



WSRC 11



World Soybean
Research Conference

18 – 23 June 2023

Vienna | Austria

Sponsor Opportunities

Table of Contents

General Information	3
Key Data	3
What is WSRC11?	3
Topics	4
Conference Participants	4
The Organizer	4
The Event – a face to face conference	4
Exhibition	5
Conference Venue: Austria Center Vienna (ACV)	5
Destination Vienna	5
Sponsor Opportunities	6
Platinum Sponsor	6
Gold Sponsor	7
Silver Sponsor	7
Bronze Sponsor	7
Additional Possibilities	9
Young scientist award (poster or oral)	11
Satellite Meeting	11
More information?	11



General Information

Thank you for your interest in the sponsor and exhibition program of WSRC11, the 11th World Soybean Research Conference in Vienna!

With an array of unique promotional opportunities, we can help you design the perfect program to enhance your company's experience and reach your objectives at WSRC11.

Key Data



Event:	WSRC11 – World Soybean Research Conference
Date:	18 – 23 June 2023
Exhibition:	19 – 22 June 2023
Delegates:	up to 700 delegates (on-site only) from all over the world
Venue:	Austria Center Vienna
website:	www.wsrc11vienna.com

What is WSRC11?

The goal of the World Soybean Research Conference is to promote soybean research and to encourage the global soybean community to interact and initiate discussions, aiming to give answers and raise new questions on the globally important crop fundamental for food and feed supply. Soybean plays key role in development of environmentally friendly agriculture production.

The WSRC is an international research conference organized every four to five years around the world that provides a global perspective on critical issues facing the industry and whole soybean sector. The first WSRC was held in 1975 in USA and now, after 48 years, the World Soybean Research Conference will come to Europe.

Urbana-Champaign, Illinois | USA | 1975
Raleigh, North Carolina | USA | 1979
Ames, Iowa | USA | 1984
Buenos Aires | Argentina | 1989
Chiang Mai | Thailand | 1994
Chicago | USA | 1999
Iguassu Falls | Brazil | 2004
Beijing | China | 2009
Durban | South Africa | 2013
Savannah | USA | Planned 2017
Novi Sad | Serbia | Planned 2022
Vienna | Austria | 2023



Topics

The following topics are planned for the WSRC11:

1. Soybean Genetics, Genomics, Breeding & Biotechnology:

Classical breeding, new tools and techniques, genomic breeding, sequencing techniques, seed composition genetics, organic breeding, germplasm and climate change, abiotic stress breeding, biotic stress breeding, soybean improvement in Africa, bioinformatics and data management

2. Soybean Weeds, Diseases, Pests and their Management:

Control strategies, advanced tools & sensors, new and emerging diseases, resistance management, seed attackers

3. Agronomy, Physiology & Agrotechnology:

Sustainable production systems, seed production and technology, precision farming, conventional management across the globe, organic management, yield and seed composition management, soil fertility and plant nutrition,

4. Soybean Food, Feed & Nutrition:

Food/feed developments and needs, nutrigenomics, soybean bioactives and proteins

Conference Participants

Conference participants include a wide spectrum of representatives from the whole soybean research and production chain including agronomists, plant breeders, phytopathologists, molecular geneticists/biologists, human food/animal feed and nutrition experts, industry and university members, students, international organizations, economists, policy makers etc.

The Organizer

Donau Soja is a European, multi-stakeholder, not-for profit membership organisation and the local host and organizer of WSRC11 in Vienna. <https://www.donausoja.org/>

The Event – a face to face conference

No hybrid. No virtual. Let's meet in person!

Now, after a hurricane and the COVID-19 pandemic had interrupted all the huge efforts to meet both in Savannah, Georgia and in Novi Sad, Serbia, it is more important than ever for the world soybean community to come together in a real-life conference.



Exhibition

The WSRC11 Conference is accompanied by an exhibition, which the organizer sees as an important contribution to the development of soybean research. Industry partners are seen as a strong part of the global soybean community.

Exhibition schedule:

set up: 18 June 2023
exhibition: 19 – 22 June 2023
dismantling: 22 June 2023 right after show

Conference Venue: Austria Center Vienna (ACV)



With 19 halls, 180 meeting rooms, 26,000 m² of exhibition/networking space and a capacity of 22,800 people, it is one of the top players in the international congress business. It is the only convention center in the world that is directly connected to a UN headquarters.

