



# 6th International Rice Congress 2023 (IRC 2023)

Philippine International Convention Center | MANILA

16-19 October, 2023



## THE ORGANIZERS



The International Rice Research Institute (IRRI) is dedicated to abolishing poverty and hunger among people and populations that depend on rice-based agri-food systems. Through our research and partnerships, we aim to improve the health and welfare of rice farmers and consumers; promote environmental sustainability in a world challenged by climate change; and support the empowerment of women and the youth in the rice industry.



The Department of Agriculture (DA) envisions a food-secure and resilient Philippines with empowered and prosperous farmers and fishers. As such, it shall collectively empower them and the private sector to increase agricultural productivity and profitability, taking into account sustainable, competitive, and resilient technologies and practices. Hence, its battlecry is simply: **“Masaganang Ani at Mataas na Kita!” (“Bountiful yields and prosperous livelihoods!”)**



IRC Trade Show Partner and Event Organizing Agency

[Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society](#)

## KNOWLEDGE AND EXPERTISE



DLG's networks of experts develop solutions to the challenges facing agriculture, agribusiness and the food sector

## TRADE FAIRS AND EXHIBITIONS



DLG's trade fairs and exhibitions provide a platform for innovation and industry dialogue

## TESTS AND CERTIFICATES



DLG develops test methods and sets quality standards; it tests products, promotes and communicates quality and quality standards to create market transparency

THE THEME

# Accelerating transformation of rice-based food systems - from gene to globe

Rice is the staple food for some four billion people worldwide and it will remain one of the world's most important food crops in the coming decades.

900 million of the  
world's poor depend  
on rice as producers or  
consumers.

400 million poor and  
undernourished  
people are engaged in  
growing rice.



RATIONALE

# Why a "food system" approach?

A food system comprises all the activities and elements – including environment, people, inputs, processes, infrastructure and institutions – that relate to the production, processing, distribution, preparation and consumption of food, and the outputs of those activities, including any socio-economic and environmental aspects.

Source: (HLPE, 2014).



THE CONFERENCE

# 6th International Rice Congress (IRC) 2023

IRC2023 is the world's largest gathering of scientists and experts from the industry, government, and non-governmental players in the global rice sector. The conference aims to provide a platform for these stakeholders to discuss rice sector challenges and opportunities from a food system lens. It also seeks to provide an inclusive and collaborative space to share and debate new ideas, forge partnerships, explore opportunities by way of disruptive technologies, and learn from relevant players from the food, health and nutrition sectors.



# Program at a Glance



Time	INTERNATIONAL RICE RESEARCH CONFERENCE				SUSTAINABLE RICE PLATFORM SYMPOSIUM	INTERNATIONAL HYBRID RICE SYMPOSIUM		7TH INTERNATIONAL CONFERENCE ON BACTERIAL BLIGHT OF RICE	
	16 Oct Monday	17 Oct Tuesday	18 Oct Wednesday	19 Oct Thursday	17 Oct Tuesday	18 Oct Wednesday	19 Oct Thursday	17 Oct Tuesday	18 Oct Wednesday
0900 - 0950		IRC Plenary keynote address (sponsor)	IRC Plenary: Africa-Asia Panel	IRC Plenary keynote address (sponsor)	IRC Plenary keynote address	IRC Plenary keynote address	IRC Plenary keynote address	IRC Plenary keynote address	IRC Plenary keynote address
1000 - 1030	Opening Program	BREAK WITH POSTER VIEWING							
1030 - 1200		Parallel scientific sessions/rooms 1 2 3 4 5 6 7 8 9 10	Plenary keynote address <i>Holger Meinke climate change</i>  Plenary keynote address <i>Sally Mackenzie epigenetics and breeding</i>	Parallel scientific sessions/rooms 1 2 3 4 5 6 7 8 9 10	SRP session 11	IHRS session 11	IHRS session 11	ICBB session 12	ICBB session 12
1200 - 1330	POSTERS VIEWING / LUNCH								
1330 - 1420	Plenary keynote address Platinum sponsor	IRC Plenary keynote address (sponsor)	IRC Plenary keynote address (sponsor)	IRC Plenary keynote address (sponsor)	IRC Plenary keynote address	IRC Plenary keynote address	IRC Plenary keynote address	IRC Plenary keynote address	IRC Plenary keynote address
1430 - 1530	Panel discussion Platinum sponsor	Parallel scientific sessions/rooms 1 2 3 4 5 6 7 8 9 10	Parallel scientific sessions/rooms 1 2 3 4 5 6 7 8 9 10	Parallel scientific sessions/rooms 1 2 3 4 5 6 7 8 9 10	SRP session 11	IHRS session 11	IHRS session 11	ICBB session 12	ICBB session 12
1530 - 1600	BREAK WITH POSTER VIEWING								
1600 - 1630	BREAK WITH POSTER VIEWING								
1630 - 1800	Parallel scientific sessions/rooms 1 2 3 4 5 6 7 8 9 10	Parallel scientific sessions/rooms 1 2 3 4 5 6 7 8 9 10	Parallel scientific sessions/rooms 1 2 3 4 5 6 7 8 9 10	Parallel scientific sessions/rooms 1 2 3 4 5 6 7 8 9 10	SRP session 11	IHRS session 11	IHRS session 11	ICBB session 12	ICBB session 12



