



8TH INTERNATIONAL WHOLE GRAIN SUMMIT

"Driving whole grain adoption throughout the food supply chain"

March 31- April 2, 2025 | Detmold, Germany

WGS
2025

SPONSORSHIP INFORMATION





? Looking to put your company and its competences in the focus of the grain sector?

Let's create benefits together !

Dear Friends, Colleagues, and Partners!

We are very pleased to announce the **8th International Whole Grain Summit** to be held in Detmold, Germany, 31 March – 2 April 2025 and hosted by AGF. In bringing together key players and experts, the Whole Grain Summit aims to seek innovative ideas that translate the available scientific and technological knowledge into application, enabling and motivating an increase in the availability of affordable and appetizing whole grain products in a diversity of markets. As the only international conference on whole grains, and with its highly interactive, discussion-based format, this meeting allows ample opportunity for participants across sectors and nationalities to share ideas and best-practices while simultaneously creating a clear action plan to increase whole grain consumption and create lasting change in our food landscape.

The Whole Grain Summit is an outstanding occasion to lend your voice and expertise in building the road map for the next several years of whole grain advocacy work. We hope you'll come be a part of it! Exhibitors and sponsors are welcome and will complement the oral and poster presentations by providing very practical and market-orientated looks into the field.

The Whole Grain Summit has a long history of making significant impact on the framing of whole grains internationally, bringing together hundreds of stakeholders aiming to increase whole grain intake and understanding

Over the course of the three-day Whole Grain Summit, we look forward to developing a vision and strategic plan forward that positions the grain industry as a true leader in promoting human health. Grain foods supply almost half the world's daily calories, but refined grains are eaten far more frequently than whole grains. We advocate for many of these refined grain foods to be replaced by whole grain options over the next several years. To accomplish these goals, our path forward must be both rooted in science and grounded in practical advice. We will need collaborative contributions from participants in every connected sector, and all across the grain supply chain. We look forward to the discussions and interactions to come, and we have great hope that this meeting will help us bringing whole grains to more individuals around the globe.

10 Good Reasons

*for your benefit with a sponsorship at
WGS2025*

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- ✓ Your company uses an effective way to **reach** the world's scientists, students, and technicians of the cereals and grains research community.
 - ✓ Your organization will be **promoted** to regional and international delegates – decision makers, scientists, technologists, students and community members.
 - ✓ Sponsorship provides an excellent opportunity to promote your name, to support your brand(s) and to maintain a **high profile** among specialists before, during and after the event.
 - ✓ Your **commitment to knowledge dissemination** to our participants, who are keen to improve their scientific and technological skills and capabilities will be demonstrated in a powerful way.
 - ✓ You are provided with an opportunity to consolidate corporate relationships and **expose** your staff to their key markets.
 - ✓ Your representatives can **network** and maintain informal contacts with professionals from all around the world.
 - ✓ Your company's involvement, commitment, and support for this ICBC24 will be widely **acknowledged** as outlined in the proposed sponsor packages.
 - ✓ Your visibility means a significant company exposure to a keenly interested, targeted and **influential audience** in an educational environment away from everyday distractions.
 - ✓ You contributes to the promotion, planning and operation of the congress and you will be enabled to **shape** this established international symposium format.
 - ✓ Your organisation demonstrates positive environmental and social **values**.

Interested in Sponsoring?

Please find below the various levels of support from pre-defined sponsor packages to sponsor opportunities on social events and specific conference items. The WGS2025 Conference Secretariat would be delighted to get in contact with you for any question or any ideas you might have for promoting your products or services. Your early decision to be involved will maximize the exposure of your company not only on the website but also in forthcoming communications and circulars.

Please do not hesitate to contact the WGS2025 Secretariat in case you have any questions or for tailor made packages or any partnership requests.



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Pre-defined Sponsor Packages

Sponsoring -	PLATINUM	GOLD	SILVER	B R O N Z E
Sponsoring package price	EUR 15,000	EUR 10,000	EUR 5,000	EUR 3,000
BEFORE THE CONFERENCE				
The logo and name of the sponsor will be displayed on the WGS25 website linked to the sponsor's website	✓	✓	✓	✓
Recognition as (platinum/gold/silver/bronze) sponsor on conference announcements and promotional material	✓	✓	✓	✓
Possibility to present a short promotion video (max. 3 min.) on the conference website	✓	✓		
DURING THE CONFERENCE				
Exhibition space	Exclusive Exhibition Space	Exclusive Exhibition Space	1 Tabletop	
Complementary registrations for employees and/or clients	4	3	2	1
Networking dinner tickets	4	3	1	
Recognition as (platinum/gold) sponsor in the conference app	✓	✓		
Sponsor acknowledgement during welcome speech	✓	✓	✓	✓
PowerPoint slide presentation during the entire duration of the conference at coffee/tee and lunch breaks	4 slides	2 slides	logo	logo
Insert in the conference bags	✓	✓	✓	
Inclusion on organizer's social media posts (Linkedin, Facebook, etc.)	✓	✓	✓	✓
Advertising space in the programme book/book of abstract	1 page	½ page	logo	Listed as sponsor
Possibility to sponsor and present special award(s) (excl. award fee)	✓	✓		
AFTER THE CONFERENCE				
Continued recognition in all follow-up communications	✓	✓	✓	✓
Visibility on the congress website for minimum 6 months after the event	✓	✓	✓	✓
Available packages	2	5	10	open



Exhibit at WGS2025

Exhibition will be open 31 March – 02 April 2025. Exhibition will be arranged in the coffee break area to maximize interaction and networking opportunities between participants, exhibitors and sponsors during all coffee and lunch breaks. Additionally, several attractive sponsorship options are offered, some of which have the table top exhibition included in the fee.

Price for 1 Tabletop Package: € 4,000 .- for ICC members / € 5,000.- for non-members

The Table Top Package includes:

- ✓ 1 Exhibit table (180cm*80 cm) with 2 chairs or your own booth (max 3x2 m)
- ✓ 1 Complimentary Exhibitor registrations which include the participation in all open sessions, conference documents and app, coffee breaks & lunches.
- ✓ Listing as an exhibitor on the conference website,
- ✓ Inclusion of the company name in the exhibitor list in the programme book,
- ✓ Listing in the exhibition section of the conference app.

Fees are excl. VAT

Exhibition space allocation will be on a first come first served basis. More details on shipment and set-up will follow in due time.



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ICC Headquarters in Austria:
Stubenring 12, 1010 Vienna

Terms & Conditions for Sponsoring & Exhibition

For terms and conditions on payment and cancellation please check the overall *Terms & Conditions* available at the event website:
<https://www.wholegrainsummit.com>

Please be aware that any sponsor benefits will start immediately after payment receipt acc. to the relevant sponsor package.