SPONSORSHIP BROCHURE
25-29 November 2019
Kuala Lumpur - Malaysia
GENERAL INFORMATION

The Asian Seed Congress is the most significant event on the Asia and Pacific seed industry calendar.

Since its inauguration in 1994 in Chiang Mai, Thailand, the annual event has been hosted in numerous key cities in the region, including New Delhi, Hyderabad, Bangalore, Brisbane, Shanghai, Bali, Jakarta, Kuala Lumpur, Ho Chi Minh City, Chiba, Seoul, Kobe, Macau, Kaohsiung, Manila, Pattaya, Ho Chi Minh City and Bangkok.

The exclusive event attracts between 1,200 and 1,700 delegates annually, including key executives, officials, legislators and scientists who all share a common stake in the development, production, distribution, regulation and trade of quality seeds.

The Asian Seed Congress is more than just a meeting of APSA members and industry stakeholders.

Featuring technical sessions, host country field and leisure tours, cultural programs and world-class entertainment and accommodations, the Asian Seed Congress facilitates a prime opportunity for stakeholders to get together in one place for a memorable and energetic week, in which delegates can network, grow their business and get updated on the latest industry developments and technologies, so as to gain an edge in the most populous and lucrative region in the world.

From India to China, Turkey to Australia, Kyrgyzstan to Sri Lanka, Philippines to Pakistan, Thailand to Japan – the people that matter the most in the movement of quality seed across international borders continue to make the Asian Seed Congress a fundamental itinerary on their calendars.

The 26th Asian Seed Congress will be held at the Kuala Lumpur Convention Center (KLCC), Malaysia from the 25th to the 29th of November 2019. This Congress is co-organized by the Asia & Pacific Seed Association (APSA) and the National Seed Association Malaysia (NSAM).

Sponsors are offered a unique opportunity to promote their company, their products and services to a valuable audience of key global industry decision makers. The APSA Secretariat is committed to delivering valuable marketing exposure to all our sponsors.

We look forward to your participation.
# ASIAN SEED CONGRESS 2019 SPONSORSHIP

<table>
<thead>
<tr>
<th>SPONSORSHIP DETAILS</th>
<th>SPONSORSHIP LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>GOLD SPONSOR</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Six (6) Delegates</strong></td>
</tr>
<tr>
<td>Complimentary Delegate Registration</td>
<td>✓</td>
</tr>
<tr>
<td>One (1) Trading Table</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Exhibition Booth includes 1 Booth Exhibitor Delegate</td>
<td>One (1) Corner Booth</td>
</tr>
<tr>
<td>Company logo on congress backdrop (Inaugural Ceremony, Welcome Cocktail, &amp; Grand Banquet)</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo on event page on APSA website</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo on back cover of congress delegate booklet</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo on all APSA congress emails to members</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo on KLCC Center Core Hanging Banner</td>
<td>✓</td>
</tr>
<tr>
<td>Promotional material and branded souvenirs allowed in the delegate bags</td>
<td>✓</td>
</tr>
<tr>
<td>Special recognition by the Master of Ceremony during Inaugural Ceremony</td>
<td>✓</td>
</tr>
<tr>
<td>Special recognition by the Master of Ceremony during Welcome Cocktail</td>
<td>✓</td>
</tr>
<tr>
<td>Special recognition by the Master of Ceremony during Grand Banquet</td>
<td>✓</td>
</tr>
<tr>
<td>VIP table (10 persons) at Grand Banquet</td>
<td>2 VIP Tables Min. 10 invited guests</td>
</tr>
<tr>
<td>Main Sponsor at Welcome Cocktail. 3 minutes speech plus 5 minutes VDO presentation allowed</td>
<td>✓</td>
</tr>
<tr>
<td>Advertisement in Asian Seed Magazine - Congress Issue</td>
<td>One (1) Page</td>
</tr>
<tr>
<td>Advertisement in the congress delegate booklet</td>
<td>One (1) Page</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION, PLEASE CONTACT APSA SECRETARIAT AT APSA@ASPASEED.ORG
A. OFFICIAL CONGRESS WEBSITE

- Sponsor’s logo, and link to the sponsor’s official webpage on the Congress Website.