6<sup>TH</sup> INTERNATIONAL  
RICE CONGRESS  
& TRADE SHOW  
MANILA 2023

## SOME OF OUR BIG WINS FROM PAST IRCs

7,424

Delegates

64

Participating  
Countries

761

Exhibitors and Exhibit  
Attendees

+2,000

Scientific Papers  
Presented

2

Historic Declarations  
(Delhi and Beijing)

Previous IRC editions were held in Beijing (2002), New Delhi (2006), Hanoi (2010), Bangkok (2014), and Singapore (2018).



IRC 2023

ORGANIZER



CO-ORGANIZER



TRADE SHOW PARTNER



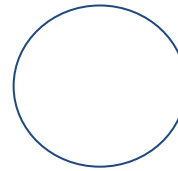
# OUR CO-INNOVATORS

The vibrant and stable future of safe and nutritious food requires multi-stakeholder cooperation

PLATINUM SPONSOR



GOLD SPONSOR



SILVER SPONSOR



EXHIBITORS



## WHY SPONSOR IRC 2023?



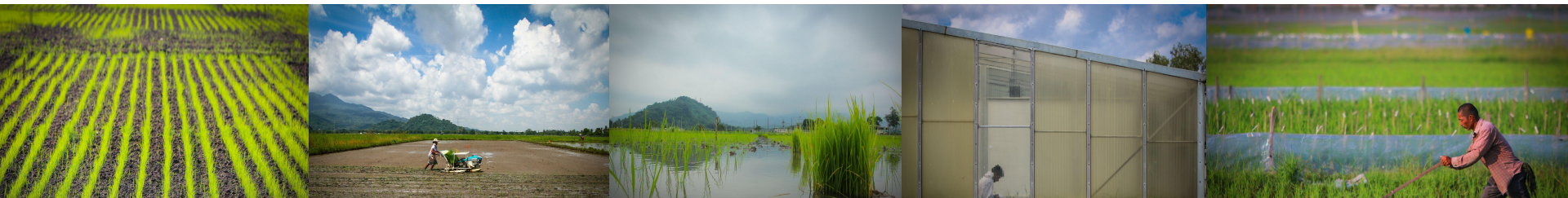
**Capture** over **1500** in-conference delegates from over **30 countries** around the world who can be your future partners or clients in business.



**Promote** your products and services and establish your thought leaders to over **70,000** online audiences powered by IRRI's strong online engagements and e-advertisements totaling to **100 campaign** days before and during conference week.



**Achieve** high visibility and PR mileage as an enabler of the successful event that contributes in transforming the agri-food sector.



