



# ICAR 2023 TOLEDO SPAIN

BREEDING FOR RESILIENCE

MAY 21<sup>st</sup> - 26<sup>th</sup> 2023 | Annual Conference

## SPONSORSHIP & EXHIBITION DOSSIER

[WWW.ICAR2023.ES](http://WWW.ICAR2023.ES)

Hosted by:



REAL  
FEDERACIÓN  
ESPAÑOLA  
DE ASOCIACIONES  
DE GANADO SELECTO

 Livestock  
Genetics  
from  
Spain



# WELCOME TO TOLEDO

## **“BREEDING FOR RESILIENCE: TRANSITIONING DIVERSE LIVESTOCK FARMING SYSTEMS INTO THE FUTURE”**

On behalf of the organizing committee, I am pleased to invite you to the 2023 ICAR annual Conference, to be held from May 21st to 26th in the old and historical city of Toledo, in Castilla La Mancha region, Spain.

The conference will be hosted by The Royal Spanish Federation of purebred associations (RFEAGAS) together with Livestock Genetics from Spain and with the help of ICAR Secretariat.

It will be a unique opportunity to share the state-of-the-art expertise, to connect with international colleagues and to transform animal breeding by linking science, data, and farming practices, through an ambitious scientific program and with delegates from around the world.

In this brochure, your company will find the sponsorship alternatives, as well as the possibility to exhibit your products and services with a booth at the Exhibition during the Conference.

We invite you to join us and we can't wait to see you in person!

Mr. José Luis Urquijo  
Conference Convenor  
& RFEAGAS President



# VENUE

## El Greco Conference Center

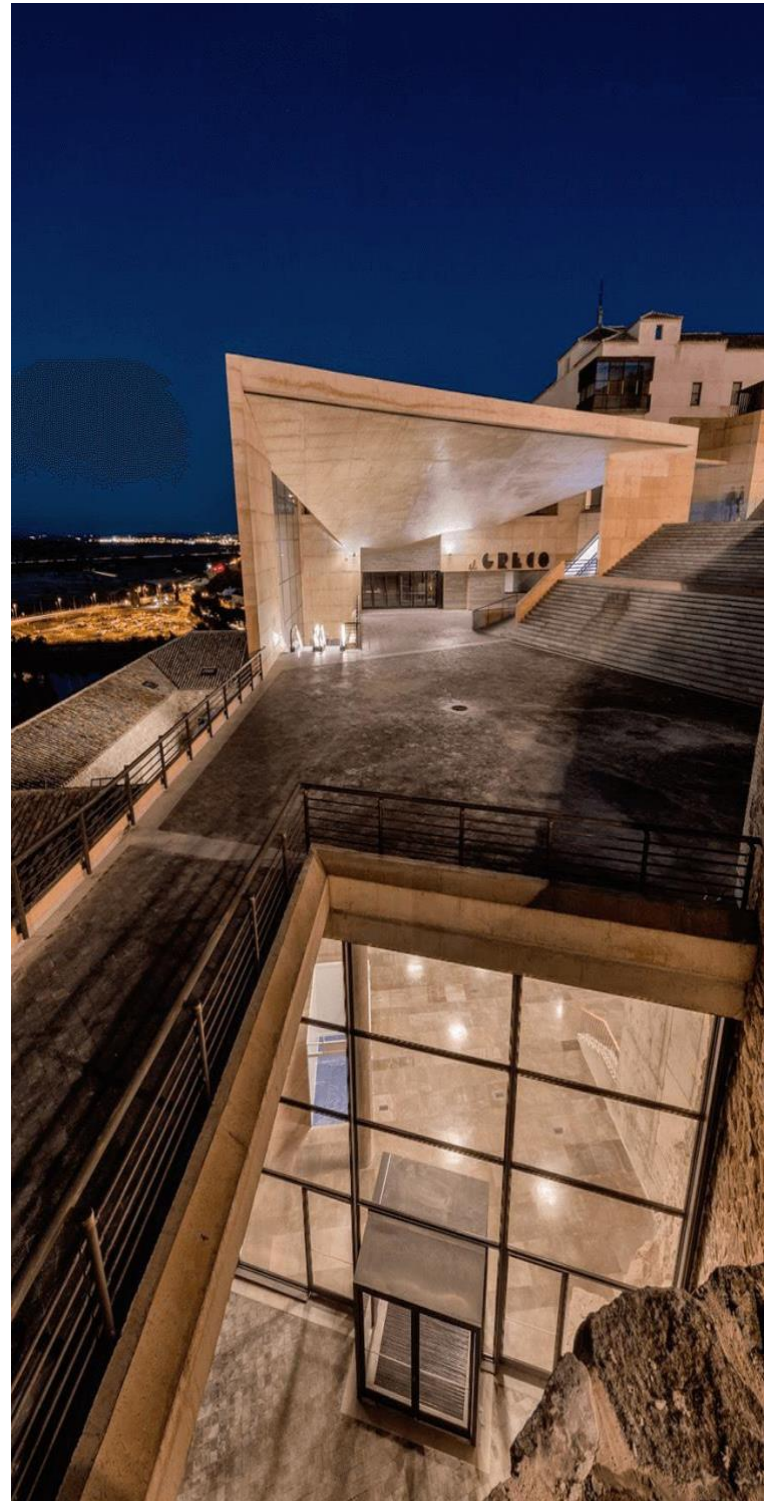
Thanks to its aesthetics and functionality, El Greco Conference Centre in Toledo is the best place to organize unique events, meetings, and conventions at the heart of this historical city.

