

An event by



**iwc**

**4TH INTERNATIONAL  
WHEAT CONGRESS**

Patrons



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA



**BOLOGNA - ITALY**  
**MAY 25-29, 2026**

**International Organization Chair:**

*Rajeev Varshney*

Murdoch University  
Australia

**European Organization Chair:**

*Roberto Tuberosa*

University of Bologna  
Italy



**SPONSOR PROSPECTUS**

**[www.iwc2026.com](http://www.iwc2026.com)**

# Invitation to Partner

The **IWC2026 Bologna** will provide a key opportunity for the **global wheat community** to gather, share knowledge and discuss advancements in **agronomy, genetics, genomics and breeding of wheat**.

We look forward to host you and **promote state-of-the-art innovation** and collaborations toward a more sustainable and healthier wheat.

A rich choice of **technical tours** including genetic research, wheat supply chain and food processing will complete the IWC2026 Bologna just before the International Gluten Workshop in Palermo, Sicily, on June 1-3.

Let's prepare for a bright future of discoveries and progress in wheat in Bologna 2026!

## **Chair of International Organizing Committee**

Rajeev Varshney  
Murdoch University  
Australia

## **Chair of European Committee**

Roberto Tuberosa  
DISTAL, Università di Bologna  
Italy

# Why Be Involved



Supporting events such as the International Wheat Congress (IWC) offers partners a great return on your investment by allowing organizations a chance to achieve their marketing and business objectives all in one event. The IWC provides an opportunity for you to engage with key decision makers, demonstrate your products and services and gives your business brand exposure to industry key players from around the world. This is your chance to shine and showcase your organization and be seen as a leading entity in the industry.

As a partner at the IWC, you will have the chance to enhance your organization's reputation as an industry supporter and demonstrate your commitment to research, development and education excellence.



## Heightened Visibility

By participating you will have significant exposure prior to the event via a dedicated IWC marketing plan including social media, website and email.



## Enhanced Image

If you want to improve how you are perceived in the sector and raise your profile, participating at an event that appeals to this target audience is likely to shape attitudes and help generate a positive reaction.

As a sponsor at the IWC, you will have the chance to enhance your organization's reputation as an industry supporter and demonstrate your commitment to latest trends and innovations in the wheat industry. The event will also allow your organization to stay up to date with current developments within wheat breeding, genetics, genomics, and agronomy and help with your competitor advantage.



## Brand Awareness

Participating allows you to showcase your products and/or services and get immediate client feedback. During the IWC you can promote your product and/or service to 600+ influential decision makers and have a chance to develop relationships with new customers.



## Face to Face Opportunities

Don't let the value of real human connections go under appreciated. The ability to shake hands, share experiences and stories, and ultimately give the prospect an emotional connection to your brand in person can be a game changer. Supporting the IWC provides an excellent platform for face-to-face engagement which is the key to building strong business relationships and increasing product awareness domestically and internationally.



## Stand out from the Crowd

Participating at the IWC provides a significant way to create competitor differentiation. Partnering with IWC, you will stand out above the rest of the marketplace.

Promote your commitment to the industry, its rising talent and leaders, and the communities in which you operate. You will have key opportunities to discuss business in a more personal manner than via phone and cement your organization as an industry leader.

# Location and Venue

## CONGRESS VENUE

Bologna Conference Center  
Piazza Costituzione 1  
Bologna - Italy

**The biggest congress center in the town**, a flexible and contemporary location, able to tailor its offer according to each conference's need.

**Three architectural facilities**, completely redeveloped, and **provided with state-of-the-art technologies and equipment**, a plenary room with 1.800 seats.

Articulated on two levels, the rooms of the Bologna Conference Center create the ideal setting for **events and exhibitions**, thanks to the different rooms, customizable for every need.

Two **elegant foyers** feature the entrance area: ideal for convivial and welcoming moments, so as to **allow easy access** and management of very large public.

### Europauditorium

The Bologna Conference Center houses an **important auditorium**, the Europauditorium, able to hold up to 1700 people.

It is realized to a perfect acoustics, has the latest technologically advanced equipment. A fully **equipped flytower** for the use of props and professional sceneries makes it unique.

## HOST CITY – BOLOGNA

Bologna is a historic and vibrant Italian city, known for its long porticoes that offer shelter in all weathers, and its ancient university, the oldest in the Western world.

The city is also famous for its gastronomy, which has earned it the nickname "la Grassa" (the fat one), and for its red roofs, which have earned it the nickname "la Rossa" (the Red). Bologna is the capital of the Emilia-Romagna region and is located at the foot of the Apennines, between the valleys of the Reno and Savena rivers.