The Austria Center Vienna is in the 22nd district of Vienna. It is situated next to the UN headquarter (UNO City) and surrounded by the Donau City. The congress centre can be reached easily by the subway line U1. Furthermore, there is a direct access to the freeway A22, as well as a bus stop of the airport express bus.

Destination Vienna



Vienna: one of the most popular conference cities in the world, a home to one of four major United Nations offices, world music capital, business and financial centre, cultural interface. And everyone who meets in Vienna, cannot resist its charms: impressive old architecture, beautiful gardens, exquisite cuisine and the special attitude towards life, the Viennese people always show.

For more information, please visit:
<https://www.wien.info/en>

Sponsor Opportunities

Leading companies and organizations in research products and services in the field of Soybean Research are kindly welcome to sponsor the organization of WSRC11.

Different sponsoring options are offered to accommodate different budget and benefit requirements.

The sponsor programme offers a diverse menu which will help your company to reach your target audience. Participating in our sponsor program provides you with a unique opportunity to promote your company to key companies and organizations.

Therefore, we offer the following sponsorship possibilities:

Platinum Sponsor

- 15 minutes plenary presentation
- Opportunity for an Industrial Talk
- Listing on WSRC11 website at sponsor page including a link to the company's website
- Space for the company logo at the venue
- Mentions during opening and closing ceremony
- 1 stand-alone newsletter before conference
- rotating banner in the conference app (max. 10)
- news feed in the conference app
- 24m² exhibition space with basic furniture and booth set up and preferential choice of location
- 4 complimentary delegate fees (incl. conference access, catering at venue and conference dinner)
- Company Description for Book of Abstracts (1 page)
- Conference Bag Insert, to be provided and shipped by Sponsor

Investment: **€ 30.000 + VAT**



Gold Sponsor

- 15 minutes presentation
- Listing on WSRC11 website at sponsor page including a link to the company's website
- Space for the company logo at the venue
- Mentions during opening ceremony
- 1 stand-alone newsletter before conference
- rotating banner in the conference app (max. 10)
- news feed in the conference app
- 12m² exhibition space with basic furniture and booth set up and preferential choice of location
- 3 complimentary delegate fees (incl. conference access, catering at venue and conference dinner)
- Company Description for Book of Abstracts (½ page)
- Conference Bag Insert, to be provided and shipped by Sponsor

Investment: **€ 20.000 + VAT**

Silver Sponsor

- Listing on WSRC11 website at sponsor page including a link to the company's website
- Space for the company logo at the venue
- Mentions during opening ceremony
- 1 newsletter article before conference – top position
- rotating banner in the conference app
- 9m² exhibition space, with basic furniture and booth set up and preferential choice of location after Gold
- 2 complimentary delegate fees (incl. conference access, catering at venue and conference dinner)
- Company Description for Book of Abstracts (¼ page)
- Conference Bag Insert, to be provided and shipped by Sponsor

Investment: **€ 12.000 + VAT**

Bronze Sponsor

- Listing on WSRC11 website at sponsor page including a link to the company's website
- Space for the company logo at the venue
- Mentions during opening ceremony
- 1 newsletter article before conference
- rotating banner in the conference app
- 6m² exhibition space with basic furniture and booth set up and preferential choice of location after Gold & Silver
- 1 complimentary delegate fee (incl. conference access, catering at venue and conference dinner)
- Conference Bag Insert, to be provided and shipped by Sponsor

