



COMMERCIAL
BROCHURE



SECOND ALFALFA WORLD CONGRESS

Global Interaction
for Alfalfa Innovation

November 11 – 14, 2018
Córdoba - Argentina



Meeting Planner



Pedro de Oñate 253 SS.
Córdoba - Argentina
Tel: +54 351 4847542
info@worldalfalfacongress.org

Organized By



Ministerio de Agroindustria
Presidencia de la Nación

Supported By





II World Alfalfa Congress
November, 11th to 14th, 2018.
Córdoba, Argentina



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To whom it may concern,

On behalf of the General Organizing Committee and the Local Committee of the II World Alfalfa Congress, which will take place on November 11-14, 2018 at the Holiday Inn Córdoba, Argentina, it is my pleasure to invite you to be part of this extraordinary event.

It is an honor for INTA to be the main organizer of the most important international alfalfa meetings. We also have the support of the US National Alfalfa & Forage Alliance (NAFA), the China Grassland Association (CGA) and the Commission Intersyndicale de Dehydrators Européens (CIDE)

As in the previous edition, that was held in Bengbu, China in 2015, we will be able to get access to an updated discussion on the most recent scientific and technological advances and new uses of the crop. All these topics are going to be covered by speakers from many different countries with recognized expertise, who will share their knowledge across the eight sessions that make up the scientific structure of the congress for the first two days. In addition, the event will provide business opportunities for alfalfa hay, alfalfa seeds, hay machinery, equipment for industrial processes (particularly alfalfa dehydration and re-compaction), as well as many other necessary inputs for alfalfa production.

On the third day there will be a Field Tour visiting an industrial plant that produces alfalfa pellets and a farm devoted to produce high quality alfalfa hay. The latter will provide the opportunity to see Argentine and international hay machinery, both in a static and dynamic exhibition, as well as demonstration plots with 37 alfalfa cultivars and trials comparing different seeding rates and planting systems.

It is expected an audience of at least 800 attendees from all over the world, including scientists, alfalfa producers, professional advisers and commercial companies.

We strongly believe that this event will constitute an outstanding platform to strengthen the links not only between countries but also between science and industry. The objective is to unite efforts for alfalfa improvement in order to take the crop to the vanguard place it deserves.

Based on the above, we gladly present this Commercial Brochure with a variety of opportunities for you to participate. In this context, we invite you to join us for building together a successful congress. For more information, please consult our official webpage at www.worldalfalfacongress.org

We count on you!

Dr. Daniel Basigalup
INTA Argentina
President of the Organizing Committee



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AUTHORITIES

GENERAL ORGANIZING COMMITTEE

President:

Daniel Basigalup (INTA, Argentina)

Members:

Daniel Putnam (UC Davis, EE.UU.),
Ronald Cornish (NAFA, EE.UU.),
Eric Guillemot (CIDE, Europa),
Lu Xinshi (CGA, China)

LOCAL ORGANIZING COMMITTEE

President:

Daniel Basigalup (INTA, Argentina)

Members:

Ariel Odorizzi (INTA Manfredi)
Valeria Arolfo (INTA Manfredi)
M. del Carmen Spada (INTA Manfredi)

SPECIFIC OBJECTIVES FOR THE SECOND WORLD ALFALFA CONGRESS

- Promote updated scientific exchange on alfalfa
- Promote discussions on the most important aspects affecting alfalfa production in the world
- Facilitate the commercial exchange of alfalfa products amongst countries
- Contribute to a better understanding by the general public about the importance of alfalfa on a global level
- Promote international cooperation for alfalfa research
- Encourage the formation of an international alfalfa network system



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SPONSORSHIP CATEGORIES

1 DIAMOND SPONSOR

Benefits included as detailed.

**Minimum investment: u\$d 15,300 (payment before April 30th, 2018)
u\$d 18,000 (payment after May 1st, 2018)**

1 PLATINUM SPONSOR

Benefits included as detailed.

