



INTERNATIONAL GRAINS COUNCIL

# IGC GRAINS CONFERENCE

Thursday 7 June 2012 • Queen Elizabeth II Conference Centre • London



IGC Grains Conference works with all partners to ensure that you have a tailor-made package to meet your specific needs.



2011 Sponsors and exhibitors



GLENCORE

**Bloomberg**



**CME Group**  
A CME/Chicago Board of Trade/NYMEX Company



## SPONSORSHIP OPPORTUNITIES

# 2012

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# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSOR

This is the highest-profile opportunity available at the IGC Conference. Your company name and logo would be displayed prominently across the whole event and include the following benefits:

- Choose one of the following sponsorship hosting opportunities:
    1. the conference lunch
    2. the welcome reception the night before the event
  - The build up to the show – first logo on all event material and brochures
  - Logo listed first throughout all marketing campaigns – using both direct mail and electronic marketing
  - Senior representative invited to make a five-minute presentation at the opening
  - Full logo branding in place at either the conference lunch or welcome reception including speaking address to delegates at either function (promotional banners included)
- Name and logo displayed prominently on website
  - Logo dynamically linked wherever it is used on the IGC website
  - Verbal thanks at the conference opening by chairman
  - Logo included on power point presentation running throughout all the breaks
  - Sponsors logo displayed on stage banners behind the key note speakers
  - One exhibition space allocated 3m x 2m in size
  - Full-page for your advertising in the conference programme
  - 50-word company descriptor + logo in the conference programme and on the website
  - Your promotional material included in the conference bag
  - Four free delegate places for the Conference and Welcome Reception



“As the event gold sponsor your logo would be prominently positioned on the main conference stage”

# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSOR

Your company name and logo would be displayed prominently as our sponsor partner and include the following benefits:

- Sponsor logo listed throughout all marketing campaigns – using both direct mail and electronic marketing
- Choose from one of the following promotional options (promotional banners included):
  1. the refreshment breaks
  2. conference drinks reception
- Sponsor logo listed on website and on selected conference marketing and materials
- Verbal thanks at the conference opening ceremony
- Logo included on power point presentation running throughout all the breaks
- One exhibition space allocated 3m x 2m in size
- Half-page for your advertising in the conference programme
- 50-word company descriptor + logo in the conference programme and on the website
- Two free delegate places for the Conference and Welcome Reception

## WORKSHOP SPONSOR

A unique opportunity to host a discussion group, enabling the sponsor to invite selected panellists to discuss a particular industry topic on the main conference agenda

- Sponsor logo listed throughout all marketing campaigns – using both direct mail and electronic marketing
- Sponsor logo listed on website and on selected conference marketing and materials
- Verbal thanks at the conference opening ceremony
- Logo included on power point presentation running throughout all the breaks
- Promotional logo banners included
- One exhibition space allocated
- Half-page for your advertising in the conference programme
- 30-word company descriptor + logo in the conference programme and on the website
- Two free delegate places for the Conference and Welcome Reception



# SPONSORSHIP OPPORTUNITIES

## DELEGATE BADGE SPONSOR

A high profile branding opportunity to have your logo displayed on ALL the name badges worn by the conference delegates

- Sponsor logo listed throughout all marketing campaigns – using both direct mail and electronic marketing
- Name listed on website and on selected conference marketing and materials
- Half-page for your advertising in the conference programme
- 30-word company descriptor + logo in the conference programme and on the website
- Two free delegate places for the Conference and Welcome Reception

## EXHIBITION STAND

This is an opportunity to gain access to all delegates during the refreshment breaks and lunch

- One exhibition space size 3m x 2m
- Name and logo in the conference programme
- Opportunity to have an insert into the delegate bags

## DELEGATE BAG SPONSOR

The delegate bag is distributed to all participants, containing the delegate book and a limited amount of brochures:

- Delegate bag overprinted with your logo and name
- One free delegate place for the Conference and Welcome Reception
- Sponsor logo listed on website and on selected conference marketing and materials
- Opportunity to have an insert into the delegate bags

## BRAND SPONSORSHIP

- Conference gifts
- Pen sponsorship

## PUBLICITY BROCHURES

price

- Use the conference as a platform to market your products, services or upcoming events by inserting publicity material in delegate bags.

