



The 13th International Turfgrass Research Conference



DESCRIPTION OF SPONSORSHIP OPPORTUNITIES

The 13th International Turfgrass Research Conference (ITRC) will be held at the Hyatt Regency Hotel in New Brunswick, NJ from 16-21 July 2017, the first time this conference has been held in the United States since 1993. This is a great location for an international conference, with easy access (less than an hour) to New York City. ITRCs are held every four years on behalf of the International Turfgrass Society (ITS), a not-for-profit, non-commercial organization that exists for charitable, educational, and scientific purposes and the advancement of turfgrass science. The objective of the ITRCs is the dissemination of independent, scientific turfgrass research and case studies from around the world. Papers presented at these conferences are subject to independent peer review by an international community of turfgrass researchers for scientific and technical merit.

Sponsorship packages are now available to organizations as an opportunity to show their support for the 13th ITRC and the turfgrass industry that it supports. Funds generated from such sponsorships will help reduce the cost of registration for attendees from around the world, provide travel scholarships to students studying turfgrass science, and will help improve the quality and impact of this conference for hundreds of individuals.

We invite you to become a sponsor for this exciting international conference. It's a unique opportunity to showcase your organization as a major supporter of turfgrass science and education to conference attendees. The conference will bring together researchers, technical experts, consultants, high level turfgrass managers, top industry delegates and government officials. Meet your current and future colleagues, business partners, and customers face-to-face at one of the largest and most comprehensive gathering of turfgrass professionals anywhere in the world.

- ◆ Approximately 350-500 participants from 26 countries are expected to participate.
- ◆ Attendees will include academic and company delegates from all continents who represent the who's-who of international turfgrass experts.
- ◆ Proceedings will be available to sponsors and attendees as CDs at the start of the conference.
- ◆ The meeting will be extensively marketed world-wide and will highlight your commitment to the turfgrass scientific community and turfgrass industry.

Position your organization as a world leader by becoming a conference sponsor today!

**Don't miss out on the #1 marketing
and networking opportunity
for the international turfgrass research community
and industry in 2017!**



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SPONSORSHIP PACKAGES

The following sponsorship opportunities are available for the 13th International Turfgrass Research Conference in New Brunswick, NJ

A) PREMIER SPONSOR: \$ 25,000 US excluding taxes and duties if any.

As a *Premier sponsor*, your organization will receive the following special recognition: *

- Your organization's logo will be listed on the **conference website homepage** as a Premier conference sponsor.
- Your organization's logo will be listed on all **conference registration panels**.
- Your organization's logo will be listed on the **conference entry panel to all education sessions**.
- Your organization's logo will be listed on the **conference entry panel to the poster session** as a Premier sponsor.
- Your organization's logo will be listed on the **conference proceedings** as a Premier sponsor.
- Your organization's leaflets, CD-ROM, and other informational material will be included in the **conference bag**.
- Your organization's literature displayed on a 3 x 6' table during all poster sessions
- You will receive **free conference attendance for up to three delegates** (including registration and twilight dinner cruise).

B) PLATINUM SPONSOR: \$ 15,000 US excluding taxes and duties if any.

As a *Platinum sponsor*, your organization will receive the following special recognition: *

- Your organization's logo will be listed on the **conference website homepage** as a Platinum conference sponsor.
- Your organization's logo will be listed on all **conference registration panels**.
- Your organization's logo will be listed on the **conference entry panel to the poster session** as a Platinum sponsor.
- Your organization's logo will be listed on the **conference proceedings** as a Platinum Sponsor.
- Your organization's leaflets, CD-ROM, and other informational material will be included in the **conference bag**.
- Your organization's literature displayed on a 3 x 6' table during all poster sessions
- You will receive **free conference attendance for up to two delegates** (including registration and twilight dinner cruise).

C) GOLD SPONSOR: \$ 10,000 US excluding taxes and duties if any.

As a *Gold sponsor*, your organization will receive the following special recognition: *

- Your organization's logo will be listed on the **conference website homepage** as a Gold level sponsor.
- Your organization's logo will be listed on all **conference registration panels**.
- Your organization's logo will be listed on the **conference entry panel to the poster session** as a Gold sponsor.



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- Your organization's name will be listed on the **conference proceedings** as a Gold sponsor.
- One leaflet from your organization will be included in the **conference bag** provided to all attendees.
- Your organization's literature displayed on a 3 x 6' table during all poster sessions
- You will receive **free conference attendance for one delegate** (including registration and twilight dinner cruise).

D) SILVER SPONSOR: \$ 5,000 US excluding taxes and duties if any.