# AUDIENCE PROFILE



SCIENTISTS



RESEARCHERS



MARKET  
ANALYSTS



DONORS



GOVERNMENT  
OFFICIALS



POLICY MAKERS



INPUT and  
EQUIPMENT  
SUPPLIERS



PROCESSORS



ENTREPRENEURS  
START-UPS  
INCUBATORS



EXTENSION  
WORKERS



NGOs



FOOD SECURITY AND  
RURAL AND  
AGRICULTURAL DEVT

# SPONSORSHIP PACKAGES

Inclusions and  
branding benefits



<b>Package</b>	<b>Platinum Sponsors USD 85, 000</b>	<b>Gold Sponsors USD 50,000</b>	<b>Silver Sponsors USD 35, 000</b>
Available number of packages	1	2	3
Number of Complimentary tickets	15	10	5
Special discount for additional tickets	15%	10%	5%
Dedicated sponsor's page on infinite loop on IRC 2023 landing page	Y		
Logo under sponsors page on IRc website	Y	Y	Y
Complimentary ad banner to be included in IRc website (vertical rectangle 240x240)	Y (dedicated vertical rectangle 120x240)	Y (dedicated vertical rectangle 120x240)	
Logo displayed on plenary session and hanging page on screen	Y	Y	Y
Logo displayed on badges	Y		
Logo displayed on goodie bag	Y		
Logo displayed on program booklet or ad banner on mobile app		Y	
Logo displayed in Exhibition area on photo wall	Y	Y	Y
Logo displayed in any direction signage and posters throughout the congress	Y		
Logo displayed on registration area backdrop	Y	Y	Y

<b>Package</b>	<b>Platinum Sponsors USD 85, 000</b>	<b>Gold Sponsors USD 50,000</b>	<b>Silver Sponsors USD 35, 000</b>
Credit note by MC during opening and closing speech of plenary session	Y		
Speaking slot opportunity during plenary session	Y	Y	Y
Inclusion of a promotional item in goodie bag	Y	Y	Y
Logo to be displayed in any IRC promo material (online and offline) as title sponsor	Y		
Complimentary education tour at IRRI research centre including return ground transfers from/to airports, 1-night accommodation at IRRI guest house and visits facilitated by respective research unit rep/scientist.	Up to 8 pax	Up to 5 pax	Up to 3 pax
Right to use IRRI logo and IRC 2023 ad banner to feature their sponsorship in own company/organization websites.	Y	Y	Y
Additional complimentary access to welcome dinner to network with delegates.	10	5	3
Credit note by MC during welcome reception	Y		
Short welcome speech opportunity at welcome reception	Y		
Logo to be displayed on screen throughout welcome reception	Y	Y	Y

Additional  
Benefits:  
**Platinum**  
USD 85,000

### PRE-CONFERENCE BENEFITS

- Featured video or CEO social media invitation message for the participants
- Most prominent full page color advertisement with CEO message, company link & 50 words company description on conference mobile app carousel
- Social Media: Preprogram promotion (2 per week for 6 weeks) leading up to conference
- Inclusion on live IRC 2023 social media mentions
- Inclusion on Press Releases to media network and affiliates as sponsor
- 3 pre-event promotional features on IRRI's Official newsletter Beyond Rice (+3000 subscribers)

