

19th IFOAM
Organic World Congress (OWC)

जैविक कृषि विश्व कुंभ

9 - 11 November 2017

India Expo Centre and Mart, Greater Noida, India



"An Organic World through an Organic India"

जैविक भारत के माध्यम से जैविक विश्व

Partnership Opportunities

www.owc.ifoam.bio

The Organic World Congress

Once every three years, IFOAM - Organics International organises the Organic World Congress (OWC) in a different country to achieve its vision of the global organic movement and also to provide a platform where organic stakeholders can share their knowledge and expertise and establish valuable partnerships. The OWC is considered the leading event for the development of the organic sector worldwide. It is held to promote and celebrate the inevitable turning of global agriculture to organic farming methods and to measure progress.

The last (18th) edition of the Organic World Congress was organised in Istanbul, Turkey in October 2014

19th Organic World Congress (Jaivik Krishi Vishwa Kumbh*)

India won the bid to host the 19th Organic World Congress of IFOAM - Organics International at a very critical time in its agricultural history. The organic food movement has grown four times in the last three years. The OWC will no doubt play a critical and unprecedented role in supporting the Indian organic farming movement and tilting India's agriculture policy firmly and irrevocably in the direction of organic.

At the same time, it will enable solidarity among organic farmers and organic farming associations across continents, supporting the efforts of the Intercontinental Network of Organic Farming Organisations (INOFO). For these reasons, the theme of the 19th OWC is 'An Organic World through an Organic India.'

India has been in the business of agriculture for over ten thousand years. The earliest signs of agriculture are found in the ruins of Mohenjo-daro and Harappa. There are several texts and manuals written over this long period on the growing of crops and their safeguarding from disease. This sustainable tradition was abandoned in some areas of the country in the mid-60s with the advent of the Green Revolution. In these areas, most notably Punjab, Haryana, and Uttar Pradesh in the north, and some pockets in south India, indigenous farming methods based on organic inputs gave way to farming with chemical fertilizers, pesticides and seed purchased from corporations.

The organic farming movement in India regained its strength and momentum in the mid-80s, as the negative impacts of chemicals, monocultures, excessive irrigation, and high cost inputs came home to roost. Today more than half a million organic farmers have turned to farming methods that transcend both modern and traditional techniques to produce a state-of-the-art profession that radically improves on both. The OWC will focus on showcasing the innovative and path-breaking work of the organic farmers of Asia, Africa, and South America to the rest of the world, with a strong emphasis on the pioneer: India. With so many organic farmers expected to be present on this occasion, naturally they will be making a significant number of presentations themselves.

This Congress also expects to see fruitful interactions between scientists from across the world and agricultural research agencies and institutions of the Government of India, and several State Governments as well.

(* World Congregation of Organic Agriculture)

Partnership Opportunities at OWC 2017

This document provides an insight on the Partnership opportunities available at OWC 2017.



जैविक कृषि विश्व कुंभ

Organised by:



Co-organised by:



Ministry of Agriculture &
Farmer Welfare, Govt of India

Concurrent:

BIOFACH INDIA
into organic

together with **INDIA ORGANIC**
The market place for organic people

PARTNERSHIP OPPORTUNITIES

Host State (Exclusive)

Partner Ministries and States

Partner Organisations and Foundations

Partner Company

Partner Bank

Cultural Evening Associate (Exclusive)

Delegate Lunch Associate

Congress Bag Associate (Exclusive)

Refreshment Break Associate (Exclusive)

Notepad & Pen Associate (Exclusive)

Delegate Badges and Lanyards Associate (Exclusive)

Session Associate (Exclusive)

Website Banner Associate (Exclusive)

Registration Area Associate (Congress) (Exclusive)

Shuttle Bus Associate

Foyer Area Bunting Associate

Lamp Poles Branding Associate

Layout boards Associate

Central Function Area Buntings Associate

Congress Welcome Gift & Chair Tag Associate (Exclusive)

Indoor & Outdoor Signage Associate

Organic World Congress 2017

Host State (Exclusive)

Benefits:

Host State is a premium and exclusive branding opportunity which is offered only to the host state with the following benefits without additional charge

- Exhibition space at the State and Country Pavilions Hall – 100 Sqm (Bare Scheme).
- One prominent branding at the Congress Venue (Specifications will be shared closer to the event date).
- Congress hall buntings/standees (3' x 6') – 6 nos.
- Delegate passes for the Congress up to 8 numbers of the associate's choice.
- One full page colour advertisement in the Congress Souvenir.
- An opportunity to include brochure in the Congress bag which would be distributed to the delegates (Size of brochure should be of A4 size).
- Two standees at the Delegate Lunch Area.
- Logo will be added on
 - Congress Inaugural backdrop
 - Congress Invitations
 - Advertisements (if any)
 - Hoarding (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 49000