As a Silver sponsor, your organization will receive the following recognition: *

- Your organization's logo will be listed on the **conference website** as a Silver level sponsor.
- Your organization's logo will be listed on all **conference registration panels**.
- One leaflet from your organization will be included in the **conference bag** provided to all attendees.
- Your organization's literature displayed on a 3 x 6' table during all poster sessions

E) BRONZE SPONSOR: \$ 2,500 US excluding taxes and duties if any.

As a Bronze sponsor, your organization will receive the following recognition: *

- Your organization's logo will be listed on the **conference website** as a Bronze level sponsor.
- Your organization's logo will be listed on all **conference registration panels**.
- Your organization's literature displayed on a 3 x 6' table during all poster sessions

F) STUDENT ORAL and POSTER COMPETITION SPONSOR: \$ 2,500 US excluding taxes and duties if any. This sponsorship will **provide funding for student oral and poster competition awards at the ITRC**. This is a unique opportunity to help support a future leader in the turfgrass industry!

Each sponsorship will be used to **provide cash prizes** to recipients of student oral and poster competition awards at the ITRC and a student membership to ITS.

- Your organization's logo will be listed on the **conference website** as a student oral and poster competition sponsor.
- Your organization's logo will be listed on all **conference registration panels**.

G) STUDENT TRAVEL SPONSOR: \$ 2,000 US per student excluding taxes and duties if any. This sponsorship will **provide funding for students to attend the ITRC**. This is a unique opportunity to help support a future leader in the turfgrass industry!

Each sponsorship will **pay for one student's travel expenses** to the meeting along with conference registration and a student membership to ITS.

- Your organization's logo will be listed on the **conference website** as a student travel sponsor.
- Your organization's logo will be listed on all **conference registration panels** indicating your organization's name and the number of students supported.



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H) ITRC SUPPORTER: \$500 - \$1,000 US excluding taxes and duties if any.

As an ITRC Supporter sponsor, your organization will receive the following recognition:

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- Your organization's logo will be listed on the **conference website** as an ITRC supporter.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

1) Technical Tour Dinner Sponsor (Wednesday, 19 July): \$ 5,000 US excluding taxes and duties if any for the dinner. This sponsorship will provide funding for the dinner following the technical tour.

As a dinner sponsor, your organization will receive the following special recognition: *

- Your organization's logo will be featured on the **dinner menu**.
- Each table will also have a **mini table-stand-flag with your logo** next to the ITRC conference flag **and your organization will be recognized** during announcements made at the dinner.

2) Lunch Sponsor: \$ 4,000 US excluding taxes and duties if any for each lunch. This sponsorship opportunity is for one of five lunches during the conference and is limited to just 5 sponsors.

As a lunch sponsor, your organization will receive the following special recognition: *

- Your organization's logo will be featured on **signage at each table and your organization will be recognized** during announcements made at the luncheon.

3) Session Sponsor: \$ 3,000 US excluding taxes and duties if any. This sponsorship opportunity is limited to the number of sessions in the program.

As a session sponsor, your organization will receive the following special recognition: *

- Your organization's logo will be placed on all **signage for the sponsored session**.*
- Your **organization will be recognized** during announcements made at the session.

4) Breakfast Sponsor: \$ 3,000 US excluding taxes and duties if any for each breakfast. This sponsorship opportunity is for one of five breakfasts during the conference and is limited to just 5 sponsors.

As a breakfast sponsor, your organization will receive the following special recognition: *

- Your organization's logo will be featured on **signage at each table**
- Your **organization will be recognized** during announcements made at the breakfast.

5) Coffee Break Sponsor: \$ 2,000 US excluding taxes and duties if any for each coffee break. This sponsorship opportunity is for one of seven coffee breaks during the conference and is limited to just 7 sponsors.

As a coffee break sponsor, your organization will receive the following special recognition: *

- Your **organization name and logo will be placed on all tables** used for the coffee break.



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6) Bus Sponsor - \$ 2,000 US excluding taxes and duties if any. This sponsorship opportunity is limited to the number of bus tours in the program and will be valid for the all-day Technical and Accompanying Persons Tours.

As a bus sponsor, your organization will receive the following special recognition: *

- Your **organization's name and logo will be placed at the bus entrance** and on all signage relating to the sponsored Technical or Accompanying Persons Tour.*

7) Audio/Visual (A/V) Sponsor: \$ 2,000 US excluding taxes and duties if any for each educational session. This sponsorship opportunity is limited to the number of sessions.

As an A/V sponsor, your organization will receive the following special recognition: *

- Your organization's name and logo will be placed on all **signage for the sponsored session**.*
- Your **organization will be recognized** during announcements made at the session.

