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**ICAR & IDF/ISO**  
CONFERENCE ANALYTICAL WEEK  
**2019 PRAGUE**  
CZECH REPUBLIC

**SPONSORSHIP  
PROSPECTUS**

[www.icar2019.cz](http://www.icar2019.cz)

16 June ICAR Board  
Meeting, Board and  
Chairpersons Meeting

**ICAR 17 – 21** June

20 June Internal IDF Meeting

**IDF/ISO 21 – 25** June





## WELCOME

The ICAR Annual Conference brings together leading scientists and practitioners in animal recording and genetic evaluation from around 60 countries. It is a showcase for a wide range of identification, recording and testing technologies. **In June 2019**, the ICAR meetings will take place in **Prague, Czech Republic**. **The Analytical Week** provides the facility for dairy **laboratory managers, dairy scientist and analytical professionals** to network and exchange ideas on the latest development in analytical solutions and the launching of new initiatives.

By synchronising and co-locating the **ICAR and IDF/ISO Meetings**, over **500 delegates** from a wide range of **research, education, public, private and commercial organisations** will have the opportunity to learn about the latest advances **in areas such as international standards, identification, milk recording, performance recording, dairy herd management, milk analysis, laboratory equipment, milk meter technique, parentage verification, genotyping, phenotyping, genetic evaluation, breeding scheme design, breeding scheme operation and more, across all the main animal production and service species.**

The Local Organising Committees welcome the opportunity to discuss with you a sponsorship arrangement for the combined meetings. Please find enclosed examples of possible **sponsorship packages**. However, if these don't quite suit your needs, please get back to any of our organising committee members to discuss what would be most attractive to you.

President of the ICAR Conference and IDF/ISO Analytical Week  
**Josef Kučera**







## CONFERENCE VENUE

### Prague

Prague is a popular congress destination and its popularity is still rising. Besides **the architectural gems, the rich cultural life** and **the varied gastronomic offer, it boasts a friendly atmosphere and a safe environment.**

Prague is the capital and the largest city of the Czech Republic. and the **15<sup>th</sup> largest city of the European Union.** It is a business, financial, educational and cultural centre with excellent transport infrastructure. It covers 496 km<sup>2</sup> and has about 1.3 million inhabitants. Prague is a highly economically developed and rich region. According to Eurostat statistics, it is **the ninth richest region in Europe.** GDP per capita in Prague is 171% of the EU average. There are 12 universities, the most important of which is Charles University, founded in 1348. It is also the oldest university in Eastern Europe.

### Prague Congress Center

The Prague Congress Center is **one of the best congress centers in the world.** In addition to major scientific, medical and pharmaceutical congresses and conferences, political meetings, festivals, exhibitions and, last but not least, cultural events of all kinds are held thanks to its great variability. If you are going to visit us, here you will find everything you may be interested in.

### Address

5. kvetna 1640/65, Nusle  
140 00 Prague 4, Czechia  
[www.kcp.cz](http://www.kcp.cz)



# PROGRAM OUTLINE

Sunday <b>16/6</b>	ICAR Board ICAR Board and Chairpersons		ICAR Board and Chairpersons Dinner
Monday <b>17/6</b>	ICAR WGs, SCs and Task Forces		
Tuesday <b>18/6</b>	ICAR WGs, SCs and Task Forces Practical Workshops First Exhibition day		
Wednesday <b>19/6</b>	ICAR Conference Second Exhibition day		ICAR Welcome Reception
Thursday <b>20/6</b>	ICAR Conference Third Exhibition day	Internal meeting of IDF	ICAR Gala Dinner
Friday <b>21/6</b>	ICAR Conference in the morning	IDF-ISO Analytical Week First Exhibition day	ICAR Technical Tours [half of the day] IDF-ISO Welcome Reception
Saturday <b>22/6</b>		IDF-ISO Analytical Week Second Exhibition day	
Sunday <b>23/6</b>		IDF-ISO Analytical Week Manufacturer's showcase in the morning	IDF/ISO Technical Tours and Field Trip [half of the day]
Monday <b>24/6</b>		IDF-ISO Analytical Week Third Exhibition day	IDF-ISO Gala Dinner
Tuesday <b>25/6</b>		IDF-ISO Analytical Week Fourth Exhibition day	

## SPONSORSHIP

**10% DISCOUNT WILL BE APPLIED IF BECOME PARTNER FOR BOTH EVENTS IN THE SAME CATEGORY**

## PARTNERSHIP PACKAGES

### PLATINUM PACKAGE

**ICAR**  
**20 000** EUR

**IDF/ISO**  
**17 000** EUR

- » Official title of "PLATINUM Sponsor"
- » Exhibition space up to 20 sqm
- » Right to offer catering at the exhibition booth
- » Priority choice for exhibition space location
- » Logo and link at the official website of the event
- » Possibility to place an editorial paper at all event newsletters
- » Two full pages, 4-colour advertisement in the Final Programme
- » Possibility to hold 1 Industry Sponsored Symposium at no additional cost
- » [incl. room rental, setup, standard technical equipment]
- » Inserts in the event bag – 2 items in total
- » 5 tickets for the Gala Dinner
- » Logo on e-poster screens during poster sessions
- » Logo in the main meeting room during the entire event
- » Wi-Fi Sponsor
- » 6 exhibitor registrations for the event



