

Lemesos, 15 July 2019

### Invitation

Your company or organization is invited to consider a unique partnership that will provide you with the opportunity to reach out to a wide range of members from the global community working on Soilless Culture and Hydroponics. Come and increase your presence within this community by participating in the upcoming **III International Symposium on Soilless Culture and Hydroponics: Innovation and advanced technology for circular horticulture** to be held from 1<sup>st</sup> to 4<sup>th</sup> of November 2020 in Lemesos, Cyprus.

The conference, under the aegis of ISHS, the International Society for Horticultural Science and with the support of Cyprus University of Technology and University of Turin is certainly the most important international event on Soilless Culture and Hydroponics, with participants from different countries.

The event will take place in Cyprus for the first time and will have a particularly strong contingent from Italy, Spain, France, Netherlands, and Israel, leading countries of the Soilless Culture and Hydroponics sector in terms of research, innovation and production. A relevant amount of participants is also expected from Americas, Asia, Middle East and North Africa.

The Hydro2020 conference will draw together research and business, young researchers and established scientists, industrial processors and suppliers, horticultural producers and supply chain actors. Governments and institutions participation is also expected.

The International Society for Horticultural Science has over 7,000 Individual Members from all over the world, a substantial number of Institutional Members and some 50 Member States/Countries. It is a major source of up-to-date information on global horticultural research. It encourages the development of international co-operation, bringing together scientific and technical professionals to stimulate, facilitate and co-ordinate research and scientific activities on a global scale

The aim of the ISHS is "...to promote and encourage research and education in all branches of horticultural science and to facilitate cooperation and knowledge transfer on a global scale through its symposia and congresses, publications and scientific structure." Membership is open to all interested researchers, educators, students and horticultural industry professionals

### Format of the Conference

The III International Symposium on Soilless Culture and Hydroponics: Innovation and advanced technology for circular horticulture aims to promote scientific progress, to stimulate free exchange of ideas and findings, and to publicize progress in Soilless Culture, Hydroponics and Aquaponics. Scientists, Stakeholders, Corporates, Business companies are invited to attend.

### Program format

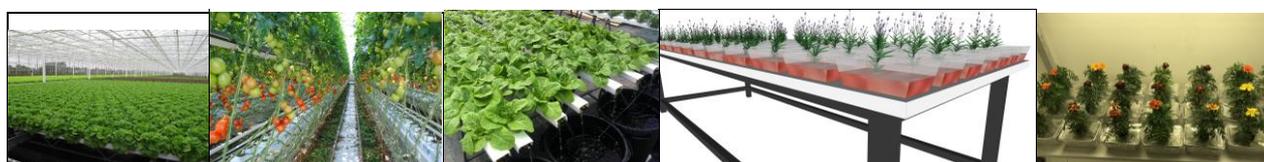
Oral presentations will represent the core of the Hydro2020 conference as it occupies a significant portion of the program. Poster sessions and thematic working groups are planned as well. This set up will provide a maximum exposure to contributed results and allow participants to meet and exchange ideas.

Plenary lectures will be provided by leading scientists and professionals chosen by the scientific committee, and speakers contributions will be selected to acknowledge significant recent progress.