Investment: **€ 7.500 + VAT**



Sponsorship Packages Overview

	Platinum	Gold	Silver	Bronze
Total Investment	€ 30,000 + VAT	€ 20,000 + VAT	€ 12,000 + VAT	€ 7,500 + VAT
Presentation	15 minutes plenary Presentation Opportunity for an industrial talk	15 minutes Presentation		
Online Appearance	Logo + Link on website 1 standalone Newsletter before conference 1 rotating banner in conference app 1 newsfeed in conference app	Logo + Link on website 1 Newsletter article before conference 1 rotating banner in conference app 1 newsfeed in conference app	Logo + Link on website 1 Newsletter article before conference 1 rotating banner in conference app	Logo + Link on website 1 Newsletter article before conference 1 rotating banner in conference app
Offline Appearance	Company logo at venue Mentions during opening + closing ceremony	Company logo at venue Mentions during opening ceremony	Company logo at venue Mentions during opening ceremony	Company logo at venue Mentions during opening ceremony
Delegates Fee	4x delegates	3x delegates	2x delegate	1x delegate
Exhibition booth	24m ² exhibition space with basic furniture and booth set up	12m ² exhibition space with basic furniture and booth set up	9m ² exhibition space with basic furniture and booth set up	6m ² exhibition space with basic furniture and booth set up
Company Description for Book of Abstracts	full page	½ page	¼ page	
Conference Bag Insert	Yes	Yes	Yes	Yes



Additional Possibilities

Exhibition incl. 6m² shell scheme

- Listing on WSRC11 website at sponsor page
- 6m² exhibition booth with 2 spots, electricity, carpet, and booth set up
- 1 complimentary delegate fees (incl. conference access, catering at venue and conference dinner)

Investment: **€ 6.000 + VAT**

Exhibition space only

- Listing on WSRC11 website at sponsor page
- Minimum 6m²

Investment: **€ 725.- per m² + VAT**

Badge cords (lanyards)

When delegates register, they receive their badges attached to badge cords, exclusively with your company logo (provided by the sponsoring company) on it.

Investment: **€ 7.000 + VAT**

Coffee breaks

- The sponsor can position appropriate signs (table signs, A-frames) in the popular coffee-break areas. The form of the banner needs to be approved by the conference organizer.
- Company name will be announced at the end of the session before the break.
- Company Logo in the conference program
- Company Logo on the conference website

Investment: **€ 3.500 + VAT** per coffee break



Lunch

- The sponsor can position appropriate signs (table signs, A-frames) in the popular lunch areas. The form of the banner needs to be approved by the conference organizer. Company name will be announced at the end of the session before lunch.
- Company Logo on the conference website
- Company Logo in the conference program,
- 1 complimentary delegate fee (incl. conference access, catering at venue and conference dinner)
- Lunch speech (10 min)

Investment: **€ 7.000 + VAT** per lunch

Welcome reception

The sponsor can position appropriate signs (roll-ups, table signs, A-frames) in the Austria Center Vienna during the welcome reception which takes place on the 18 June 2023. The form of the banner needs to be approved by the conference organizer.

Investment: **€ 2.500 + VAT**

Logo on the conference bags

The sponsor's logo will be printed on the conference bags that each participant receives. The Investment depends on the costs of the conference bags.

Investment: **€ 3.000 + VAT (excl. print costs)**

Stand-alone newsletter

A stand-alone promotional newsletter will be mailed to all the attendees.

Investment: **€ 1.500 + VAT**

Conference Bag Insert

Put your promotional material in the conference bag to attract the participants for your services. The item needs to be approved by the conference organizer.

Investment: **€ 1.500 + VAT per item**



Advertisement

1/1 Page advertisement in the book of abstract / program

Investment: **€ 2.500 + VAT**

Young scientist award (poster or oral)

Support young scientists to participate in WSRC11.

The purpose of these grants is to contribute to the conference and to foster scientific exchanges

The organizers plan several categories of awards, details will be announced in due time.

Investment: **starting at € 2.000 + VAT**

Satellite Meeting

Your organization can host a satellite meeting to discuss your products and services. These meetings can be held at the congress venue or in a meeting hotel in Vienna. The meetings will be advertised in the official program.

Satellite meeting organizers are kindly requested not to organize external meetings or other events in parallel with the congress program at the congress venue.

If you need support with organization, please contact **event@columbus.at**



WSRC11 offers a wide variety of sponsoring opportunities for every available budget. We realize that each company has different requirements and objectives regarding sponsorship. If you are looking for a tailor-made sponsorship package that best meets your company's objectives, please do not hesitate to contact us.

Sponsor & Exhibition Management

Renate Androsch-Holzer

Tel: 0043 1 53411 – 310

Email: **wsrc11vienna@columbus.at**