

Sponsoring offer



**Sensing – New Insights
into Grassland Science
and Practice**



2021

Symposium | Online

17-19 May



Organizing institutions



European Grassland Federation EGF

UNI KASSEL | ORGANIC
VERSITÄT | AGRICULTURAL
SCIENCES

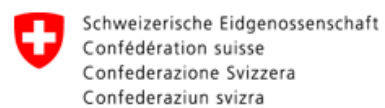
Universität Kassel,
Faculty of Organic Agricultural Sciences,
Grassland Science and Renewable Plant
Resources

Co-Chairs of Organizing Committee

Johannes Isselstein,
Universität Göttingen, Germany



Manuel Schneider,
Agroscope, Switzerland



Agroscope



CONTENT

Sponsoring invitation	4
Symposium information	5
Format of the event and organisers.....	5
“Sensing – New Insights into Grassland Science and Practice”	5
Preliminary program	5
Topics	6
Registration fees	6
Inquiries	6
Committees.....	6
Sponsoring opportunities at a glance.....	7
Qualified sponsorship – detailed offer.....	7
Branding opportunities before and after the event.....	7
Logo on the EGF2021 website.....	7
Logo in the book of proceedings	8
Pre- or Post-event bonus session organised by the sponsor.....	8
Branding opportunities during the event.....	8
Branded welcome message for the virtual attendee	8
Branded slides with sponsor logos during transitions between presentations and breaks	8
Virtual exhibition area.....	8
Sponsored prize	8
Sponsored entertainment breaks.....	8
Other benefits	9
Free participation.....	9
Interested?	9
Contact form	10



SPONSORING INVITATION

The European Grassland Federation (EGF) in cooperation with the Universität Kassel is organising its 21st Symposium. It will take place online from 17 to 19 May 2021.

On behalf of the Universität Kassel, I am happy and proud to invite you and your organisation to participate in one of our Sponsor or Supporter programs of this event.

This leaflet provides you with essential information about our sponsoring opportunities and outlines the cornerstones of the Symposium. All sponsoring opportunities are summarized on page 7. On pages 7-9 details on sponsorship categories and supporter packages are listed. Supporter packages start at € 500, qualified silver, gold and platinum sponsorship categories are from € 1 500 to € 6 000.

We are convinced that this opportunity will be of interest to you. Visibility in this European event with global participation where experts in grassland science and remote sensing meet to exchange their ideas will no doubt benefit your business. We expect an audience of advanced students, young researchers, and leading scientists in academia, but also key persons of related industry. We are more than happy to be of assistance to you and to provide you with further information should you require it.

We look forward to successful cooperation. Please send your expression of interest before **31.12.2020**.

Kind regards,

Michael Wachendorf, Universität Kassel

SYMPOSIUM INFORMATION

Date: May 17 – 19, 2021

Symposium format: Online, hosted by Universität Kassel, Germany

Attendee Profile: Grassland agronomists, plant scientists, remote sensing hardware/software producers and users, methodology developers, academic staff, and graduate students of grassland science

Expected Number of Attendees: 150-200

Format of the event and organisers

The symposium will be organised online. Symposium organiser – Universität Kassel – with more than 23 000 students and approximately 1 800 scholars is one of Germany’s mid-sized universities. The university nurtures creativity, critical analysis, ethical reflection and unconventional thinking. Extending the development of academic fields beyond their boundaries is another marker for many Universität Kassel research centres searching for sustainable answers to our most important questions.

“Sensing – New Insights into Grassland Science and Practice”

This international online meeting will provide a unique opportunity to bring together scientists and stakeholders working on grassland research and/or application of novel sensing techniques and methods. The conference will address the prospects and limits of remote sensing for improving the assessment of biomass, forage quality and ecosystem services of grasslands. Sensing tools and methods for management and decision support in grazing and cutting regimes will be introduced and evaluated in plenary and poster sessions. Presented papers will cover all levels of grassland intensity: from intensive grazing systems to extensive managed grasslands for nature conservation purposes.

