

World Potato Congress 2024

23-26 June 2024 | Adelaide, Australia

Sponsorship and Exhibition Prospectus

You are Invited to Participate in this Exciting International Event



12th World Potato Congress
23-26 June 2024, Adelaide, Australia

<https://potatoesaustralia.com.au/wpc-2024/>

POTATOES ———
———— AUSTRALIA

The Voice Of The Potato Industry Value Chain

Hosted By

What Is The WPC?

The World Potato Congress Inc. is a non-profit organisation supported by a group of volunteer directors representing potato jurisdictions around the world. Congress events are hosted in partnership with local host committees.

The World Potato Congress Inc. creates a value chain network to lead sustainable growth and development of the potato to meet increased global use and demand.

Since its inception in 1993, the World Potato Congress has been held 11 times with the first Congress being held in Charlottetown, Prince Edward Island Canada. Other Congress locations include:

- 1994 Harrogate, England
- 1997 Durban, South Africa
- 2000 Amsterdam, the Netherlands
- 2004 Kunming, China
- 2006 Boise, Idaho, United States of America
- 2009 Christchurch, New Zealand
- 2012 Edinburg, Scotland
- 2015 Yanqing, China
- 2018 Cusco, Peru
- 2022 Dublin, Ireland



This initiative to gather potato professionals from all over the world was a success from the start, illustrating that all links of the global potato chain felt the need to meet and share ideas and knowledge, promoting the potato. The World Potato Congress Inc. has also developed its strategy to become a global potato organisation and a major driver to promote the potato crop and consumption in the developed as well as the developing countries. The UN International year of the potato in 2008 highlighted the potential of this wonderful healthy and versatile staple food, and the first International Potato Day will happen on May 30, 2024.

The 12th World Congress will be hosted by the Potatoes Australia Ltd in Adelaide, Australia from the 23-26 June 2024. <https://potatoesaustralia.com.au/wpc-2024/>

WPC and Potatoes Australia Ltd.

Potatoes Australia Ltd. is proud to host the 12th World Potato Congress. Potatoes Australia was established in 2021 to create a strong, national voice for the largest horticultural industry in Australia. It recognises the diverse needs of all potato industry sectors – fresh, seed and processing – and also the complex value chain involved in producing, preparing and marketing high quality produce.

Unlike many agricultural and horticultural bodies, Potatoes Australia represents all components of the value chain, in order to achieve meaningful change and progression for the whole of the industry where there are issues or opportunities that impact all participants. Examples include biosecurity, market access, consumer demand, and R&D investment decisions.

World Potato Congress Theme

The World Potato Congress is the premier networking organisation for the global potato value chain. The 2024 proposed theme of **“Old World Meets New”** reflects the historical status of the potato as a food staple, the innovation and technology applied to its production today and the investment in research and development being undertaken locally and internationally with consideration given to global changes in sustainability, climate, culture and population.

WPC2024 programme will provide a platform to present, engage, analyse and develop the potato industry while discussing key trends and involving all stakeholders.

Preliminary Programme

The **preliminary programme** is provided as an initial indication of general programme activities at WCP2024. The WPC2024 Congress exhibition will be open from Sunday afternoon until Tuesday afternoon. The lecture halls are focused around the central exhibition hall with excellent networking space and meeting options available for our sponsors and exhibitors.

