

21st ICC Conference 2025

“Cereals and Pulses: Bridging Science and Innovation to drive the Transformation of the Food System”



Vienna, Austria | September 23 - 25

SPONSORSHIP INFORMATION





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

Let's create benefits together !

Dear Friends and Colleagues,

It is a great pleasure to welcome you to the 21st ICC Conference in the beautiful city of Vienna. This year's event, organized in collaboration with BOKU University Vienna, holds special significance as we celebrate the 70th anniversary of the ICC - a milestone that reflects our long-standing commitment to advancing knowledge, innovation, and collaboration within the cereal community/sector. Since the founding of the ICC Association in 1955, the "Vienna ICC Conferences" have become a cherished tradition. We are honored to continue this legacy with the Department of Biotechnology and Food Science at BOKU hosting this year's event, ensuring a comprehensive and engaging experience for all participants.

The conference program will address a wide range of topics crucial to the cereal sector, with a focus on sustainability and future challenges. We will explore environmental influences and the impact of climate change on cereal production, the sustainability of cereal products, and the quality of raw materials and grain storage. The conference will also delve into processing and cereal products, highlighting technological innovations, novel cereal-based products, and the growing role of cereal and legume proteins. In the realm of grain nutrition and health, we will examine how cereal products can support dietary guidelines, discuss their physiological properties, health benefits, and address challenges related to allergies and intolerances. Ensuring grain quality, safety, and analytical excellence remains a major priority. Sessions will cover new quality assessment methods, detections of mycotoxins and other contaminants, as well as market trends and consumer demands, including food trends, media influence, consumer perceptions, international trade, and supply chains.

A key focus of this conference is biodiversity of cereals and grains including novel and ancient grains, pseudocereals and legumes, as well as their role in global food security.

Beyond knowledge exchange, the 21st ICC Conference will serve as an excellent forum for discussions, collaboration and networking. It offers a unique opportunity to forge new connections and renew friendships within the global cereal community. We invite all stakeholders in the grain food chains to contribute their expertise and share their work through oral and poster presentations, panel discussions, and tabletop exhibitions.

ICC and BOKU University offer a warm welcome to participants from around the world, with a special invitation to the "young generation" to present their research, share fresh perspectives and contribute to shaping the future of the food system. Exhibitors and sponsors are also invited to provide practical, market-oriented insights that will complement the scientific presentations.

10 Good Reasons

for your benefit with a sponsorship at

ICC2025

- ✓ 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 ICC2025 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 ICC2025 Secretariat in case you have any questions or for tailor made packages or any partnership requests.



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<https://www.icc-conference.com>



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Stubenring 12, 1010 Vienna



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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 conference 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	unlimited



Exhibit at ICC2025

Exhibition will be open 23 September – 25 September 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: € 3,000.- for ICC members / € 4,000.- 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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<https://www.icc-conference.com/>



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.icc-conference.com/>.

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

