

World Soybean Research Conference Ten

and the 17th Biennial Conference
on the Molecular and Cellular Biology of the Soybean

September 10-15, 2017

Savannah International Trade and Convention Center
Savannah, Georgia



Celebrating 250 Years of the Soybean in North America



Presented by the University of Georgia College of
Agricultural and Environmental Sciences

ABOUT THE UNIVERSITY OF GEORGIA

The University of Georgia Institute for Plant Breeding, Genetics and Genomics works to develop new crop varieties and to research and understand the genetics of crop traits important to agriculture, as well as train graduate students. It's the institute researchers' belief that modern plant breeding should be integrated with modern genomics and biotechnology to achieve maximum efficiency. The institute's mission is the development of improved plant cultivars from agronomic and horticultural species of importance to Georgia, the United States and the world. For more information about the university, please visit www.uga.edu.

Why attend WSRCX?

- See the latest research developments in all aspects of soybean research from international experts.
- Hear the latest developments in sales and marketing, production, and uses and innovation of soybeans.
- Explore new techniques and methodologies as well as the latest products in the ever-changing area of soybean research.
- Recruiting opportunities – hundreds of students and postdocs from around the world.
- Meet and network with thousands of colleagues from around the world who represent a variety of disciplines and interests in soybean breeding, biotechnology, animal agriculture, biodiesel, consumer outreach, industrial usage, sustainability and more.

Who will be attending?

- Research scientists
- Industry representatives
- Consultants
- Post-doctoral research fellows
- Graduate students
- Journalists
- Biotechnologically oriented farmers
- Educators

To register visit www.wsrc10.com.

For sponsorship, customization or other partnership opportunities, contact Scott Jackson at 706-542-8416 or sjackson@uga.edu.



WSRC 2017 10

SAVANNAH GEORGIA USA
CELEBRATING 250 YEARS OF SOYBEAN IN NORTH AMERICA

World Soybean Research Conference Ten Sponsorship Opportunities

Sponsorship of the World Soybean Research Conference Ten positions your company's brand in front of more than 1,000 international scientists, researchers and stakeholders from academia and industry, and aligns your name with key areas of soybean research. Sponsorship opens the door to the conference's exhibition, allowing you to showcase and promote your company, products and services to key audiences during the conference's exhibition.

Sponsorship Packages

Sponsorship level names are based on the history of introduction of soybeans to North America by Samuel Bowen in 1765.

SAMUEL BOWEN LEVEL

Bowen introduced the soybean to North America.

\$40,000 – A value of \$50,000

- Host of the welcome reception
- Representation on opening ceremony and symposia signage
- One 10-foot x 20-foot exhibition booth
- Registration for four attendees
- Four closing reception tickets
- Three lecture, three symposia and two lunch or break sponsorships, to be noted in the program
- One half-page advertisement in pocket-sized program
- Brochure of your choice in each meeting bag, to be provided and shipped by sponsor
- Recognition on conference website

HENRY YONGE LEVEL

Yonge planted the first soybean in North America.

\$30,000 – A value of \$34,000

- Host of the welcome reception
- Representation on symposia signage
- One 10-foot x 10-foot exhibition booth
- Registration for three attendees
- Three closing reception tickets
- Two lecture, two symposia and one lunch or break sponsorship, to be noted in program
- One half-page advertisement and one contributed paper sponsorship in pocket-sized program

- Brochure of your choice in each meeting bag, to be provided and shipped by sponsor
- Recognition on conference website

JAMES FLINT LEVEL

Flint accompanied Bowen to China and helped to commercialize first soybean products.

\$20,000 – A value of \$22,000

- Representation on symposia signage
- \$1,000 discount on 10-foot x 10-foot exhibition booth
- Registration for two attendees
- Two closing reception tickets
- One lecture, one symposium and one lunch or break sponsorship, to be noted in program
- One half-page advertisement and two contributed paper sponsorships in pocket-sized program book
- Brochure of your choice in each meeting bag, to be provided and shipped by sponsor
- Recognition on conference website

ORANGEDALE LEVEL

"Orangedale" is the name of the plantation where the first soybeans were planted.

\$10,000 – A value of \$12,000

- Representation on symposia signage
- \$500 discount on 10-foot x 10-foot exhibition booth
- Registration for two attendees

- Two closing reception tickets
- One symposium and one break sponsorship, to be noted in program
- One contributed paper sponsorship in pocket-sized program book
- Brochure of your choice in each meeting bag, to be provided and shipped by sponsor
- Recognition on conference website

SKIDAWAY LEVEL

Skidaway is the location of Orangedale Plantation.

\$5,000 – A value of \$6,400

- Representation on symposia signage
- Registration for two attendees
- Two closing reception tickets
- One symposium sponsorship, to be noted in program
- Brochure of your choice in each meeting bag, to be provided and shipped by sponsor
- Recognition on conference website

HMS SUCCESS LEVEL

The HMS Success is the ship that took Bowen and Flint to China.

