Connecting
PEOPLE AND SOIL
Sponsorship & Exhibition Opportunities

24-28 AUGUST 2020
Geneva, Switzerland
A. PRESENTING EUROSOIL 2020

Photo courtesy of Agroscope (Gabriela Brändle, Urs Zihlmann) and LANAT (Andreas Chervet).
On behalf of the *European Confederation of Soil Science Societies* (ECSSS) and the Swiss Soil Science Society, we are pleased to invite you to participate at the next Eurosoil congress in Geneva.

**Eurosoil 2020’s objective is to bring together leading research scientists working on soil related topics, with stakeholders dealing with issues of public concern, such as soil degradation and consequences of climatic changes.**

In addition, Celebrating Eurosoil’s 20th anniversary, the organizing committee wishes to give a new role to the European Confederation of Soil Science Societies, by giving a voice to soil causes at the European level. To reach this objective, a permanent structure will be put in place for the ECSSS.

We look forward to welcoming you to Geneva in 2020.

*Photo: Courtesy of Agroscope (Gabriela Brändle, Urs Zihlmann) and LANAT (Andreas Chervet).*
ORGANIZING COMMITTEE

Dr Pascal Boivin
*Professor of Soil Science – University of Applied Sciences of Western Switzerland (HES-SO- Genève)*

Dr Elena Havlicek
*Scientific Officer Federal Office for the Environment FOEN – Soil and Biotechnology Division*

Dr Thomas Keller
*Agroscope – Department of Natural Resources and Agriculture*

Dr Jörg Luster
*Swiss Federal Institute for Forest, Snow and Landscape Research WSL – Forest Soils and Biogeochemistry – Soil Functions and Soil Protection*

Dr Reto Meuli
*Agroscope – Head of Research Group – Swiss Soil Monitoring Network*

Dr Rainer Schulin
*Professor emeritus for Soil Protection ETH Zürich – Institute of Terrestrial Ecosystems*

Dr Johan Six
*Professor ETH Zurich – Department of Environmental Systems Science*

Dr Michael Zimmermann
*Scientific Officer – Federal Office for Agriculture FOAG*

Dr Sebastian Dötterl
*Professor ETH Zurich – Usys department and Assistant Professor for Soil Resources*

PROGRAM: TOPICS & OUTLINE

As the conference of the European Confederation of Soil Science Societies (ECSSS), Eurosoil is the soil voice of Europe.

In line with our theme “Connecting People and Soil”, the Eurosoil 2020 program will be structured around, but not limited to, selected Sustainable Development Goals (SDGs) of the United Nations. Therefore, in addition to soil scientists, we welcome contributions from all soil stakeholders as well as related scientific fields (medicine, economy, social sciences and others).

Sessions and workshops reporting transdisciplinary research, enhancing scientific relevance by integrating across disciplines or engaging diverse stakeholders in research, education, restoration, policy, management and protection of soil are encouraged.

To learn more about the program themes, consult the www.eurosoil2020.com website.

▶ Opening Ceremony / Welcome Reception / Gala Dinner / Closing Ceremony
▶ Plenary Symposium
▶ Pico Sessions
▶ Oral / Poster Presentations
▶ Exhibition
▶ Technical Tours
▶ Pre-congress Program
▶ Accompanying-person Activities
WHO WILL ATTEND

- Soil scientists and students from all over Europe.
- Members of the 32 national soil societies, part of the European Confederation of Soil Science Societies.
- Soil specialists and stakeholders from Europe.
- Media and general public.

A total of **1'500 to 2'000 delegates** are expected to attend the conference in Geneva.

THE VENUE AND GENEVA

EUROSOIL 2020 will be held at the International Conference Centre of Geneva (CICG)

![Map of Geneva](image)

**CICG**
Rue de Varembé 17
CH-1211 Geneva
Switzerland
Phone: +41 (0)22 791 91 11
Internet: www.cicg.ch

ABOUT GENEVA

Geneva enjoys a worldwide reputation as a conference city; it embodies the creativity of science and technology, a vigorous business sector, and has a special cultural appeal with unmistakable flair and charm. Geneva is an ideal destination with its central location in Europe, served by an excellent transport and communication infrastructure. Draped around the deep blue waters of Lac Léman, Geneva has grown wealthy and influential as the cultural and economic focus of French-speaking Switzerland. It is also an international city and home to many global institutions from the International Red Cross to the WHO!
B. SPONSORSHIP OPPORTUNITIES
SPONSORSHIP

On the following pages, we offer your company the opportunity to become a sponsor of the EUROSOIL 2020 conference. This is an excellent opportunity to promote your scientific endeavours and your brand among the scientific community.