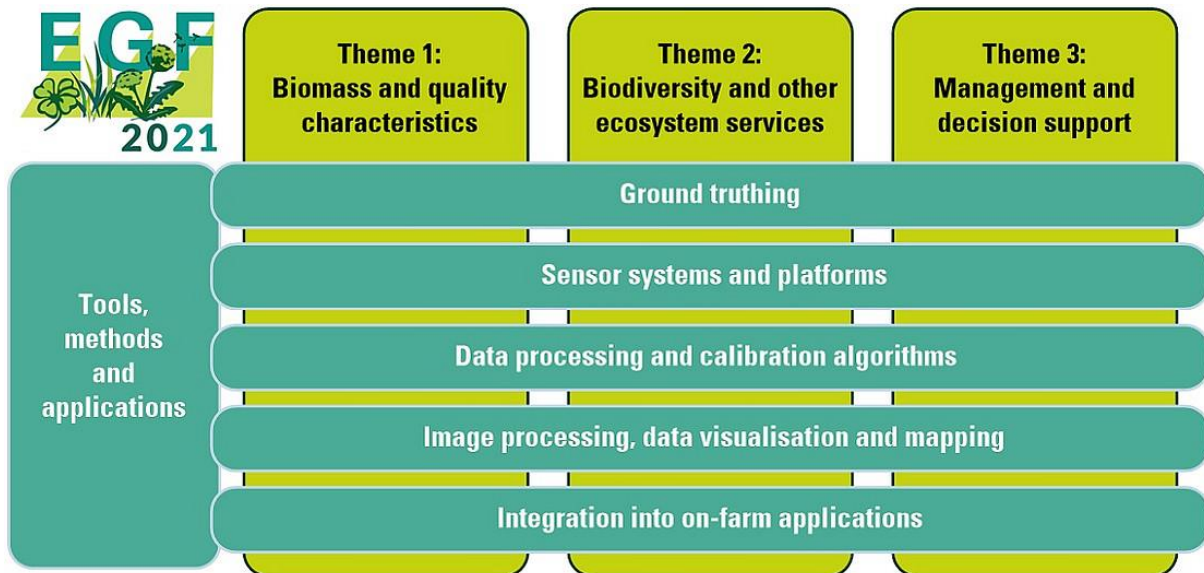
Preliminary program

Monday 17.05.2021	Opening, introductory session, plenary session, presentations and poster session of Theme 1
Tuesday 18.05.2021	Plenary session, presentations, and poster session of Theme 2
Wednesday 19.05.2021	Plenary session, presentations, and poster session of Theme 3, closing of the conference

Plenary sessions will be introduced by invited key-note speakers, followed by oral presentations selected from attendees’ submissions.

Topics

Call for submissions was opened in August 2020. EGF2021 attendees are invited to submit original research papers in the following three scientific Themes:



In response to the call for abstracts, more than 90 preliminary papers and key-note presentations have been submitted from various research groups all over the Europe.

Registration fees

Registration fee for regular participants will be 250 €. The fee will cover conference registration with an access to the online presentations and breakout sessions, and electronic book of proceedings. Registrations will be open from January 2021.

Inquiries

For inquiries concerning sponsoring opportunities please contact: egf2021@uni-kassel.de

Website: www.uni-kassel.de/go/egf2021

Committees

Scientific Committee

Johannes Isselstein, University of Göttingen (co-chair)

Manuel Schneider, Agroscope (co-chair)

Local Organising Committee

Michael Wachendorf, Universität Kassel (chair)

Thomas Fricke, Universität Kassel

Ilze Dzene, Universität Kassel

SPONSORING OPPORTUNITIES AT A GLANCE

The following sponsorship opportunities are now open for reservations on a “first come, first served” basis. More information about offered benefits is given below the table.

