

Cereals & Grains 20

Calgary, Alberta, Canada | October 25–27



INDUSTRY OPPORTUNITIES



WHO WE ARE

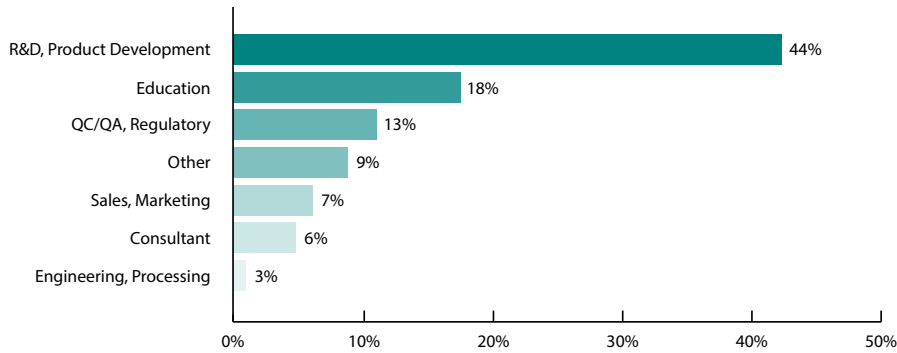
The Cereals & Grains Association is a global, nonprofit association of more than 1,600 scientists and food industry professionals working to advance the understanding and knowledge of cereal and grain science and its product development applications through research, leadership, education, superior technical services and advocacy.



WHO ATTENDS

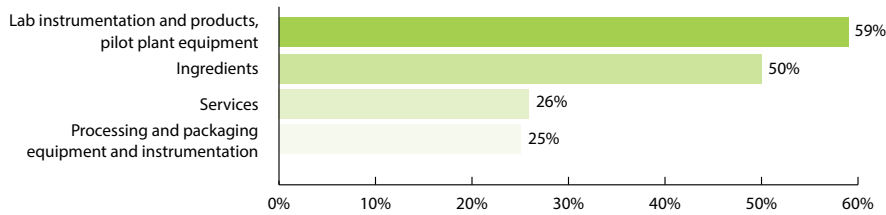
Cereals & Grains 20 will bring together the brightest minds in the cereals and grains industry from around the globe, working toward advancement of the science. From the field to the lab and back again, Cereals & Grains 20 attendees seek solutions to everyday problems impacting the way consumers live on a microscopic level, while producing worldwide results.

Primary Job Responsibility

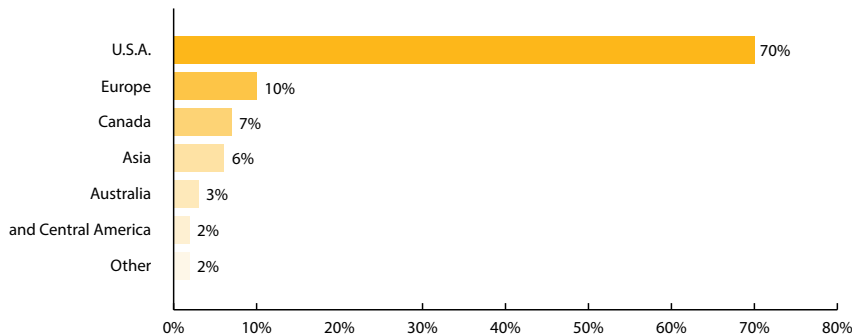


Purchasing Influence

61% of our members have purchasing influence. Here's where:



Where They're From



Attendee Profile

- Chemist, Scientist
- C-Level, VP-Level
- Director
- Professor
- Sales Manager
- Quality Manager
- Technical Manager
- Account Manager/Business Development Rep
- Baking/Bakery
- Technologist
- Leader
- Applications Manager
- Specialist
- Engineer
- Biologist



WHO EXHIBITS

Companies from across the globe exhibit at Cereals & Grains 20 to show attendees the latest advancements in their research and technology, and to offer attendees solutions for their daily work and research. You'll find companies in each of these areas:

- Ingredients
- Lab instrumentation and products
- Processing and packaging equipment
- Multitude of services

For the most current listing of exhibitors, go to cerealsgrains.org/meetings

RESERVE A TABLE TOP

Exhibitors will have a prime location in the exhibit hall, where breaks, snacks, and networking activities will take place each day. Each exhibit space* comes with the following:

- (1) 6' x 2' table
- (1) I.D. sign
- (1) complimentary registration for the entire conference

Rate: \$2,550 (USD)

**You can reserve more than one table top – if you're interested in doing so, please inquire for pricing and details.*

EXHIBIT, VIRTUALLY!