You can contribute in the following ways:
▶ Sponsor various items in the conference activities
▶ Organise a satellite symposium *
▶ Organise an integrated symposium *
▶ Organise a luncheon discussion *
▶ Host a booth

Depending on the total sum of contribution, you will be recognised as a premium sponsor of the conference and benefit from add-on privileges. For further information on the sponsorship levels please refer to page 22.

* NOTE: Sessions are open not only to scientists but also to soil specialists and stakeholders.
If you think you can contribute to the program, please contact a committee member to further discuss.

Advantages & Expected Outcomes
▶ Reach up to 2'000 delegates from more than 30 European countries
▶ Learn about the latest research results in soil science
▶ Connect with soil experts involved in European networks
▶ Present your brand and products to a relevant target audience

SPONSORSHIP ITEMS

The various sponsorship options are listed in the following pages. All rates are VAT excluded (7.7 %).
Do not hesitate to contact us to discuss a personalised offer to suit your needs.

▶ Back page advertising of the pocket program
▶ Conference “Geo Back Pack” bags
▶ Inserts in conference bags
▶ Conference bag tags
▶ Writing pads and pens
▶ Speaker preview room
▶ Internet corner
▶ WiFi connexion
▶ Recharge zone & Power tower
▶ Reusable water bottles
▶ Lanyards
▶ Coffee breaks
▶ Travel fellowship
▶ Online conference program
▶ Conference App for mobile device
▶ Poster session & Award
▶ Pico area
▶ Pico session
▶ Web casting / Conference streaming
▶ Digital marketing
1. **EXCLUSIVE**
   **BACK PAGE ADVERTISING OF THE POCKET PROGRAM**

Delegates will receive a pocket-sized program, inserted into their name badge holder. This program will contain a summary of all conference activities including: session details, exhibition information and social events.

**This opportunity includes:**
- Exclusivity as a sponsor of the program.
- Full colour advertisement page (A6 format) on the back cover page of the pocket program (artwork to be supplied by sponsor).
- Acknowledgment as a conference sponsor on the Eurosoil App and Eurosoil website with your company logo and link to your website. Your company will benefit from an enhanced and permanent presence on-line; the best way to reach already potential delegates!

**Rate**

POCKET PROGRAM EXCLUSIVE SPONSORSHIP  
CHF 10'000.-

2. **EXCLUSIVE**
   **CONFERENCE “GEO BACK PACK” BAGS**

Each of the delegates will receive an official conference GEO BACK PACK. We are offering this opportunity to brand the back pack with your logo and extends your exposure into the future.

The “geo back pack” bag is very useful to soil specialists and will be often reused for professional activities. The logo of the sponsor will be printed on each bag along with the conference logo. (Type, size and colour of the bags as well as position and size of the logo will be at the organizer’s discretion). The organizer will produce the bags. This cost is included in the sponsorship fee.

**This opportunity includes:**
- Corporate logo printed on the congress GEO BACK PACK.
- One promotional leaflet inserted in the conference GEO BACK PACK (leaflet provided by the sponsor).
- Corporate logo and/or mentions in the e-newsletter of the ECSSS/Eurosoil community presenting the bag.
- Acknowledgement as a conference sponsor on the Eurosoil App and Eurosoil website with your company logo and link to your website. Your company will benefit from an enhanced and permanent presence on-line; the best way to reach already potential delegates!

**Rate**

GEO BACK PACK EXCLUSIVE SPONSORSHIP  
CHF 20'000.-
3. **INSERTS IN CONFERENCE BAGS**

Sponsors have an opportunity to insert a flyer or promotional item in the GEO BACK PACK. This item could be text only promoting activities on your exhibition stand or it may be an existing corporate flyer on information on your services or products.

Would you like to insert other promotional items? Please contact us to discuss.

**This opportunity includes:**
- Insertion of your company’s flyer in delegate bags (materials to be supplied by sponsor).

