



THE GLOBAL STANDARD  
FOR LIVESTOCK DATA



# ICAR CONFERENCE 2017

14–16 June  
Edinburgh, Scotland

[www.icar2017.co.uk](http://www.icar2017.co.uk)



# INVITATION TO SPONSORSHIP & EXHIBITION





# WELCOME FROM THE ICAR CONFERENCE CHAIR

Dear Colleague,

On behalf of the Organising Committee, it is my pleasure to invite you to the ICAR Conference 2017, to be held 12-16 June, at the Edinburgh International Conference Centre (EICC), United Kingdom.

The conference will be jointly hosted by the Agriculture and Horticulture Development Board (AHDB) and the Scottish Rural Colleges (SRUC).

The opportunity that ICAR provides in networking with likeminded organisations operating in the animal recording sector is second to none. It is our ambition to provide you with the opportunity to share experiences, listen to new ideas and discuss emerging issues with your colleagues from all over the world during the conference and adjoining technical tours.

As well as gaining new knowledge and international contacts, we also hope you will enjoy the beauty of Edinburgh. The capital of Scotland is a multi-award winning city with a strong reputation as one of the most attractive destinations in the world, with an ideal mix of culture, shopping, dining, music, heritage and leisure.

Finally, we would ask you to consider having your company be a Conference Sponsor. Details of the various sponsor opportunities are given in this brochure. Please get in touch if you would like to discuss these further with us.

We look forward to seeing you in Edinburgh at the ICAR Conference 2017.

Yours sincerely,



**Marco Winters**



## CONFERENCE WEBSITE

[www.icar2017.co.uk](http://www.icar2017.co.uk)

## CONFERENCE VENUE

### Edinburgh International Conference Centre (EICC)

The Exchange  
Edinburgh  
EH3 8EE  
Scotland



## ORGANISER



# AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD (AHDB) AND SCOTLAND'S RURAL COLLEGE (SRUC)

### Local Organising Committee

The members of the local Organising Committee are:

**Chairman:** Marco Winters, Head of Animal Genetics, AHDB Dairy

**Event Executive:** Jenna Porch, AHDB (Main contact)

**Member:** Mike Coffey, Professor of Livestock Informatics / Team Leader – Animal Breeding & Genomics and EGENES, SRUC

**Member:** Harpal Panesar, AHDB

**Member:** Alistair McLaren, AHDB

**Member:** Fern Pearston, AHDB

### Agriculture and Horticulture Development Board (AHDB)

Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL

Tel: +44 (0)24 7647 8690

Email: [ICAR2017@ahdb.org.uk](mailto:ICAR2017@ahdb.org.uk)

### Edinburgh International Conference Centre (EICC)

This year's ICAR Conference will be held at the Edinburgh International Conference Centre (EICC) situated at the heart of Scotland's beautiful capital city. The EICC is one of the world's outstanding venues for conferences and events and the purpose-built centre offers the very best facilities and technology.

---

# SPONSORSHIP OPPORTUNITIES

---

## PLATINUM SPONSORS

**£10,000** ex.VAT

- 50% discount on exhibition space
- First priority on stand location by ordering before **Tuesday 28 February 2017**
- Option to be a sponsor of one social event
- Four complimentary registrations
- Listing of the sponsors company name and sponsorship in final programme
- Company advertisement in the final programme (one full page)
- Company logo on the conference bag
- Company logo on the conference website with link to website
- Insert in conference bag (2x A4 or 4x A5) or USB stick
- Logo on the PowerPoints shown during the breaks

## GOLD SPONSORS

**£7,500** ex.VAT

- 40% discount on exhibition space
- Second priority on stand location by ordering before **Tuesday 28 February 2017**
- Option to be a sponsor of one lunch
- Three complimentary registrations
- Listing of the sponsors company name and sponsorship in final programme
- Company advertisement in the final programme (one full page)
- Company logo on the conference bag
- Company logo on the conference website with link to website
- Insert in conference bag (2x A4 or 4x A5) or USB stick





The selected sponsorship opportunities for the conference provide conference supporters with a number of ways to enhance their visibility and association with the event.

## SILVER SPONSORS

**£4,000 ex.VAT**

- 30% discount on exhibition space
- Third priority on stand location by ordering before **Tuesday 28 February 2017**
- Two complimentary registrations
- Listing of the sponsors company name and sponsorship in final programme
- Company advertisement in the final programme (half page)
- Company logo on the conference website with link to website

## BRONZE SPONSORS

**£2,500 ex.VAT**

- 20% discount on exhibition space
- Fourth priority on stand location by ordering before **Tuesday 28 February 2017**
- One complimentary registration
- Listing of the sponsors company name and sponsorship in final programme
- Company advertisement in the final programme (half page)
- Company logo on the conference website with link to website

## OTHER SPONSOR ITEMS AND SOCIAL EVENTS

### Lanyards **£2,000 + production cost and delivery**

Sponsor will be able to produce Lanyards with the advertisement of the sponsor's company for all delegates. Items must be approved by the Organising Committee.