Time	Sunday, 23 June 2024		Monday, 24 June 2024				Tuesday, 25 June 2024				Wednesday, 26 June 2024	
	Hall M,N,O	Hall M,N,O	Hall L	City Rooms 1 & 2	City Rooms 3 & 4	Panorama Rooms 1,2 & 3	Hall M,N,O	Hall L	City Rooms 1 & 2	City Rooms 3 & 4	Panorama Rooms 1,2 & 3	
8:00-8:15	Bump in		Registrations open from???									Buses Depart for Tours
8:15-8:30		Exhibition Open					Exhibition Open	Utilisation of Genetic Resources	Potatoes and Food Security in Developing Nations	Storage Technology and Energy Efficiency	Potato Trade and Global Trade Requirements (QA programs)	
8:30-8:45			Opening Address and Welcome									
8:45-9:00												
9:00-9:15												
9:15-9:30												
9:30-9:45			Overview of World Production					Role of Potatoes in Food Security in 2030				
9:45-10:00												
10:00-10:15		Morning Tea					Morning Tea					
10:15-10:30												
10:30-10:45			Cost of Production Challenges	Climate change and Key Adaptation and Mitigation Strategies	Human Health and Nutrition	Novel Seed Production Strategies and Implementation		Future of Food	Potatoes and Food Security in Developing Nations	Innovation in Processing Technology		
10:45-11:00								Global Yield Trends and Interactive Discussion				
11:00-11:15			Potato Value Enhancement Strategies (China/India/Aust)									
11:15-11:30												
11:30-11:45												
11:45-12:00												
12:00-12:15		Lunch					Lunch					
12:15-12:30												
12:30-12:45												
12:45-13:00	Golf ???											
13:00-13:15												
13:15-13:30			Global Trade, Issues and Opportunities	Strategies for Regenerative Agriculture in Potato Production Systems	Potato R&D Models to Meet Future Food Security	The Diploid True Seed Revolution	Bump Out					
13:30-13:45								How Does the Industry Tackle the Challenges in the Future				
13:45-14:00												
14:00-14:15												
14:15-14:30			Trends in World Consumption									
14:30-14:45												
14:45-15:00												
15:00-15:15		Afternoon Tea										
15:15-15:30												
15:30-15:45			Marketing Potatoes to the Next Generation	Innovative Practices in Pest and Disease Control	Processing Technologies to Reduce Food Waste and Improve Starch Recovery	Potato Genetics, Novel Technologies and Future Trends		Closing Session				
15:45-16:00												
16:00-16:15	Registrations Open?											
16:15-16:30												
16:30-16:45												
16:45-17:00												
17:00-17:15	Welcome Reception and Exhibition Open											
17:15-17:30												
17:30-17:45												
17:45-18:00												
18:00-18:15												
18:15-18:30												
18:30-18:45												
18:45-19:00												
19:00-20:00												
20:00-21:00												
21:00-22:00												
22:00-23:00												Pre Dinner Drinks - Adelaide Oval

World Potato Congress

The 12th World Potato Congress welcomes partners from across the globe to support research in this sector, while making vital connections on a global stage. WPC2024, the 12th World Congress, will take place in Adelaide at the Convention Centre (<https://www.adelaidecc.com.au/>) from the 23-26 June 2024.

Who Attends?

A diverse sector will be in attendance representing all areas of the potato industry including:

- Key Stakeholders in the Potato Business
- Potato Growers
- Machinery providers
- Technology providers
- International Speakers
- Food Manufacturers
- Environmental Groups
- Global Potato Associations
- Legal Advisors
- Government & Policy Decision Makers
- Academics and Researchers

- Unique opportunity to **do business** at this global Congress
- Over **1,000 participants** from across the globe in **one location**
- **Connect** directly with your **target audience**
- Increase your **market share** with your presence and **brand recognition**
- **Promote** the potato industry and potato consumption

Why You Should be Involved in WPC 2024

The Congress will provide an excellent opportunity for the potato industry to network, make new business connections, engage with the global audience, and secure contracts whilst attending WPC 2024.

The exhibition space, which will include catering, will be a central point which will maximum interation and engagement of the delegates. Our meeting spaces are located off the exhibition hall, which is centrally located to maximise engagement with our supporting partners.

The 12th World Potato Congress welcomes partners to select and consider tailoring a bespoke sponsorship package. There are 4 key sponsorship packages, plus other individual additional items available to sponsor on the pages to follow. You also have the option to book a trade display space at the Congress.