**Minimum investment: u\$d 12,325 (payment before April 30th, 2018)
u\$d 14,500 (payment after May 1st, 2018)**

2 GOLD SPONSOR

Benefits included as detailed.

**Minimum investment: u\$d 10,200 (payment before April 30th, 2018)
u\$d 12,000 (payment after May 1st, 2018)**

3 SILVER SPONSOR

Benefits included as detailed.

**Minimum investment: u\$d 7,650 (payment before April 30th, 2018)
u\$d 9,000 (payment after May 1st, 2018)**

4 BRONZE SPONSOR

Benefits included as detailed.

**Minimum investment: u\$d 5,100 (payment before April 30th, 2018)
u\$d 6,000 (payment after May 1st, 2018)**



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| | | DIAMOND | PLATINUM | GOLD | SILVER | BRONZE |
|------------------------------|--|--|---|--------------------------------------|-------------------------------------|-------------------------------------|
| | Number of available sponsors | 1 | 2 | 3 | 4 | 5 |
| PREVIOUS THE CONGRESS | | | | | | |
| Publicity | Logo in the official web of the congress | in section exhibitors Logo VERY highlighted | in section exhibitors Logo highlighted | Medium Logo in exhibitors section | Small Logo in exhibitors section | Minor Logo in exhibitors section |
| | Link of the company in the official web of the congress | Yes | Yes | Yes | - | - |
| | Logo in advertising poster | Logo VERY highlighted | Logo highlighted | Medium logo | Small logo | Minor logo |
| | Logo in Congress Newsletter | Logo VERY highlighted | Logo highlighted | Medium logo | Small logo | Minor logo |
| | Logo in Social network (Facebook, Twitter) | Logo VERY highlighted | Logo highlighted | Medium logo | Small logo | Minor logo |
| DURING THE CONGRESS | | | | | | |
| Branding | Mandatory Logo application on all official signage | Yes | - | - | - | - |
| | Logo on main stage poster | Yes | Yes | Yes | Yes | Yes |
| | Sponsored meeting point (living style) at foyer of the Convention Center | Yes | Yes | - | - | - |
| | Logo on printed materials as sponsors | Yes | Yes | Yes | Yes | Yes |
| | Stands | Central space for 6mt x 3mt booth | Preferential space for 4mts x 3mts booth | Space for 4mt x 3 mt booth | Standard 3mts x 3 mts booth | Standard 3mts x 2mts booth |
| | Logo in back of Badge and Lanyard | Yes | - | - | - | - |
| | Logo inside pocket program | Yes | Yes | Yes | Yes | Yes |
| Contents | Sessions Hosting | 2 (first to choose) | 1 (second to choose) | 1 (third to choose) | - | - |
| | Logo on signage of Poster Presentation Room | Yes | Yes | Yes | - | - |
| | Other possibilities to be discussed | Yes | Yes | Yes | Yes | Yes |
| Publicity | Logo in APP of the congress in "push notifications" | Exclusivity | - | - | - | - |
| | Logo in APP of congress in Sponsors zone | Yes | Yes | Yes | Yes | Yes |
| | Inserts in Congress bag | Up to 3 inserts | Up to 2 inserts | 1 insert | 1 insert | 1 insert |
| | Entrance portico to the Convention Center | Logo VERY highlighted | Logo highlighted | Medium Logo | Small Logo | Minor Logo |
| | Logo in Pen Drive with abstracts of the congress | Exclusivity | - | - | - | - |