---

**Rate**
**A4 FLYER INSERT**

<table>
<thead>
<tr>
<th>Rate</th>
<th>CHF 2'500.-</th>
</tr>
</thead>
</table>

---

4. **EXCLUSIVE CONFERENCE BAG TAGS**

One sponsor will have an opportunity to brand the delegate bag tags, attached to each delegate bag. This opportunity extends your exposure beyond the conference as the delegate can re-use the bag tag beyond EUROSOIL 2020 for their future business or leisure travels.

**This opportunity includes:**
- One corporate logo on the back of the bag tag.
- **NOTE:** Tag design and production will be done by EUROSOIL 2020.

---

**Rate**
**BAG TAGS EXCLUSIVE SPONSORSHIP**

<table>
<thead>
<tr>
<th>Rate</th>
<th>CHF 2'500.-</th>
</tr>
</thead>
</table>
5. **WRITING PADS AND PENS**

Sponsors may provide branded pads and pens that will be inserted in all conference bags and used by all delegates. This provides high visibility to the sponsor and a direct link to the conference.

**This opportunity includes:**

- Insertion of pads and pens in all conference bags, branded with your company logo.

---

**Rate**

**WRITING PAD AND PEN INSERTION IN CONFERENCE BAGS**

CHF 4'000.-

---

6. **EXCLUSIVE SPEAKER PREVIEW ROOM**

We are seeking one sponsor of the Speaker Preview Room. This is the area where opinion leaders and speakers from Europe will converge to prepare for their presentations. This represents a unique opportunity to reach all speakers taking part in the conference.

**This opportunity includes:**

- Logo visibility on the homepage and screen saver on all computer screens.
- Opportunity to provide branded mouse pads (at sponsor cost).
- Opportunity to place roll-ups and banners in the speaker preview room.

---

**Rate**

**SPEAKER PREVIEW ROOM**

CHF 5'000.-
7. EXCLUSIVE INTERNET CORNER

The Internet Corner is one of the most visited areas at the conference. At EUROSOIL 2020, it will offer up-to-date technology services including free internet and e-mail access. Sponsorship of this area includes having your company logo displayed on each computer screen. Five computers & internet connection are included in this sponsorship cost.

This opportunity includes:

- Having your company website showing when opening the browser.
- Opportunity to provide branded mouse pads (at sponsor cost).
- Sponsor logo on signage at the Internet Corner.
- Acknowledgement as a conference sponsor on the Eurosoil App and Eurosoil website with your company logo and link to your website. Your company will benefit from an enhanced and permanent presence on-line; the best way to reach already potential delegates!

Rate
INTERNET CORNER EXCLUSIVE SPONSORSHIP (FULL FINANCIAL PARTICIPATION) CHF 5’000.-

8. EXCLUSIVE WIFI

Ensure that EUROSOIL 2020 delegates will see your online messages at a time you can predict and plan for. The sponsor of Wireless Internet Access gives sponsors the opportunity to engage with conference participants each time they access the Internet.

This opportunity includes:

- Sponsor’s name used for the WiFi login details.

Rate
WIFI EXCLUSIVE SPONSORSHIP CHF 2’500.-
9. RECHARGE ZONE & POWER TOWER

Keep the delegates online and powered up! The conference venue will provide three Recharge and Power Zones for delegate use. Sponsors may choose to sponsor one or all three Recharge & Power Zones. Each tower will be allocated on a first come first served basis. Your branding will be prominently displayed and viewed by both users and people passing by.

This opportunity includes:
- Branding of 1 recharge zone & power tower.
- Branding identification of 1 recharge zone & power tower on all the localisation maps (on the App, on the website, printed).

Rate

1 RECHARGE ZONE & POWER TOWER

CHF 3’500.-

If you would like to sponsor all three Recharge & Power zones, we highly recommend that you contact us immediately.

This exclusive opportunity includes:
- Opportunity to brand each individual power tower.
- Branding identification on all the localisation maps (on the App, on the website, printed).
- Acknowledgement as a conference sponsor on the Eurosoil App and Eurosoil website with your company logo and link to your website. Your company will benefit from an enhanced and permanent presence on-line; the best way to reach already potential delegates!