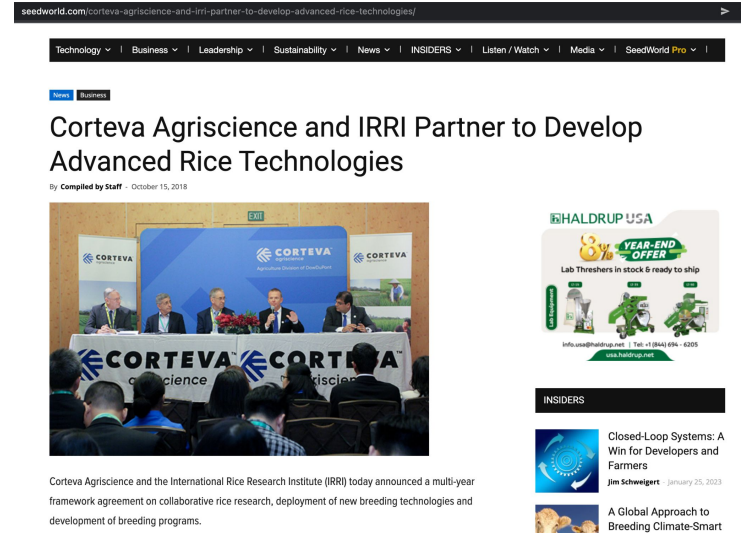
### ON-SITE ENTITLEMENTS

- 1 exclusive media interview
- Corporate AVP loop in the main plenary hall during breaks
- Access to Sponsors VIP lounge for side meetings and networking; exclusive for platinum, gold and silver sponsors
- 3 sponsored promotional item inserts in the conference delegate bag

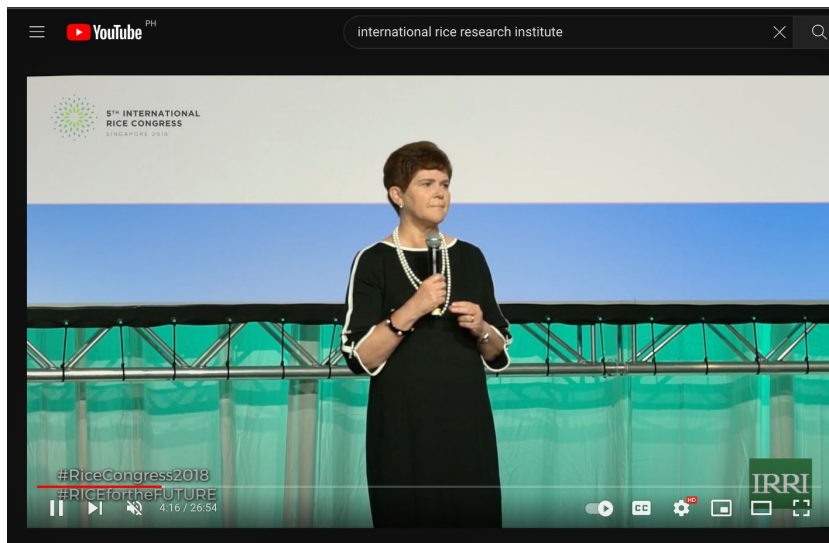
### POST-CONFERENCE ENTITLEMENTS

- Post-show attendance database (solicited)
- Receipt of the post event photo documentation