## GOLD PACKAGE

**ICAR**  
**12 000** EUR

**IDF/ISO**  
**12 000** EUR

- » Official title of "GOLD Sponsor"
- » Exhibition space up to 16 sqm
- » Right to offer catering at the exhibition booth
- » Priority choice for exhibition space location after "PLATINUM Sponsor"
- » Logo and link at the official website of the event
- » Possibility to place an editorial paper at all event newsletters
- » One full page, 4-colour advertisement in the Final Programme
- » Inserts in the conference bag – 2 items in total
- » 3 tickets for the Gala Dinner
- » Logo on e-poster screens during poster sessions
- » Logo in the main meeting room during the entire event
- » 4 exhibitor registrations for the event

## SILVER PACKAGE

**ICAR**  
**7 500** EUR

**IDF/ISO**  
**5 000** EUR

- » Official title of "SILVER Sponsor"
- » Exhibition space up to 12 sqm
- » Right to offer catering at the exhibition booth
- » Priority choice for exhibition space location after "PLATINUM and GOLD Sponsors"
- » Logo and link at the official website of the event
- » One half page, 4-colour advertisement in the Final Programme
- » Inserts in the conference bag – 1 items in total
- » 1 tickets for the Gala Dinner
- » Logo on e-poster screens during poster sessions
- » Logo in the main meeting room during the entire event
- » 3 exhibitor registrations for the event

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

**10% DISCOUNT WILL BE APPLIED IF BECOME PARTNER FOR BOTH EVENTS IN THE SAME CATEGORY**

## EVENING EVENTS

### ICAR Board and chairpersons dinner Partner [Exclusive]

**ICAR**  
**2 500** EUR

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- » Company logo present at Welcome Reception venue
- » Logo at the official website with a link to the Partner's homepage
- » Company can place roll up banners and other branded materials at the Welcome Reception area
- » Company logo in the Final Programme

### Welcome Reception Partner

**ICAR**  
**2 500** EUR

**IDF/ISO**  
**2 000** EUR

- » Company logo present at Welcome Reception venue
- » Logo at the official website with a link to the Partner's homepage
- » Company can place roll up banners and other branded materials at the Welcome Reception area
- » Company logo in the Final Programme

### Gala Dinner Partner [Exclusive]

**ICAR**  
**5 000** EUR

**IDF/ISO**  
**4 000** EUR

- » Company's logo to be printed on all Gala Dinner invitations and menus
- » Logo at the official website with a link to the Partner's homepage
- » Company can place roll up banners and other branded materials at the Gala Dinner venue
- » Company logo in the Final Programme

# ON-SITE

## Industry Sponsored Symposium Partner

**ICAR**  
**5 000 EUR**

- » Companies and organizations are invited to host an Industry Symposium (maximum duration of 45 minutes + 15 minutes for preparation and dismantling) on their selected topic to present their work and products
- » Symposiums will be held during lunch time or coffee breaks with no sessions in parallel and advertised as part of the congress programme
- » Programme is subject to the approval of the Congress Scientific Committee

## Company Sponsored Workshop

**ICAR**  
**2 500 EUR**

- » Sponsor of one of the workshops which are part of the Congress Scientific Program
- » Sponsor's logo on the Congress webpage and in the final programme
- » Company can place roll up in the area of Company Sponsored Workshop
- » Maximum duration of 60 minutes + 15 minutes for preparation and dismantling

## Navigation System Partner [Exclusive]

**ICAR** **IDF/ISO**  
**2 500 EUR** **2 000 EUR**

- » Company logo on the outside [footsteps] signage to the venue
- » Company logo on the inside signage system
- » Company logo in the Final Programme

## Relax Zone Partner [Exclusive]

**ICAR** **IDF/ISO**  
**2 000 EUR** **1 500 EUR**

- » Relax zone will be available to all attendees of the event
- » Company can place roll ups and other branded materials in the Relax Zone
- » Company logo in the Final Programme

## Lunch Break Partner

**ICAR** **IDF/ISO**  
**1 000 EUR/LUNCH** **800 EUR/LUNCH**

- » Company logo present at lunch break area
- » Opportunity to provide branding items (e.g. napkins, sugar, etc.)
- » Company logo in the Final Programme



