



ABIC 2010 Sponsorship Opportunities

Updated July, 2010

ABIC: Agricultural Biotechnology International Conference

At its very core, the ABIC Foundation supports the development of Agriculture as a major force in developing, creating and ensuring a sustainable planet. ABIC Foundation's mission is dedicated to linking the global science, business, government and development communities to enable the application of sustainable agricultural biotechnologies for the good of all. Its focus for the future lies in the pursuit of three interrelated and interdependent strategic thrusts: Connecting People, Building Capacity and Enabling Progress through Commercialization.

The ABIC Foundation was established to secure the continued success of the ABIC conference series. The Foundation's goal is to ensure ongoing opportunities for continuous learning and networking within the agbiotech community through the conference. The ABIC Foundation is overseen by a board of directors with representation from several countries. It is a not-for-profit corporation based in Saskatoon, Saskatchewan, Canada. The ABIC Foundation was formed June 12, 1998, following the successful completion of ABIC '98.

The Foundation performs advisory, promotional and supportive functions for the conferences. As the Foundation shapes the ABIC concept, it strives to position the Conference at the forefront of agbiotech innovation. Through its various activities, the Foundation raises ABIC's international profile while fostering the ABIC standard of quality.

1.1 CONFERENCE OBJECTIVES

- ☞ To inform stakeholders of advances, barriers and action options which may influence science and business endeavors on a global scale
- ☞ To provide an opportunity for international stakeholders to learn more about options, opportunities and dealing with challenges through direct exchange of information between stakeholders
- ☞ To provide a forum for agbiotech organizations to demonstrate their capabilities and to seek investment, technology transfer and sales opportunities

1.2 CONFERENCE NAME, THEME, IMAGES

The conference theme **ABIC 2010: Agricultural Biotechnology - Bridging Biology and Business** was chosen by the Steering Committee. Theme development took into account those who attend the conference and their respective reasons for coming.

A conference image that is reflective of the theme is under development. Images chosen will differ enough to catch attention, and will maintain links with the overall ABIC visual image so that people will know at a glance that this is an ABIC conference.

1.3 CONFERENCE PARTICIPANTS

The **primary target audience** is comprised of individuals and groups who are employed by private and public organizations ranging in size from multi-nationals, to small- and medium-sized enterprises and entrepreneurs. These include:

☞ Business leaders and Investors

Business leaders and entrepreneurs are often the champions of new commercial development. Once they see value in applications of technology they are able to pull together the resources to commercialize them.

☞ Policy makers

Policy makers need to be aware of the most current advances in the science and commercialization of biotechnology in order to develop effective regulations for these new products and processes in a timely fashion. ABIC 2010 gives policy makers and leading researchers a chance to discuss the issues that are common to the commercial application of this science.

☞ Technology transfer specialists

Technology transfer specialists are often employed by companies or organizations to liaise between researchers and investors or business leaders. They need to know who has certain expertise and what developments are coming down the pipeline.

☞ Researchers

Scientific researchers conduct either basic research - investigating life processes or applied research - developing technologies that may have commercial applications for the betterment of our quality of life globally. Applications could be in terms of products to improve health, environment, food production, renewable fuel sources, etc. Their knowledge and expertise is crucial to any effort to commercialize these technologies. These researchers may, however, need to meet the appropriate business leaders, investors, patent lawyers or even technology transfer agents to set their work on a commercial path.

These people will participate at ABIC 2010 as delegates, exhibitors, speakers, sponsors or poster presenters. As these represent very diverse geographic regions, the strategies and tactics used to target these audiences must be representative and adaptable to the targeted areas and people. These regions include:

North America [Canada, US, Mexico]; Europe [Britain, Germany, Belgium, etc.], South America; Australia / New Zealand; Africa; Japan; China as well as numerous smaller countries.

Our **secondary audience** is composed of members of the media, who will not be paid registrants, but whose participation and dissemination of conference news could have a huge impact on the success of this and future ABIC events. Included in this category are electronic and print media representing television, radio, newspapers (daily, weekly), magazines, newsletters, websites, etc.