Sponsorship Packages

The 12th World Potato Congress welcomes partners to select and consider tailoring a bespoke sponsorship package. There are 4 key sponsorship packages, plus other individual additional items available to sponsor on the pages to follow. All prices are in Australian dollars. Please feel free to contact us to discuss these any of these packages in more detail.

Sponsorship Investment Levels at WPC2024 will be at the following levels:

Platinum Sponsor	\$120,000 (Limited to only one from each category)
Gold Sponsor	\$70,000
Silver Sponsor	\$50,000
Bronze Sponsor	\$30,000

Sponsorship Package Comparison:

	Platinum \$120,000	Gold \$70,000	Silver \$50,000	Bronze \$30,000
	(all plus GST)			
1 year membership to Potatoes Australia Ltd.	X	X		
Exhibition Space (3m x 3m) 72 in total available	X (double size)	X (double size)	X	X
Logo on website from time of confirmation, and ongoing until event	X	X	X	X
Congress support acknowledged on social media upon confirmation	X	X	X	X
Logo also included on registration page on web and/or delegate receipts	X	X		
Logo on front/inside front of brochures and/or program	X	X	X	
Logo on brochures and program				X
Logo included on the Congress holding slides displayed on meeting room screens	X	X	X	X
Logo included on signage at the venue	X	X	X	
Delegate Passes to attend Congress (incl Tues dinner)	4	3	2	1
Access to delegate list, subject to privacy laws	X	X		
Opportunity to for a company representative to address delegates within your company's auditorium	X			
Hyperlink from the conference website to you own company site to highlight association with the event	X	X	X	X
External/Naming signage of an auditorium	X			
Distribution of branded brochures and/or merchandise via delegate congress bags	X	X	X	X
Name and logo to appear on congress folders/satchels to be distributed to all delegates	X	X		
Sponsor discount for any/all additional delegates	X	X	X	X
Sponsor of a specific speaker approved by the organising committee	X			

Sponsorship Items

A range of other sponsorship items are available. Please [contact us](#) if you would like to discuss options in more detail.

Social Events

Pre Congress Golf Day ((1 opportunity available)	\$5,000
Welcome Reception, Sunday Night (1 opportunity available)	\$15,000
Happy Hour/Networking in Exhibition Area, Monday Night (1 opportunity available)	\$15,000
Congress Dinner, Tuesday Night (1 opportunity available)	\$30,000

Daily Catering Options

Lunch Sponsor (2 opportunities available, 1 per day)	\$12,000
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There are two days available to choose from (Monday or Tuesday), for lunch sponsorships. Your logo will be displayed at the luncheon. You will also be provided an opportunity to place your branded merchandise or brochures on tables during the lunch period. Your support will also be recognised on the sponsors' section of the Congress website and the onsite programme book.

Morning and Afternoon Tea Sponsor (2 opportunities available each day)	\$10,000
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There are two days available to choose from (Monday or Tuesday) for morning or afternoon tea sponsor. Your logo and promotional material will be displayed alongside the food. Your support will also be recognised on the sponsors' section of the Congress website and the onsite programme book.

All Day Barista (includes 500 branded coffee cups) (Only 1 cart for the Tuesday remaining)	\$6,000
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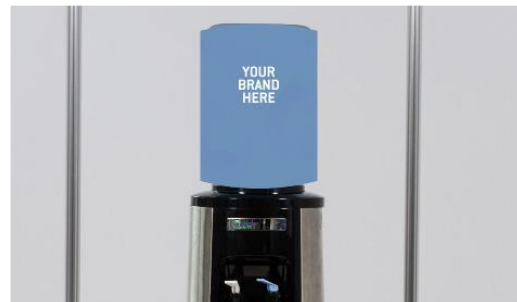
There are 2 opportunities each day (Monday and Tuesday) to have your own coffee cart and Barista on site for a maximum of 9 hours per day. These will be located within the Exhibition area, with the option to locate near your trade display if required.