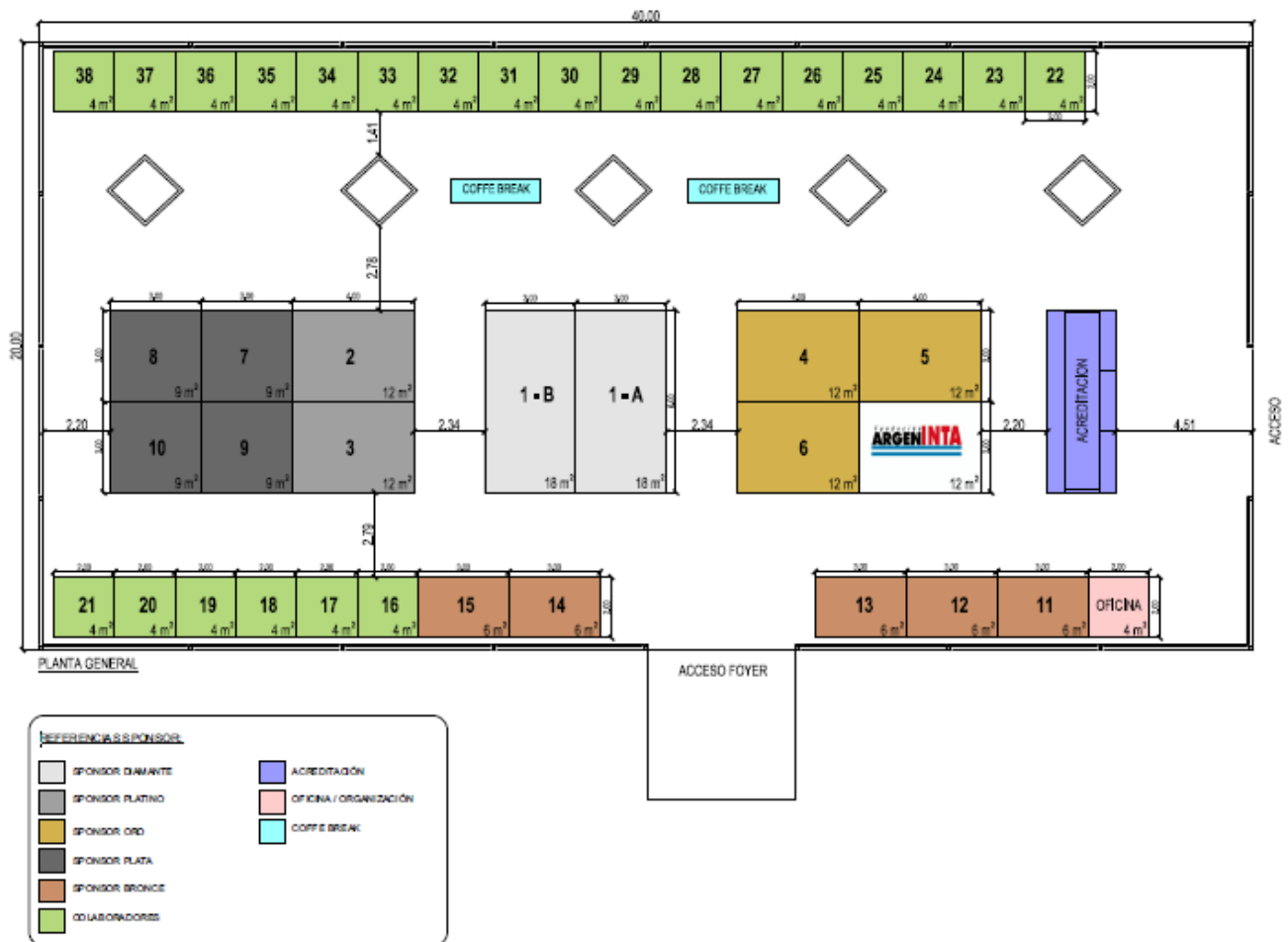


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| | | DIAMOND | PLATINUM | GOLD | SILVER | BRONZE |
|-------------------------------------|--|----------------------------|----------------------------|----------------------------|--|--|
| | Number of available sponsors | 1 | 2 | 3 | 4 | 5 |
| DURING THE FIELD DAY | | | | | | |
| Field Day | Dynamic exhibition (machinary working) | Up to 3 machines no charge | Up to 2 machines no charge | 1 machine no charge | 50% of discount in cost of machine in dynamics | 30% of discount in cost of machine in dynamics |
| | Equipment exhibition (static display) | Up to 3 machines no charge | Up to 2 machines no charge | Up to 2 machines no charge | 1 machine no charge | 1 machine no charge |
| | Flybanners in stations | Up to 12 | Up to 9 | Up to 6 | Up to 4 | Up to 2 |
| | Flags | Up to 8 | Up to 6 | Up to 4 | Up to 2 | 1 |
| | Promoters with commercial information | Up to 4 | Up to 3 | Up to 2 | 1 | 0 |
| INVITATIONS / ACCREDITATIONS | | | | | | |
| Invitations with no charge | Entries to Congress and field Day | 3 | 2 | 1 | - | - |
| Invitations with discount | Purchase up to 10 entries | 5% | 5% | 5% | 5% | 5% |
| | Purchase 11 to 20 entries | 10% | 10% | 10% | 10% | 10% |
| | Purchase more than 20 | 15% | 15% | 15% | 15% | 15% |
| Accreditations | Exhibitor accreditations ** | 5 | 4 | 3 | 2 | 1 |

EXHIBITION PLAN





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ALTERNATIVES OF PARTICIPATION

A BOOTHS