Rate

ALL RECHARGE ZONES & POWER TOWERS EXCLUSIVE SPONSORSHIP

CHF 10’000.-

10. EXCLUSIVE REUSABLE WATER BOTTLES

Ensure the well-being of participants while increasing your brand awareness. As a bottle sponsor, your corporate logo will be printed on reusable water bottles that are distributed to all participants. Water dispensers are available throughout the venue, permitting participants to refill and use the bottles during the entire duration of the conference. These bottles are often reused after the event for leisure activities, thus perpetuating the brand awareness of your company.

This opportunity includes:
- Sponsor logo printed on individual, reusable water bottles.
- Acknowledgement as a conference sponsor on the Eurosoil App and Eurosoil website with your company logo and link to your website. Your company will benefit from an enhanced and permanent presence on-line; the best way to reach already potential delegates!

Rate

REUSABLE WATER BOTTLES EXCLUSIVE SPONSORSHIP

CHF 10’000.-
11. EXCLUSIVE LANYARDS

Each delegate will receive a conference lanyard. The sponsor of the lanyard will have their logo printed on each lanyard, along with the conference logo. This is one of the most prominent and visual sponsorship items.

This opportunity includes:

- Corporate logo printed on the lanyards.
- Acknowledgement as a conference sponsor on the Eurosoil App and Eurosoil website with your company logo and link to your website. Your company will benefit from an enhanced and permanent presence on-line; the best way to reach already potential delegates!

Rate

LANYARDS EXCLUSIVE SPONSORSHIP

CHF 10’000.-

12. COFFEE BREAKS

Coffee breaks that are accessible to all delegates will be held daily in the exhibition area. Each coffee break can be offered to delegates by your company.

This opportunity includes:

- Branding of the coffee break in all program descriptions (on the App, on the website, printed).
- Company logo or mention on the push communication on the App announcing the upcoming coffee break.
- Table signs featuring your company logo and the mention “Coffee break offered by...” will be displayed on catering tables.

Rate

EACH COFFEE BREAK

CHF 5’000.-
13. TRAVEL FELLOWSHIP

Offer the opportunity to young scientists and researchers to attend EUROSOIL 2020 by sponsoring travel fellowships. Your company name and logo will be highlighted in a dedicated webpage along with the ECSSS logo. It is the best way to reach young scientists and start building a long-term relationship!

This opportunity includes:

- List of young scientists benefiting from your support.
- Corporate logo and/or mentions in the e-newsletter of the ECSSS/Eurosoil community presenting the travel fellowship.
- Corporate logo and mentions on the dedicated page for travel fellowship of the Eurosoil website.

Rate

TRAVEL FELLOWSHIP

CHF 2'500.-

14. EXCLUSIVE ONLINE CONFERENCE PROGRAM

The sponsor of the online conference program will have the opportunity to sponsor this innovative tool. All delegates will have access to the online program prior to the event to organize the sessions they would like to attend.

This opportunity includes:

- Company logo on the online program tool.
- Acknowledgement as a conference sponsor on the Eurosoil App and Eurosoil website with your company logo and link to your website. Your company will benefit from an enhanced and permanent presence on-line; the best way to reach already potential delegates!

Rate

ONLINE PROGRAM EXCLUSIVE SPONSORSHIP

CHF 7'500.-
15. **EXCLUSIVE
CONFERENCE APP FOR MOBILE DEVICE**

Sponsoring the Eurosoil App is an innovative interactive service that you can provide to the EUROSOIL 2020 delegates. This technology will enable delegates to plan their attendance at the EUROSOIL 2020 conference. The App includes the EUROSOIL 2020 conference program, abstracts, practical information about the conference, networking platform for participants to engage with each other and much more.

**This opportunity includes:**

- Company logo on the welcome page of the App.
- Corporate logo and/or mentions in the e-newsletter of the ECSSS/Eurosoil community presenting the App.
- Acknowledgement as a conference sponsor on the Eurosoil App and Eurosoil website with your company logo and link to your website. Your company will benefit from an enhanced and permanent presence on-line; the best way to reach already potential delegates!

**Rate**

**CONFERENCE APP FOR MOBILE DEVICE**

CHF 7'500.-

16. **EXCLUSIVE
POSTER SESSION & AWARD**

All accepted posters will take part in a competition to elect the best poster. A Jury will go through the poster area and identify the best posters during the different poster tours. Position your company as promoter of key research discussions and profit from visibility on the award and during the selection.