1.4 PROMOTION OF ABIC 2010

1.4.1 SECTOR PARTICIPATION

Various organizations within the sector will be approached to help promote the conference within their networks. Ag-West Bio is the lead agency for ABIC 2010. Ag-West staff will work with the various organizations to promote the conference.

The ABIC Foundation board is comprised of nine international, national and local directors. The ABIC 2010 Steering Committee, Program Committee, and Sponsorship Committees have 44 committee positions. All board and committee members will be provided with promotional materials with which to promote the conference.

1.4.2 ADVERTISING

Several advertising opportunities include ads in *INDUSTRY MAGAZINES* such as BIOTECCanada's Insight Magazine (14,000 readers).

Use of *MOBILE BILLBOARDS* at life science events such as BIO 2010 (~20,000 delegates).

EASEL SIZE POSTERS which can be easily transported will be used to promote 2010.

After obtaining the appropriate permissions, the poster will be situated in the lobbies of organizations such as University of Saskatchewan, National Research Council, Ag Canada, Saskatchewan Research Council, Canadian Synchrotron, REDA offices, Saskatoon & Regina Chamber of Commerce, Enterprise Saskatchewan, etc.

1.4.3 PROMOTIONAL ITEMS

Several promotional items have been chosen and include business cards, pens, bound notebook, tea bags, and mugs.

1.4.4 ELECTRONIC METHODS

The ABIC 2010 website will be used to promote the conference, along with complimentary articles in various newsletters, and media releases. Web links will be placed on as many websites that allow reciprocal links, starting with board and committee members, sponsors, exhibitors, and branching out from there.

Along with Ag-West Bio staff, the following people will be involved in the promotion of ABIC 2010:

ABIC FOUNDATION BOARD OF DIRECTORS

- Jerome Konecsni, National Research Council – PBI, Chairman of the Board, Saskatoon Saskatchewan Canada
- Dr. Roger Kemble, Syngenta Biotechnology, RTP, North Carolina USA
- Dr. Malcolm Devine, Performance Plants, Saskatoon Saskatchewan Canada
- Prof. Morakot Tantichareon, BIOTECH, Bangkok Thailand
- Art Froehlich, AdFarm, Calgary Alberta Canada
- Dr. Jocelyn Webster, AfricaBio, Johannesburg South Africa
- Eva Kwok, Amara International Investment Corp., Vancouver British Columbia Canada
- Dr. Robert Rennie, Spur Ventures, Vancouver British Columbia Canada
- Dr. Peter Welters, Phytowelt GreenTechnologies GmbH, Cologne Germany
- Bronwyn Dilley, NZBIO, New Zealand
- Muriel Adams, ABIC Foundation Inc.

ABIC 2010 Steering Committee

- Wilf Keller
Chair ABIC 2010
- Suzanne Abrams,
National Research Council – PBI
- Doug Billett,
Saskatchewan Agriculture
- Gerry Brown
PREVENT
- Ron Kehrig,
Enterprise Saskatchewan
- Dale Kelly,
Saskatchewan Research Council
- Jerome Konecsni,
National Research Council - PBI
- Danya Kordan,
Saskatchewan Enterprise
- Murray McLaughlin,
Sustainable Chemistry Alliance, Ontario
- Dorothy Murrell
University of Saskatchewan
- Peter Phillips,
University of Saskatchewan
- Andrew Potter,
VIDO
- Andrew van Kessel,
University of Saskatchewan
- Brent Zettl,
Prairie Plant Systems

ABIC 2010 Program Subcommittee

- Brent Zettl, Co-Chair
Prairie Plant Systems
- Ron Kehrig, Co-Chair
Enterprise Saskatchewan
- Suzanne Abrams, Chair – Poster Competition
National Research Council – PBI
- Gerry Brown,
PREVENT
- Andrew van Kessel,
University of Saskatchewan
- Brigitte Weston,
BASF Plant Science, USA
- Greg Gingera,
Dow Agro
- Dorothy Murrell
Crop Development Centre
- Reno Pontarollo
Genome Prairie
- Volker Gerdts
VIDO