## Coffee Break Partner

**ICAR** **IDF/ISO**  
**750 EUR/BREAK** **500 EUR/BREAK**

- » Company logo present at coffee break area
- » Opportunity to provide branding items (e.g. napkins, sugar, etc.)
- » Company logo in the Final Programme

## Water Fountains Partner [Exclusive]

**ICAR** **IDF/ISO**  
**1 000 EUR** **500 EUR**

- » Company's logo will be placed on dispensers
- » Company can provide branded cups, etc.
- » Company logo in the Final Programme

## Poster Area Partner

**ICAR**  
**2 500 EUR**

- » Company logo/banner will be placed at the entrance to the Poster Area
- » Company logo will be displayed at the top or bottom of each poster board
- » Company logo in the Final Programme

## Field Trip

**ICAR** **IDF/ISO**  
**2 000 EUR** **2 000 EUR**

# EVENT MATERIALS

## Event Bags Partner

[60% if provided by sponsor]

**ICAR**  
**5 000 EUR**

**IDF/ISO**  
**4 000 EUR**

- » Delegates will be provided with the Event Bags upon registration
- » Company logo will be printed on the bags along with the logo of the Event
- » The bag will serve as the company promotion even after the event
- » Company logo in the Final Programme

## Event Badges Partner [Exclusive]

**ICAR**  
**4 000 EUR**

**IDF/ISO**  
**3 000 EUR**

- » Event Badges will be distributed to all delegates
- » Company logo will be printed on all badges
- » Company logo in the Final Programme

## Event Lanyards Partner

[Exclusive, 60% if provided by sponsor]

**ICAR**  
**3 000 EUR**

**IDF/ISO**  
**2 000 EUR**

- » Event Lanyards will be distributed to all delegates
- » Company logo will be printed on all Lanyards
- » Company logo in the Final Programme

## Event pen Partner

[Exclusive, 60% if provided by sponsor]

**ICAR**  
**1 000 EUR**

**IDF/ISO**  
**800 EUR**

- » Pens will be distributed to all delegates
- » Company logo placed on the pens
- » Company logo in the Final Programme

## Event Notepads Partner

[60% if provided by sponsor]

**ICAR**  
**1 000 EUR**

**IDF/ISO**  
**800 EUR**

- » Notepads will be distributed to all delegates
- » Company logo placed on the notepads
- » Company logo in the Final Programme

# ADVERTISING OPPORTUNITIES

## Final Programme Advertisement

- » Full inside page color advertisement in the Final Programme

**ICAR**  
**500 EUR**

**IDF/ISO**  
**300 EUR**

- » Half inside page color advertisement in the Final Programme

**ICAR**  
**300 EUR**

**IDF/ISO**  
**200 EUR**

## Event Bags Insert/1 item

- » One A4 insert of maximum 4 pages to be inserted in congress bags

**ICAR**  
**500 EUR**

**IDF/ISO**  
**300 EUR**

# EXHIBITION

If you are planning to organise an exhibition, we would like to invite you to visit our **ICAR Online Booking System** or **IDF/ISO Online Booking System**, where you can choose between the options **SPACE ONLY** [exhibition space only without equipment] and **BASIC SHELL SCHEME BOOTH SPACE** [equipped shell scheme booth].

## Space Only

**ICAR**  
**350 EUR/sqm**

**IDF/ISO**  
**350 EUR/sqm**

- » Space Only option is available for installation of Custom built stands.
- » Space Only is not equipped with shell schemes or furniture
- » Please note: All custom stand designs must be submitted to the Congress Secretariat for approval by no later than 30 May, 2019.





**Basic Shell Scheme  
booth space of 4 sqm**

**ICAR  
1 800 EUR**

**IDF/ISO  
1 800 EUR**

**Basic Shell Scheme  
booth space of 6 sqm**

**ICAR  
2 400 EUR**

**IDF/ISO  
2 400 EUR**

**Basic Shell Scheme  
booth space of 9 sqm**

**ICAR  
2 800 EUR**

**IDF/ISO  
2 800 EUR**

**Extra exhibitor badge**

**ICAR  
150 EUR**

**IDF/ISO  
100 EUR**

The exhibition will be placed close to the congress halls and refreshment. The price includes company title sign, 2 exhibitor registrations, 1 table with 2 chairs, carpet and trash can, 1 information desk with 1 bar stool, lighting [3 lights lamp and 220V electricity socket], wi-fi connection, acknowledgement of exhibitor in Final Programme of the event, acknowledgement of the exhibitor on the web page of the event and related organizational services.

All additional rental equipment has to be hired separately from the event exhibition contractor and will be charged individually. Each exhibitor will be contacted directly by the appointed contractor and will get technical details on exhibition set-up and dismantling, forwarding company details, etc.

**Your involvement and contribution would be greatly appreciated and can be tailored according to your business needs.**







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**All prices are quoted without VAT.**

**If you are interested in a partnership or exhibition space, please contact:**

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