The World Cotton Research Conference (WCRC), the most prominent gathering of cotton scientists and researchers in the world, offers a rare opportunity for businesses that want to reach this exclusive audience. Jointly organised by two of the cotton industry’s most prominent organisations — the International Cotton Advisory Committee (ICAC) and the International Cotton Researchers Association (ICRA) — the WCRC will draw the eyes of the cotton universe to Egypt for an entire week. It is the first time that Egypt will host the WCRC, which has been previously held in Australia, Greece, South Africa, the United States, India and Brazil.

The seventh instalment of the WCRC offers a variety of sponsorship packages that ensure companies of all sizes can promote their products and services to this critically important audience of scientists and researchers. Companies that support the event will benefit from the kind of industry-wide visibility that only occurs once every four years.

If you want to grab the attention of more than 400 of the world’s top researchers from all disciplines of cotton production and processing, you need to be seen at the 7th WCRC in Cairo … or you’ll need to wait four years for an opportunity like this to present itself again!

ORGANISERS

The International Cotton Advisory Committee (ICAC) is an organisation of currently 30 members with an interest in cotton and the textile value chain. The ICAC is the only inter-governmental body for cotton producing, consuming and trading countries and is one of only seven International Commodity Bodies recognised by the United Nations. For 81 years, the ICAC has served the cotton and textile community through promotion, knowledge sharing, innovation, partnerships and providing a forum for discussion of cotton issues of international significance.

The International Cotton Researchers Association (ICRA) formed in 2012, is an initiative of the International Cotton Advisory Committee, created to stimulate research collaboration across the world, including assistance with organising the World Cotton Research Conference.
SPONSORSHIP PACKAGES

Platinum (US$25,000)

- Six free admissions to the event for your representatives
- 27 ft x 6 ft stall (approximate size) for all 5 days
- Full-page ad in the official WCRC-7 programme
- Full-page ad in the Souvenir Publication
- 9 ft 2 inches x 6 ft 8 inches banner placement in 6 different locations of the venue
- 1-minute video played for attendees in 2 Plenary Sessions and 6 concurrent sessions
- Placement of up to a total 16 pages of publicity material / brochures in the conference bag

Diamond (US$20,000)

- Four free admissions to the event for your representatives
- 27 ft x 6 ft stall (approximate size) for all 5 days
- Half-page ad in the official WCRC-7 programme
- Full-page ad in the Souvenir Publication
- 6 ft 9 inches x 6 ft 8 inches banner placement in 4 different locations of the venue
- 1-minute video played for attendees in 1 Plenary Session and 6 concurrent sessions
- Placement of up to a total 12 pages of publicity material / brochures in the conference bag

Silver (US$10,000)

- Two free admissions to the event for your representatives
- 18 ft x 6 ft stall (approximate size) for first 3 days
- Half-page ad in the Souvenir Publication
- 6 ft 9 inches x 3 ft 4 inches banner placement in 2 different locations of the venue
- 1-minute video played for attendees in 4 concurrent sessions
- Placement of up to a total 4 pages of publicity material / brochures in the conference bag

Gold (US$15,000)

- Three free admissions to the event for your representatives
- 18'x6' stall (approximate size) for first 4 days
- Half-page ad in the Souvenir Publication
- Quarter-page ad in the official WCRC-7 programme
- 4 ft 6 inches x 6 ft 8 inches banner placement in 3 different locations of the venue
- 1-minute video played for attendees in 1 Plenary Session and 4 concurrent sessions
- Placement of up to a total 8 pages of publicity material / brochures in the conference bag

Bronze (US$5,000)

- One free admission to the event for your representative
- 9 ft x 6 ft stall (approximate size) for first 3 days
- Quarter-page ad in the Souvenir Publication
- 4 ft 6 inches x 3 ft 4 inches banner placement in 2 different locations of the venue
- Placement of one page of publicity material / brochure in the conference bag

Five comprehensive packages ensure that a select number of companies will be able to maximise their visibility at the WCRC-7. They include a stall for person-to-person networking, print advertising in the event’s Souvenir publication, display advertising throughout the hall and video messaging during Plenary and or concurrent sessions.