**This opportunity includes:**

- Acknowledgement as the Award sponsor on all poster acceptance notification letters (if sponsorship confirmed in time).
- Corporate logo and mentions on the dedicated page for poster session registration of the Eurosoil website and in the e-newsletter of the ECSSS/Eurosoil community presenting the poster award.
- Logo on poster board signage.
- Awards offered to winners by your company (1 grant of CHF 1'000 and 3 grants of CHF 500 each).
  - Awards are included in the sponsorship.
- An official representative from your company to give awards to winners at the closing ceremony.
- Acknowledgement as a conference sponsor on the Eurosoil App and Eurosoil website with your company logo and link to your website. Your company will benefit from an enhanced and permanent presence on-line; the best way to reach already potential delegates!

**Rate**

**POSTER SESSION & AWARD EXCLUSIVE SPONSORSHIP**

CHF 15'000.-
A sponsor will have the opportunity to name the pico area where pico sessions are given. This includes having your company logo integrated into the name of the PICO area and included in directional signage, as well as mention on all maps. This is a unique opportunity for high quality visibility!

**This exclusive opportunity includes:**

- Company logo on signage of the pico area.
- Branding identification on all the localisation maps (on the App, on the website, printed).
- Corporate logo and/or mentions in the e-newsletter of the ECSSS/Eurosoil community presenting the pico sessions.
- Company logo or mention on the push communication on the App announcing the upcoming pico session.
- Acknowledgement as a conference sponsor on the Eurosoil App and Eurosoil website with your company logo and link to your website. Your company will benefit from an enhanced and permanent presence on-line; the best way to reach already potential delegates!

**Rate**

**PICO AREA EXCLUSIVE SPONSORSHIP** CHF 10’000.-

**18. EXCLUSIVE PICO SESSION**

Sponsorship and naming of a pico session. This includes having your company logo displayed on the screen before and after the session.

**This opportunity includes:**

- Company logo displays on screen before and after the pico session.
- Company logo or mention on the push communication on the App announcing the upcoming pico session.

**Rate**

**PICO SESSION (EACH)** CHF 2’500.-

EUROSOIL2020 Sponsorship Kit
19. EXCLUSIVE
WEB CASTING / CONFERENCE STREAMING

Selected parts of the conference will be streamed for those people who cannot attend Eurosoil.

We are offering the opportunity to sponsor the conference streaming and thereby extend your reach to soil specialists beyond Geneva, everywhere in Europe...and more!

This exclusive opportunity includes:

▶ Company logo displays on all connections to the streaming feed.
▶ Corporate logo and/or mentions in the e-newsletter of the ECSSS/Eurosoil community presenting the streaming opportunities.
▶ Company logo or mention on the push communication announcing the upcoming conference in streaming.
▶ Acknowledgement as a conference sponsor on the Eurosoil App and Eurosoil website with your company logo and link to your website. Your company will benefit from an enhanced and permanent presence on-line; the best way to reach already potential delegates!

Rate
WEB CASTING & CONFERENCE STREAMING EXCLUSIVE SPONSORSHIP CHF 7’500.-

20. EXCLUSIVE
DIGITAL MARKETING

Increase your online visibility and profit from the EUROSOIL 2020 digital marketing campaign to reach out to high value contacts accessing the EUROSOIL 2020 website.

Your global reach will not only be limited to the EUROSOIL 2020 participants but will reach a larger community of people interested in EUROSOIL 2020.

As a sponsor, you will benefit from remarketing using cookie-based technology. This is online advertising that follows visitors of the EUROSOIL 2020 website when browsing the internet, increasing your visibility within the EUROSOIL 2020 community and creating traffic to your company’s website.

This opportunity includes:

▶ Remarketing to your company website via online adverts and web banners.
▶ Insertion of your banner in one time direct e-newsletter to the EUROSOIL 2020 community.
▶ Acknowledgement as a conference sponsor in the final program and on the conference website.

Rate
EUROSOIL 2020 DIGITAL MARKETING EXCLUSIVE SPONSORSHIP CHF 15’000.-
EUROSOIL 2020 DIGITAL MARKETING SUPPORT (LIMITED TO 5 COMPANIES) CHF 4’000.-
COME WITH YOUR OWN IDEAS!

If there is one thing we like, it is new challenges and fresh ideas!

Surprise us with a new proposal or something you have seen before and we can look at implementing it for the EUROSOIL 2020. We are be more than happy to discuss your concept with you, find the right price for the right exposure, and make your participation at the meeting a truly special one!