# Event Timetable

The Symposium will commence on Sunday 24 May with a variety of pre-congress workshops included in the delegate registration fee and a welcome reception on the Sunday afternoon. Congress sessions will commence on Monday 24 May and will conclude on Friday 28 May. The program will include:

- Invited Keynote speakers
- Displays, poster presentations, demonstrations, and exhibitors
- Morning/afternoon teas
- Lunch
- Wednesday afternoon Technical Tour

## **Sunday 24 May:**

0900 – 1700 Pre-Congress Workshops;

1300 – 1700 Exhibitor Move In;

1700 – 1900 Welcome Reception

## **Monday 25 May**

0830 – 1700 Congress Day 1

## **Tuesday 26 May**

0830 – 1700 Congress Day 2

## **Wednesday 27 May**

0830 – 1300 Congress Day 3;

1300 – 1800 Technical Tour;

1900 – Late Congress Dinner

## **Thursday 28 May**

0830 – 1700 Congress Day 4

## **Friday 29 May**

0830 – 1500 Congress Day 5

## Congress Web Site

For detailed information on the Congress planning visit

[www.iwc2026.com](http://www.iwc2026.com)

## About the Congress

The International Wheat Congress (IWC) was merged from two original wheat international conferences, the International Wheat Genetics Symposium and the International Wheat Conference.

The IWC is a biennial event held in the following locations previously:

- 2024 Perth Australia
- 2022 Beijing, China
- 2019 Saskatoon, Canada



# **SPONSORSHIP LEVELS**

# Platinum Sponsor

Investment: € 15,000| Two Only



Lead the way as one of **two only** Platinum Sponsors of the 4<sup>rd</sup> International Wheat Congress and create a bespoke package that includes the elements most important to your organisation. As the Platinum Sponsor the IWC Congress Manager will collaborate with you to create a partnership package that aligns with your marketing objectives and delivers maximum return on investment.

It will include extensive branding opportunities and high-level exposure in the lead up to, during and post the event. In addition, the Platinum Sponsor receives a large exhibition area prominently located in the Exhibition Hall and several high-profile networking opportunities.

As one of the Official Platinum Sponsor, this is your opportunity to demonstrate to Congress delegates that your organisation is a leader and innovator in its field, with significant entitlements and recognition comparative to your contribution. The Official Platinum Sponsor will receive the highest level of recognition will enjoy the benefits of:

## Acknowledgement

- Verbal acknowledgement during the Opening and Closing Sessions of the Congress.

## Brand Exposure

Logo to be displayed on:

- All electronic marketing collateral in the lead up to the Congress.
- Home page and sponsor page of the Congress Website (with link).
- The Congress program.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.

## Exhibition

- Large Premium 5m x 2m exhibition space in prominent location. The space includes back walls, 1 table, 4 chairs and electricity power.

## NOTE:

DISCOUNT OF 20% ON SPECIAL SPONSOR PACKAGES (Coffee, Gala Dinner, etc..)

## Promotion

- One notification on one of the Event's Newsletter sent to all mailing list
- One (1) Social Media post prior to symposium,
- One (1) Full page colour advertisement in Program Handbook - artwork supplied by sponsor
- One (1) Printed satchel insert included in the delegate bags (subject to Organising Committee Approval)

## Attendance

- Forth (4) Full Sponsor Registrations including access to all sessions and social events including the Welcome Reception and Gala Dinner.

## Delegate List

- Premium delegate list including name, position, organisation, state and email (subject to privacy legislation) within two weeks of the completion of the event.

# Gold Sponsor

Investment: €12,000 | 4 Available

## Acknowledgement

- Verbal acknowledgement during the Opening Session of the Congress.

## Brand Exposure

- Logo to be displayed on:
- Congress Website (with link).
- The Congress program.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.

## Exhibition

- One single 3m x 2m exhibition space in prominent location. The space includes back walls, 1 table, 2 chairs and electricity power.

## Promotion

- One (1) Full page colour advertisement in Program Handbook - artwork supplied by sponsor
- One (1) Printed satchel insert included in the delegate bags (subject to Organising Committee Approval).

## Attendance

- Three (3) Full Sponsor Registrations including access to all sessions and social events including the Welcome Reception and Gala Dinner.

## Delegate List

- Premium delegate list including name, position, organisation, state and email (subject to privacy legislation) within two weeks of the completion of the event.

### NOTE:

DISCOUNT OF 20% ON SPECIAL SPONSOR PACKAGES (Coffee, Gala Dinner, etc..)

# Silver Sponsor

Investment: €8,500 | 6 Available

## Acknowledgement

- Verbal acknowledgement during the Opening Session of the Congress.

## Brand Exposure

- Logo to be displayed on:
- Congress Website (with link).
- The Congress program and app.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.