Work of the famous architect Rafael Moneo, the building stands out for its rectilinear shapes and its functionality. It is built into the rock and integrated into the old part of the city. It is worth highlighting its harmonious integration with the historic setting in which it is located.

The building invites us to enter its functional conference rooms or its stunning auditorium, as well as its well-lit permanent exhibition space. Its aesthetics and functionality make El Greco Conference Centre an ideal place to hold unique events and conventions like our ICAR 2023 Conference.

Only one hour south from Madrid, Toledo may be reached by car, bus, or train, from Barajas-Adolfo Suárez Airport or from the City of Madrid itself. We will be glad to assist you with your travel arrangements.

Palacio de congresos de Toledo El Greco  
P.º Miradero, s/n, 45003 Toledo. Spain.  
+34 925289975



# PROGRAM

<p><b>Sunday, May 21<sup>st</sup></b></p> <p>ICAR Board Meetings*</p> <p>*Private meetings, by invitation only</p> <p>Working Group and Technical meeting</p>
<p><b>Monday, May 22<sup>nd</sup></b></p> <p>9:00 ICAR Sub-Committee and Working Group Meetings*</p> <p>Workshops*:          – SMARTER          – ERFP          – RUMIGEN          *Private meetings, by registration and invitation only</p> <p>12:00 Business and Open Session Meetings</p>
<p><b>Tuesday, May 23<sup>rd</sup></b></p> <p>8:00 Registration ICAR          8:30 - 17:00 – ICAR Sub-Committee and Working Group Meetings*</p> <p>Workshops*:          – SMARTER          – ERFP          – RUMIGEN</p> <p>Workshops          15:30 - 17:00 – ICAR Working Group Workshops</p>
<p><b>Wednesday, May 24<sup>th</sup></b></p> <p>8:00 - 19:00 – Exhibition and Poster Session          8:30 - 10:00 – ICAR General Assembly          10:30 - 13:00 – ICAR Plenary Session          13:00 - 14:00 – Lunch          14:00 - 15:30 – Show-case          16:00 – Round table “Data ownership and Data accessibility” and ICAR          Technical Sessions</p>

## Thursday, May 25<sup>th</sup>

8:00 Registration ICAR

8:00 - 15:30 – Exhibition and Poster Session

8:30 - 17:30 – ICAR Technical Sessions

20:30 – Gala Dinner at Cigarrál del Ángel (NOT INCLUDED IN THE REGISTRATION FEE)

## Friday, May 26<sup>th</sup>

8:30/10:00 – ICAR 2022 Conference Wrap-Up

10:15 – Professional Tours (Not included in the registration fee)

TOUR 1: To (Talavera de la Reina – It is possible to produce milk in the dry Spain: Dairy farm + laboratory + lunch)

TOUR 2: (Avila – “A real case from farm to consumer”: The Avileña Negra-Ibérica integrated system (Beef farm + Feedlot + Cutting plant +Retailer) + lunch)

TOUR 3: (Toledo and Madrid – Sheep and/or goat farms and goat cheese factory + lunch)

\*At the end of the tours (17h), shuttle bus will be available, prior registration, to Madrid airport or Atocha train Station in Madrid.