Yoghurt Smoothie or Juice Bar (includes 100 smoothies/juices)	\$3,500
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There are 2 opportunities each day (Monday and Tuesday). Includes custom signage, blender/juicer and staff member to prepare and serve smoothies. These will be located within the Exhibition area, with the option to locate near your trade display if required.

Water Bottle Cover (per cover)	\$1,500
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Ensuring your brand is visible at the water stations provided in the exhibition hall. These will be available throughout the duration of the Congress programme. Each delegate will be provided with a branded aluminium water bottle to use during the event. Ensure your brand is visible with this "take-home" item delegates will use after the event. Reduce the paper and plastic wastage associated with regular water stations.



Conference Materials

Delegate Lanyard (1 opportunity available)	\$13,000
Pens and Notepads (1 opportunity available)	Contact to discuss
Satchel (1 opportunity available)	\$13,000

Congress App	\$10,000
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Your logo will appear as the main sponsor on the official congress app. This tool will be utilised by delegates to access the programme, information about the event, and interact with and organise meetings with other delegates.

Delegate Bag Insert	\$3,000
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You supply your own printed brochure which we will include in the Congress bag provided to each attendee. (Max size of insert is two sheets - A4 in size) *Note: a limited number of Delegate bag insert places are available.*

Conference Furniture/Promotional Material

Charging Table and 6 Stools	\$3,000
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These will be placed within the exhibition area and the foyer, and will remain in place for the duration of the event. They will also include branding displaying your logo.

Metal Reusable Drink Bottle (1 opportunity available)	\$7,500
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These will be printed in full colour with your logo or artwork of your choice and made available to all delegates in satchels.

Reusable Coffee Cups with Silicon Lid (1 opportunity available)	\$7,500
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These will be printed in full colour with your logo or artwork of your choice and made available to all delegates in satchels.

Wireless Mobile Phone Charger (1 opportunity available)	\$7,500
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These will be printed in full colour with your logo or artwork of your choice and made available to all delegates in satchels.

Congress Umbrella (1 opportunity available)	\$15,000
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Compact Folding Umbrella, 92cm when opened. Printed with congress logo and your own logo.

Exhibition Opportunity

3 metre by 3 metre booth

\$7,500

An opportunity exists for organisations to book exhibition only space at the Congress.

The exhibition area will be a hub of activity, from catering zones, lounge areas, poster zones and sponsor stands. Exhibition is open from 5:00pm Sunday 23 June, until early afternoon Tuesday 25 June.

