



ICAR  2022
MONTRÉAL CANADA
Share. Connect. Transform.



MAY 30th - JUNE 3rd, 2022 | ANNUAL CONFERENCE
SPONSORSHIP PROGRAM

WWW.ICAR2022.CA

HOSTED BY
Lactanet 



WELCOME



© Photo Hélico - Yves Tremblay - Tourisme Montréal

“Bonjour Madame, bonjour Monsieur”

On behalf of the organizing committee, I am pleased to invite you to the 2022 ICAR/Interbull Conference, from May 30 to June 3 in Montréal, Canada. With its unique blend of European charm and North American attitude, this multicultural metropolis will undoubtedly be the ideal place to hold this innovative event.

The conference will be hosted by Lactanet, a farmer-run organization that serves Canadian dairy producers from coast to coast. Three years after the last in-person meeting, it will be a welcome opportunity to get back together for the 400 professionals and scientists that usually attend the ICAR annual Conference. What an exciting opportunity to connect with colleagues from over 60 countries, collectively share expertise and knowledge, and transform ideas and concepts into innovation.

The 2022 ICAR Conference is the perfect opportunity to showcase the newest innovations in your field. Spend time networking with worldwide scientists, decision-makers, and specialists involved in animal recording, identification, genetics, testing technologies, milk laboratories, and animal production. The conference venue features a state-of-the-art exhibition hall strategically located close to the meeting rooms. The program will be designed to maximize opportunities for interaction between exhibitors and conference participants.

We would be pleased to contact you to discuss the different sponsorship opportunities described in this brochure that can be tailored to your business needs. The exhibition floor and conference area are well-designed with large spaces and the flexibility to accommodate your requirements.

We look forward to teaming up with your organization to make this the most successful ICAR conference yet!

See you in Montréal!

Daniel Lefebvre

ICAR President and host of the 2022 ICAR/INTERBULL Conference

JOIN US IN MONTRÉAL

Conference Venue | Hotel Bonaventure

- World-class Hospitality
- Your Urban Resort in the Heart of Downtown Montréal

900 De La Gauchetière Ouest, Montréal QC H5A 1E4

Montréal welcomes visitors with a harmonious pairing of the historic and the new - a stunning union of European charm and North American attitude. Vibrant and welcoming, Montréal is the world's second largest francophone city after Paris.

With more than 3.6 million people from 120 ethnic communities, Montréal is a mosaic of culture and tradition. Its reputation as a destination for culinary appetites, artistic expression, charming boutiques, and a hub for festivals, make it the perfect location for an exhilarating ICAR 2022 conference.

CONFERENCE VENUE - [hotelbonaventure.com](https://www.hotelbonaventure.com)

Hotel Bonaventure is built on the roof of Place Bonaventure, 17 stories above ground, offering a breathtaking view of Montreal and its surroundings. Its conference facilities includes 34 multi-purpose rooms to accomodate world-class events.



PROGRAM

MONDAY MAY 30

- ICAR Sub-committees and Working Group Meetings
- Interbull Business and Open Session Meetings

Program includes health breaks and lunch.

TUESDAY MAY 31

- ICAR Sub-committees and Working Group Meetings
- Interbull Business and Open Session Meetings
- ICAR/INTERBULL Welcome Ceremony - Off-Site

Program includes health breaks and lunch.

WEDNESDAY JUNE 1

- ICAR Plenary Session
- ICAR Main and Technical Sessions
- ICAR/INTERBULL Joint Session
- Manufacturers' showcase and Poster Session
- Cocktails in the Exhibition Hall

Program includes health breaks and lunch.

THURSDAY JUNE 2

- ICAR Scientific and Technical Sessions
- Manufacturer's showcase and Poster Session
- Gala Dinner - Off-Site

Program includes health breaks and lunch.

FRIDAY JUNE 3

- ICAR 2022 Concerence Wrap-up
- Technical Tours

SPONSORSHIP PROGRAM

CATEGORY CAN\$ + applicable taxes	Diamond \$40,000	Platinum \$25,000	Gold \$15,000	Silver \$8,000								Bronze \$5,000		
INCLUSIONS	Official Presenter	Co- Presenter	Cocktail Hour	Technical Tours	Relaxation Zone	Poster Session	Sponsored Breakfast	Promotional Item	Internet Wi-Fi	Gala Dinner	Program App	Water Fountains	Health Preventive Measures	Welcome Ceremony
# of Sponsors	no limit	no limit	no limit	3	no limit	2	2	no limit	exclusive	2	exclusive	exclusive	3	3
Complimentary Delegate Registrations	4	3	2	1	1	1	1	1	1	1	1	1	1	1
Complimentary Gala Dinner Tickets	4	3	2	1	1	1	1	1	1	2	1	1		
Complimentary Exhibitor Staff Passes	4	3	2											
Exhibition Space (m ²)	3 x 9	3 x 6	3 x 3											
Lunch Break	✓													
Health/Coffee Break (AM or PM)		✓												
Cocktails in the Exhibition Hall			✓											
Verbal Acknowledgement During Welcome Ceremony and Gala Dinner	✓	✓	✓				✓			✓				✓
Logo on ICAR2022 Website with Link	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Panel at Exhibition Hall Entrance	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Newsletter	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Congress Splash Screen	✓	✓									✓			
Logo on Signage / Poster	✓	✓				✓								
Roll-up Banner	Registration	Meeting Room	Exhibition Hall				✓			✓				✓
Print Materials on Sponsor Table	✓	✓	✓											
Banner Advertisement in Newsletter	2	1	1											
Delegate Email List (with permission)	✓	✓	✓											
Logo Placement on Presentation	Upper Left Corner	Upper Right Corner	Lower Right Corner											
Logo on PowerPoint Loop Before/After Presentation	✓	✓	✓											
Naming Rights									✓	✓				
One Prime Reserved Table at Gala Dinner										✓				

