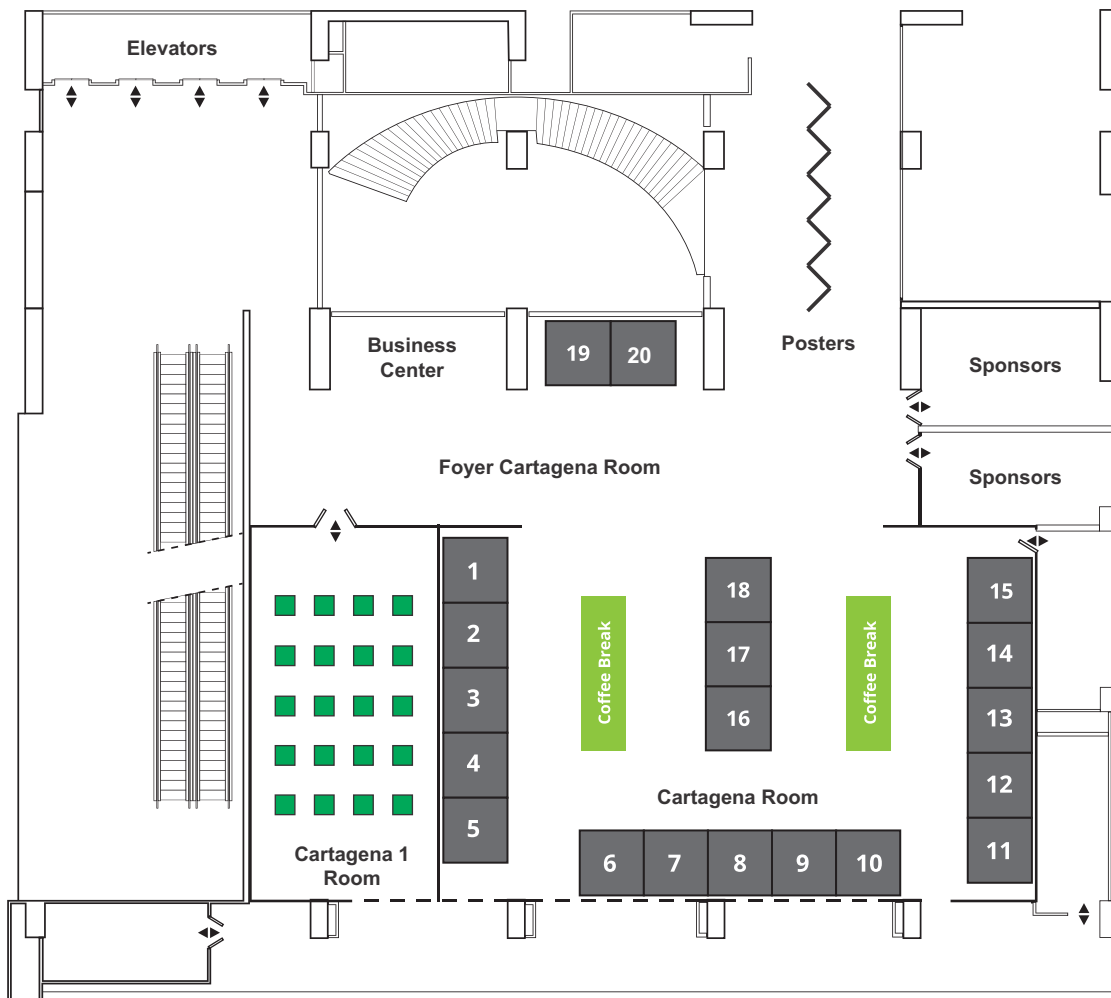
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FLOOR PLAN #8

6th Seed Congress of the Americas

Estelar Cartagena de Indias Hotel & Convention Center
Floor #8

Stand 3x3
Trading tables



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CONTACTS



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