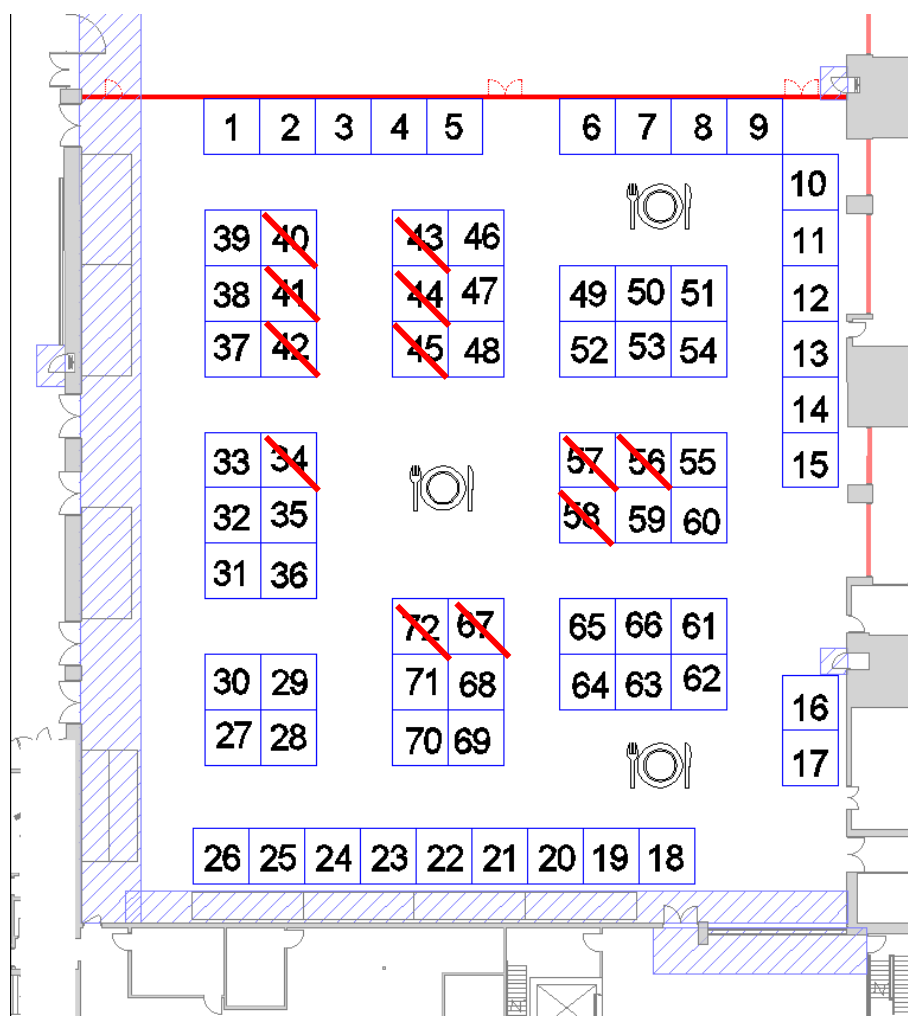
There are 72 sites available (3 metre by 3 metres in size, double sites may be booked) and included as part of the package:

- Exhibition shell scheme (Fascia walls and framework structure)
- One text header panel with company name
- One double standard power socket and lighting
- One trestle table and two chairs

Additional Benefits:

- Listing of all exhibitors with company logo on the exhibition section of the conference website including company web link.
- Inclusion in the delegate programme
- Inclusion in a pre-conference marketing newsletter promoting the exhibiting groups.

Provisional Floor Plan (sites crossed out are unavailable)



Speaker Sponsorship

Plenary Speaker (10 opportunities)	\$7,500
Invited Speaker (25 opportunities)	\$5,000

Support our programme with sponsorship of a speaker. Your support will assist in the cost of their participation at the 2024 event. Your support will also be recognised on the sponsors' section of the Congress website and the onsite programme book. Rates listed are per speaker supported. The sponsor can select an available speaker to support, to ensure best alignment with your organisation's area of interest.

Technical Tours

The Congress will be working with industry partners to provide our delegates with an opportunity to visit and take part in a number of post congress tours. These may include a research facility, manufacturing and social visits.

Contact Us

For assistance or if you wish to discuss a package for your organisation, please contact us:

Liz Mann

Potatoes Australia

Email: liz@potatoesaustralia.com.au

Booking Terms & Conditions

Cancellations/Postponement & Payments: *New Bookings* - An initial 50% deposit is required with respect to the total amount of sponsorship/exhibition space booked. All invoices must be paid within 30 days of the invoice date. Payment can be made by bank wire transfer or credit card (credit card must be a pre-approved option, contact us for details as charges may apply). Bank details will be provided on all invoices. All bank charges are the responsibility of the Client (booking party). A split-payment plan can be agreed to allow for multi-year payments. This must be agreed in advance with the WPC2024 Coordinator. On booking, an initial invoice for 50% will be issued unless a full balance invoice is requested on the form below. Should you select the deposit and balance payment option; the final invoice will be issued by the 1 December 2023. If the Client fails to submit full and final payment 6 months prior to the event, Potatoes Australia Ltd. can cancel the Client's participation with no refund of monies received. Should an Exhibitor/Sponsor wish to cancel any of its participation (sponsorship, exhibition space, shell scheme, stand services etc.), written notification must be sent to <mailto:Liz@potatoesaustralia.com.au>

Refunds will be based on the following schedule:

Before 1st December 2023 - 50% of payments received will be refunded, less agreed benefits received to date.

