



Invitation for Sponsors



On behalf of the Institute of Agricultural Resources and Economics and the University of Latvia, the co-hosting institutions of the event, we invite you to become a sponsor to the 13th International Barley Genetics Symposium (<https://ibgs.arei.lv>).

The symposium will be held from July 3-7, 2022, in Riga, the capital of Latvia. These meetings have never been held in the Baltic countries before and the last meeting in Europe was in 2004.

The International Barley Genetics Symposium, normally held every four years, is the single most important scientific event for barley researchers all over the world.

The symposium has been designed to attract common interests and create synergy among barley researchers, industry experts, stakeholders and other participants from international barley community.

We encourage participants to exchange information and ideas while meeting potential collaborators and maximizing the networking potential of the Symposium.



University of Latvia

Academic Centre “The House of Nature”

<https://www.akademiskaiscentrs.lu.lv/en>



Sponsorship packages are designed to increase your presence at the 13th International Barley Genetics Symposium, please find below all of the information on the various sponsorship possibilities:

- *Diamond sponsor;**
- *Platinum sponsor;**
- *Event Sponsor – category: Welcome reception;**
- *Event Sponsor – category: Lunch;**
- *Event Sponsor – category: Coffee break.**



DIAMOND SPONSOR

Sponsorship contribution: 11 000 EUR



The Diamond Sponsor will be

acknowledged as the main supporter of the 13th International Barley Genetics Symposium in Riga. The sponsor will benefit from excellent exposure during the Symposium. The Diamond Sponsor will have the highest priority of branding in all official conference documents, web site visibility, and on-site signage. The benefits of the Diamond sponsorship package:

Pre-event Advertising/Official Webpage

- Company Logo on the Symposium webpage <https://ibgs.arei.lv>;
- Up to 300 words of text about your company.

Symposium Attendance

- Three Symposium registration passes (including all social events listed);
- Two specialist presentations in the scope of the selected Symposium session;
- Demonstration of up to 10 genotypes in the Field trial that will be shown during the Symposium Field day, accompanied with a field presentation of your company (booth, roll ups). More information at <https://ibgs.arei.lv/barley-field-day/>.



DIAMOND SPONSOR



Booth Presentation

- Booth site in the entrance hall in highly visible space (UL Academic Centre, the House of Nature);
- Possibility to share printed and additional materials in the booth area;
- Roll-up in booth area;
- Passes for presentation staff (2 persons).

Exclusive Sponsorship Elements

- Short Company CEO's address during Opening Ceremony;
- Prominent Exposure in the Registration Portal;
- Company mention during Opening and Closing Ceremony;
- Company Logo in the E-Book of Abstracts;
- Logo on official Symposium media;
- Logo on official Symposium folder/program;
- Logo on slide show between the sessions;
- Three company brochures inserted in the Symposium bag;
- Company brochure on the Symposium USB;
- Roll-up in Welcome party (1 roll up);
- Roll-up at each Symposium session.



PLATINUM SPONSOR

Sponsorship contribution: 8 000 EUR



The Platinum Sponsor will be acknowledged as a significant supporter of the 13th International Barley Genetics Symposium in Riga, Latvia with the second-highest priority of branding in all official symposium documents, web site visibility and on-site signage. The benefits of the Platinum sponsorship package:

Pre-event Advertising/Official Webpage

- Company Logo on the Symposium webpage <https://ibgs.arei.lv> ;
- Up to 250 words of text about your company.

Symposium Attendance

- Two Symposium registration passes (including all social events listed);
- One specialist presentations in the scope of the selected Symposium session;
- Demonstration of up to 10 genotypes in the Field trial that will be shown during the Symposium Field day, accompanied with a field presentation of your company (booth, roll ups).
More information at <https://ibgs.arei.lv/barley-field-day/>.



PLATINUM SPONSOR



Sponsorship Elements

Presentation

- Possibility to share printed and additional materials in the registration area;
- Roll-up in the registration area;
- Passes for presentation staff (2 persons).
- Company mention during Opening and Closing Ceremony;
- Company Logo in the E-Book of Abstracts;
- Logo on official Symposium media;
- Logo on official Symposium folder/program;
- Logo on slide show between the sessions;
- Two company brochures inserted in the Symposium bag;
- Company brochure on the Symposium USB;
- Roll-up in Welcome party;
- Roll-up at each Symposium session.



EVENT SPONSOR

Category: Welcome reception (Available - 1)

Sponsorship contribution: 4000 EUR



AREI

Pre-event advertising/Official Webpage

- **Company Logo on the Symposium webpage <https://ibgs.arei.lv>.**

Symposium Attendance

- **One Symposium registration pass (including all social events listed);**
- **Demonstration of up to 5 genotypes in the Field trial that will be shown during the Symposium Field day. More information at <https://ibgs.arei.lv/barley-field-day/>.**

Company on site promotion

- **Company Logo in the E-Book of Abstracts;**
- **Company name will be mentioned in the Program (under the event name);**
- **Possibility to share printed and additional material in the registration area;**
- **Staff passes (1 person);**
- **One roll up in the Welcome party area.**



EVENT SPONSORS

Category: Lunch (Available – 4)

Sponsorship contribution: 3000 EUR



Pre-event advertising/Official Webpage

- Company Logo on the Symposium webpage <https://ibgs.arei.lv>.

Symposium Attendance

- One Symposium registration pass (including all social events listed);
- Demonstration of up to 5 genotypes in the Field trial that will be shown during the Symposium Field day. More information at <https://ibgs.arei.lv/barley-field-day/>.

Company on site promotion

- Company Logo in the E-Book of Abstracts;
- Company name will be mentioned in the Program (under the event name);
- Possibility to share printed and additional material in the registration area;
- One roll up in the lunch area.



EVENT SPONSORS

Category: Coffee Break (Available – 8)

Sponsorship contribution: 2000 EUR



Pre-event advertising/Official Webpage

- **Company Logo on the Symposium webpage <https://ibgs.arei.lv>.**

Company on site promotion

- **Event sponsors will be announced in each session before the coffee break;**
- **Company name will be mentioned in the Symposium Program (under the event name);**
- **Possibility to share printed and additional material during the sponsored coffee break;**
- **One roll up in the coffee break area.**



We look forward to welcoming you at IBGS13, Riga, Latvia!

Everyone who is interested in IBGS13 will find detailed information about the Symposium at

<https://www.ibgs.arei.lv>

If you have any questions, please contact IBGS13 Local Committee: ibgs@arei.lv or ibgs13@arei.lv

Application form <https://ibgs.arei.lv/sponsors/>