PLEASE NOTE

Date allocations for stalls under A la carte bookings will be done based on space availability during the conference period. Allocation of dates for stalls will be announced 15 days prior to the conference. Sponsors are responsible for the display of materials inside the stalls. Stall spaces and banner placement are allocated on a first-come, first-served basis. Sponsors must provide ad materials, brochures and banners. Sponsors also must provide a 1-minute long video ad.

FOR ONLINE BOOKINGS VISIT: https://www.wcrc7.org/home/Sponsorship

LAST DATE FOR BOOKING: 31st JULY 2022
À LA CARTE SPONSORSHIP OPTIONS

There are many options for businesses that want to take a more targeted approach to sponsorship at the WCRC-7. All of the options offered in the five comprehensive packages are available separately, allowing executives to customise a package that suits their promotional and budgetary needs. The options include:

- A stall for in-person networking with attendees on the show floor;
- Print advertising in both the WCRC-7 Programme as well as the Souvenir Publication;
- Billboard or banner advertising in a wide range of sizes and costs (please note that these banners will be displayed for five days);
- A video advertisement, up to 1 minute long, that will be played for attendees before sessions begin; and
- Conference attendee bags containing souvenir and programme brochure will be distributed to all participants during registration.

### Sponsorship Rates

**Last Date for Booking: 31st July 2022**

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Description</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Stall</td>
<td>Sponsor is responsible for the display of material inside the stall. Stall spaces are</td>
<td>27 ft X 6 ft space</td>
<td>$6,000</td>
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<tr>
<td>(Rate per day)</td>
<td>allocated on a first-come, first-served basis. The size may change based on available space in the hall.</td>
<td>18 ft X 6 ft space</td>
<td>$4,000</td>
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<tr>
<td></td>
<td></td>
<td>9 ft X 6 ft space</td>
<td>$2,000</td>
</tr>
<tr>
<td>Programme Brochure</td>
<td>Print advertising in the official WCRC-7 Programme booklet. Sponsors must provide ad materials.</td>
<td>Full page</td>
<td>$2,000</td>
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<tr>
<td></td>
<td></td>
<td>Half page</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Quarter page</td>
<td>$500</td>
</tr>
<tr>
<td>Souvenir Publication</td>
<td>Sponsor must provide the ad materials. Souvenir Publication will be distributed to all</td>
<td>Full page</td>
<td>$1,000</td>
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<tr>
<td></td>
<td>attendees in the Conference bag.</td>
<td>Half page</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Quarter page</td>
<td>$250</td>
</tr>
<tr>
<td>Billboard / Banner Display</td>
<td>Sponsor must provide the banner(s) that will be placed (first-come, first-served) in any of the following areas: Welcome Reception, Keynote Ballroom, Concurrent Sessions, Coffee Break area, Gala Dinner etc. Banners will be on display for the entire conference.</td>
<td>Small: 2’3” x 3’4” (7.82 Sq. ft)</td>
<td>$400</td>
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<tr>
<td>(Rate for one banner)</td>
<td></td>
<td>Medium: 4’6”x 3’4” (15.6 Sq. ft)</td>
<td>$800</td>
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<td></td>
<td></td>
<td>Big: 6’9”x 3’4” (23.46 Sq. ft)</td>
<td>$1,200</td>
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<tr>
<td></td>
<td></td>
<td>Large: 4’6”x 6’8” (31.28 Sq. ft)</td>
<td>$1,600</td>
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<tr>
<td></td>
<td></td>
<td>Huge: 6’9”x 6’8” (46.92 Sq. ft)</td>
<td>$2,400</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mega: 9’2”x 6’8” (62.56 Sq. ft)</td>
<td>$3,200</td>
</tr>
<tr>
<td>Video Advertisement</td>
<td>Sponsor must provide a 1-minute long video ad to be played before the commencement of</td>
<td>Displayed in 4 Concurrent</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>Plenary and Concurrent sessions (first-come, first-served)</td>
<td>sessions</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Displayed in 1 Plenary session</td>
<td>$1,000</td>
</tr>
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