**Preliminary Program at a glance**

|             | Sunday,<br>November 1 <sup>st</sup> | Monday,<br>November 2 <sup>nd</sup> | Tuesday,<br>November 3 <sup>rd</sup> | Wednesday,<br>November 4 <sup>th</sup> |
|-------------|-------------------------------------|-------------------------------------|--------------------------------------|--|
| 7:30-8:00   |                                     |                                     |                                      |  |
| 8:00-8:30   |                                     | Registration                        | Registration                         |  |
| 8:30-9:00   |                                     |                                     |                                      |  |
| 9:00-9:30   |                                     | Welcome, Opening remarks            | Keynote speakers                     | Technical and social tour              |
| 9:30-10:00  |                                     | Keynote speakers                    |                                      |  |
| 10:00-10:30 |                                     |                                     | Round table discussion               |  |
| 10:30-11:00 |                                     | Oral session                        | Oral session                         |  |
| 11:00-11:30 |                                     | Coffee break                        | Coffee break                         |  |
| 11:30-12:00 |                                     |                                     |                                      |  |
| 12:00-12:30 |                                     | Oral session                        | Oral session                         |  |
| 12:30-13:00 |                                     |                                     |                                      |  |
| 13:00-13:30 | Registration                        | Lunch/Break                         | Lunch/Break                          |  |
| 13:30-14:00 |                                     |                                     |                                      |  |
| 14:00-14:30 |                                     | Poster standing                     | Poster standing                      |  |
| 14:30-15:00 |                                     | Business networking                 | Business networking                  |  |
| 15:00-15:30 |                                     |                                     |                                      |  |
| 15:30-16:00 |                                     | Oral session                        | Oral session                         |  |
| 16:00-16:30 | Welcome, Opening Ceremony           |                                     |                                      |  |
| 16:30-17:00 | Keynote speakers                    | Coffee break                        | Coffee break                         |  |
| 17:00-17:30 |                                     | Oral session                        | Oral session                         |  |
| 17:30-18:00 | Poster Flash presentation           |                                     |                                      |  |
| 18:00-18:30 |                                     | Poster standing                     | Poster standing                      |  |
| 18:30-19:00 |                                     | Business networking                 | Business networking                  |  |
| 19:00-19:30 | Welcome Reception                   |                                     |                                      |  |
| 19:30-20:00 |                                     |                                     |                                      |  |
| 20:00-21:00 |                                     |                                     | Gala dinner                          |  |
| 21:00-22:00 |                                     |                                     |                                      |  |
| 22:00-23:00 |                                     |                                     |                                      |  |
| 23:00-00:00 |                                     |                                     |                                      |  |



## CONFERENCE OVERVIEW

### Delegate Profile

The Hydro2020 conference is the most important event for the specific Soilless Culture and Hydroponics field. More generally, it is also a leading event for horticulture, aquaponics, food nutrition and safety. The program will canvas the whole supply chain of the Soilless Culture, Hydroponics and Aquaponics production, from field-to-fork.

Oral presentations and poster exhibition will illustrate the results of the research and the latest achievements in the following 5 main conference topics (1) Circular hydroponics/Saving resources/Recycling resources, (2) Conversion to Closed Systems, (3) Aquaponics, phytotronics and bioaponics based systems, (4) Quality and nutritional aspects of soilless grown products for the consumers (5) Organic hydroponics, from leading scientists and professionals from 5 continents. World recognized experts will be invited and perform plenary lectures on specific topics and thematic workshops will take place to address business related issues.

### Sponsorship opportunities

#### *A diversified and accessible offer for your visibility and PR*

If you would like to present your company to an international clientele, we can offer you the appropriate sponsoring cooperation. Our sponsoring offers are separated into the categories diamond, platinum, golden, silver and bronze sponsor as well as supplementary sponsor. Sponsor benefits on such proposals are adjusted to the categories above depending on the size of sponsorship.

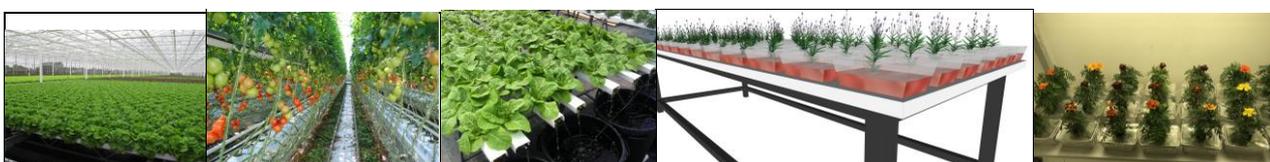
#### **Why partner with this unique event?**

The III International Symposium on Soilless Culture and Hydroponics: Innovation and advanced technology for circular horticulture is an opportunity for companies, organizations and governments to contribute to the advancement and development of important scientific and technical issues related to the field of Soilless Culture and Circular Horticulture.

The conference represents an opportunity for companies involved in the Soilless Culture related fields to high light and showcase their products, services and expertise in this field. It is also an occasion to expand their contacts, build business or scientific relationships. The attendance of young scientists gives opportunities for contact and recruitment.

