6th International Rice Congress 2023 (IRC 2023)

Philippine International Convention Center | MANILA

16-19 October, 2023
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
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.
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).
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

INTERNATIONAL RICE RESEARCH CONFERENCE

0900 - 0950
Opening Program

1000 - 1030
Parallel scientific sessions/rooms
Plenary keynote address
Hediger Mealke climate change
Plenary keynote address
Sally Moderate epigenetics and breeding

1030 - 1200
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
IRF Plenary keynote address (sponsor)
IRF Plenary keynote address (sponsor)
IRF Plenary keynote address
IRF Plenary keynote address
IRF Plenary keynote address
IRF Plenary keynote address

1430 - 1530
Parallel scientific sessions/rooms
Parallel scientific sessions/rooms
Parallel scientific sessions/rooms
SRP session 11
IHRS session 11
IHRS session 11
ICBB session 12
ICBB session 12

1530 - 1600
Panel discussion
Platinum sponsor

1600 - 1630
BREAK WITH POSTER VIEWING

1630 - 1800
Parallel scientific sessions/rooms
Parallel scientific sessions/rooms
Parallel scientific sessions/rooms
SRP session 11
IHRS session 11
IHRS session 11
ICBB session 12
ICBB session 12

1800 - 1830
BREAK WITH POSTER VIEWING

INTERNATIONAL HYBRID RICE SYMPOSIUM

1800 - 1830
Opening Program

1830 - 1900
Parallel scientific sessions/rooms

1900 - 1930
SRP session 11
IHRS session 11
IHRS session 11
ICBB session 12
ICBB session 12

INTERNATIONAL RICE PLATFORM SYMPOSIUM

1930 - 2000
Parallel scientific sessions/rooms

2000 - 2030
SRP session 11
IHRS session 11
IHRS session 11
ICBB session 12
ICBB session 12

7TH INTERNATIONAL CONFERENCE ON Bacterial BLIGHT OF RICE

17 Oct Tuesday
IRF Plenary keynote address

18 Oct Wednesday
IRF Plenary keynote address

19 Oct Thursday
IRF Plenary keynote address

17 Oct Tuesday
IRF Plenary keynote address

18 Oct Wednesday
IRF Plenary keynote address

19 Oct Thursday
IRF Plenary keynote address

17 Oct Tuesday
IRF Plenary keynote address

18 Oct Wednesday
IRF Plenary keynote address

19 Oct Thursday
IRF Plenary keynote address
<table>
<thead>
<tr>
<th>Delegates</th>
<th>Participating Countries</th>
<th>Exhibitors and Exhibit Attendees</th>
<th>Scientific Papers Presented</th>
<th>Historic Declarations</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,424</td>
<td>64</td>
<td>761</td>
<td>+2,000</td>
<td>2</td>
</tr>
</tbody>
</table>

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

The vibrant and stable future of safe and nutritious food requires multi-stakeholder cooperation
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
<table>
<thead>
<tr>
<th>Package</th>
<th>Platinum Sponsors USD 85,000</th>
<th>Gold Sponsors USD 50,000</th>
<th>Silver Sponsors USD 35,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available number of packages</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Number of Complimentary tickets</td>
<td>15</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Special discount for additional tickets</td>
<td>15%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Dedicated sponsor's page on infinite loop on IRC 2023 landing page</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo under sponsors page on IRC website</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Complimentary ad banner to be included in IRC website (vertical rectangle 240x240)</td>
<td>Y (dedicated vertical rectangle 120x240)</td>
<td>Y (dedicated vertical rectangle 120x240)</td>
<td></td>
</tr>
<tr>
<td>Logo displayed on plenary session and hanging page on screen</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Logo displayed on badges</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo displayed on goodie bag</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo displayed on program booklet or ad banner on mobile app</td>
<td></td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Logo displayed in Exhibition area on photo wall</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Logo displayed in any direction signage and posters throughout the congress</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo displayed on registration area backdrop</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Package</td>
<td>Platinum Sponsors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>-------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>USD 85,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Credit note by MC during opening and closing speech of plenary session</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaking slot opportunity during plenary session</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion of a promotional item in goodie bag</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo to be displayed in any IRC promo material (online and offline)</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary education tour at IRRI research centre</td>
<td>Up to 8 pax</td>
<td></td>
<td></td>
</tr>
<tr>
<td>including return ground transfers from/to airports, 1-night accommodation at IRRI guest house and visits facilitated by respective research unit rep/scientist.</td>
<td>Up to 5 pax</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Up to 3 pax</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Right to use IRRI logo and IRC 2023 ad banner to feature their sponsorship in own company/organization websites.</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional complimentary access to welcome dinner to network with delegates.</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Credit note by MC during welcome reception</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Short welcome speech opportunity at welcome reception</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo to be displayed on screen throughout welcome reception</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
Plenary speakership

Pre-event video invitation

Exclusive media interview

Digital channel brand placements
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

Additional Benefits:
Gold
USD 50,000
No. of available packages: 2
Gold

Plenary speakership

Social media pre-event brand promotions
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)
Silver Sponsor

Lorem ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Social media pre-event brand promotions

Plenary speakership

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
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
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

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.
SPEAK WITH US

Sponsorships
KC Santos
k.santos@irri.org