



# The 12th International Symposium on Pre-Harvest Sprouting in Cereals

JULY 24 - 27 2011

Red Deer, Alberta, Canada

## Sponsorship Opportunities

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The Alberta Agriculture Field Crop Development Centre is pleased to be hosting the 12<sup>th</sup> International Symposium on Pre-Harvest Sprouting in Cereals (12<sup>th</sup> ISPHSC) at Red Deer, Alberta, Canada from July 24 - 27, 2011. Previous ISPHSC conferences have attracted on average of 80 – 120 attendees from more than 25 countries. We anticipate attendance of about 100 to 120 people. International speakers from Australia, USA, Japan, UK, Europe, China, Argentina, New Zealand, South Africa and many other countries will join Canadian colleagues for collaborative information exchange and discussions.

The 12<sup>th</sup> ISPHSC will include presentations of posters and papers and will allow for scientific exchange and free discussions. The 12<sup>th</sup> ISPHSC theme, ***"Capturing the Value of Cereal Crop Innovations Through Global Networking"***, will reflect on the importance of sharing innovative ideas among international institutions and applying the ideas to advance the quality of cereal crops for the benefit of primary producers, industry and consumers. The 12<sup>th</sup> ISPHSC conference will continue to promote cutting edge sciences in cereals and world-wide co-operation in research with industry partners and primary producers.

The 12<sup>th</sup> ISPHSC conference is scheduled over four days. The conference begins with a welcome reception on the Sunday evening, and continues with poster and oral presentations on Monday, Tuesday and Wednesday. We will wrap up the conference Wednesday evening with a banquet showcasing Alberta hospitality. In addition to our scientific program, we will be hosting several social events that will allow the delegates the opportunity to network and collaborate with fellow colleagues.

We are offering several opportunities for your organization to participate as a sponsor and hope you will be able to assist the local organizing committee in producing an excellent conference. Please feel free to contact us to discuss sponsorship opportunities. We thank you for considering our request.

Conference Chair: Dr. Joseph Nyachiro  
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Sponsorship Chair: Dr. Jim Helm  
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## Sponsorship Options and Opportunities

To help cover some of the conference costs, we are currently seeking sponsors. Any donation amount will be gratefully received and recognized at the conference. A summary of sponsorship levels and recognition is included below.

<b>Sponsor Recognition</b>	<b>Platinum Over \$5,000</b>	<b>Gold Up to \$5000</b>	<b>Silver Up to \$2,000</b>	<b>Bronze Up to \$500</b>	<b>Supporter Up to \$250</b>
One complimentary registration to conference	✓	✓			
Opportunity to have a display at the conference BBQ	✓				
Opportunity to have a table top display in the coffee area	✓	✓			
Logos with company name used wherever company listed	✓	✓	✓		
Brewing company beers served at events	✓	✓	✓		
Name included on the conference web site	✓	✓	✓	✓	✓
Full page advertisement in proceedings	✓	✓			
Half page advertisement in proceedings			✓		
Quarter page advertisement in proceedings				✓	
Name included on meeting program and in proceedings	✓	✓	✓	✓	✓
Verbal recognition at barbeque	✓	✓	✓	✓	✓

Donations of \$5,000 or greater will receive appropriate additional recognition as Platinum status. If you need more information about the workshop, please feel free to contact us.

**Option two:** Sponsor an invited international speaker, BBQ, or refreshment break

**Invited speaker(s):** \$5,000 per overseas and \$3,000 per USA speaker

**Tuesday evening BBQ:** \$5,000

**Refreshment break:** \$500 each (Monday, Tuesday or Wednesday)

You would also offer to sponsor for the following items

- **Conference bags**
- **Conference binders**