Many options were defined to provide our sponsors the best opportunities to demonstrate their leadership in their field of work and their contribute to the Soilless Culture community, to benefit from the conference visibility in a variety of media, to network closely with academic and organization leaders, to promote their goals and objectives for future development in the field of Soilless Culture and Hydroponics.

| REASONS TO SPONSOR THIS EVENT  | SPONSOR BENEFITS  |
|--|---|
| <ul style="list-style-type: none"> <li>✓ <b>Create awareness and promote your organization in the Soilless culture and hydroponics community</b></li> <li>✓ <b>Develop and enhance your image as a leader in the research and development of Soilless culture</b></li> <li>✓ <b>Create business or scientific relationships and expand your contact network</b></li> <li>✓ <b>Recruit scientists with expertise in Soilless culture, hydroponics and aquaponics</b></li> <li>✓ <b>Nurture long term relationships within this cross-disciplinary and trans-national community</b></li> <li>✓ <b>Share and publicize innovative concepts, technologies, and research</b></li> </ul> | <ul style="list-style-type: none"> <li>✓ <b>Network closely with academic, corporate, and organization leaders</b></li> <li>✓ <b>Demonstrate leadership in your sector and its potential benefits to the Soilless culture, hydroponics and aquaponics community</b></li> <li>✓ <b>Benefit from an important visibility in formal and informal setting in a variety of media</b></li> <li>✓ <b>Develop enhanced and mutually beneficial working partnerships</b></li> <li>✓ <b>Promote your goals and objectives for development in the field of Soilless culture and hydroponics</b></li> </ul> |



**SPONSORSHIP OPTIONS - Package at a glance**

| VISIBILITY  | MAIN-DIAMOND (> 7,000€) | PLATINUM (5,000€) | GOLDEN (2,500€) | SILVER (1,500€) | BRONZE (1,000€) | SUPPORTING (500€) |
|---|-------------------------|-------------------|-----------------|-----------------|-----------------|-------------------|
| Logo and name on the conference web site and link to the sponsor's web site |                         |                   |                 |                 |                 |                   |
| - on the home page  | included                | included          | ----            | ----            | ----            | ----              |
| - on every page   | included                | ----              | ----            | ----            | ----            | ----              |
| - on the sponsor's page   | included                | included          | included        | included        | included        | included          |
| Advertisement in the e-version of the second announcement                   | 1/2 page                | 1/4page           | 1/8page         | mention         | mention         | ----              |
| Logo on the conference news   | included                | included          | ----            | ----            | ----            | ----              |
| Logo and name printed on all participant badge holders                      | included                | ----              | ----            | ----            | ----            | ----              |
| Color advertisement printed in the conference program book                  | 1 page                  | 1/2 page          | 1/4 page        | mention         | mention         | mention           |
| Color advertisement printed in the conference book of abstracts             | 1 page                  | 1/2 page          | 1/4 page        | mention         | mention         | ----              |
| Logo and/or company name printed in Acta Horticulturae                      |                         |                   |                 |                 |                 |                   |
| - Company's name and logo   | included                | included          | included        | ----            | ----            | ----              |
| - Company's name  | ----                    | ----              | ----            | included        | included        | included          |
| Logo and company name printed in all conference posters exposed during:     |                         |                   |                 |                 |                 |                   |
| - Registration  | included                | ----              | ----            | ----            | ----            | ----              |
| - Welcome ceremony  | included                | included          | ----            | ----            | ----            | ----              |
| - Poster sessions   | included                | included          | included        | included        | included        | included          |
| - Business meetings   | included                | included          | included        | included        | included        | ----              |
| - Thematic workshops  | included                | included          | ----            | ----            | ----            | ----              |
| - Coffee breaks and lunches   | included                | included          | included        | ----            | ----            | ----              |
| Logo printed on all participant bag cover                                   | included                | ----              | ----            | ----            | ----            | ----              |
| Logo projected  |                         |                   |                 |                 |                 |                   |
| - between oral sessions   | included                | included          | included        | mention         | ----            | ----              |
| - during coffee breaks and lunches  | included                | ----              | ----            | ----            | ----            | ----              |
| Insertion of promotional inserts in the delegate kit                        | 3                       | 2                 | 1               | ----            | ----            | ----              |
| Acknowledgements during   |                         |                   |                 |                 |                 |                   |
| - Welcome reception   | included                | included          | included        | included        | included        | included          |