| LOT Nº | MEASURES (m) | Early price | Regular price |
|-----------|-----------------|-------------------|---------------|
| | | April, 30th, 2018 | May 1st, 2018 |
| 1 | 6,00 x 3,00 | Diamond Sponsor | |
| 2 | 4,00 x 3,00 | Platinum Sponsor | |
| 3 | 4,00 x 3,00 | Platinum Sponsor | |
| 4 | 4,00 x 3,00 | Gold Sponsor | |
| 5 | 4,00 x 3,00 | Gold Sponsor | |
| 6 | 4,00 x 3,00 | Gold Sponsor | |
| 7 | 3,00 x 3,00 | Silver Sponsor | |
| 8 | 3,00 x 3,00 | Silver Sponsor | |
| 9 | 3,00 x 3,00 | Silver Sponsor | |
| 10 | 3,00 x 3,00 | Silver Sponsor | |
| 11 | 3,00 x 2,00 | Bronze Sponsor | |
| 12 | 3,00 x 2,00 | Bronze Sponsor | |
| 13 | 3,00 x 2,00 | Bronze Sponsor | |
| 14 | 3,00 x 2,00 | Bronze Sponsor | |
| 15 | 3,00 x 2,00 | Bronze Sponsor | |
| 16 to 38 | 2,00 x 2,00 | USD 950 | USD 1100 |



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INCLUDES:

- Use of contracted space only.
- Existing general lighting in place.
- Cleaning the common areas of the exhibition.
- 3 exhibition credentials for each booth.
- Coordination and advice prior to and during the event.
-

NOT INCLUDED:

- Telephone line or internet
- Electrical outlet
- Cleaning inside the booth
- Staff
- Insurance
- Furniture, structures or carpet

*BOOTHS 16 TO 30 ARE STANDARD BOOTHS.

Includes: Structure in paneling border, spot, desk and 3 chairs. In the event that the exhibitor wants to avoid the furniture, he/she may do so, but this doesn't mean any discount in the value of the booth. The use of perimeter paneling and valance is mandatory.



