



BECOME A SPONSOR
of the global
Whole Grain Summit 2017 – Vienna, 13-15 November 2017

The 6th International Whole Grain Summit (WGS 2017), organized by **Healthgrain Forum and the International Association for Cereal Science and Technology in cooperation with the University of Minnesota**, is the only international conference on whole grains, and will use this global reach to establish networks and define action plans that will stimulate increased consumption of whole grains and other healthy cereal ingredients. The Summit will include discussions and updates on the latest in science/technology, nutrition and health, business, marketing and regulatory perspectives leading to a concrete action plan for increasing whole grain consumption.

Through the efforts of many people and organisations, including through past Whole Grain Summits, awareness of whole grains is high, but actual consumption of wholegrain products remains well below recommended levels. Action is required! WGS 2017 will bring people from across different disciplines and countries together to develop solutions and partnerships for increasing whole grain consumption and improving health through action on the supply network through to the consumer.

WGS 2017 will be a summit that makes a difference! Not only will WGS 2017 bring together world-renowned experts to present the latest insights into whole grains, there will be carefully prepared cross-disciplinary discussions on how to use these insights to help increase consumption of whole grains, and networks established that will be followed up after WGS 2017 to ensure that the discussions have a meaningful and lasting impact.

Come and be a part of WGS2017 and play an important role in setting the agenda for whole grains in the future!

SOME OF THE TOPIC AREAS THAT WILL BE ADDRESSED AT THE WGS2017:

Nutrition and health

- Establishing a global wholegrain intake recommendation
- How can the controversy around gluten sensitivity be best addressed?
- What are the novel and promising developments around whole grains, cereal ingredients and health?

Technology

- Can progress in cereal breeding improve the availability, health and cost of whole grains?
- Processing developments that allow for incorporation of more whole grains into traditionally refined-grain products
- How can product design be a vehicle for improving consumer preference for wholegrain products?

Communication and regulatory issues

- Sustainability – a new reason for both companies and consumers to choose whole grains
- Lessons from success stories of public-private partnerships that have resulted in increased whole grain consumption
- Developing and implementing a globally accepted definition and labelling criteria for whole grains and whole-grain food



Whole Grain Summit 2017

Scientific Programme Planning Committee

Fred Brouns, University of Maastricht, Chair, the Netherlands
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SPONSORING

Company sponsorship will show commitment for developing and marketing healthy grain based products. Sponsorship will also facilitate your interactions through pre-summit preparatory activities. For details, see our sponsoring offers on the next page.



Whole Grain Summit - Sponsorship Offers

As a sponsor, you can request an individual **DIAMOND SPONSORSHIP** or chose from the following packages:

<input type="checkbox"/>	<p>PLATINUM (2 packages available)</p> <p>Individual Sponsoring Package with ...</p> <ul style="list-style-type: none"> • Exclusive Exhibition Space • 4 Complementary Registrations (incl. Gala Dinner) • 20 % discount for additional 8 delegate passes • Sponsor acknowledgement during Welcome Speech • Opportunity to sponsor a speaker or moderate a session • Promotion Poster near podium for speakers • Reserved seats @ VIP zone • Promotion material – enclosed in conference bag and/or logo on conference bags • Logo plus link to a specified company site on the Summit Website • Logo on Conference Announcements, Conference promotional material • Promotion slides during the breaks between sessions • Promotion opportunities within the conference venue (with limitations) • 1 page (A4) advertising space in the Book of Abstracts • Possibility to sponsor special awards in the name of your organization 	€ 15.000,-		
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<input type="checkbox"/>	<p>SILVER (10 packages available)</p> <ul style="list-style-type: none"> • 1 Table Top • 2 Complementary Registrations • Logo plus link to a company site on the Summit Website • Logo on Conference Announcements, Conference promotional material 	€ 5.000,-		
<input type="checkbox"/>	<p>BRONZE</p> <ul style="list-style-type: none"> • 1 Complementary Registration • Logo plus link to a company site on the Summit Website • Logo on Conference Announcements, Conference promotional material 	€ 2.500,-		
<input type="checkbox"/>	<p>IN-KIND PACKAGES</p> <table style="width: 100%; border: none;"> <tbody> <tr> <td style="width: 50%; border: none;"> <ul style="list-style-type: none"> • Host for Welcome Reception • Food event (e.g. breakfast, lunch) • Official Media Partners </td> <td style="width: 50%; border: none;"> <ul style="list-style-type: none"> • Coffee bar / lounge • Venue Design / Decoration • Other possibilities to be discussed </td> </tr> </tbody> </table>	<ul style="list-style-type: none"> • Host for Welcome Reception • Food event (e.g. breakfast, lunch) • Official Media Partners 	<ul style="list-style-type: none"> • Coffee bar / lounge • Venue Design / Decoration • Other possibilities to be discussed 	€
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Sponsoring the Whole Grain Summit 2017 is an effective way to reach the world's leading experts and policy makers in industry, science, research, nutrition and public organisations in the field of whole grain. Use this opportunity to showcase your brand name and effectively build product awareness worldwide. Your early decision to be involved will maximize the exposure of your company, both on the website and in forthcoming communications and circulars!

For any sponsorship enquiries, please contact the Organizing Committee at the ICC Headquarters in 1030 Vienna, Marxergasse 2, office@icc.or.at to discuss sponsorship packages and opportunities available in more detail.

Should you wish to confirm sponsorship, please return the completed Sponsor Form to the given email address.

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Payment Method: <input type="checkbox"/> Invoice Me Invoice address:	<input type="checkbox"/> Credit Card _____ Credit Card Number Exp. _____ Name on Card

Please note: all above rates are exclusive 20% VAT.
Benefits (e.g. online promotion) start immediately after receipt of the agreed funds.

Date Company Stamp

Signature