# SPONSORSHIP OPPORTUNITIES

<b>CATEGORY</b>	<b>PLATINUM</b>	<b>Gold</b>	<b>Silver</b>
<b>Value (*)</b>	<b>25.000 €</b>	<b>15.000 €</b>	<b>8.000 €</b>
<b>SUB CATEGORY</b>			
Verbal acknowledgement during Gala dinner	<b>X</b>		
Verbal acknowledgement during welcome or closing ceremony	<b>X</b>	<b>X</b>	
Logo on panel at the tradeshow entrance (different sizes)	<b>X</b>	<b>X</b>	<b>X</b>
Complimentary delegate registrations	<b>4</b>	<b>3</b>	<b>2</b>
Complimentary Gala Dinner tickets	<b>4</b>	<b>3</b>	<b>2</b>
Complimentary exhibitor passes	<b>4</b>	<b>3</b>	<b>2</b>
Exhibition space	<b>6x2</b>	<b>6x2</b>	<b>3x2</b>
Lunch Break meals (2 days) as per n° of complimentary registrations	<b>X</b>		
Coffee Break am or pm (everyday) as per number of complimentary registrations	<b>X</b>	<b>X</b>	<b>X</b>
Logo/banner on the newsletters	<b>X</b>	<b>X</b>	<b>X</b>
Logo on the Conference website	<b>X</b>	<b>X</b>	<b>X</b>
Logo on the app splash screen	<b>X</b>	<b>X</b>	
Logo on the signage	<b>X</b>	<b>X</b>	
Roll up banner	<b>X</b>	<b>X</b>	
Printed Info document on the Sponsor info table	<b>X</b>	<b>X</b>	

(\*) All prices are net, VAT (nowadays at 21%) should be added for national companies

## Other sponsorship opportunities

Value (*)	BRONZE									
	3.000 €									
SUB CATEGORY (Choose 1 category, when available)	Technical tours	Relaxation zone	Poster session	Sponsored breakfast - T&W	Promo object	Internet network	Ecoresponsible	Gala Dinner	Program App	Water stations
Logo on one of the shuttles to the venue + distribution of documents in the shuttle + short address during the activity (bus or at the venue)	x									
Logo in the lounge area		x								
Logo in the poster session area			x							
Permission to host a breakfast during the event - F&B to be paid by sponsor + Content to be approved by organizing committee				x						
Promo objects distributed to all attendees upon their arrival - item provided by sponsor and to be approved by organizing committee					x					
Name of the Wifi network						x				
Mention "Partner of ecoresponsibility" associated with targeted publications of the logo							x			
Donation to a non-profit organization							x			
One prime reserved table at the Gala								x		
Logo on Program App									x	
Logo on the water distributors *With possibility to provide reusable water bottles for all attendees										x
Complimentary delegate registrations	1	1	1	1	1	1	1	1	1	1
Complimentary Gala Dinner tickets	1	1	1	1	1	1	1	1	1	1
Logo on ICAR website with link	x	x	x	x	x	x	x	x	x	x
Logo on panel at the tradeshow entrance	x	x	x	x	x	x	x	x	x	x
Logo on the newsletters	x	x	x	x	x	x	x	x	x	x
Stand 3x2	x	x	x	x	x	x	x	x	x	x

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## EXHIBITION

The ICAR2023 exhibition is open to livestock and agricultural companies, organizations and institutions that wish to showcase their business in a forum that is both dynamic and engaging. The ICAR2023 Conference attendees are decision makers and key influencers in animal production from around the globe.

Located in a spacious hall adjacent from the event conference, the program is designed to stimulate traffic in the exhibit hall, which will be accessible and visited frequently.

The exhibition hall is the gathering hub where attendees will enjoy lunch, health breaks every day and a cocktail on Wednesday evening. It will be a primary location for profitable networking and connection. The exhibition hall is also home to the Poster Session.

<b>Exhibitors / Booths (Euros + applicable taxes)</b>	<b>6 X 2 m2 5,000€ (*)</b>	<b>3 X 2 m2 2,500€ (*)</b>
Curtain Shell, 1 Table, 2 Chairs, Trash Can	√	√
Lighting & Electrical Conduit (110V/15 amp)	√	√
Wi-Fi	√	√
Company Listing on ICAR2023 Website Exhibitor Directory	√	√
Recognition in Formal Program	√	√
Conference Passes	2	1
Staff Passes	3	2

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If you would like to join us as an ICAR2023 sponsor or exhibitor, please contact us at

[info@icar2023.es](mailto:info@icar2023.es)

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