Partner Ministries and States

Benefits:

- Exhibition space at the State and Country Pavilions Hall – 100 Sqm (Bare Scheme).
- Congress hall buntings/standees (3' x 6') – 2 nos.
- Delegate passes for the Congress up to 4 members of the partner's choice.
- One full page colour advertisement in the Congress Souvenir.
- An opportunity to include brochure in the Congress bag which would be distributed to the delegates (Size of brochure should be of A4 size).
- Partner's logo will be added on
 - Congress Inaugural back drop
 - Congress Invitations
 - Advertisements (if any)
 - Hoarding (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the partner's website

Fee - Euro 33000

Partner Organisations and Foundations

Benefits:

- Delegate passes for the Congress up to 25 members of the partner's choice.
- A three star hotel accommodation for the coordinator from the Organisation/Foundation for 3 nights and 4 days.
- Congress hall buntings/standees (3' x 6') – 4 nos.
- One full page colour advertisement in the Congress Souvenir.
- An opportunity to include Organisation/Foundation's brochure in the Congress bag which would be distributed to the delegates (Size of brochure should be of A4 size).
- Partner's logo will be added on
 - Congress Inaugural back drop
 - Congress Invitations
 - Advertisements (if any)
 - Hoarding (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the partner's website

Fee - Euro 33000

Partner Company

Benefits:

- Exhibition space – 100 Sqm (Bare Scheme).
- Congress hall buntings/standees (3' x 6') – 2 nos.
- Delegate passes for the Congress up to 4 members of the partner's choice.
- One full page colour advertisement in the Congress Souvenir.
- An opportunity to include a brochure in the Congress bag which would be distributed to the delegates (Size of brochure should be of A4 size).
- Partner's logo will be added on
 - Congress Inaugural back drop
 - Congress Invitations
 - Advertisements (if any)
 - Hoarding (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the partner's website.

Fee - Euro 33000

Partner Bank

Benefits:

- Exhibition space at the State and Country Pavilions Hall – 75 Sqm (Bare Scheme).
- Congress hall bunting/standees (3' x 6') – 2 nos.
- Delegate passes for the Congress up to 4 members of the bank's choice.
- One full page colour advertisement in the Congress Souvenir.
- An opportunity to include a brochure in the congress bag which would be distributed to the delegates (Size of brochure should be of A4 size).
- Partner's logo will be added on
 - Congress Inaugural back drop
 - Congress Invitations
 - Advertisements (if any)
 - Hoarding (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the partner's website.

Fee - Euro 25000

Cultural Evening Associate (Exclusive)

Benefits:

- Branding at the Cultural Evening on an exclusive basis.
- Exhibition space at the State and Country Pavilions Hall – 50 Sqm (Bare Scheme)
- Delegate passes for the Congress up to 2 members of the associate's choice.
- Passes for the Cultural Evening up to 10 members of the associate's choice.
- Pride of place during the Cultural Evening and opportunity to address the gathering.
- During the gala dinner, the associate may distribute advertisement materials approved by the Organising Committee of OWC.
- Associate logo will be added on
 - Cultural Evening invitation
 - Cultural Evening backdrop (if any)
 - Hoardings (if any)
 - Advertisements (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 41000

Delegate Lunch Associate

Benefits:

- Branding at the delegate lunch area.
- Exhibition space at the State and Country Pavilions Hall – 27 Sqm (Shell Scheme)
- Delegate passes for the Congress up to 3 members of the associate's choice.
- Associate logo will be added on
 - Congress Inaugural back drop
 - Congress invitation
 - Advertisements (if any)
 - Hoardings (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the associate website

Fee - One day: Euro 12000 with 9 Sqm area only.

Two days: Euro 20000 with 18 Sqm area only.

Three days: Euro 30000 with 27 Sqm area only.