SPONSORSHIP PROGRAM

Sponsorship Inclusions	Description	Sponsor Brand Recognition
Technical Tours (up to 3 sponsors)	You will have the full attention of delegates attending technical tours on shuttles. Engage with attendees and promote your business!	Logo in the front or side window of shuttle. Pamphlet or promotional material distributed to delegates in the shuttle. Live 5-minute presentation on the shuttle.
Relaxation Zone (no limit)	Cozy area where people will relax, chat and enjoy a coffee made on demand by a barista. Cell phone chargers will also be available.	Logo on table tent card. Logo on cushions. Logo on barista materials.
Sponsor Breakfast (up to 2 sponsors)	Host a dynamic breakfast on the Tuesday or Wednesday of the conference. Food and beverages paid by sponsor. Details approved by organizing committee.	Extraordinary formal recognition of host.
Promotional Items (no limit)	Promotional items distributed to all attendees upon arrival. Items approved by organizing committee.	Promotional welcoming gifts are powerful (and useful) to extend brand identity.
Water Fountains (exclusive)	Hydrate the participants in a colorful way!	Logo on water dispensers. Disposable water aromas to match sponsor colours. Ask about our environmental option for reusable branded water bottles.
Health Preventive Measures (up to 3 sponsors)	Support sanitization protocols for health and peace of mind.	Logo on signage - if applicable. Logo on envelope of hand cleaning serviette. Logo on hand sanitizer. Logo on washroom mirrors above sinks.

If you would like to join us as an ICAR2022 sponsor or exhibitor, please contact our Sponsorship Manager at info@icar2022.ca

Additional Opportunities

Promotional Lanyards

Sponsor branding on event lanyards exclusive to ONE Diamond or Platinum sponsor (first-come first-serve basis).

- \$10,000 CAN\$

Upgrade Options

Discounts for major sponsors that would like to add Silver or Bronze options to their package.

- Discount: Diamond 15%, Platinum 10%, Gold 5%

Proceeding Advertising

Colour advertising for the conference proceedings.

- Full Page: \$800 CAN\$
- Half Page: \$400 CAN\$

EXHIBITION

The ICAR2022 exhibition is open to agricultural organizations that wish to showcase their business in a forum that is both dynamic and engaging. The ICAR/ Interbull Conference attendees are decision makers and key influencers in animal production from around the globe. Located in a spacious hall adjacent from the event conference, the program is designed to stimulate traffic in the exhibit hall, which will be accessible and visited frequently.

The exhibition hall is the gathering hub where attendees will enjoy lunch, health breaks every day and a cocktail on Wednesday evening. It will be a primary location for profitable networking and connection. The exhibition hall is also home to the Poster Session.

*Exhibitors / Booths (CAN\$ + applicable taxes)	3 X 6 m ² \$9,000	3 X 3 m ² \$4,750
Curtain Shell, 1 Table, 2 Chairs, Trash Can	✓	✓
Lighting & Electrical Conduit (110V/15 amp)	✓	✓
Wi-Fi	✓	✓
Company Listing on ICAR2022 Website Exhibitor Directory	✓	✓
Receive Delegate Email List (with permission)	✓	✓
Recognition in Formal Program	✓	✓
Conference Passes	2	1
Staff Passes	6	3
Additional Exhibitor Pass	\$275/each	\$275/each

** Each exhibitor will receive a logistics manual that will include technical details on set-up, dismantling, forwarding company, etc.*



Looking for Custom Space?

We can accommodate larger size exhibits and custom displays. Our 'space only' option is quoted at \$500/m². Plans must be submitted for approval to the Sponsorship Manager no later than April 15, 2022. Furniture and accessories are extra.

Exhibition Hall Hours

Wednesday, June 1 | 7:30 – 20:00
(Including cocktails at the end of the day)
Thursday, June 2 | 7:30 – 16:00

Exhibit Installation

Tuesday, May 31 | 13:00 – 22:00

Exhibit Removal

Thursday, June 2 | 16:00 – 22:00

Exhibit Application Deadline

Friday, April 29 2022

COVID-19

Canadian Public Health Measures Regarding Management of the COVID-19 Pandemic and the ICAR 2022 Conference.

At this time, local rules allow for in-person events in accordance with the required COVID health protection measures. If the Canadian public health measures change and the ICAR / Interbull conference becomes virtual, we will adapt the program and the sponsorship plan to accommodate an outstanding virtual experience for participants and ensure visibility for our partners.

Notifications and updates regarding any changes will be posted at <https://www.icar2022.ca/covid/>.



CONTACT US:
ICAR 2022 Secretariat: info@icar2022.ca
WWW.ICAR2022.CA

HOSTED BY
Lactanet

 PARTENARIAT
CANADIEN pour
l'AGRICULTURE

Canada
Québec 