|  |          |          |          |          |          |          |
|--|----------|----------|----------|----------|----------|----------|
| - Closing ceremony   | included | included | included | included | included | included |
| Free Conference registration for sponsor's guests, including welcome reception, social event and gala dinner | 3        | 2        | 1        | ----     | ----     | ----     |
| Additional Gala dinner invitation  | 3        | ----     | ----     | ----     | ----     | ----     |
| Plaque of appreciation   | included | included | ----     | ----     | ----     | ----     |
| Certificate of appreciation  | included | included | included | included | included | included |

**Payment schedule:** 50% of your total owing amount will be due upon confirmation of your sponsorship and exhibition. The remaining 50% will be due to 3 months prior to the event commencing on November 1 2020. Applications made after 1 July 2020 will be required to pay 100% of total owing upon confirmation

### Premium Packs

**Main Sponsor- Diamond Sponsor | € >7,000**

**Number of sponsors:** For 1 corporation

**Conditions Provided:**

Publication of company's name and logo as main sponsor through the e-Marketing tools used for the international promotion of HYDRO2020 and link to your company's Web site as follow:

- logo and name on the home page and on every page of the conference web site and link to the sponsor's web site
- 1/2 page advertisement in the electronic version of the second announcement
- logo and name on the sponsor page of the conference web site and link to the sponsor's web site
- logo on the conference news

Publication of company's advertisement, name or logo on printed and visual materials as the main sponsor as follow:

- Logo and name printed on all participant badge holders
- Full page color advertisement printed in the interior cover of the conference book of abstracts and program
- Logo and company name printed in Acta Horticulturae
- Logo and company name printed in all conference posters exposed during:
  - Registration
  - Welcome ceremony
  - Poster sessions
  - Business meetings
  - Thematic workshops
  - Coffee breaks and lunches
- Logo printed on all participant bag cover
- Logo projected between oral sessions (i.e. screen saver) and during coffee breaks and lunches

Insertion of 3 promotional inserts in the delegate kit

Acknowledgements during

- Welcome reception
- Closing ceremony

Free Conference registration for 3 sponsor's guests, including welcome reception, social event and gala dinner.

Three extra invitations for the Gala dinner

Certificate and Plaque of appreciation

**Platinum Sponsor | € 5.000**



**Number of sponsors:** For 3 Corporation

**Conditions Provided:**

Publication of company's name and logo as golden sponsor through the e-Marketing tools used for the international promotion of HYDRO2020 and link to your company's Web site as follow:

- logo and name on the home page of the conference web site and link to the sponsor's web site
- 1/4 page advertisement in the electronic version of the second announcement
- logo and name on the sponsor page of the conference web site and link to the sponsor's web site
- logo on the conference news

Publication of company's advertisement, name or logo on printed and visual materials as a golden sponsor, just below the main sponsor but above all other sponsors as follow:

- 1/2 page color advertisement printed in the interior cover of the conference book of abstracts and program
- Logo and company name printed in Acta Horticulturae
- Logo and company name printed in all conference posters exposed during:
  - Welcome ceremony
  - Poster sessions
  - Business meetings
  - Thematic workshops
  - Coffee breaks and lunches
- Logo projected between oral sessions (i.e. screen saver) and during coffee breaks and lunches

Insertion of 2 promotional inserts in the delegate kit

Acknowledgements during

- Welcome reception
- Closing ceremony

Free Conference registration for 2 sponsor's guests, including welcome reception, social event and gala dinner  
Certificate and Plaque of appreciation

**Gold Sponsor | € 2,500**

**Number of sponsors:** For 4 corporation

**Conditions Provided:**

Publication of company's name and logo as sponsor through the e-Marketing tools used for the international promotion of HYDRO2020 and link to your company's Web site as follow:

- 1/8 page advertisement in the electronic version of the second announcement
- logo and name on the sponsor page of the conference web site and link to the sponsor's web site

Publication of company's advertisement, name or logo on printed and visual materials as follow:

- 1/4 page color advertisement printed in the interior cover of the conference book of abstracts and program
- Logo and company name printed in Acta Horticulturae
- Logo and company name printed in all conference posters exposed during:
  - Poster sessions
  - Business meetings
  - Coffee breaks and lunches
- Logo projected between oral sessions (i.e. screen saver)

Insertion of 1 promotional insert in the delegate kit

Acknowledgements during

- Welcome reception
- Closing ceremony

Free Conference registration for 1 sponsor's guest, including welcome reception, social event and gala dinner  
Certificate of appreciation

**Silver Sponsor | € 1,500**

**Conditions Provided:**

Publication of company's logo as sponsor through the e-Marketing tools used for the international promotion of HYDRO2020 and link to your company's Web site as follow:



- mention in the electronic version of the second announcement
- logo on the sponsor page of the conference web site and link to the sponsor's web site

Publication of company's advertisement, name or logo on printed and visual materials as follow:

- Acknowledgement of sponsorship in the conference program book
- Acknowledgement of sponsorship in the conference book of abstracts
- Acknowledgement of sponsorship in Acta Horticulturae
- Logo and company name printed in all conference posters exposed during:
  - Poster sessions
  - Business meetings
- Acknowledgement of sponsorship projected between oral sessions (i.e. screen saver)

Acknowledgements during

- Welcome reception
- Closing ceremony

Certificate of appreciation

### **Bronze Sponsor | € 1,000**

Publication of company's logo as sponsor through the e-Marketing tools used for the international promotion of HYDRO2020 and link to your company's Web site as follow:

- mention in the electronic version of the second announcement
- logo on the sponsor page of the conference web site and link to the sponsor's web site

Publication of company's advertisement, name or logo on printed and visual materials as follow:

- Acknowledgement of sponsorship in the conference program book
- Acknowledgement of sponsorship in the conference book of abstracts
- Acknowledgement of sponsorship in Acta Horticulturae
- Logo and company name printed in all conference posters exposed during:
  - Poster sessions
  - Business meetings

Acknowledgements during

- Welcome reception
- Closing ceremony

Certificate of appreciation

### **Supporting Sponsor | € 500**

Publication of company's logo as sponsor through the e-Marketing tools used for the international promotion of HYDRO2020 and link to your company's Web site as follow:

- logo on the sponsor page of the conference web site and link to the sponsor's web site

Publication of company's advertisement, name or logo on printed and visual materials as follow:

- Acknowledgement of sponsorship in the conference program book
- Acknowledgement of sponsorship in Acta Horticulturae
- Logo and company name printed in all conference posters exposed during:
  - Poster sessions

Acknowledgements during

- Welcome reception
- Closing ceremony

Certificate of appreciation

### **SPONSOR FOR WELCOME RECEPTION**

**Fees:** 2,000-3,000 Euro

A stand space for the sponsor will be placed in the cocktail area declaring that the reception is organized with the help of the sponsor. Also, the sponsoring firm can invite 10 guests and will be shown in the list of sponsors.



### SPONSOR FOR COFFEE BREAKS

**Fees:** 2,000 Euro

Napkins displaying the sponsor's logo will be used during coffee breaks and the sponsoring firm will be shown in the list of sponsors.

### SPONSOR FOR SYMPOSIUM BAGS

**Fees:** 500 Euro

One promotional gadget and a sponsor brochure will be put in the delegate kit

### SPONSORING SCIENTIFIC TOUR

This sponsoring firm will be evaluated according to the subject title and the scientific program. We will be waiting for your ideas and proposals.

### SPONSORING FOR YOUNG MINDS AWARDS

**Fees:** 500 Euro

### Conditions of Payment

50% of your total owing amount will be due upon confirmation of your sponsorship and exhibition. The remaining 50% will be due to 3 months prior to the event commencing on November 1 2020. Applications made after 1 July 2020 will be required to pay 100% of total owing upon confirmation.

Trusting in your positive feedback we would be grateful if you could kindly reply within one month from receiving this letter to: [nikolaos.tzortzakis@cut.ac.cy](mailto:nikolaos.tzortzakis@cut.ac.cy)

Thank you for your support.

Best regards

### The Conveners

**Dr. Nikolaos Tzortzakis**, Cyprus University of Technology

**Dr. Silvana Nicola**, University of Turin

