ISTA
ANNUAL MEETING
25-28 MAY, 2020
VERONA, IT

SPONSORSHIP BROCHURE
General Information

The ISTA Annual Meeting and Congress is a powerful marketing tool that strengthens the association brand awareness and public relations. But is also the place where members gather and decide on the future Rules changes. Therefore, it’s important that every year the association invest in an event that promotes not just ISTA values but also the quality that we promote and mean. To be able to support the event financially every year, setting a sponsorship is key to budget success. This has also an impact in the membership, who will benefit from a lower registration fee to attend the event.

But what means becoming an ISTA Sponsor?

It’s an organization or company that contributes financially to the costs involved in organising the ISTA annual event. Their main objective is to get in contact with our event attendees, international seed science professionals from many organisations and laboratories. But also to generate brand awareness between the industry.

We look forward to your participation.

Sponsorship Opportunities

Event sponsorship packages

The International Seed Testing Association (ISTA) offers the following Sponsorship programmes:

<table>
<thead>
<tr>
<th>Inclusions</th>
<th>Sponsorship Level</th>
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<tbody>
<tr>
<td></td>
<td>Gold</td>
</tr>
<tr>
<td></td>
<td>Silver</td>
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<tr>
<td></td>
<td>Bronze</td>
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<tr>
<td>Gold</td>
<td>4000 CHF</td>
</tr>
<tr>
<td>Silver</td>
<td>2000 CHF</td>
</tr>
<tr>
<td>Bronze</td>
<td>1000 CHF</td>
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Complimentary registrations

2 1

Advertisement in STI Bulletin on both issues in the event year

Full page Half page 1/4 page

Advertisement concerning the Event in ISTA communication channels: newsletters, event website, social media

Promotional materials in participants kit

Recognition in printed materials: Programme, Name Tags, banner with Sponsors at the event venue

Sponsor’s logo and link to the sponsor’s official webpage, in the Sponsorship section of the Event Website

Welcome speech at the Official Dinner

Welcome speech at the Welcome Reception

Other sponsorship opportunities

In addition to sponsorship categories above, the ISTA Secretariat also accept sponsorship for specific Event activities or services such as: Event delegate kits (bag, notepad and pen), lanyards, facilities, food and beverage at the Official Dinner, Welcome Reception or coffee breaks. Some sponsorship opportunities may be in kind or in cash. In case of in kind sponsorship, the design and reference of material is to be submitted to ISTA approval 1 month prior the event.

Should the above sponsorship packages do not meet with your marketing expectations but you would still be willing to support the ISTA Event, please do not hesitate to contacts as: events@ista.ch
Application Procedure

1. Application Form

Should your company be interested in one of the above listed sponsorship opportunities, please complete the “Sponsorship Application Form” and return it to the ISTA Secretariat.

2. Sponsorship Agreement

Once the sponsorship application is accepted by the ISTA Secretariat, a Sponsorship Agreement will be sent to the sponsor for approval and signature.

3. Sponsorship Confirmation

After the Sponsorship Agreement has been signed and approved by all parties, ISTA will send an invoice to the sponsor. Proof of payment is to be provided to the ISTA Secretariat as soon as the payment has been made. Once the sponsor’s payment has reached the designated account, the sponsor will be sent confirmation of payment receipt.

4. Sponsor’s Visibility

The sponsor is responsible for sending his logo in .eps or .ai format or in high resolution 300dpi jpeg, png to the ISTA Secretariat. Visibility will be granted according to Sponsorship Agreement as soon as the payment is received by the ISTA.

5. Contact Information

ISTA Secretariat:

events@ista.ch

Annual Sponsors must be confirmed by 01 May, 2020