After 1st December 2023 - No refund available.

In the event that the Congress is postponed for any given reason, the exhibitor/sponsor/advertiser will not be entitled to cancel or to obtain monetary compensation, but the benefits that have been agreed will remain in place for the rescheduled event. In the event that the Congress is cancelled for any given reason, the organisers will refund the exhibition/sponsorship/advertising money to the relevant company, minus any benefits that have been received by the company prior to the cancellation and any expenses incurred by the organisers with respect to the provision of the agreed benefits. Should the Congress format or medium change (to include transfer to a virtual or hybrid format/medium), the exhibitor/sponsor/advertiser will not be entitled to cancel or to obtain monetary compensation, but the benefits that have been agreed will remain in place and adjusted appropriately.

Stand Assignment, Exhibition Construction & Staff: A Platinum Sponsor will be offered first preference, followed by Gold, Silver and then Bronze sponsors of exhibition space location selection, dependent on time of booking. The remainder of spaces within the exhibition areas will be allocated strictly on a first come, first served basis and will be

confirmed in writing, by Potatoes Australia Ltd. with your bookings invoice. If a custom designed stand is to be constructed, please provide a diagram of the proposed stand, with details and dimensions. All display constructions require the approval of the Exhibition & Sponsorship Manager at the Adelaide Convention Centre, 6 months prior to the Congress. All stands must adhere to the dimensions as booked according to their package and per the exhibition manual that will be issued to all confirmed exhibitors.

Preferences and priorities requested by the Exhibitor/Sponsor as to booth space location will be respected whenever possible. However, the Exhibition Manager reserves the right to make reasonable transfers as to the location of the Exhibitor/Sponsor's space should any circumstances arise where it is deemed necessary. No transfers will be made without prior notice to the Exhibitor/Sponsor. Any changes in space locations do not entitle the Exhibitor/Sponsor to cancel the exhibition space or obtain monetary compensation.

The organisers reserve the right to alter the layout of the exhibition area and to remove sections of the space and features such as posters, catering and internet café etc... where or as required.

Exhibitors agree to be present for the full duration of the exhibition during the event. Set up and dismantling of any display/exhibition spaces must only occur during the specific allotted timings. Exhibitors are entitled to the number of staff passes indicated in their exhibition package when booked. Additional passes will be available to book at a per person fee.

Insurance and Safety:

The organisers cannot be held responsible for any loss of damage of/to any equipment brought in for the Exhibitor/Sponsor's exhibition. The Exhibitor/Sponsor is therefore advised to ensure to take out adequate insurance cover as necessary including Employers Liability & Public Liability cover, insurance to cover loss of damage to venue, exhibits or other personal property. In addition, the Exhibitor/Sponsor is required to show proof of their insurance liability in the event of damage to the venue. In addition, the Exhibitor/Sponsor is required to show proof and are required to retain a copy of your insurance at all times. Exhibitors/Sponsors and their representatives shall indemnify and hold harmless The World Potato Congress, Potatoes Australia Ltd, and their affiliated agents and employees from any or all liability.

The complete Rules & Regulations will be published in the Technical Information Manual, which will be issued to all exhibitors a minimum 7 months before the event. The Rules & Regulations must be fully observed by exhibitors, their contractors and their personnel. The organisers reserve the right to demand changes to, or closure of, any stand that does not conform to these Rules & Regulations. If an exhibitor fails to comply with these rules and regulations, the organisers reserve the right to reclaim its exhibition space and resell it, and all monies paid by the exhibitor shall be forfeited.

Once a sponsoring/exhibiting company has reserved exhibition space, modular booth and/or stand services, it agrees to abide by the payment conditions and cancellation policy plus all further rules and regulations in the technical information manual. The Sponsor/Exhibitor agrees not to carry on additional promotional activities in Dublin outside the Congress venue over the dates of the Congress. If acting as a Congress sponsor/exhibitor, all activities must take place within the venue or related congress events (e.g. social events and tour programmes) and any activities must be specifically agreed with the organisers of the Congress.

