



15th INTERNATIONAL CEREAL AND BREAD CONGRESS

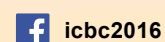
APRIL 18-21, 2016 ISTANBUL, TURKEY



Sponsorship File



www.icbc2016.org





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APRIL 18-21, 2016 ISTANBUL, TURKEY

WELCOME LETTER

Dear Industry Representative,

15th International Cereal and Bread Congress (15th ICBC) will take place in İstanbul, bridging the East and West, right at the crossroad of different continents and cultures.

15th ICBC will be organised by ICC – International Association for Cereal Science and Technology and ICC's national representation in Turkey, Hacettepe University: your partners in cereals, flour and bread in the European/Asian region. The focus of this international conference will be storage, marketing and development of innovative cereal products meeting consumers' needs (added values in convenience, taste, nutrition and health, safety and security). Exploiting new raw materials/ingredients and new technologies, producing functional foods in the legal framework, and alternative uses of cereals will be topics of the congress.

15th ICBC is expected to accommodate about 1000 delegates from around 80 countries from all continents, addressing researchers and manufacturers, policy makers and regulatory bodies, industries and SMEs in the areas of food production, grain/crop breeding and growing, storage, milling, baking and food processing as well as students and professional who would like to get up-to-date with modern technology and to establish international collaboration. The event is an excellent opportunity for networking and extending business/cooperation opportunities. Exhibitors and sponsors are welcome and will complement the oral and poster presentations.

International Cereal Science and Technology Conference and Exhibition (ICST) will be organised by Hacettepe University together with **15th ICBC**. This major international cereal science and technology event is planned to be organised regularly after getting started with **15th ICBC**.

İstanbul will welcome you with warm spring weather and plenty of opportunities to experience the cultural and historical gate bridging the East and West. The organisers of the meeting are looking forward to meeting you in **İstanbul in April 2016**.

With best regards,

Dr. Hamit Köksel
ICC President Elect
Hacettepe University
Food Engineering Department

COMMITTEES

Honorary President

Dr. Kadir Topbaş, *Mayor of Istanbul Metropolitan Municipality*

Scientific Committee

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Arnaud Dubat, *Chopin*
Phil Latham, *DSM*

Congress Secretariat

Yelda Zencir



SCIENTIFIC TOPICS

Cereals and Cereal Product Quality Evaluation / Quality Management

- Analytical and rheological methods
- Evaluation of Sensory quality
- Improving cereal quality and nutritional properties by genetic enhancement

Cereal Processing Technologies

- Milling: recent developments
- Milling: problems and potential solutions
- Novel/emerging technologies & value-added cereal products
- Ingredients/ingredient technologies in processing of cereals
- Non-food uses of cereals

Bread and Other Cereal Foods

- Bread-baking technologies
- Artisanal breads
- Cakes & cookies
- Pasta & noodles
- Extruded products, snacks & breakfast cereals
- Traditional cereal products
- Reformulation towards healthier compositions in cereal products
- Cereal products & gastronomy

Nutrition and Health

- The role of cereals in feeding the world and providing key nutrients
- Functional cereal foods
- Health benefits of wholegrain products, dietary fiber & resistant starch in preventing obesity and related diseases
- Dietary fiber and human gut microbiome
- Micronutrients and fortification of cereal products
- Gluten free food products
- Clean label strategies for cereal products

Food Safety and Security

- Food safety assurance in cereal storage and food processing
- Reducing the food waste
- Thermal process contaminants in cereal products
- Other contaminants
- Additives & Preservatives
- New / fast analytical and monitoring methods

Global Grain and Cereal Products Market

- New trends in the market
- Costumer demand in 21st century
- Economic prospects

Research on Genetics, Breeding and Agronomy to Enhance Global Cereal Production and Quality

- New strategies to increase grain production, quality, nutritional properties and safety
- Genetic basis of grain quality and yield
- Grain production and quality under a climate change scenario
- Cereal genetics and biochemistry as related to food production
- Genomics-assisted cereal breeding

Storage and Packaging

- Grain storage technologies and new developments
- Cereal and cereal products packaging

Food Legumes

- Contribution of legumes to the nutrition around the world
- Processing technologies for legumes
- Combined utilization of legumes and cereals in human nutrition

Feeds and Animal Feeding

Sugar and Confectionery Products



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IMPORTANT DATES FOR SUBMISSION