# SPONSORSHIP APPLICATION FORM

**TO SECURE YOUR SPONSORSHIP,  
PLEASE COMPLETE THIS FORM AND RETURN**

**TO:** Judie Counce  
Events Plus  
49 Southdown Road, Harpenden,  
Hertfordshire AL5 1PQ, UK  
Telephone: +44 (0)1582 765006  
Email: [igc@events-plus.co.uk](mailto:igc@events-plus.co.uk)

## I/We wish to book

- Gold
- Silver
- Workshop
- Delegate badge sponsorship
- Exhibition stand
- Delegate bag sponsorship
- Brand sponsorship
- Publicity brochures

## Your details

Dr/Mr/Mrs/Ms/Other.....First Name:.....Surname:.....

Position:..... Organisation: .....

Address: .....

.....

Postcode:..... Country:..... Telephone:.....

Fax:..... Email:..... Website:.....

I/We have read and understand the Terms & Conditions

**Signature:**.....**Date:** .....

**Contract value £**.....

**Payment terms: 30 days from signature date**

**Wireless internet connections will be provided free of charge,  
this includes wireless internet cards for laptops that are not wireless-enabled**

# SPONSORSHIP & EXHIBITORS

## TERMS & CONDITIONS

### DEFINITIONS

The term 'Organisers' used in these conditions means the IGC or their designated representatives. The terms, 'Sponsor' and 'Exhibitor' include any person, firm or company, corporation, institution or committee to whom space is allocated. The term 'Venue' refers to those portions of the QEII Conference Centre that are licenced to the Organiser.

### VENUE and DATE

The Exhibition shall be held on Thursday, 7 June 2012 at the QEII Conference Centre, London SW1.

### APPLICATION for STAND SPACE

Space is allocated on a strictly 'first-come, first-served' basis. Applications for space must be made on the form provided. The Organisers reserve the right to grant or refuse any application without giving reasons.

All confirmed sponsorship completed by 31 March will be included in the conference programme, all other promotional materials and the website. After this date, we cannot guarantee their placement in these places.

### CANCELLATIONS

All cancellations must be notified in writing to the IGC or their designated representatives:

To 28 February – refund of the amount less 50% for administrative cost

After 28 February, no refunds will be made.

### ERECTION of STANDS

Sponsors will be provided with an exhibition space 3 metres x 2 metres and additional electrical work must be ordered through the Organiser. Plans for structural units or display fittings other than the standard fittings must be submitted for the Organisers approval. They may not exceed the width or height of the exhibition space.

### DELIVERY and REMOVAL of EXHIBITS and GOODS

The QEII shall be open to sponsors and exhibitors for installation of exhibits from 7.00am to 8.30am on the day of the conference.

All exhibits and goods must be cleared away no later than 6.30pm on 7 June. Responsibility for the reception, unpacking, staging and removal of exhibits and goods fall on the exhibitor. Exhibitors will not be able to break down until the conference officially finishes, at a time to be confirmed.

### STAFF, PROMOTIONS and EXHIBITS

Every stand must be open to visitors to view and be in the charge of a competent representative of the sponsor. Price lists, promotional matter, etc., may only be distributed from, and displays may only be within a sponsor's space and not public areas, unless with specific prior agreement with the Organisers. Staffs from sponsor companies who wish to attend the conference sessions must register as full conference delegates, unless a specific prior arrangement has been made with the Organisers. Whilst the Organisers will make every effort to secure a high level of attendance of delegates to the conference, no guarantee of delegate numbers can be given.

### LIABILITY

Whilst the Organisers shall endeavour to protect the sponsors' property at the Exhibition, it must be understood that the management of the Premises, the Organisers and the Exhibition Contractor cannot accept liability for loss or damage sustained, occasioned by any cause whatsoever.

Sponsors shall be responsible for all damage to property and for any loss or injury to persons caused by them or their agents, contractors or employees and shall indemnify the Organisers against all claims and expenses arising there from.

In the event of it being found necessary for whatever reason that the Exhibition shall be postponed, abandoned or altered in any way in whole or in part, or if the Organisers find it necessary to change the dates of the Event, the Organisers shall not be liable for any expenditure, damage or loss incurred by the Sponsors. In the event of cancellation the Sponsor will be refunded any monies paid. If the Event is postponed, the sponsor will have the option of withdrawing the application and total monies will be refunded.

### INSURANCE

Sponsors are reminded of the need to ensure that they are fully covered against all risks at the Exhibition. Particular attention is drawn to the need for insurance on the following: abandonment, damage to fixtures and fittings, personal loss and public liability.