SPONSORSHIP CONTACT

John Lawlor

- john.lawlor@mci-group.com
- +41 22 33 99 664
## SATELLITE SYMPOSIA

### DRAFT SCHEDULE

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td></td>
<td>Opening Ceremony</td>
<td>Oral Sessions</td>
<td>Panel Keynote</td>
<td>Panel Discussions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lunch</td>
<td>Excursions &amp; Short Courses</td>
<td>Satellite Symposia</td>
<td>Satellite Symposia</td>
<td>Satellite Symposia</td>
<td>Satellite Symposia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PM</td>
<td></td>
<td>Interactive Sessions (workshops)</td>
<td>Interactive Sessions (pico sessions; world cafés)</td>
<td>Oral Sessions</td>
<td>Oral Sessions (pico posters)</td>
<td>Panel Keynote</td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td></td>
<td>Public Event</td>
<td>Happy Hour Public Event</td>
<td>Happy Hour General Assembly - Election</td>
<td>Conference Dinner</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**All Symposium slots include:**
- 4 Full participant registrations
- 10 Invitations (providing access to your satellite symposium only)
- Opportunity to organise a lunch/cocktail for your attendees

**SATELLITE SYMPOSIA :** CHF 7'500-

### Specific rules and conditions

- All rooms are equipped with audio-visual facilities (single projection including screen, beamer and computer as well as adequate sound system)
- One flyer announcing the symposium can be distributed at the conference
- The company is granted the right to use the EUROSOIL 2020 logo on symposia invitations
- The symposium will be announced in the EUROSOIL 2020 Final Program and on the conference website
- The program content of all satellites is subject to approval by the Scientific Advisory Board
- Satellite symposia organisers must provide an outline of the proposed program, including the symposium title, proposed chairmen and speakers as well as their speech titles by the deadline indicated (end of May 2020)
- The content of any satellite may not include material to be subsequently presented in an oral or poster presentation during the meeting

Note: All speakers of the satellite symposia must be registered prior to EUROSOIL 2020 by the company/sponsor taking a symposium slot and their hotel and travel paid accordingly.

All satellite symposia must be held at the conference centre (CICG) during the official time slots offered by EUROSOIL 2020.

**Enhance your Satellite Exposure with the EUROSOIL 2020 Content Capture!**

EUROSOIL 2020 is offering an enhanced learning experience to the EUROSOIL 2020 delegates as well as people who could not travel to EUROSOIL 2020.
On the EUROSOIL 2020 learning portal, registered users, have access to the recording of the presentations given at EUROSOIL 2020 shortly after the conference and for 1 full year.

EUROSOIL 2020 is now offering this add-on service to the organisers of satellite symposia. After the conference, sponsors will receive the recording of the session (audio and slides) for their own educational purposes (subject to authorisation of satellite speakers).

In addition the sponsor can choose if the recording of the satellite symposium should be part of the EUROSOIL 2020 online learning portal featuring all recorded presentations of EUROSOIL 2020.

Content Capture: .......................................................... CHF 4’000.- per satellite symposium

EXHIBITION

The exhibition will take place at the Ground Floor of the CICG.

The exhibition is an integral part of the EUROSOIL 2020 conference. As an exhibiting company, you will enjoy prime exposure and direct marketing opportunities with key players and decision-makers in the field.

The floor plan is designed to maximise the exhibitors’ exposure to the delegates. All coffee breaks will be held in the exhibition area.

PROVISIONAL EXHIBITION FLOOR PLAN
STAND SPACE RENTAL (MINIMUM 6 SQM)
The price for stand space only is CHF 450.- per square meter and includes:

- Exhibition space
- 1 exhibitor badge for 6 sqm, 2 exhibitor badges for 9 sqm, 1 additional badge for each additional 9 sqm booked
- Welcome reception
- Coffee breaks
- Company listing in the final program

The exhibition space is a bare exhibition surface. All equipment (such as structure, walls, electricity, decoration, carpet, furniture, etc.) will be paid separately and additionally by the sponsor/exhibitor.

