



# IFTBC

## International Forage & Turf Breeding Conference

*A Global Vision for Innovation*

# Sponsorship Prospectus



March 24-27, 2019 | Lake Buena Vista, FL USA

# Why Become a Sponsor?



## About IFTBC

The International Forage & Turfgrass Breeding Conference (IFTBC) is the first joint meeting of the 10th Molecular Breeding of Forages and Turf Conference (MBFT) and the 6th International Symposium of Forage Breeding (ISFB). This first of a kind joint meeting will be held March 24-27, 2019 in Lake Buena Vista, Orlando/Disney Springs, Florida. The time and venue have been selected to allow participants to experience the transition in species composition from cool to warm season in North and Central Florida. Participants will also enjoy Florida's delightful weather at this time of year. We believe forage and turfgrass improvement research is on the precipice of revolutionary developments and this conference offers a unique opportunity for worldwide showcase and collaboration.

## As a participating sponsor of the conference, you will have the opportunity to:

Showcase your organization's information and services in front of scientists, plant breeders, industry professionals, bioenergy crop managers, students, and geneticists

Increase brand awareness and generate leads for new customers and potential contracts

Enhance your organization's visibility in the forage and turfgrass community

Expand outreach opportunities

Establish connections and form collaborations with other companies as well as educational and scientific institutions

**March 24-27, 2019**

[www.conference.ifas.ufl.edu/iftbc2019](http://www.conference.ifas.ufl.edu/iftbc2019)

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# Sponsorship Opportunities



Sponsoring IFTBC gives your organization valuable exposure to leading breeders and geneticists worldwide and to upcoming students, the next generation of scientists. Your participation can create lasting impact for the future of your organization, as modern genetic improvement programs evolve to produce exciting new cultivars for the forage and turfgrass industry.

Benefits at Each Sponsorship Level	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Complimentary registrations	4	3	2	1	0
Exclusive sponsorship of an evening reception (limited number available)					
Option to display your forage and/or turfgrass equipment during the Field Tour Luncheon					
Logo featured on Font Page of IFTBC web site					
Logo featured on Font Cover of abstract book					
6 ft. table in Poster & Sponsor Display Area	2 tables	2 tables	1 table	1 table	No table
Listing in program as an exclusive sponsor of a session					
A sign recognizing your organization displayed in foyer					
Your logo featured on one side of the attendee tote					
Recognition on signage at Charging Station					
A brochure insertion in attendee packets (printing & delivery costs covered by sponsor)					
Opportunity to moderate a session, if you so choose					
A special Facebook post announcing your participation					
Access to Post-conference list of attendees					
Your logo will appear in publicity emails sent to more than 5,000 forage and turf professionals around the world					
Acknowledgment at the opening and closing session					
Logo on the back cover of the abstract book					
Logo included on conference sponsor signage					
Recognition on the conference sponsor webpage					
Logo featured on PowerPoints in meeting rooms					

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# Attendee Snapshot



## Who Attends IFTBC?

This first of a kind IFTBC conference is the ideal venue to bring together breeders, geneticists, statisticians, and students actively engaged in applying modern tools to accelerate breeding, enhance genetic gain and improve adaptation of forages, turfgrasses and bioenergy crops.

If your research interest is on genetics, genomics, phenomics, and/or breeding forages, turfgrasses and bioenergy crops, you should strongly consider attending and presenting in this conference! will have expertise in areas such as:

- Geneticists and plant breeders
- Forage, turfgrass, and bioenergy crop improvement managers
- Private industry forage and turfgrass professionals
- Academic scientists, and post-doctoral, graduate and undergraduate students
- Forage, turfgrass, and bioenergy crop product retailers and wholesalers
- Forage, turfgrass, and bioenergy crop physiology, entomology, and plant pathology professionals
- State and federal government personnel
- Non-for-profit research institutes



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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 conference**. Completion of the sponsorship commitment form does not count as a conference 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 IFTBC web site. *Sponsorship payments must be received by **Tuesday, February 19, 2019** to be recognized in print.*

## A Few Words of Thanks to Our Sponsors

On behalf of the entire Organizing Faculty, 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:

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