



2016 International Conference on **PULSES** FOR HEALTH, NUTRITION AND SUSTAINABLE AGRICULTURE IN DRYLANDS

Marrakesh, Morocco, April 18-20, 2016

Sponsorship Opportunities

The International Center for Agricultural Research in the Dry Areas (ICARDA), in collaboration with Institut National de la Recherche Agronomique (INRA)-Morocco, OCP-Foundation, The International Fund for Agricultural Development (IFAD), and Food and Agriculture Organization (FAO) of the United Nations, is pleased to host the **International Conference on Pulses for Health, Nutrition, and Sustainable Agriculture in Drylands** from **April 18-20, 2016 in Marrakesh, Morocco**. This conference is a part of the **International Year of Pulses (IYP) events** aimed at heightening public awareness of the nutritional benefits of pulses as part of sustainable food production and food and nutrition security. We are expecting to attract 300-350 scientists, graduate students and industry leaders from all parts of the world to this three-day event.

The conference will provide a platform to various stakeholders including scientists, policy makers, extension workers, traders and entrepreneurs to discuss various issues related to the contributions of pulses to food and nutritional security and ecosystem health, and also explore the possibility to mainstream pulses production and consumption for a better world. Plenary presentations from renowned scientists and industry leaders from a variety of segments in the global pulses industry will highlight challenges and opportunities in areas such as production, consumption and trade, the role of pulses in mitigating climate change and improving global health, innovations in genomics, breeding and managing productivity, and agri-businesses, besides a country knowledge sharing event.

Sessions will explore scientific avenues to enhance pulses production to bridge demand-supply gaps through value addition along the pulse value chain. It will also provide an opportunity to promote networking among various actors of the pulses industry, offering an excellent opportunity to establish new partnerships among scientists, donors and industry players, synergizing a concerted effort to boost global pulse industry.

Since you have a distinguished history of supporting and conducting business with the pulses industry, we would like to offer you the unique opportunity to become a branded sponsoring partner for the conference. All conference attendees will see your logo placed prominently, learn more about your company, and recognize your company's support for promoting pulses – a vital crop for good health of the planet and the people around the world. Please find enclosed a list of sponsorship opportunities.

Sponsorship Opportunities

Platinum Sponsorship

\$ 25,000

- Your logo prominently displayed as a **Platinum Sponsor** near the top of the conference website
- Your **large logo** featured in the optimal location in the conference program
- Your **large logo** featured in the optimal location in the conference proceedings and on signages
- Sponsorship of a **plenary session** of your choice with “Brought to you by X” next to the listing
- Optimal trade display position at the conference venue
- Verbal acknowledgement at the conference opening and closing
- Your printed material in the conference package for attendees
- **Two** complimentary registrations

Gold Sponsorship

\$ 15,000

- Your logo prominently displayed as a **Gold Sponsor** on the conference website
- Your logo included in the conference program
- Your logo included in the conference proceedings
- Sponsorship of a **plenary speaker** of your choice
- Trade display position at the conference venue
- Verbal acknowledgement at the conference opening and closing
- Your printed material in the conference package
- **One** complimentary registration

Silver Sponsorship

\$ 10,000

- Your logo displayed as **Silver Sponsor** on the conference website
- Your logo included in the conference program
- Your logo included in the conference proceedings
- Free standing banner at entrance of venue (sponsor to supply)
- Verbal acknowledgement at a session of your choice and welcome reception
- Your printed material at table display
- **One** complimentary registration

Bronze Sponsorship

\$ 5,000

- Your logo displayed as **Bronze Sponsor** on the conference website
- Your logo included in the conference program
- Your logo included in the conference proceedings
- Verbal acknowledgement at the welcome reception or banquet
- Your printed material at table display

Since your company is at the forefront of promoting and selling pulses, we believe this sponsorship will be incredibly beneficial for your business. We welcome your suggestion if you would like to discuss a personalized sponsorship package.

Please consider this invitation to support a great event and ensure that pulses research and knowledge continue to grow and the many benefits of this magical crop reach more and more people, while conserving our environment.

With kind regards,

Michael Baum
Director,
Biodiversity and Integrated Gene Management Program
ICARDA



***For more information, visit www.icarda.org/pulses
Brochure is attached for your reference.***

For Conference sponsorship opportunities, contact:

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