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B BUSINESS OPPORTUNITIES

| | | Early price Until April 30th, 2018 | | Regular From May 1st, 2018 | | | |
|---------------------------------|--|--|-----------------|----------------------------------|-----|-----|-------|
| Item | Description | | | | | | |
| During the Congress | Congress Bags (exclusive rights) | Portfolios / Bags with the name and logo of the Company and logo of the congress. The cost of production and placement are the responsibility of the Sponsor. The quality and specifications are to be agreed with the organization. Quantity: 800. Advertising fee: | | USD | 700 | USD | 800 |
| | Notepad and pens(exclusive rights) | It includes notebooks and pens with your brand within the portfolio. Production and shipping costs are paid by the sponsor. Both items must be approved by the Organizing Committee. Note pads and pens. Quantity: 800. Advertising fee: | | USD | 400 | USD | 460 |
| | Inserts in Portafolio (1 per sponsor) | Provided by the Sponsor. It must be delivered to the organization 1 week before the Congress. It will be included in the congress bags of the delegates. They should not exceed the length of a A4 sheet | | USD | 350 | USD | 410 |
| | Registration counters and Secretary | Inclusion of logo in general registration counters | | USD | 450 | USD | 520 |
| | Reloading towers for smartphones and tablets (1) | Presence of brand in graphics.The Sponsor will cover the rental costs, plotting and placement in venue. Advertising fee | | USD | 360 | USD | 420 |
| | Chair covers with logo | Brand presence stamped on the cover. The cost of production and placement will be borne by the sponsor. Advertising fee | | USD | 450 | USD | 520 |
| | Banner in Exhibition | Right to place a banner in certain areas of the exhibition - Banner provided by the company | | USD | 360 | USD | 420 |
| | Led screen with agenda at entrance rooms | Led screen with the agenda - Inclusion brand and / or static advertising. The Sponsor will cover the rental costs, plotting and placement in venue. Advertising fee. | | USD | 450 | USD | 520 |
| | Static exhibition of machinery at congress venue | The sponsor will be able to exhibit ONE machine in the parking lot of the congress venue, accompanied by advertising banner | | USD | 950 | USD | 1.100 |
| Commercial product presentation | The sponsor may make a commercial presentation during lunch time. The cost of lunch is paid by the sponsor | | to be announced | | | | |
| During Dynamic on field day | Hydration station during dynamic on field day | The sponsor shall provide the gazebo, waters and/or sodas cans. The gazebo must be approved by the organization. Advertising fee | | USD | 340 | USD | 390 |
| | Machinery in dynamic exhibition | One peace of equipment in roundtrip strip | | USD | 750 | USD | 863 |
| | Machinery in dynamic exhibition | * if 2 peaces or more | | 10% discount each | | | |
| | Exhibition of static machinery in the field day | The sponsor will be able to exhibit ONE machine in the parking lot of the venue of the dynamics in field day, accompanied by advertising banner | | USD | 500 | USD | 600 |
| | Fly banners on field day during dynamics | the sponsor will be able to put up to 5 flybanners in dynamic headquarters | | USD | 100 | USD | 120 |



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C OTHERS

| | | |
|---|--|---|
| Grant to cover expenses of the scientific program | Exceptional contribution for financing of invited speakers selected by the Scientific Committee - Includes Logo in program of the congress | Airfare and/or accommodation - transfers - others |
|---|--|---|

GENERAL GUIDELINES

Prices expressed in dollars

any alternative of participation not included in this presentation, which may be of interest to you and which is proposed in writing, will be considered by the authorities of the Congress

Congress Registrations

| Early Bird | |
|--|---------|
| From April 1st to August 31st | |
| Participants (Argentina) | USD 240 |
| Participants (Argentina) + field day | USD 290 |
| Participants (Rest of the World) | USD 450 |
| Participants (Rest of the World) + field day | USD 500 |
| Only field day | USD 60 |

| Regular Fee | |
|--|---------|
| From September 1st to October 20th | |
| Participants (Argentina) | USD 325 |
| Participants (Argentina) + field day | USD 390 |
| Participants (Rest of the World) | USD 585 |
| Participants (Rest of the World) + field day | USD 650 |
| Only field day | USD 80 |



Event Management

LO MEJOR VIAJES - Congress and Events
sponsorship@worldalfafacongress.org



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| On Site | |
|--|---------|
| Participants (Argentina) | USD 405 |
| Participants (Argentina) + field day | USD 490 |
| Participants (Rest of the World) | USD 765 |
| Participants (Rest of the World) + field day | USD 850 |
| Only field day | USD 100 |

Ask for group registrations.