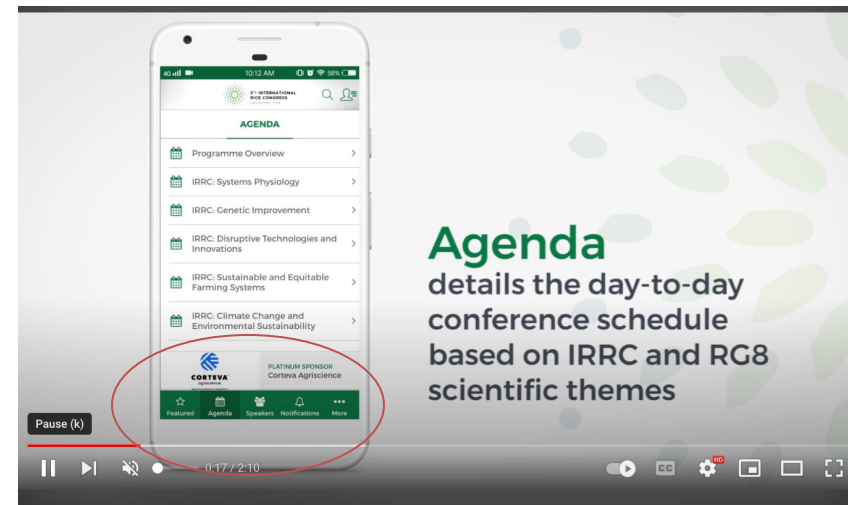
Pre-event video invitation



Exclusive media interview



Plenary speakership



Digital channel brand placements



## Additional Benefits:

# Gold

## USD 50,000

No. of available packages: 2

### PRE-CONFERENCE BENEFITS


- Featured video or CEO social media invitation message for the participants
- Half banner advertisement, company link & 50 words company description on conference mobile app carousel and in the registration platform
- Social Media: Preprogram promotion (1 per week for 6 weeks) leading up to conference
- Inclusion on live IRC 2023 social media mentions
- Inclusion on Press Releases to media network and affiliates as sponsor
- 2 pre-event promotional features on IRRI's Official newsletter Beyond Rice (+3000 subscribers)

### ON-SITE ENTITLEMENTS

- Corporate AVP loop in the networking events during breaks
- Access to Sponsors VIP lounge for side meetings and networking; exclusive for platinum, gold and silver sponsors
- 2 sponsored promotional item inserts in the conference delegate bag

### POST-CONFERENCE ENTITLEMENTS

- Post-show attendance database (solicited)
- Receipt of the post event photo documentation



It produces **faster** growing seeds  
and improves breeding **techniques**

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Gold Sponsor

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Social media pre-event brand  
promotions

# Gold



Plenary speakership




Supporting sustainable agricultural  
development in rural areas with  
smallholder farmers brings a lot of  
**community benefits**. It is an  
effective way to **fight poverty**,  
**improve nutrition** and **increase**  
the standard of living, thereby  
allowing more opportunities to  
invest in education and economic  
development.

**JENS HARTMANN**  
HEAD OF REGION, ASIA PACIFIC  
Bayer Crop Science







**Additional  
Benefits:**

**Silver**

**USD 35,000**

No. of available packages: **3**

#### **PRE-CONFERENCE BENEFITS**

- Half banner advertisement, company link & 50 words company description on conference mobile app carousel
- 1 pre-event promotional feature on IRRI's Official newsletter Beyond Rice (+3000 subscribers)

#### **ON-SITE ENTITLEMENTS**

- Corporate AVP loop in the IRRI booth and Exhibition areas
- Access to Sponsors VIP lounge for side meetings and networking; exclusive for platinum, gold and silver sponsors
- 1 sponsored promotional item inserts in the conference delegate bag
- Social Media: Event day promotion and activity tweets
- Inclusion on live IRC 2023 social media mentions

#### **POST-CONFERENCE ENTITLEMENTS**

- Post-show attendance database (solicited)



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Silver Sponsor

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Plenary speakership



Social media pre-event brand promotions

Branding visibility /acknowledgements



# Special sponsorships:

## MAGSAlita

### Farmers Perspectives Grants

Sponsor bulk delegate registration for farmer groups to attend in speak at the IRC 2023

# USD 10,000

No. of available grant packages: 4

### PRE-CONFERENCE BENEFITS

- One speaking slot in the Exhibition Opening
- Half banner advertisement, company link & 50 words company description on conference mobile app carousel
- Special company/organization spotlight feature on conference website
- 1 pre-event promotional feature on IRRI's Official newsletter Beyond Rice (+3000 subscribers)

### ON-SITE ENTITLEMENTS

- Corporate AVP loop in the IRRI booth
- 1 sponsored promotional item inserts in the conference delegate bag
- Social Media: Post event day promotion and tweets



## Side Event sponsor

### Scholars' Science Forum

Sponsor students scholars to attend a special session designed for young rice researchers

**USD 10,000**

No. of available grant packages: **3**

#### PRE-CONFERENCE BENEFITS

- 1 open-concept speaking forum at the Posters Foyer area
- Roundtable advertisement in the mobile app
- 1 pre-event promotional feature on IRRI's Official newsletter Beyond Rice (+3000 subscribers)

#### ON-SITE ENTITLEMENTS

- On-site venue support (logistics and technical)
- Exclusive on-site branding (event template development)
- Inclusion on live IRC 2023 social media mentions