B. SOCIAL EVENTS

- **B1. Inaugural Ceremony**
  - Sponsor’s logo located on Stage Backdrop throughout Inaugural Ceremony.
  - Special recognition by the Master of Ceremony during Inaugural Ceremony.
**B2. Welcome Cocktail Party**

- Sponsor’s logo located on stage backdrop throughout Welcome Cocktails Party.
- Special recognition by the Master of Ceremony during Welcome Cocktail Party.

**B3. Grand Banquet**

- Sponsor’s logo located on Stage Backdrop throughout Grand Banquet.
- Special recognition by the Master of Ceremony during Grand Banquet.
C. CONGRESS SIGNAGES

- C1. Photo Backdrop
  Sponsor’s visibility on Photo Backdrop

- C2. Directory Board
  Sponsor’s visibility on Directory Board.

- C3. Technical Session Banner
  Sponsor’s visibility on Technical Session Banner.
D. MEDIA AND PUBLICATIONS

- One Full Page advertisement in Asian Seed Magazine (congress issue – right side)
- Page advertisement in the congress delegate booklet
- Company logo on back cover of congress delegate booklet

E. OTHER SPONSORSHIP

Should the above sponsorship packages do not meet with your marketing expectations but you would still be willing to support the Asian Seed Congress 2018, please do not hesitate to contact us.

For International sponsorship, please contact:
APSA SECRETARIAT
asc2019@apsaseed.org

For Local sponsorship, please contact:
NATIONAL SEED ASSOCIATION MALAYSIA (NSAM)
asc2019nsam@nsam.org.my

F. SPONSOR VISIBILITY OPTIONS

Remarks:
1. Offers for confirmed congress sponsors only, not for individual company.
2. Sponsorship visibility options are subject to change.
3. Any sponsor wishing to purchase sponsorship visibility options, please contact asc2019@apsaseed.org

F1. FOYER HANGING BANNER
460 USD / UNIT

ARTWORK

4000 mm (W) x 2000 mm (H)
F2. IN-HALL HANGING BANNER
460 USD / UNIT
300 USD / UNIT

2000 mm (W) x 4000 mm (H)
1500 mm (W) x 3000 mm (H)

F3. ENTRANCE LIGHTBOX
1,050 USD / UNIT

648 mm (W) x 3555 mm (H)
5730 mm (W) x 3555 mm (H)
SPONSORSHIP CONDITIONS

- Sponsorship application procedure
  
  1. SPONSORSHIP APPLICATION FORM
  Should your company be interested in one of the sponsorship opportunities, please contact APSA Event Manager, Mr. Mike Kingpayom at mike@apsaseed.org

  2. SPONSORSHIP AGREEMENT
  Once the sponsorship application is accepted by the APSA and the National Organizing Committee, a Sponsorship Agreement will be sent to the sponsor for approval and signature.

  3. SPONSORSHIP CONFIRMATION
  After the Sponsorship Agreement has been signed and approved by all parties, APSA will send an invoice to the sponsor. Proof of payment is to be provided to the APSA Secretariat as soon as the payment has been made.
  
  Once the sponsor’s payment has reached the designated account, the sponsor will be sent confirmation of payment receipt.

  4. SPONSOR’S VISIBILITY
  The sponsor is responsible for sending their logo in .ai format or in high resolution 300dpi jpeg, .png, tiff to the APSA Secretariat. Visibility will be granted according to Sponsorship Agreement as soon as the payment is received by the APSA Secretariat.

- Terms of payment
  The terms of payment are specified in the Sponsorship Agreement.

- Payment method
  Only bank transfer is accepted. Bank charges will be borne by the payer.

- Contact information
  
  APSA EVENT MANAGER  
  mike@apsaseed.org

  NATIONAL SEED ASSOCIATION MALAYSIA (NSAM)  
  asc2019nsam@nsam.org.my
THANK YOU ALL SPONSORS FROM

Asian Seed Congress 2018
MANILA • PHILIPPINES
12-16 November 2018

HOSTED BY

APSA
THE ASIA & PACIFIC SEED ASSOCIATION

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NATIONAL SEED INDUSTRY COUNCIL

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