Looking to have a presence at the meeting but your team can't be there physically? Exhibit virtually! Here's what we can do:

- Include your company name in the official Cereals & Grains 20 exhibitor listing
- Upload PDF-ready marketing materials for you in the Cereals & Grains mobile app
- Share the full attendee list with your team post-meeting so you can connect with attendees afterward

Rate: \$2,000 (USD)

SPONSORSHIP LEVELS AND BENEFITS

■ Platinum (\$20K+)

- (5) complimentary meeting registrations
- (3) *Cereal Foods World* Ads (online only)
- (2) table tops at Cereals & Grains 20
- (1) web banner ad on the Cereals & Grains Association homepage for 12 months
- (1) program book ad (print)
- Sponsor recognition on signage in general session room
- Sponsor recognition on signage throughout venue
- Sponsor recognition in Cereals & Grains 20 meeting app
- Post-meeting attendee list

■ Gold (\$15K+)

- (3) complimentary meeting registrations
- (1) *Cereal Foods World* Ad (online only) +
- (1) company highlight in *Cereals Food World*
- (1) web banner ad on Cereals & Grains Association homepage for 6 months
- (1) table top at Cereals & Grains 20
- (1) program book ad (print)
- Sponsor recognition on signage in general session room
- Sponsor recognition on signage throughout venue
- Sponsor recognition in Cereals & Grains 20 meeting app
- Post-meeting attendee list

■ Silver (\$10K+)

- (2) complimentary meeting registrations
- (1) *Cereal Foods World* Ad (online only)
- (1) table top at Cereals & Grains 20
- (1) program book ad (print)
- Sponsor recognition on signage throughout venue
- Sponsor recognition in Cereals & Grains 20 meeting app
- Post-meeting attendee list

■ Bronze (\$5K+)

- (1) complimentary meeting registration
- (1) *Cereal Foods World* or member newsletter ad
- Post-meeting attendee list
- Sponsor recognition:
 - on signage throughout the venue
 - in Cereals & Grains 20 meeting app
 - on Cereals & Grains 20 website

■ Supporting (\$2K+)

- (1) complimentary meeting registration
- Sponsor recognition on signage throughout venue
- Sponsor recognition in Cereals & Grains 20 meeting app
- Post-meeting attendee list

SPONSORSHIP OPPORTUNITIES

Sponsored Session: \$10,000

Have a session topic that your team would like to organize and give at Cereals & Grains 20? Sponsor a panel discussion or hot topic session for all attendees.

Sponsored Workshop: \$8,000

Share technology advances and techniques in your own workshop!

Happy Hour Entertainment: \$5,000

Provide music or a band for happy hour in the exhibit hall! All attendees will enjoy the break from sessions and hang out in the hall for a while.

Product Sample Sponsorship: \$5,000

Want to get samples of your product in attendee hands? Sponsor sample handouts in the exhibit hall!

Company Lounge: \$3,000+

Reserve a space near the exhibit hall and session rooms where your team can meet throughout the conference – invite attendees to join you for one-on-one meetings, give attendees demos and show a presentation. Food and beverage can be provided for an additional cost.

Field Trip: \$2,500+

Have a facility near Calgary that you'd like Cereals & Grains 20 attendees to tour before or after programming kicks off? Let's partner on a field trip! Price varies, please inquire for more information.

Mobile App Banner Ad: \$2,500+

Put attendee eyes on you in the Cereals & Grains 20 mobile app or the year-round Cereals & Grains Association app with a banner ad on the bottom of each page in the app.

Conference Bag Inserts: \$2,000

Get literature into attendee hands from the beginning of the conference and sponsor a conference bag insert.

Ted Talk: \$2,000

Have a new product or service you'd like to present to Cereals & Grains attendees? Give a 15-minute talk and/or demo in the exhibit hall to share advances your team is making in our industry.

Email Blast: \$2,000

Get your message to attendees before or after Cereals & Grains 20 by sending an email to all registered attendees through the Cereals & Grains Association** email address on behalf of your company.

**Cereals & Grains Association reserves the right to edit and change all messaging that the Association emits so that it aligns with the Association's mission and goals.

\$5,000 Sponsorship Packages***

INVESTOR

- (1) complimentary registration
- (1) Ted Talk
- (1) venue decal

SHAREHOLDER

- (1) Ted Talk
- (1) venue decal
- (1) This Month at Cereals and Grains Association Newsletter ad

BACKER

- (1) complimentary registration
- (1) elevator cling
- (1) This Month at Cereals and Grains Association Newsletter ad

***Each of these sponsorship packages comes with the following benefits in addition to what is outlined above:

- Sponsor recognition on signage throughout venue
- Sponsor recognition in Cereals & Grains 20 meeting app
- Post-meeting attendee list

Venue Branding Sponsorship Opportunities

Please inquire about the following opportunities, as pricing varies by type, quantity and location:

- Venue banners
- Escalator branding
- Elevator/door clings
- Floor clings

For more information and to reserve your opportunities for 2020, contact **Brianna Plank**, Director of Business Development, at bplank@scisoc.org or +1.651.994.3819.