#### POST-CONFERENCE ENTITLEMENTS

- Post-show attendance database (solicited)
- 1 post event feature on IRRI's Official newsletter Beyond Rice (+3000 subscribers), mirrored on CGIAR The Feed Newsletter

Scholars' Science Forum





## Side Event sponsor

### Multistakeholder panel discussion

**USD 10,000**

#### **PRE-CONFERENCE BENEFITS**

- Covers registration fees of 10 invitees
- Event advertisement in the mobile app
- 1 pre-event promotional feature on IRRI's Official newsletter Beyond Rice (+3000 subscribers)

#### **ON-SITE ENTITLEMENTS**

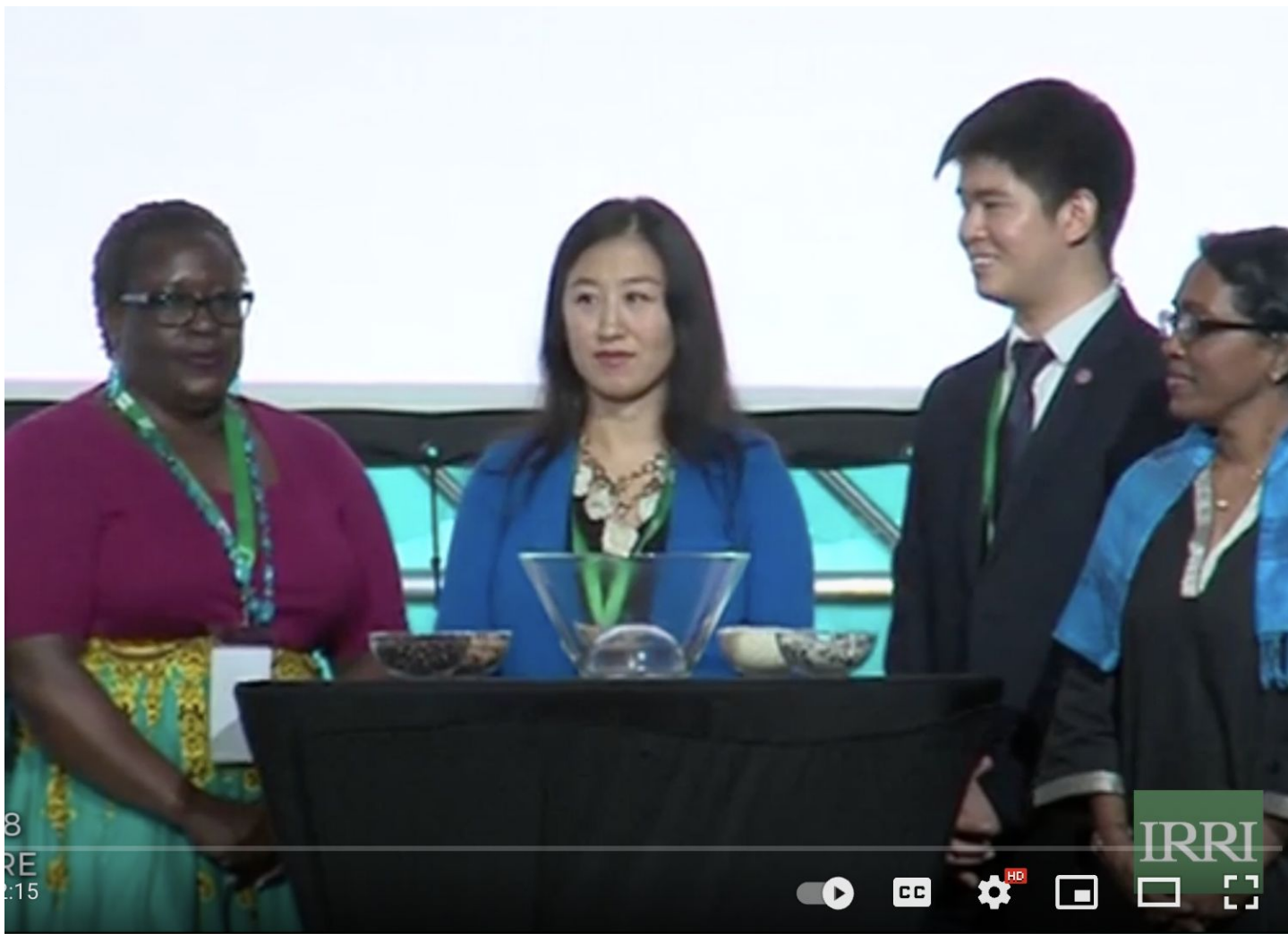
- On-site venue support (logistics and technical)
- Exclusive on-site branding (event template development)
- Inclusion on live IRC 2023 social media mentions

