SPONSORSHIP OPPORTUNITIES

ITRC 2022
14TH INTERNATIONAL TURFGRASS RESEARCH CONFERENCE

COPENHAGEN, DENMARK
10 - 15 JULY 2022
Dear Partners from the Industry,

We very much hope to see you at the 14th International Turfgrass Research Conference (ITRC), to be held in Copenhagen 10 - 15 July 2022 and arranged by Scandinavian Turfgrass and Environment Research Foundation (STERF). Development and Sustainability is the theme of the conference. The challenges for the future of the turfgrass sector are many and diverse. Climate change impacts are exceeding the worst expectations. Strong restrictions on the use of chemicals and fertilizers, and increasing pressure on natural resources (notably water, energy and land) are expected. There is accelerating loss of ecosystem services and biodiversity in the urban landscapes. All this calls for more research and innovation for a sustainable future. ITRC 2022 gives you a unique opportunity to showcase your company’s position as a major supporter of turfgrass science and education to conference attendees. The conference will bring together researchers, planning authorities, technical experts, consultants, high level turfgrass managers and top industry delegates. Turfgrass industry challenges relating to the 17 United Nations’ Sustainable Development Goals (SDGs) set out in Agenda 2030 will constitute the conference programme framework. Supporting ITRC 2022 gives your company many opportunities to demonstrate your responsibility regarding the UN SDGs in Agenda 2030 to academia, the industry and to society as whole.

The ITRC 2022 programme will include keynote speakers, oral and poster presentations, industry networking opportunities, technical tours, social events and much more. The programme will focus on increased sustainability by a multidisciplinary approach; science in action by ready-to-use research; and mobilising forces from academia to industry.

New for this conference is The One-Day Practitioner Seminar, a meeting arena for practitioners and turfgrass researchers, which will strengthen the ambition to take a lead in making research results and new knowledge easy accessible to end-users and to provide support to implement changes.

Take the opportunity to profile your company and network with potential business partners. The conference is an arena established to exchange knowledge and experiences with the best experts in this field.

We hope to see you at ITRC 2022 in Copenhagen, Denmark in July 2022.

Kind regards,

Maria Strandberg
ITS President
On behalf of the Local Organizing Committee
14th International Turfgrass Research Conference (ITRCs) will be held at Copenhagen University, the first time the conference had been held in Europe since 2005.

Copenhagen is the congress capital of Scandinavia and a great location for an international conference. Copenhagen is also truly a green city surrounded by water and parks, with aims to become the world’s first CO₂-neutral capital by 2025.

ITRCs are held every fourth year on behalf of the International Turfgrass Society (ITS) a not-for-profit scientific organization that encourages research and education in turfgrass science. Approximately 300 to 500 participants from more than 25 countries are expected to participate in ITRC 2022. Conference Proceedings will be available for all delegates in a conference app at the start of the conference and webinars of conference seminars will be available after the conference. The conference will be highlighted world-wide, highlighting your commitment to the turfgrass scientific community and Turfgrass industry.

You can always find the most recent information about ITRC 2022 on our website: www.itrc2022.org
You can also subscribe for our newsletter for the latest updates and information by writing to info@cap-partner.eu

The following sponsor opportunities are available, due to individual requests, adaptions of the packages can occur.
A) Platinum Sponsor
As a Platinum Sponsor your company will have the following recognition:

- Full company presentation at the Industry Session.
- Acting as host for a technical/scientific session.
- Possibility to display machinery and products at the venue.
- Triple space for roll-ups at the venue and possibility to have Info leaflet on the Practitioners Seminar.
- Your logo will be listed on conference website, proceedings and banners as Platinum Sponsor.
- Your company presentation or product leaflets may be in the conference computer media.
- You will receive free conference attendance for up to three delegates incl. dinner ticket.

B) Gold Sponsor
As a Gold Sponsor your company will have the following recognition:

- Medium company presentation at the Industry Session.
- Possibility to act as host for a technical/scientific session or book a display area.
- Single space for roll-ups at the venue and possibility to have Info leaflet on the Practitioners Seminar.
- Your logo will be listed on conference website and banners as Gold Sponsor.
- Your company presentation or product leaflets may be in the conference computer media.
- You will receive free conference attendance for up to two delegates incl. dinner ticket.