**ABIC 2010
SPONSOR DELEGATE
EXHIBITOR Subcommittee**

- Art Froehlich – Co-Chair
AdFarm, Calgary
- Murray McLaughlin, Co-Chair
Sustainable Chemistry Alliance,
Ontario
- Danya Kordan,
Enterprise Saskatchewan
- Doug Billett
Saskatchewan Agriculture
- Carol Reynolds,
Genome Prairie
- Colleen Christensen,
University of Saskatchewan

PROMOTION OF ABIC 2010

L4

ABIC 2010: SPONSORSHIP OPPORTUNITIES



**SPONSOR:
BAYER CROP
SCIENCE**

**GOLD SPONSOR
\$50,000**

GALA EVENING – TUESDAY SEPTEMBER 14, 2010

**SPONSOR:
AG-WEST BIO
INC.**

**SILVER SPONSOR
\$35,000**

RECEPTION – MONDAY SEPTEMBER 13, 2010

BRONZE SPONSOR

\$20,000 EACH

PLENARY SPEAKER: Agricultural Biotechnology and the Next 10 years: An Investors Perspective – Opening Presentation: Monday September 13

PLENARY SPEAKER: AGBIOTECH: THE GLOBAL SUSTAINABILITY CHALLENGE – CLOSING PLENARY - WEDNESDAY SEPT 15

- Plenary speaker sponsors receive the following opportunities:**
- Chair the Plenary Session you have sponsored
 - Private meeting at ABIC 2010 with Plenary Speaker you have sponsored

All bronze sponsors receive the following benefits:

- Prominent positioning of sponsor logo on ABIC 2010 website with link back to sponsor website
- 250 word company profile on ABIC 2010 website
- ½ page advertisement in final program if sponsored by July 1, 2010. Alternate ½ page ad will be placed in conference workbook for sponsors after July 1 and before July 30. (sponsor responsible for own artwork)
- Sponsor supplied insert for Conference Bag – one item
- One – 8 X 10’ booth at ABIC 2010
- One full delegate registration
- Recognition in media releases
- Express registration and conference check-in
- Early and final registration list of delegates
- Prominent recognition on signage at conference
- 250 word company profile in final program / workbook (in addition to ½ page ad noted above).
- Complimentary space on publication table

\$20,000 each

SPONSOR: DOW AGROSCIENCE	PLENARY SPEAKER #2: THE COMING FAMINE – MONDAY SEPT 13
SPONSOR : NOVOZY MES	PLENARY SPEAKER #1 – AGBIOTECH – THE GLOBAL SUSTAINABILITY CHALLENGE – TUESDAY SEPTEMBER 14, 2010

ABIC 2010: SPONSORSHIP OPPORTUNITIES

<p>SPONSOR: ENTERPRISE SASKATCHEWAN</p>	<p>Plenary Speaker #2: THE ROLE OF BIOTECHNOLOGY IN NUTRITION AND FOOD SECURITY – TUESDAY SEPTEMBER 14, 2010</p>
<p>SPONSOR: MINISTRY OF AGRICULTURE, GOVERNMENT OF SASKATCHEWAN</p>	<p>PLENARY SPEAKER: ADDRESSING ENVIRONMENTAL SUSTAINABILITY THROUGH BIOTECHNOLOGY</p>
<p>SPONSORS: GENOME PRAIRIE, GENOME ALBERTA, GENOME BC</p>	<p>WELCOME RECEPTION AND OPENING OF EXHIBIT HALL SUNDAY SEPTEMBER 12, 2010</p>

Plenary Speaker: Agbiotech: The Global Sustainability Challenge –

ABIC 2010: SPONSORSHIP OPPORTUNITIES
Closing Plenary - Wednesday Sept 15



**COPPER SPONSOR (FIVE DIFFERENT OPPORTUNITIES AVAILABLE)
\$15,000**

1. **POSTER COMPETITION:** This sponsor opportunity provides the sponsor excellent exposure to conference delegates and poster presenters. An expected 80 scientific posters will be viewed over the course of the conference, with small monetary awards (amounts included in your sponsorship package) being presented in the categories of Energy, Health and Sustainability. Opportunity for sponsor to participate in the judging of the posters, and to make presentations to winners of the poster awards.