## Exhibition

- One single 3m x 2m exhibition space in prominent location. The space includes back walls, 1 table, 2 chairs and electricity power.

## Attendance

- Two (2) Full Sponsor Registrations including access to all sessions and social events including the Welcome Reception and Gala Dinner.

## Delegate List

- Premium delegate list including name, position, organisation, state and email (subject to privacy legislation) within two weeks of the completion of the event.

### NOTE:

DISCOUNT OF 20% ON SPECIAL SPONSOR PACKAGES (Coffee, Gala Dinner, etc..)

# Bronze Sponsor

Investment: €6,000 | 8 Available

## Brand Exposure

Logo to be displayed on:

- Congress Website (with link).
- The Congress program and app.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.

## Attendance

- Two (2) Full Sponsor Registrations including access to all sessions and social events including the Welcome Reception and Gala Dinner.

## Delegate List

- Premium delegate list including name, position, organisation, state and email (subject to privacy legislation) within two weeks of the completion of the event.

# Supporter

Investment: € 3,000 | Unlimited

## Brand Exposure

Logo to be displayed on:

- Congress Website (with link).
- The Congress program.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.

## Delegate List

- Premium delegate list including name, position, organization, state and email (subject to privacy legislation) within two weeks of the completion of the event.

# Congress Dinner Sponsor

Investment: € 5,000 | Exclusive

## SOLD OUT

Chance to be the exclusive partner of the only sit down formal social event within the congress program. This event is included for all full delegate registrations with 500+ participants anticipated to attend and enjoy good food, wine, and entertainment.

## Naming Rights

- Exclusive sponsorship of this event and naming rights to be recognized as the 'Congress Dinner sponsored by SPONSOR NAME'.

## Brand Exposure

Logo to be displayed on:

- Congress Website (with link).
- The Congress program.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.

## Acknowledgement

- Verbal acknowledgement during the Opening and Closing Sessions of the Congress
- Opportunity to position two (2) banners at the entrance to the dinner venue (to be provided by sponsor).
- Logo included on menus (subject to IWC Organising Committee approval).

## Attendance

- One (1) Full Sponsor Registrations including access to all sessions and social events including the Welcome Reception and Gala Dinner.
- Five (5) Congress Dinner tickets.

## Promotion

- Opportunity to place a gift for guests on the table (at organization's own expense and must be approved by the organizers).

## Delegate List

- Premium delegate list including name, position, organization, state and email (subject to privacy legislation) within two weeks of the completion of the event.

# Sponsor Levels - Summary

<b>SERVICES</b>	<b>PLATINUM</b> € 15,000 max 2 Companies	<b>GOLD</b> € 12,000 max 4 Companies	<b>SILVER</b> € 8,500 max 6 Companies	<b>BRONZE</b> € 6,000 max 8 Companies	<b>SUPPORTER</b> € 3,000 unlimited	<b>GALA DINNER</b> € 5,000 exclusive
Verbal acknowledgement during the Opening and Closing Sessions of the Congress	x	x	x			
Logo on Posters & signs	x	x	x	x	x	x
Logo with link in the website - homepage	x	x	x	x	x	x
Logo with link in the website – sponsor area	x	x	x	x	x	x
Logo on the final program	x	x	x	x	x	x
Logo on videoloop projected in the conference room	x	x	x	x	x	x
Stand (back wall, 2 chairs , 1 table)	5x2m	3x2m	3x2m			
Newsletter	1					
Post on the Social - pre event	1					
Advertising page	1 entire	1 entire				
Company Brochure in the congress bag	1	1				
Free Event registrations included Gala Dinner	4	3	2	2		
List of attendees sent after the event	1	1	1	1	1	1

# **SPECIAL SPONSORSHIPS**

- **COFFEE BREAK** (*n.2 services, 1 day*)
- **WELCOME COCKTAIL** – (*Sunday 24 May*)
- **TECHNICAL TOUR** – (*Wednesday 27 May afternoon*)
- **LUNCH** (*one of 5 available*)
- **SPONSOR SPEECH** (*chosen from the program* )
- **CONGRESS BAG** with company's logo
- **LANYARD** with company's logo

## Coffee Break

Investment: € 3.500 | 4 Available

Everyone loves a real, barista made coffee! Set in a prominent position within the venue and operational throughout tea and lunch breaks, the Coffee Cart is an ideal way to ensure that your brand is recognised and appreciated by grateful Congress delegates.

### Brand Exposure

Logo to be displayed on:

- Congress Website (with link).
- The Congress program.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.
- Front of barista cart.

### Acknowledgement

- Verbal acknowledgement during the Opening Session of the Congress.

### Attendance

- One (1) Full Sponsor Registrations including access to all sessions and social events including the Welcome Reception and Gala Dinner.