Congress Bag Associate (Exclusive)

Benefits:

- Branding in the form of company logo at the Congress Bag on an exclusive basis.
- Delegate passes for the Congress up to 5 members of the associate's choice.
- An opportunity to include brochure in the Congress bag (made of organic cotton) which would be distributed to the delegates (Size of brochure should be of A4 size).
- Associate logo will be added on
 - Congress Bag
 - Congress Inaugural back drop
 - Congress invitation
 - Advertisements (if any)
 - Hoardings (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 17000

Refreshment Break Associate (Exclusive)

Benefits:

- Branding at the area allocated for Refreshment Break.
- Delegate passes for the Congress up to 2 members of the associate's choice.
- Associate logo will be added on
 - Congress Inaugural back drop
 - Congress invitation
 - Advertisements (if any)
 - Hoardings (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 8000

Notepad & Pen Associate (Exclusive)

Benefits:

- Delegate passes for the Congress up to 2 members of the associate's choice.
- An opportunity to include corporate brochure in the Congress bag along with notepad and pen which would be distributed to the delegates (Size of brochure should be of A4 size).
- Associate logo will be added on
 - Notepad & Pen (Exclusive)
 - Congress invitation
 - Hoardings (if any)
 - Advertisements
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 7000

Delegate Badges and Lanyards Associate (Exclusive)

Benefits:

- Exclusive branding on the Delegate Badges and Lanyards
- Associate logo will be added on
 - Congress Inaugural back drop
 - Congress invitation
 - Advertisements (if any)
 - Hoardings (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 17000

Session Associate (Exclusive)

Benefits:

- Associate's logo will be displayed on the screen before the congress session.
- Delegate passes for the Congress up to 2 members of the associate's choice.
- An opportunity to include a brochure in the delegate kit (Size of brochure should be of A4 size 16 pages max.).
- Associate logo will be added on
 - Congress invitation
 - Advertisements (if any)
 - Hoardings (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 5000

Website Banner Associate (Exclusive)

Benefits:

- Delegate passes for the Congress up to 2 members of the associate's choice.
- Associate logo will be added on
 - Web banner
 - Congress invitation
 - Advertisements (if any)
 - Hoardings (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 1700

Registration Area Associate (Congress) (Exclusive)

Benefits:

- Exclusive branding at viable positions would be provided at the Delegate Registration area.
- Associate logo will be added on
 - Congress Inaugural back drop
 - Congress invitation
 - Advertisements (if any)
 - Hoardings (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 12000

Shuttle Bus Associate

Benefits:

- Branding at the Shuttle Bus which would be organised from various points of Delhi, Noida, Faridabad & Ghaziabad for the convenience of the delegates who would be attending the congress. Shuttle buses will be continuously operational from 0800 hrs. – 1830 hrs. Branding scope will be available on either side of the bus, front route board & back panel of the bus. Routes and the number of buses will be intimated later.
- Associate logo will be added on
 - Congress Inaugural back drop
 - Congress invitation
 - Advertisements (if any)
 - Hoardings (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 25000

Foyer Area Bunting Associate

Benefits:

- Branding in the form of company logo which will be prominently displayed in the buntings located at the Foyer area. Total of 4 buntings and the size would be of 20' x 3'.
- Associate logo will be added on
 - Congress invitation
 - Advertisements (if any)
 - Hoardings (if any)
 - Newspaper and trade publication (if any)
 - Electronic direct mails
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 5000

Lamp Poles Branding Associate

Benefits:

- Branding at the Lamp Poles which are prominently placed starting from the main entry gate encircling around till the main exit gate of the venue. This pole branding would be of the size 8 feet x 4 feet (8' x 4') with printing on both sides.
- Associate logo will be added on
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 4000 (for all the 25 lamp poles)

Layout Boards Associate

Benefits:

- Exclusive branding in the form of company logo at the Layout Board which will prominently and suitably comprise of the complete layout of OWC (Organic World Congress).
- Associate logo will be added on
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 3000

Central Function Area Buntings Associate

Benefits:

- Branding at the Central Function Area of the Venue – 5 buntings. Each bunting sizes would be 20' x 3'.
- Associate logo will be added on
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 17000

Congress Welcome Gift & Chair Tag Associate (Exclusive)

Benefits:

- A key take away for the VIPs, more like a welcome gift. Gift hamper to be prepared by OFAI of organic food material.
- An opportunity to include brochure in the delegate kit (Size of brochure should be of A4 size – 16 pages max.).
- Associate logo will be added on
 - Chairs & welcome gift (Gift should be paid for by the associate)
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 3000

Indoor & Outdoor Signage Associate

Benefits:

- Branding in the form of company logo on the Indoor & Outdoor Directional Signage.
- Associate logo will be added on
 - Official website of the congress with a hyperlink to the associate website

Fee - Euro 9000

Please contact:

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