BELOW \$5,000

- Representation on symposia signage
- Registration for one attendee
- One closing reception ticket
- Recognition on conference website



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World Soybean Research Conference Ten Sponsorship Opportunities

Package Benefits

	Samuel Bowen \$40,000	Henry Yonge \$30,000	James Flint \$20,000	Orangedale \$10,000	Skidaway \$5,000	HMS Success < \$5,000
Number of Registrations	4	3	2	2	2	1
Host of Welcome Reception	Yes	Yes	-	-	-	-
Representation on Opening Ceremony Signage	Yes	-	-	-	-	-
Tickets to Closing Reception	4	3	2	2	2	1
Lecture Sponsorships	3	2	1	-	-	-
Symposia Sponsorships	3	2	1	1	1	-
Contributed Paper Sponsorships	-	1	2	1	-	-
Representation on Symposia Signage	Yes	Yes	Yes	Yes	Yes	Yes
Lunch or Break Sponsorships	2	1	1	1 (Break)	-	-
Half-Page Advertisement in Program	Yes	Yes	Yes	-	-	-
Brochure in Meeting Bag	Yes	Yes	Yes	Yes	Yes	-
Recognition on Conference Website	Yes	Yes	Yes	Yes	Yes	Yes
Exhibition Booth, 10-foot x 20-foot	Yes	-	-	-	-	-
Exhibition Booth, 10-foot x 10-foot	-	Yes	-	-	-	-
Exhibition Booth Discount	-	-	\$1,000	\$500	-	-

Individual Sponsorships and Advertising

Opening Night and Keynote Reception – \$20,000

- Slide featuring company logo
- Name/logo on lectern wrap, signage and website, and in the meeting program

Closing Reception – \$20,000

(This sponsorship can be split by up to four co-sponsors.)

- Six closing reception tickets
- Signage at the event and in meeting materials

Closing Reception Entertainment – \$5,000

Mobile App Splash Page Advertising – \$20,000

- Logo and single-screen advertisement to appear on all attendees' screens at app opening

Non-Exclusive Sponsorships

Internet Café – \$5,000

(Sponsor the freestanding Internet café, to be placed in a high-traffic area. The space will include laptops connected to the Internet and a printer.)

- Logo displayed in Internet café
- Optional: Mouse pads with company name and logo (to be provided by sponsor)

Mobile App Banner Advertising – \$5,000

- Logo and name appear on the mobile app banner

Poster Reception – \$1,000

Graduate Student Travel Awards – \$300-\$500

Intersession Slideshows – \$500

Satellite Program

Pricing varies – Contact conference organizers

Your company can host a satellite meeting to discuss your products and services on the afternoon of Wednesday, Sept. 13, beginning at 12:30 pm. These events will be held at hotel venues throughout Savannah. Meeting logistics and arrangements are made by your organization. The conference will advertise this event to the attendees. Conference organizers will provide contact information for participating hotels.

Pricing for adding brochures to conference is also available.

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Soybean researchers and stakeholders, including research scientists, industry representatives, consultants, post-doctoral research fellows, graduate students, journalists, farmers and educators will be in attendance at the conference, which is returning to the United States for the first time in 20 years.

Conference topics to include:

BREEDING

- Germplasm and diversity
- Breeding for abiotic stress –
 - (1) Drought and
 - (2) salt, iron, flooding and ozone
- Breeding for biotic stress –
 - (1) Fungal, bacterial and viral,
 - (2) nematodes and (3) insects
- Breeding for seed composition as well as seed yield
- Marker-assisted and genomic selection
- Quantitative trait loci (QTL) discovery and association mapping

CELLULAR BIOLOGY AND BIOTECHNOLOGY

- Transformation for composition
- Breeding in the genomics era
- Future enabling technologies
- Transformation for inputs
- Functional genomics
- Evolving regulatory landscapes

FOOD, NUTRITION AND HEALTH

- Protein components, oil processing and high oleic oil
- Functionality update: Protein quality and bioactive components in food matrices
- Myths and misperceptions
- Soy consumption and health effects worldwide
- Soy throughout lifespan: (1) Protein for infants, (2) sports nutrition, (3) sarcopenia and elderly and (4) puberty
- Soy's role relating to health issues:
 - (1) Obesity, diabetes, heart health,
 - (2) gut flora and the immune system and
 - (3) women's health
- Consumer issues

INTELLECTUAL PROPERTY, TRADE AND MARKETING

- Technology transfer: (1) Maximizing production, (2) tools for research and (3) strategies
- University partnerships in developing and transferring technology
- Safeguarding intellectual property
- Commercial perspectives in soybean trait development and integration

PRODUCTION

- Balancing yield with composition and input costs
- Soil nutrient issues and efficiencies
- Nematology
- Diseases
- Entomology
- Production systems: Conventional, as well as early and late systems
- Weed Science: (1) Tolerant production systems, (2) global herbicide weed resistance management, (3) regulatory issues and (4) residual herbicides, reviving old herbicides and new products