### Promotion

- Opportunity to place branded accessories such as coffee cups, aprons, t-shirts, and hats within the lounge (subject to venue approval, materials to be provided by sponsor).
- Opportunity to display one (1) banner next to the coffee cart.



COFFEE BREAK

## Welcome Reception Sponsor

Investment: € 2.500 | Exclusive

The Welcome Reception will be held on Sunday 24 May from 5.00pm to 7.00pm as a stand-up cocktail event amongst the exhibitions. The reception provides the perfect opportunity for delegates to network, catch up with old friends and renew past acquaintances famous Italian hospitality.

### Naming Rights

- Exclusive sponsorship of this event and naming rights to be recognized as the 'SPONSOR NAME' Welcome Reception.

### Brand Exposure

Logo to be displayed on:

- Congress Website (with link).
- The Congress program.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.

### Acknowledgement

- Verbal acknowledgement during the Opening Session of the Congress.

### Attendance

- One (1) Full Sponsor Registrations including access to all sessions and social events including the Welcome Reception and Gala Dinner.
- Five (5) Welcome Reception tickets.

### Promotion

- Opportunity to provide a lucky door prize for guests.

### Delegate List

- Premium delegate list including name, position, organization, state and email (subject to privacy legislation) within two weeks of the completion of the event.



## Technical Tour

Investment: € 3.000| Exclusive

On the afternoon of Wednesday 27 May delegates are provided the opportunity to explore Perth and its surrounds. By supporting this event you directly assist in offsetting the costs to host this tour and will ensure a memorable delegate experience through your contribution.

### Brand Exposure

Logo to be displayed on:

- Congress Website (with link).
- The Congress program.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.

### Acknowledgement

- Verbal acknowledgement during the Opening Session of the Congress.

### Attendance

- One (1) Full Sponsor Registrations including access to all sessions and social events including the Welcome Reception and Gala Dinner.
- Additional three (3) tickets for your team to join the tour.

### Promotion

- Opportunity to provide a gift on the coach for each participant for example hats, branded water bottles, sunscreen.

## Lunch Break Sponsor

Investment € 2.500| Limited Opportunities

### Brand Exposure

Logo to be displayed on:

- Congress Website (with link).
- The Congress program.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.

### Acknowledgement

- Verbal acknowledgement during the Opening Session of the Congress.
- Verbal acknowledgement by the session chair immediately prior to breaking for lunch.

### Promotion

- One (1) app alert on the day of your sponsored lunch.
- Opportunity to place two (2) banners (supplied by sponsor) at the entrance to the exhibition area during your sponsored lunch break.
- Logo recognition on buffet stations.
- Opportunity to provide branded napkins on the day of your sponsored lunch break (supplied by sponsor).



## Sponsor Speech

Investment : € 2.500| Limited

An opportunity exists to sponsor a speech of your choice within the program. This will give your company targeted branding and the opportunity to demonstrate support of the research, development, and education that these streams will address. Participation with this package aligns your company support for the education and scientific research that is presented at the Congress.

### Brand Exposure

Logo to be displayed on:

- Session slide as guests enter the room.
- Congress Website (with link).
- The Congress Program.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.

### Promotion

- Opportunity to play a 30 second video or provide a short welcome at the beginning or end of the session promoting how your organisation aligns with the session topic.

## Delegate Bag Sponsor

Investment: € 5.000| Exclusive

The delegate bag will be provided to each delegate upon registration. It will be of high quality and ensure longevity following the Congress. Fantastic branding opportunity for your organisation.

### Acknowledgement

- Acknowledgement as a sponsor at the Opening Plenary.

### Brand Exposure

Logo to be displayed on:

- Delegate Bag (Committee reserve the right to include the Congress Hosts and Wheat Initiative Logos).
- Congress Website (with link).
- The Congress Program.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.

### Attendance

- One (1) Full Sponsor Registrations including access to all sessions and social events including the Welcome Reception and Gala Dinner.

### Delegate List

- Delegate list including name, position, organisation, state/country and email (subject to privacy legislation) provided within 2 weeks of the completion of the Congress.



## Lanyard Sponsor

Investment: € 5.000| Exclusive

Put your brand in front of all delegates by sponsoring lanyards. All delegates will receive a customised name badge and lanyard with your logo in full colour

### Acknowledgement

- Acknowledgement as a sponsor at the Opening Plenary

### Brand Exposure

Logo to be displayed on:

- Delegate lanyard and printed on name badge.
- Congress Website (with link).
- The Congress Program.
- Sponsor signage at venue.
- Looped PowerPoint slide shown in session rooms prior to and between sessions.



## INFO & CONTACTS:

### Organizing Secretariat



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