By completing and returning this form, you agree to all the Booking Terms and Conditions as listed in the full WPC2024 Sponsorship and Exhibition Prospectus.

SPONSORSHIP

Sponsor Name as to appear on official branding

All Exhibitors and Sponsors are required to email a high resolution logo when returning a booking form.

	Platinum Sponsor	\$120,000
	Gold Sponsor	\$70,000
Silver Sponsor		\$50,000
Bronze Sponsor		\$30,000

Please refer to page 6, detailing the included items as part of your sponsorship package

Social Events			Conference Materials		
Pre Congress Golf Day	\$ 5,000		Delegate Lanyard	\$ 13,000	
Welcome Reception, Sunday Night	\$ 15,000		Pens and Notepads		
Happy Hour/Networking, Monday Night	\$ 15,000		Congress App	\$ 10,000	
Congress Dinner, Tuesday Night	\$ 30,000		Delegate Bag Insert	\$ 3,000	
Daily Catering Options			Conference Furniture		
Lunch Sponsor (Monday)	\$ 12,000		Charging Table & 6 Stools	\$ 3,000	
Morning Tea Sponsor (Monday)	\$ 10,000		Metal Reusable Drink Bottle	\$ 7,500	
Afternoon Tea Sponsor (Monday)	\$ 10,000		Reusable Coffee Cup with Silicon Lid	\$ 7,500	
Lunch Sponsor (Tuesday)	\$ 12,000		Wireless Mobile Phone Charger	\$ 7,500	
Morning Tea Sponsor (Tuesday)	\$ 10,000				
Afternoon Tea Sponsor (Tuesday)	\$ 10,000				
All Day Barista (Monday)	\$ 6,000				
All Day Barista (Tuesday)	\$ 6,000				
Yoghurt Smoothie or Juice Bar (Monday)	\$ 3,500				
Yoghurt Smoothie or Juice Bar (Tuesday)	\$ 3,500				
Water Bottle Cover	\$ 1,500				

Sponsorship Items

Please indicate below by the sponsorship item you wish to book.

TOTAL SPONSORSHIP VALUE: \$.....

Note: GST will be applied to all booked items where relevant. Current rate is 10%

Exhibition Space Booking Details

Exhibition Stand Name as to appear on official branding

.....

Exhibition Space

Please advise your preferred stand location (s per the floor plan on page 8- please list three choices.

1st Choice 2nd Choice 3rd Choice

Please complete the below confirming the total sqm and cost for your exhibition space:

TOTAL EXHIBITION VALUE:

\$7,500 (3m x 3m) or

\$15,000 (3m x 6m)

Note: GST will be applied to all booked items where relevant. Current rate 10%.

TOTAL SPONSORSHIP AND EXHIBITION VALUE \$.....

(Required tick to agree) The data entered in this form is provided to Keynote PCO, who communicates conference information by all media formats: Email, Fax, Telephone and Post and we agree to the Congress Privacy Policy – Click here

I confirm that I have read and agree to the Booking Terms and Conditions per this document for WPC2024

Invoice Details

Please provide all details requested below. Ensure you provide the full billing/invoice information as should appear on your invoice.

- Company Name:
- VAT Number: (EU countries must provide)
- PO Number:
- Contact Name:
- Tel:
- Billing Address:
- Country:

Email:

Signature:

Stand Contact Details: If the representative managing your onsite exhibition stand logistics is different to the invoicing contact – please provide below:

- Name:.....
- Email:.....
- Tel:

Please ensure you have included a high resolution copy of your organisations logo plus clear communication on your company web address. Please email to Liz@potatoesaustralia.com.au

Please Return Completed form to:

Liz Mann
WPC2024 Organiser/Executive Officer Potatoes Australia Ltd
Liz@potatoesaustralia.com.au
Ph: +61 (0)427 857 578