TABLE TOP
Reserved only for non-profit associations

The price for a table top stand is CHF 500.- and includes:

- Exhibition space of 2sqm
- 1 exhibitor badge
- 1 table and 2 chairs
- Company listing in the final program
- Electrical plug

SHELL SCHEME RENTAL (MINIMUM 9 SQM)
The price is CHF 600.- per square meter and includes:

- Exhibition space
- Shell Scheme frame
- 3 spots and electrical socket
- Electrical power
- 1 waste paper basket
- 1 table and 3 chairs (per 9 sqm booked)
- Fascia Board with company name
- 2 exhibitor badges per 9 sqm, 1 additional badge for each additional 9 sqm booked
- Welcome reception
- Coffee breaks
- Lunch on Wednesday and Thursday
- Company listing in the final program

Please note that you will be able to order additional services in the technical manual distributed to all exhibitors in spring 2020.

Space rental also gives the right to the following services:

- Use of stand during the exhibition and during assembly and dismantling periods
- Information and coordination of services during the assembly and dismantling of stands and during the exhibition
- Cleaning of public areas of the exhibition hall, excluding the stands under your responsibility.

Exhibition Layout
Exhibitors occupying space-only stands are required to submit a detailed plan of their stand as well as a 3D plan to MCI for approval by May 2020.

For island stands, widely open and accessible stands on four sides are mandatory.
**Exhibitor Registration**

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Any additional exhibitors will be charged an exhibitor registration fee of CHF 220.-. An exhibitor registration form will be included in the exhibitors’ technical manual. All exhibitors must wear the conference badge (badge of the company is authorised, but in addition).

---

**EXHIBITION CONTACT**

**John Lawlor**

- john.lawlor@mci-group.com
- +41 22 33 99 664

---

**SPONSORSHIP LEVELS**

Sponsors will receive acknowledgements, benefits and entitlements according to their level of sponsorship contribution.

**HAVE YOU MADE UP YOUR MIND?**

**HAVE YOU CALCULATED THE TOTAL SUM OF YOUR PURCHASES?**

**THEN SEE IN WHICH SPONSORSHIP LEVEL YOU ARE!**

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Involvement over</td>
<td>CHF 40'000.-</td>
<td>CHF 25'000.-</td>
<td>CHF 15'000.-</td>
<td>CHF 7'500.-</td>
</tr>
<tr>
<td>Sponsor’s logo and name on the conference website and the app with a link to sponsors website with mention of the level of sponsorship</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Sponsor logo displayed on onsite sponsor’s board with mention of the level of sponsorship</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Acknowledgment slide with sponsors’ list logo at the Opening and Closing Ceremonies</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Recognition on displayed in the conference centre</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgment slide with sponsors’ list logo during breaks in the conference rooms</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complementary registration to the conference for all sessions, coffee breaks, lunches and welcome reception</td>
<td>x (4)</td>
<td>x (2)</td>
<td>x (1)</td>
<td></td>
</tr>
<tr>
<td>Complementary exhibitor passes for free access to the exhibition area</td>
<td>x (6)</td>
<td>x (4)</td>
<td>x (2)</td>
<td>x (1)</td>
</tr>
<tr>
<td>Preference on exhibition space (if several sponsors are in the same category “first come - first served” applies) – only valid until January 2020</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>4th</td>
</tr>
</tbody>
</table>
C. PAYMENT SCHEDULE & CANCELLATION POLICIES
Site allocations will be attributed on a first come first serve basis and are subject to full payment and agreement of MCI SUISSE SA and the Organizing Committee. Once locations have been attributed, no change of location will be possible without MCI SUISSE SA’s written agreement.

The Exhibition floor plan presented in this document is a non-contractual one. It is subject to acceptance by the Swiss Authorities and its official Fire & Safety Services. However, MCI SUISSE SA reserves the right to change, the location, importance and layout of the surfaces requested by the exhibitor. In the event of litigation, jurisdiction falls under the Geneva Law Courts alone.

**TECHNICAL MANUAL:**
A Technical Manual will be sent to every registered exhibitor and sponsor by the end of March 2020. This manual contains all information regarding general conditions, safety regulations, setting up of a booth and arrangement conditions, description of the booth, specification documents and maps along with order forms and prices for furniture, decoration and all necessary services (telephone, electricity, transport, storage...).

**PAYMENT:**
The organizer has given the mandate to MCI SUISSE SA for the organization of its conference and MCI is the sole competent company to receive payments for this conference. Payment of the deposit may be made either:

1. **Credit Card**
   Only Visa, MasterCard/Euro card and American Express are accepted. Please fax the copy of both sides of the card to: +41 (0)22 33 99 601. Payment is only settled in CHF. Please note that in case of payment by credit card a credit card handling fee of 4% will be charged.