### Pencil and notepads **£1,000 + production cost and delivery**

Sponsor will be able to produce pencils and note pads with the advertisement of the sponsor's company for all delegates. Items must be approved by the Organising Committee.

### Gala Dinner **£4,000**

The Gala Dinner will take place at the historical Mansfield Traquair on Thursday 15 June 2017.

Sponsor will obtain:

- Company logo in the invitation letter and inside the venue
- Listing of the sponsor's company name and sponsorship in the final programme
- Company logo on the conference website

### Opening reception **£4,000**

The opening reception will take place at Edinburgh Castle on Wednesday 14 June 2017.

Sponsor will obtain:

- Company logo in the invitation letter and inside the venue
- Listing of the sponsor's company name and sponsorship in the final programme
- Company logo on the conference website

### Lunches (per day) **£2,000**

Lunches will be served in the exhibition area at the conference venue.

Sponsor will obtain:

- Company logo in the catering area during lunch time
- Listing of the sponsor's company name and sponsorship in the Final Programme
- Company logo on the conference website

### Coffee breaks (per break) **£1,000**

Coffee/tea will be served in the exhibition area at the conference venue during official coffee breaks.

Sponsor will obtain:

- Company logo at the coffee stations during coffee breaks
- Listing of the sponsor's company name and sponsorship in the Final Programme
- Company logo on the conference website

### Insert sponsor **£500**

Sponsors will be able to add information and inserts to the conference bag that will be distributed to each delegate. Note that inserts must be approved by the Organising Committee.

The insert is either paper (max 2 page A4 or 4 page A5 format) or a USB stick. Only a limited number of bag inserts will be made available and this item is granted on a first come, first served basis.

# EXHIBITION OPPORTUNITIES

## STANDARD EXHIBITION PACKAGE DETAILS

Exhibition Prices	With build	Without build
9sqm	£2,250.00	£2,000.00
12sqm	£3,250.00	£3,000.00
15sqm	£3,500.00	£3,250.00
20sqm	£4,000.00	£3,750.00

*All prices exclude VAT at the UK rate of 20%*



The exhibition booth rental includes:

- White back and side walls
- Carpeting (grey)
- Two 100 watt spotlights
- One electricity outlet 230 V, 50Hz (plug with 3 connections)
- One table (70 x 70cm)
- Four plastic chairs
- One information desk (100 x 50cm)
- One standard company sign
- One waste basket
- WIFI

Technical parameters of the exhibition booths are:

- OCTA type aluminium framework system
- Standard wall height – 250cm
- Standard wall module – 100cm
- White laminate filling

Without build-up, area fee includes:

- One electricity outlet 230 V, 50Hz (plug with 3 connections)
- WIFI

The Exhibition Package also includes:

- One conference registration (admission to all sessions and exhibition, conference materials, coffee breaks and lunches, admission to the Welcome Reception)
- One exhibition registration for exhibitor at stands 3 to 6sqm and tables/two exhibition registrations for exhibitors at stands 8 to 12sqm (exhibition admission, coffee breaks, and lunches)
- Tickets for the Gala Dinner are also available to purchase, please contact [icar2017@ahdb.org.uk](mailto:icar2017@ahdb.org.uk) for more information
- Listing in the final programme, including the company logo and address
- Company logo with hyperlink on the conference website

The logo must be supplied by the Exhibitor in a specified graphics format by **Friday 28 April 2017**.

Exhibitors can also purchase additional full conference registrations which include all sessions and exhibition admission, conference materials, coffee breaks and lunches, and admission to the Welcome Reception at normal cost. Gala Dinner tickets can also be purchased, please contact [icar2017@ahdb.org.uk](mailto:icar2017@ahdb.org.uk) for more information.

#### **Application and payment procedure**

Application should be completed online through the conference website. All payments must be made by bank transfer to the conference bank account.

#### **Cancellation and refund**

Cancellation until **31 March 2017** – 50% of total participation fee refund

Cancellation after **31 March 2017** – no refund

## OPENING HOURS

**Wednesday  
14 June 2017**

8:00 – 18:00

**Thursday  
15 June 2017**

8:00 – 18:00

## EXHIBIT INSTALLATION BY THE EXHIBITORS

**Tuesday  
13 June 2017**

16:00 – 22:00

## EXHIBIT REMOVAL

**Thursday  
15 June 2017**

18:00 – 22:00

## EXHIBIT APPLICATION DEADLINE

**Friday  
31 March 2017**



**WE ARE LOOKING FORWARD TO MEETING  
YOU IN EDINBURGH FOR ICAR 2017**