2. **CONFERENCE WORKBOOK: Opportunities for two placements in conference workbook --** In addition to ¼ page advertisement as part of the copper sponsorship, this opportunity includes an additional ½ page ad placed near the front of the conference work book (your artwork).

3. **INTERNET CAFÉ:** An opportunity to provide both wireless and internet café services to conference delegates.

Copper sponsor benefits include:

- Logo ABIC 2010 website with link back to sponsor website
- 250 word company profile on ABIC 2010 website
- ¼ page advertisement in final program / workbook (sponsor responsible for own artwork)
- One – 8 X 10’ booth at ABIC 2010
- One full delegate registration
- Recognition in media releases
- Express registration and conference check-in
- Early and final registration list of delegates
- Prominent recognition on signage at conference
- 250 word company profile in final program / workbook (in addition to ¼ page ad noted above).
- Complimentary space on publication table

SPONSOR: BASF	WATER BOTTLES
SPONSOR: ENTERPRISE SASKATCHEWA N	FINAL PROGRAM

COPPER SPONSOR (Five different opportunities available)

ABIC 2010: SPONSORSHIP OPPORTUNITIES

PUBLIC FORUM

**SPONSOR:
Genome
Prairie**

**PUBLIC FORUM
\$7,000**

PUBLIC Forum

ABIC 2010: SPONSORSHIP OPPORTUNITIES

NUTRITION BREAKS

\$6,000 (SIX AVAILABLE)

- Logo ABIC 2010 website with link back to sponsor website
- One day delegate registration (day of sponsorship)
- 250 word company profile on ABIC 2010 website
- Recognition in media releases
- Express registration and conference check-in
- Final registration list of delegates
- Prominent recognition on signage at conference
- 250 word company profile in final program / workbook
- Complimentary space on publication table

SPONSOR:
Syngenta

Monday Morning Nutrition Break

SPONSOR:
**The Agri-
Technology
Commercialization
Centre**

Monday Afternoon Nutrition Break

SPONSOR:
**Prairie
Plant
Systems**

Tuesday Morning Nutrition Break

SPONSOR:

Tuesday Afternoon Nutrition Break

SPONSOR:

Wednesday Morning Nutrition Break

SPONSOR:
Pulse Growers

Wednesday Afternoon Nutrition Break

Nutrition Breaks

ABIC 2010: SPONSORSHIP OPPORTUNITIES

SPONSOR:
Saskatchewan
Health
Research
Foundation

Lanyards (name badge ropes)
\$5,000

SPONSOR:
Saskatchewan Research
Council

Pocket Program
\$5,000

SPONSOR:
City of
Saskatoon

SHUTTLE SERVICE BETWEEN HOTELS
\$5,000

\$5,000

ABIC 2010: SPONSORSHIP OPPORTUNITIES

SESSION SPONSOR

\$3,500

Pick your day and session theme (check the website for sessions still available)

- Chair your session
- One day delegate registration (day of sponsorship)
- Attend Speakers Breakfast and meet the speakers on your session day
- Logo on ABIC 2010 website with link back to sponsor website
- 150 word company profile on ABIC 2010 website
- Recognition in media releases
- Express registration and conference check-in
- Final registration list of delegates
- Recognition on signage at conference
- 150 word company profile in final program / workbook
- Complimentary space on publication table

SPEAKER BREAKFASTS

\$1,500

SPONSOR:
AdFarm

MONDAY SPEAKER BREAKFAST

SPONSOR:
Crop
Development
Centre

TUESDAY SPEAKER BREAKFAST

SPONSOR:
Iris Meck
Communications

WEDNESDAY SPEAKER BREAKFAST

SPEAKER BREAKFASTS

ABIC 2010: SPONSORSHIP OPPORTUNITIES