2. **Bank Transfer**
   All bank transfers should be made payable to:
   Bank: UBS SA - 1211 Geneva 2, Switzerland
   Company: MCI Suisse SA for EUROSOIL 2020
   Account N°: 369.393.00U
   Clearing: 240
   SWIFT: UBSWCHZH80A
   IBAN: CH94 0024 0240 3693 9300U

   All costs have to be borne by the ordering customer and “free of charge for the receiver account” on all payments
   Payment by personal cheques cannot be accepted
   All payments have to be made in CHF
   Please indicate the purpose of the payment: EUROSOIL 2020 and the invoice number
RULES AND REGULATIONS

MCI SUISSE SA has been entrusted with the general logistics and organization of the conference and Exhibition of the EUROSOIL 2020 conference. It will be referred to as “The Organizers” here-below.

LOCAL AND SITE REGULATIONS

Exhibitors shall abide by the local and site regulations with respect to law and order, safe and security. The organizers will take appropriate action against those who do not comply with the regulations.

The organizers have the authority to demand removal/change of any structure which is not in accordance with the conference rules or cancel participation. The decision of the organizers will be final and binding.

Cancellation conditions (applicable to Sponsorship and Exhibition)

All cancellations must be made in writing to MCI SUISSE SA. The organizer shall retain the following % of the total costs of each item, according to the time scale:

Entry to the Exhibition

Access to the exhibition will only be possible to registered conference participants or exhibition participants.

Insurance

The signatory renounces to take recourse against the organizers or against the owners of the premises and undertakes to underwrite insurance policies covering all the risks incurred by the material exhibited (theft, damage, etc...) along with public liability covering the permanent or occasional staff employed by the company, present at the conference. In any case, the insurance protection will NOT be given to the exhibitors by the organizers.

Force Majeure

In the event of force majeure, the exhibition dates may be changed or the latter may be purely and simply cancelled. In the last event, the disposable funds after payment of expenses will be shared between exhibitors in proportion to their payments without it being possible to take recourse against the organizer or the producer.

Interpretation of the regulations and amendments

The MCI SUISSE SA Company is the sole competent authority as to problems arising from the interpretation of the here enclosed regulations and their enforcement. Any expenses resulting from the non-observance of the here-enclosed regulations will be chargeable to the exhibitor.

MCI SUISSE SA reserves the right to change or to complete the here-enclosed regulations but the exhibitors will be informed.
Data Protection

a) In accordance with European data protection regulation, in particular Regulation (EU) No 2016/679 on the protection of natural persons with regard to the processing of personal data, MCI Group, as data controller, processes the exhibitor/sponsor’s personal data for the purposes of (i) managing and organising the event, in particular the management of exhibitor/sponsor’s stand, investment opportunities or industry symposium (ii) managing and organising prospecting and loyalty (iii) enabling the exhibitor/sponsor to benefit from our services (iv) enabling the exhibitor/sponsor to receive our news. These data processing have as legal basis the execution of the contract: the information we collect is necessary for the implementation of the contract to which the exhibitor/spONSOR has adhered, failing which the contract cannot be executed.

b) Exhibitor/sponsor’s data are retained for the time necessary for processing purposes, namely 5 years from the end of the business relationship.

c) For processing purposes, the data of the exhibitor/sponsor’s data – or any transmitted by the sponsor - will be transmitted to the following recipients: management service providers of our Customer Relationship Manager, service providers in charge of management, event service providers (official contractors, security, official freight forwarders, etc.).

d) The data necessary for MCI Group to fulfil the purposes described above are those appearing on this order form. In accordance with the regulations in force, the exhibitor/sponsor benefits from a right of access, rectification, limitation, deletion and portability on his data.

e) The exhibitor/sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the data protection and control authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address eurosoil@mci-group.com or by contacting our Data Protection Officer (DPO): anne.lesca@mci-group.com

f) In any event, the exhibitor/sponsor acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) No 2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliance with their data-retention periods. In case of communication to MCI by the exhibitor/sponsor of a personal data file, the exhibitor/sponsor acknowledges having informed and obtained the consent of the person(s) concerned by this communication.