



# CUCURBITACEAE 2022

## SPONSORSHIP PROSPECTUS



**Oct 30 - Nov 2, 2022**  
[conference.ifas.ufl.edu/cucurbits](https://conference.ifas.ufl.edu/cucurbits)

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# Why Become a Sponsor?

## Overview

Cucurbitaceae 2022 will bring together scientists from around the world for an in-depth exploration of new frontiers in cucurbit research and development. The four-day event will include themed sessions with invited talks by national and international scientists across a range of disciplines from public sector, as well as the industry, to discuss advances in Cucurbit research and development. The meeting will also feature a general poster session, crop-specific meetings, a Cucurbit Genetics Cooperative meeting, and a field tour of the local seed industry research facilities.

This event is the 10<sup>th</sup> meeting on “All Things Cucurbits” that has been held in the U.S every four years since 1980. Cucurbitaceae 2022 is jointly organized by the University of Florida & University of Georgia and will be held in Naples, FL U.S. Naples is a vibrant city with deep agricultural roots and is globally renown as a must-visit tourists’ destination.

## As a participating sponsor, your organization will have the opportunity to:

- Showcase your organization’s information and services in front of national and international scientists representing a wide range of disciplines from both the public and private sectors
- Increase brand awareness and generate leads for new customers and potential contracts
- Enhance its prominence in the Cucurbit research and development community and expand its outreach
- Establish connections and form collaborations with other companies and scientific institutions
- Have your display located where catering breaks and the poster zone take place, ensuring maximum interaction with attendees

**Come for visibility, come for networking, come for knowledge.  
Leave with new connections and opportunities!**

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# Sponsorship Opportunities

**Cucurbitaceae 2022** brings together scientists from around the world for an in-depth exploration of new frontiers in cucurbit research and development.

Sponsoring this event gives your organization valuable exposure to international scientists and managers working across a range of disciplines in the public and private sector, to discuss advances in Cucurbit research and development. The meeting will also feature a general poster session, crop-specific meetings, a Cucurbit Genetics Cooperative meeting, and a field tour of the local seed industry research facilities.

Your participation can create lasting impact for the future of your organization as challenges and solutions evolve in the cucurbits industry.

<b>Benefits at Each Sponsorship Level</b>	<b>Diamond \$10,000+</b>	<b>Platinum \$7,500+</b>	<b>Gold \$5,000+</b>	<b>Silver \$3,500+</b>	<b>Bronze \$1,500+</b>
Complimentary registrations	3	3	2	1	–
Complimentary 6' display table in the break area	✓	✓	✓	✓	–
Logo featured on front page of event web site					
Logo featured on front cover of abstract book					
Recognition as a Premium Sponsor of the Opening Reception or Closing Dinner Banquet ( <i>one each available</i> )					
Logo inclusion on Premium Sponsor freestanding banner					
Recognition as a Premium Sponsor of a Group Luncheon					
Your organization featured in a custom digital display on the event web site					
Your logo to appear in monthly publicity emails to more than 7,500 horticultural and crop production specialists					
Access to post-event list of attendees					
Acknowledgment at the opening and closing session					
Logo on the back cover of the abstract book					
Logo included on event sponsor signage					
Recognition on the event sponsor webpage					
Logo featured on PowerPoint in meeting rooms					

*Should Acts of God or natural or public health emergencies preclude this event from being held in-person, sessions will be held virtually via Zoom and your sponsorship will remain intact.*

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# Sponsor Display Information

A limited amount of space is available for sponsors confirmed at the **Silver Level** and higher to set up table-top displays in the poster display and refreshment break area.

## Sponsor Display Set-up & Removal Times

<b>Move-in Displays:</b>	Sunday, October 30, 2022	12:00pm–5:00pm
<b>Move-out Displays:</b>	Wednesday, November 2, 2022	3:00pm–5:00pm

- Due to space limitations, sponsor displays will be situated on 6' tables placed along the perimeter of the foyer and break area.
- If you plan to put pop-up banners behind your table, make sure your graphics department knows important content should appear at the top of the banner as the table will block the lower half.
- Additional costs will be incurred should you require electricity for your display.
- Sponsor display placement is determined by the organizers and your table will be identified with a tent card.
- Table top displays are meant to serve as a forum to show informational materials so a representative does not need to remain stationed at the table. If you want to interact with attendees, the times most effective for doing so are during early morning refreshments, daily am and pm breaks, and the evening poster session.
- Individuals assisting with setting up the table top display, but not remaining at the event, do not need to register. Otherwise, all display staff and representatives must be full registrants.
- If you wish to bring informational materials sufficient for everyone, we expect roughly 200-225 people to attend the event.
- Hotel self-parking is \$5.00 per day plus tax/ Valet parking is available at \$28.00 per car plus tax.
- If you need assistance by a bellman, use the hotel's main entrance. You will find customary staff gratuities and other hotel information outlined on our [Meeting Site & Hotel Information](#) page.

# Attendee Snapshot

## Who Should Attend?

This event is the primary venue for scientists in the field of cucurbits to present and share their novel work and research findings with colleagues from around the world. In addition to keeping up with the latest scientific research, it is a valuable opportunity for networking, and seeking international collaborations with other plant breeders, growers, plant pathologists, physiologists, biotechnologists, and others interested in “All Things Cucurbits”.

## Attendees will include:

- Academic scientists from universities and non-profit research institutes
- Post-doctoral, graduate, and undergraduate students from disciplines related to horticultural crop production, plant pathology, physiology, breeding and genetics, genomics, and other agricultural sciences
- Governmental research institutions and agencies working with cucurbits
- Governmental policy makers and regulators in the agriculture sector
- Private industry including research and development, growers, production managers and marketing professionals



*\*Photo taken prior to Covid-19 Pandemic*

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# Sponsor Today!

Become a Sponsor

## Important Items to Note

- All sponsor representatives (including those receiving the complimentary registration benefit) are **required to register for the event**. Completion of the sponsorship commitment form does not count as a event registration.
- Sponsorships will be confirmed on a first-come, first-served basis and upon receipt of payment, but the sooner you confirm your support, the sooner your organization starts being recognized in our publicity emails and on the web site. *Sponsorship payments must be received by **Friday, September 30, 2022** to be recognized in print.*
- All terms of participation as a sponsor are outlined in the **Sponsorship Terms of Agreement**. Should Acts of God or natural or public health emergencies preclude this event from being held in-person, sessions will be held virtually via Zoom and your sponsorship will remain intact.

## Thank You Sponsors

On behalf of the Planning Committee, we wish to thank all of the organizations that take the extra step to collaborate with us by becoming a sponsor. This event would not be possible without your support!

## Questions?

Contact us:

**Jessica Bailey**, Event Coordinator, [j.bailey@ufl.edu](mailto:j.bailey@ufl.edu)



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