VENUES

1. Scientific Sessions Venue: Holiday Inn Córdoba

Assembly day at the Congress venue: November 11th, 2018 from 9am to 8pm

Day of disarmament: November 13th, 2018 from 5pm to 7pm

Height: The maximum height of all construction, including lighting fixtures, must not exceed 2.1 m. If higher structures are solicited, the approval of the technical direction is mandatory.

Registration of Exhibitors: each exhibitor will receive a total of 1 credential (nominated with the name of the company they represent) and will be delivered on November 11th, 2018.

Electricity: Current of 220-380 volts / 50 cycles. Grounding of all devices and / or equipment is mandatory.

2. Field Dynamics venue: Calchín

Assembly day at Day field: November 13th, form 9am to 8pm

Day of disarmament: November 14th, 2018 from 5pm tp 8pm



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Registration of Exhibitors: each exhibitor will receive a total of 2 credentials (nominated with the name of the company they represent) and will be delivered on November 13th, 2018.

CANCELATION POLICY

Change of date – Cancellation:

. In the case of reasons of force majeure reasons, the Organizing Committee may change the date or location of the event or cancel it. In the latter case, the amount paid will be reimbursed 100%. No other type of claims will be accepted.

. If the Sponsor or Exhibitor cancels his space and / or the contracted business opportunities and the Organizing Committee can re assign it to a third party, 80% of the amount paid will be reimbursed, retaining 20% as expenses deduction.

. If the Sponsor or Exhibitor cancels his space and / or the business opportunities contracted through the Agreement signed in a timely manner and the Organizing Committee cannot re assign it to a third party, the amount paid, will not be reimbursed. In case that the organization has not received any payment but the space or business opportunity has been reserved by the fulfillment of the agreement, the corresponding amount will be invoiced.

. Any cancellation must be sent exclusively in writing and in a reliable manner. Cancellations will not be accepted after July 1st, 2018.

The Organizing Committee reserves the right to terminate the contract under the terms of article 1198 of the Argentine Civil Code.

**Anyone who works before and during the event,
must present proof of CUIT / CUIL and current insurance.**

PARTICIPATION CONDITIONS AND PAYMENT METHOD

The corresponding contract request must be completed and sent by email to sponsorship@worldalfalfacongress.org

The Organizing committee will not be responsible for the loss of values if they are sent by mail.

To confirm your participation you must pay:

- 50% of the total value hired as reservation fee.



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- 25% of the total before July 31st, 2018*
- 25% remaining before October 31st, 2018*

* Values payments after March 1 correspond to the regular fee

Failure to pay within these dates may be subject to cancellation of the reservation or contracting of the lot with loss to the exhibitor of the amounts already paid and will empower the **ORGANIZING COMMITTEE** to award the lot (s) to third parties.

PAYMENT METHOD: Bank transfer or check (consult details)

Consult through mail to sponsorship@worldalfalfacongress.org or 54 351 4847542 from 9am to 4pm local time.

TAKE IN TO ACCOUNT: Any company that acquires a booth or hire a business opportunity should have paid 100% of the fee before the event. NO EXCEPTIONS ARE ALLOWED.

ROOM RESERVATIONS

If you wish to know accommodations alternatives either for groups or individual persons, we invite you to contact the organization to: travel-accomodation@worldalfalfacongress.org
We have preferential rates. Limited availability



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HIRE REQUEST

COMPANY: _____

CUIT: _____

ADDRESS: _____ CITY: _____

ZIP CODE: _____ FAX: _____ COUNTRY: _____

e-mail: _____

CONTACT _____ MOVIL: _____

DETAIL

| # ITEM | DESCRIPTION | DATE OF FIRST PAYMENT (50%) | PRICE | |
|--------|-------------|-----------------------------|-------|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Observations: _____

Total participation: \$ _____

Payment Method (checks/bank transfer): _____

SIGN _____ PRINTED NAME _____ DATE _____