Sponsorship level	Platinum	Gold	Silver	Supporter
Amount	6 000 € + 19% VAT	3 000 € + 19% VAT	1 500 € + 19% VAT	500 € + 19% VAT
Maximum number of sponsors per category	1	2	5	Not limited
Offered benefits:				
Logo on the sponsor and supporter appreciation page of the symposium website	Included on top	Included on second row	Included on third row	Included on bottom
Logo of the sponsor in the book of proceedings	Included on top	Included on second row	Included on third row	Included on bottom
Logo of the sponsor on the conference website, linked to sponsor's website	On the homepage – on top	On the homepage – second row	On the homepage – third row	
Welcome message with sponsors logo	Included	Included	Included	
Slides with sponsor logo during transition between presentations and breaks	Included	Included		
Virtual exhibition area	Included	Included		
Free participation (number of persons)	3	1		
Opportunity to offer one pre- or post-event bonus session	Included*			
Opportunity to offer sponsored prize	Included*			
Opportunity to offer sponsored entertainment breaks	Included*			

* Optional, at additional cost

QUALIFIED SPONSORSHIP – DETAILED OFFER

Branding opportunities before and after the event

Logo on the EGF2021 website

For all sponsor categories sponsor's logo linked to the sponsor's website will be included in the sponsors appreciation page of the EGF2021 website. Platinum, Gold and Silver Sponsors will be additionally placed on the EGF2021 home page: <https://www.uni-kassel.de/tagung-konferenz/egf-2021/home/>.

Logos on conference website will be arranged in descending order of sponsor categories.

Logo in the book of proceedings

Electronic book of proceedings will be prepared containing all papers of the EGF2021. It will be distributed to all conference participants. Sponsor logos in the book of proceedings will be included in a dedicated page, arranged in descending order of sponsor categories.

Pre- or Post-event bonus session organised by the sponsor

Platinum sponsor has an opportunity to organize one bonus session or event either before or after the main event, e.g. product demonstration event or workshop. The content of this bonus session or event is designed by the sponsor, in agreement with the organising committee. Costs of the event are fully covered by the sponsor and are additional to the amount indicated in the sponsorship level.

Branding opportunities during the event

Branded welcome message for the virtual attendee

Before the live-stream starts, a welcome message to attendees, including the sponsor logo can be offered.

Branded slides with sponsor logos during transitions between presentations and breaks

Full screen Ads thanking the sponsors during breaks are offered. Rotating between several Ads will be considered.

Virtual exhibition area

Branded breakouts and break areas are offered. The content must be designed by the sponsor. These areas may include e.g. sponsor dedicated live-stream feeds for value-based breakouts or for informal chats between sessions, where attendees can engage with the sponsor, like an in-person booth interaction. These dedicated streams can also be used for break areas where networking can take place or to feature sponsored entertainment.

Virtual exhibition area will be provided for platinum and gold sponsors.

Sponsored prize

Platinum sponsor may offer a sponsor's prize, e.g., for the best student presentation. The value of the prize is determined by the sponsor and is additional to the amount indicated in the sponsorship level.

Sponsored entertainment breaks

Sponsored entertainment breaks can be offered. This could include for example a supervised workout break at the desk, a "mini concert" with a performance by a live musician or entertainer etc. The frame around the viewing panel may be branded with the sponsors name, and a hashtag for anyone who shares the experience online. Alternatively, the sponsor could provide the fun game break and can send a small gift to contest participants. The cost of entertainment breaks is additional to the amount indicated in the sponsorship level.



Other benefits

Free participation

Depending on the sponsorship level (Platin or Gold), free participation for one or more persons are offered.

INTERESTED?

If you are interested in one of our sponsorship or supporter options, we will be happy to provide you with further information. Please contact us:

Telephone: +49 (0)5542 98-1334 (Michael Wachendorf)

E-mail: mwach@uni-kassel.de

or use the booking form below and send it to egf2021@uni-kassel.de



CONTACT FORM

We would like to be a sponsor (please check the appropriate box):

- Platinum Partner Gold Partner
 Silver Partner Supporter

Contact:

Surname/ First Name:	
Company / Institution:	
Department:	
Function:	
Address:	
ZIP-Code / City:	
Phone:	
Mobile:	
Email:	

Please return this form to the following address:

Mail:

Michael Wachendorf

University of Kassel, Grassland and Renewable Plant Resources

Steinstrasse 19

37213 Witzehausen

Germany

or scan and e-mail to: egf2021@uni-kassel.de

We look forward to receiving your expression of interest by **31 December 2020**.