C) Silver Sponsor
As a Silver Sponsor your company will have the following recognition:

- Short company presentation at the Industry Session.
- Possibility to act as host for a technical/scientific session or book a display area.
- Single space for roll-ups at the venue and possibility to have Info leaflet on the Practitioners Seminar.
- Your logo will be listed on conference website, proceedings and banners as Silver Sponsor.
- One leaflet with your information will be included in the conference computer media.
- You will receive free conference attendance for one delegate incl. dinner ticket.

D) Bronze Sponsor
As a Bronze Sponsor your company will have the following recognition:

- Possibility to have Info leaflet on the Practitioners Seminar.
- Your logo will be listed on conference website and banners as Bronze Sponsor.
- No delegate and dinner ticket included. Additional purchase needed.

E) ITRC Conference supporter
As supporter your organization will be listed on the Conference website as ITRC supporter.

F) Exhibiting at the practitioners day
Possibility to display machinery and products at the venue.

**LEVELS**

A) Platinum Sponsor: € 17,500
B) Gold Sponsor: € 12,500
C) Silver Sponsor: € 7,500
D) Bronze Sponsor: € 2,500
E) ITRC Supporter: € 500 – 1,000
F) Exhibiting at the practitioners day € 2,000

*Prices are excluding taxes and duties if any.*

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**“Eat your Golf Course”**

As a closing event of The Practitioners Seminar we will hold a closing event/dinner at a Danish golf course, where the produce for the dinner is grown/breeded at the golf course. Three sponsor packages available at € 5,000 a piece.

**Host of the Practitioner Seminar**

As host of the Practitioner Seminar, you will have the opportunity to expose your company to superintendents, greenkeepers, grounds men and other participants, including presentation of the webinar sessions.

€ 15,000

**Student participation Sponsor**

It is crucial to attract students to work with turfgrass research and therefore we introduce the possibility for companies to sponsor student participation at the conference. The package will pay student membership to ITS, registration fee and travel costs, for one student. The company sponsoring student participation will have their logo displayed on website and other media.

€1,500 per student
GENERAL INFORMATION

DATES
10 - 15 July 2022

CONFERENCE VENUE
University of Copenhagen
Copenhagen, Denmark

OFFICIAL LANGUAGE
The conference will be held in English.

THE CONFERENCE DINNER
Take place on 14 July at Axelborg. Ticket price: 70 euro.

PAYMENT AND CANCELLATION TERMS

Terms of payment:
100 % of the total amount will be invoiced and is due 14 days after ordering.

All bookings must be made by e-mail sent to the Secretariat and must contain an invoice, address, PO number (if needed), and VAT number. See contact information below.

Cancellation:
Any cancellation of stand booking, sponsorships, or other reservations up till 01 January 2022, will incur a cancellation fee of 25 % of the total cost of the reservation. Cancellations after 02 January 2022 are non-refundable.

CONTACT INFORMATION
CAP Partner
Nordre Fasanvej 113
2000 Frederiksberg, Denmark
Sales and Exhibition Manager: Sandy Ma, sm@cap-partner.eu
Tel.: +45 7020 0305
Sponsorship and exhibition booking form

14th International Turfgrass Research Conference  
10 - 15 July, 2022 Copenhagen, Denmark  
Order by filling in this booking form and return it to Sandy Ma, sm@cap-partner.eu

<table>
<thead>
<tr>
<th>Contact name</th>
<th>Company</th>
<th>VAT no.</th>
<th>Address</th>
<th>Postal / Zip code</th>
<th>Country</th>
<th>Website</th>
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I would like to book the following sponsorship items:

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Price</th>
<th>Checked</th>
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<tbody>
<tr>
<td>Platinum sponsor</td>
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<tr>
<td>Gold sponsor</td>
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<tr>
<td>Silver sponsor</td>
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<tr>
<td>Bronze sponsor</td>
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<tr>
<td>ITRC Supporter</td>
<td>500-1,000</td>
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<tr>
<td>&quot;Eat your Golf Course&quot;</td>
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<td>Host of the Practitioner Seminar</td>
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<tr>
<td>Student participation Sponsor</td>
<td>1,500</td>
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*Prices are excluding taxes and duties if any

Please call me to discuss the sponsorship packages
Please send me a confirmation and full invoice

Signature: ____________________________ Date: ____________

Contact Sponsorship and Exhibition:  
CAP Partner  
Nordre Fasanvej 113  
2000 Frederiksberg  
Tel.: + 45 7020 0305  
Fax: + 45 7020 0315

Please contact the Sales and Exhibition Manager Sandy Ma for further information or booking: sm@cap-partner.eu