Abstract Submission Deadline (Oral): **11 December 2015**

Notification of Acceptance (Oral): **18 December 2015**

Abstract Submission Deadline (Poster): **11 January 2016**

Notification of Acceptance (Poster): **18 January 2016**

IMPORTANT DATES FOR REGISTRATION

Early Registration Deadline: **24 December 2015**

Author (Oral) Payment Deadline: **15 January 2016**

Author (Poster) Payment Deadline: **08 February 2016**

Normal Registration Deadline: **10 April 2016**

REGISTRATION FEES

| Registration Type | Early Registration | Normal Registration | Late Registration |
|---------------------------------------|-------------------------|----------------------|---------------------|
| | Before 24 December 2015 | Before 10 April 2016 | After 10 April 2016 |
| Regular | 500 € | 550 € | 650 € |
| ICC National Delegates | 400 € | 450 € | 550 € |
| ICC Corporate Members | 450 € | 500 € | 600 € |
| Industrial Participants | 500 € | 550 € | 650 € |
| Student <i>(with proof of status)</i> | 250 € | 300 € | 400 € |
| Accompanying Person | 100 € | 100 € | 150 € |

REGISTRATION FEE INCLUDES

| Services | All Participants | Accompanying Person |
|--|------------------|---------------------|
| Welcome reception | ✓ | ✓ |
| Access to all scientific and poster sessions | ✓ | |
| Access to the exhibition area | ✓ | |
| Congress bag and badge | ✓ | |
| Certificate of Attendance | ✓ | |
| Abstract book | ✓ | |
| Lunches and drinks | ✓ | |
| Coffee breaks | ✓ | |
| Technical Tour | ✓ | ✓ |



WHY SPONSORING FOR ICC CEREAL and BREAD CONGRESS and SPONSORSHIP OPPORTUNITIES

Reasons why you should Sponsor the 15th International Cereal and Bread Congress (15th ICBC);

- An opportunity for your organization to demonstrate positive environmental and social values.
- An opportunity to promote your organization to local and international delegates – decision makers, scientists, students and community members.
- Sponsorship provides an excellent opportunity to promote your name, to support your brands and to maintain a high profile among specialists before, during and after the event.
- Delegates are keen to improve their scientific knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to assisting their development at a deeply personal level.
- Sponsorship provides you with an opportunity to consolidate corporate relationships and expose your staff to their key markets.
- Your representatives can mix informally with professionals from Turkey and from all around the world.
- Your company's involvement, commitment and support for the congress will be widely acknowledged as outlined in this proposal.
- Your company will benefit significantly from exposure to a keenly interested, relevant and, above all, influential audience in an educational environment away from the competition of everyday distractions.

Sponsorship contributes to the promotion, planning and operation the congress, reducing the overall cost of managing and staging the event and enabling a higher level of participation by delegates. This congress sponsorship team would be delighted to meet with you to discuss these promotional opportunities or any ideas you might have for promoting your products or services.

Platinum Sponsorship

Fee: 20.000 €

Benefits :

- The logo and name of the sponsor will be placed in the e-book and will be indicated as the "Platinum Sponsor",
- Two full pages of advertisement (colored) will be placed in the e-book,
- Sponsor's brochure / catalogue will be placed inside the congress bags to be distributed to the participants,
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor's website,
- Company name/or logo will be placed on sponsorship board,
- Full Registration for 4 participants will be provided free of charge,
- 12 m² stand space will be provided in the exhibition area,
- A person nominated by the sponsor company will be included in the Industry Advisory Committee,
- The sponsor will be granted a Certificate and Plaque of Appreciation.

Gold Sponsorship

Fee: 15.000 €

Benefits :

- The logo and name of the sponsor will be placed in the e-book and will be indicated as the "Gold Sponsor",
- A full page of advertisement (colored) will be placed in the e-book,
- Sponsor's brochure / catalogue will be placed inside the congress bags to be distributed to the participants,
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor's website,
- Company name/or logo will be placed on sponsorship board,
- Full Registration for 3 participants will be provided free of charge,
- 8 m² stand space will be provided in the exhibition area,
- The sponsor will be granted a Certificate and Plaque of Appreciation.



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Silver Sponsorship

Fee: 10.000 €

Benefits :

- The logo and name of the sponsor will be placed in the e-book and will be indicated as the “Silver Sponsor”,
- Half page of advertisement (colored) will be placed in the e-book,
- Sponsor’s brochure / catalogue will be placed inside the congress bags to be distributed to the participants,
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor’s website,
- Company name/or logo will be placed on sponsorship board,
- Full Registration for 2 participant will be provided free of charge,
- 6 m² stand space will be provided in the exhibition area,
- The sponsor will be granted a Certificate of Appreciation.

Bronze Sponsorship

Fee: 5.000 €

Benefits :

- The logo and name of the sponsor will be placed in the e-book and will be indicated as the “Bronze Sponsor”,
- Half page of advertisement (colored) will be placed in the e-book,
- Sponsor’s brochure / catalogue will be placed inside the congress bags to be distributed to the participants,
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor’s website,
- Company name/or logo will be placed on sponsorship board,
- Full Registration for 1 participant will be provided free of charge,
- The sponsor will be granted a Certificate of Appreciation.