#### **POST-CONFERENCE ENTITLEMENTS**

- Post-show attendance database (solicited)
- 1 post event feature on IRRI's Official newsletter Beyond Rice (+3000 subscribers), mirrored on CGIAR The Feed Newsletter



## Multistakeholder panel discussion



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## Itemized/customized packages

Bring your brands to life by sponsoring these one-off items. We can also customize one or more of these items to create a special package that better suits your branding and promotional needs.

## ITEMIZED/CUSTOMIZED SPONSORSHIPS

### WELCOME COCKTAIL AND NETWORKING (USD 80,000)

- Credit note by MC during welcome reception
- 10 x Complimentary access pass to attend
- welcome reception to network with delegates
- Short welcome speech opportunity at welcome reception
- Logo to be displayed on screen throughout welcome reception together with platinum sponsor'
- Branded menu card or standees on cocktail rounds during welcome reception.

### LUNCHEONS (USD 45,000)

- 5 x Complimentary access pass to attend the luncheon event
- Credit note by MC during VIP gala dinner welcome speech
- Branded menu cards with logo on all food and beverage table
- Logo to be displayed on screen throughout the luncheon

### COFFEE BREAKS (USD 40,000)

- Credit note by MC after the coffee break before re-commencing plenary sessions
- Logo displayed on all beverage and snack stations during coffee breaks

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## Itemized/customized packages

Bring your brands to life by sponsoring these one-off items. We can also customize one or more of these items to create a special package that better suits your branding and promotional needs.

## ITEMIZED/CUSTOMIZED SPONSORSHIPS

### POSTERS IN FOYER (USD 50,000)

Exclusive logo display for the item sponsor and platinum sponsor only on each poster frame displayed in foyer area throughout the congress.

### PROGRAM BOOKLET (USD 10,000)

Only the category sponsor and gold sponsor's logo together with IRC 2023 logo to be displayed on the printed program booklets + 1 page ad spread within the booklet

### REUSABLE IRC BRANDED GOODIE BAGS (USD 12,000)

Only the category sponsor and platinum sponsor's logo.

### BADGES AND LANYARDS (USD 8,000)

The badges and lanyard will include the item sponsor of this category, IRC logo, and platinum sponsor's logo only. The design of the badges and lanyard will be selected by congress organizer and will inform the final design and quantity for production.

### WEBSITE REGISTRATION (USD 7,000)

Only the category sponsor and gold sponsor's logo together with IRC 2023 logo to be displayed on landing page of registration platform



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## Itemized/customized packages

Bring your brands to life by sponsoring these one-off items. We can also customize one or more of these items to create a special package that better suits your branding and promotional needs.

### ITEMIZED/CUSTOMIZED SPONSORSHIPS

#### **REGISTRATION KIOSKS (USD 15,000)**

Only this sponsors' logo appears alongside the organizers' logos on the registration sites (online and onsite)

#### **MOBILE APPLICATION (USD 25,000)**

Only the category sponsor and gold sponsor's logo together with IRC 2023 logo to be displayed on landing page of the conference mobile app



6<sup>TH</sup> INTERNATIONAL  
RICE CONGRESS  
& TRADE SHOW  
MANILA 2023

# SPEAK WITH US

**Sponsorships**

**KC Santos**

[k.santos@irri.org](mailto:k.santos@irri.org)