PRE- AND POST-CONFERENCE TOUR SPONSORSHIP OPPORTUNITIES

1) Pre-Conference Tour Sponsor: \$ 4,000 US excluding taxes and duties if any. This sponsorship will provide funding to reduce expenses associated with the pre-conference tour that will start in Washington, DC and conclude in Philadelphia, PA. This tour will focus on the turfgrass industry in the mid-Atlantic region and the rich history of our nation's current and colonial capitals.

As a Pre-Conference Tour sponsor, your organization will receive the following recognition: *

- Your organization's logo will be listed on the **conference website** as a Pre-Conference Tour sponsor.
- Your organization's logo will be listed on all **conference registration panels**.
- One leaflet from your organization will be included in the **conference bag** provided to all attendees.

2) Post-Conference Tour Sponsor: \$ 4,000 US excluding taxes and duties if any. This sponsorship will provide funding to reduce expenses associated with the post-conference tour that will focus on the turfgrass industry in southern Florida and the sights and sounds of Miami.

As a Post-Conference Tour sponsor, your organization will receive the following recognition: *

- Your organization's logo will be listed on the **conference website** as a Post-Conference Tour sponsor.
- Your organization's logo will be listed on all **conference registration panels**.
- One leaflet from your organization will be included in the **conference bag** provided to all attendees.

*** Note: Exact logo dimensions will be defined in accordance with panel, posters, and display size and will depend largely on graphic requirements.**



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SPONSORSHIP TERMS AND CONDITIONS

Payment conditions:

Payments must be made by bank transfer in US dollars or local currency, including taxes. Sponsorship payment must be received within **30 days** of receipt of application acceptance unless other arrangements are made in advance with the ITS President.

Sponsorship acceptance:

The local organizing committee of the 13th ITRC, in consultation with the ITS, reserves the right to refuse an organization's sponsorship application after evaluation of the relevancy of the applying organization's core business to the conference's topics and objectives.

Invoicing:

Conference sponsorship will be invoiced in full by:

Ms. Anne Diglio
364 Foran Hall
Dept. Plant Biology and Pathology
Rutgers University
59 Dudley Road
New Brunswick, NJ 08901
Tel: +1-848-932-6396
Fax: +1-732-932-9377
Email: diglio@aesop.rutgers.edu

Cancellation policy:

A cancellation fee of US \$500 will be applied to all sponsor packages cancelled 60 days or more prior the conference.
Refunds will not be issued 60 or fewer days before the conference.
All cancellations must be in writing.

Inquiries and applications:

For all sponsorship applications, please fill in the attached form and send by fax or email to:

Dr. Bruce B. Clarke, President
International Turfgrass Society
c/o Rutgers University
338 Foran Hall
Dept. Plant Biology and Pathology
59 Dudley Road
New Brunswick, NJ 08901
Tel: +1-848-932-6295
Fax: +1-732-932-9377
E-mail: clarke@aesop.rutgers.edu



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SPONSORSHIP APPLICATION FORM

Please complete the form and email to diglio@aesop.rutgers.edu or fax to +1-732-932-9377

Organization name: _____

Organization address: _____

Country: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Organization's core business: _____

Organization's contact person: _____

- We have read the "Sponsorship Package Proposal" you have sent to us.
- We agree with all the terms described in the "Sponsorship Package Proposal" and "Sponsorship Terms and Conditions".

Please list below your selected sponsorship level along with dollar amount (US) for the 13th annual ITRC.

Sponsorship Level: _____

Sponsorship Dollar (US) Amount: _____

Please confirm the acceptance of your organization's sponsorship application by sending:

1. Written confirmation of sponsorship application acceptance on your organization's letterhead;
Sponsorship contract signed by an organization representative and returned to:
Anne Diglio
364 Foran Hall/Cook Campus
Dept. Plant Biology and Pathology
59 Dudley Road
New Brunswick, NJ 08901
Fax: +1-732-932-9377

Date: _____

Organization's representative signature and business stamp: _____



13TH ITRC SPONSORSHIP COMMITTEE

- 1) Dr. William A. Meyer,
ITRC Sponsorship Committee Chair
Professor of Turfgrass Breeding
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E-mail: wmeyer@aesop.rutgers.edu
- 2) Dr. Lindsey Hoffman,
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- 3) Dr. Brian Horgan,
Professor and Extension Turfgrass Horticulturist
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E-mail: bphorgan@umn.edu
- 4) Dr. Bruce B. Clarke, President
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- 5) Dr. Clark Throssell
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