Sponsorship for Gala Dinner

Fee: 10.000 €

Benefits :

- The logo and name of the sponsor will be placed in the e-book and will be indicated as the “Gala Dinner Sponsor”,
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor’s website,
- The Sponsor will be given the chance to put the company’s flags on the tables and to display banners in the gala dinner area (the banners and the flags will be provided by the sponsor),
- Company name/or logo will be placed on sponsorship board,
- The Sponsoring Firm will be given the opportunity to invite 15 guests to the gala dinner,
- Full Registration for 2 participant will be provided free of charge,
- The sponsor will be granted a Certificate of Appreciation.

Sponsorship for Welcome Reception

Fee: 7.500 €

Benefits :

- The logo and name of the sponsor will be placed in the e-book and will be indicated as the “Welcome Reception Sponsor”,
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor’s website,
- The Sponsor will be given the chance to put the company’s flags on the tables and to display banners in the welcome reception area (the banners and the flags will be provided by the sponsor),
- Company name/or logo will be placed on sponsorship board,
- The Sponsoring Firm will be given the opportunity to invite 15 guests to the welcome reception,
- Full Registration for 2 participant will be provided free of charge,
- The sponsor will be granted a Certificate of Appreciation.

Sponsorship for Congress Bags Depending on the cost

Benefits :

- The logo and name of the sponsor will be placed in the e-book and will be indicated as the “Congress Bags Sponsor”,
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor’s website,
- Name and logo of sponsor will appear in the interior cover of 1000 congress bags that will be handed out during the congress,
- Company name/or logo will be placed on sponsorship board,
- The sponsor will be granted a Certificate of Appreciation.

Sponsorship for E – Book

Fee: 5.000 €

Benefits :

- The logo and name of the sponsor will be placed in the e-book and will be indicated as the “E - Book Sponsor”,
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor’s website,
- A full page of advertisement (colored) will be placed in the e-book,
- Company name/or logo will be placed on sponsorship board,
- The sponsor will be granted a Certificate of Appreciation.



Sponsorship for Program Booklet

Fee: 2.500 €

Benefits :

- The logo and name of the sponsor will be printed in the program booklet and will be indicated as the "Program Booklet Sponsor",
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor's website,
- Company name/or logo will be placed on sponsorship board,
- The sponsor will be granted a Certificate of Appreciation.

Sponsorship for Participant Badge and Lanyard

Fee: 5.000 €

Benefits :

- The logo and name of the sponsor will be placed in the proceedings e- book and will be indicated as the "Participant Badges Sponsor",
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor's website,
- The name/logo of the sponsor will appear on the lanyard,
- Company name/or logo will be placed on sponsorship board,
- The sponsor will be granted a Certificate of Appreciation.

Sponsorship for Pen

Fee: 2.000 €

Benefits :

- The logo and name of the sponsor will be placed in the proceedings e- book and will be indicated as the "Pen Sponsor",
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor's website,
- Company name/or logo will be placed on sponsorship board,
- The sponsor will be granted a Certificate of Appreciation.

Sponsorship for Notepad

Fee: 2.000 €

Benefits :

- The logo and name of the sponsor will be placed in the proceedings e- book and will be indicated as the "Notepad Sponsor",
- The logo and name of the sponsor will be displayed on the main page of congress website with a hyperlink to sponsor's website,
- Company name/or logo will be placed on sponsorship board,
- The sponsor will be granted a Certificate of Appreciation.

Exhibition / Stand Rates

Fee : 3.000 € / 6m²

Benefits :

- Registration will be provided free of charge for only 2 booth representative,
 - Additional area fee is 500 € / m²
- The minimum stand area allocated to the enterprises is 6 m² with one table 2 chairs waste bin and electricity.

SPONSORSHIP PROCEDURE

You can also make reservations and payments via online system by logging on the system as an industrial participant. Sponsorship terms and details will be mentioned on the proforma contract.

As the exhibition area is limited "first comes, first serves" rule will be applied. For additional details please contact to Mr. Devran Tuzla.

You can reserve your sponsorship package, get a proform invoice and make payment through the online reservation system.

Please do not hesitate to contact sponsor@arber.com.tr for further information.

Above mentioned prices do not include vat (18 %).



International CEREAL SCIENCE & TECHNOLOGY CONFERENCE and Exhibition

April 18-21, 2016 Istanbul - Turkey



CONGRESS OFFICE
Arber Professional Congress Services

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