

ICAR TECHNICAL WORKSHOP  
10-12 JUNE, 2015  
KRAKOW, POLAND



INVITATION TO  
SPONSORSHIP & EXHIBITION



PERFORMANCE RECORDING  
IN THE GENOTYPED WORLD





# WELCOME FROM THE CHAIR OF THE ICAR 2015 WORKSHOP ORGANISING COMMITTEE

Polish Federation of Cattle Breeders and Dairy Farmers (PFCDBF) is honoured to host the ICAR TECHNICAL WORKSHOP 2015.

This kind of workshop was first held in 2007 in Verona, Italy, then in 2009 in Porec, Croatia, next in Bourg-en-Bresse, France in 2011, and last in Aarhus in Denmark 2013. The workshop is a 3 day event, organized on behalf of ICAR. Despite its short history the technical workshop has already established itself as an important event relevant for everybody working in animal recording. In even years ICAR has the biannual conference, which has a broader range of topics. The aim of the technical workshop is more specific.

Participants represent a large number of recording organisations worldwide, all using tools, equipment and services from other commercial partners. The ICAR workshop is the right place to meet, exchange experience and create new ideas and approaches. That is why all participants – representatives,

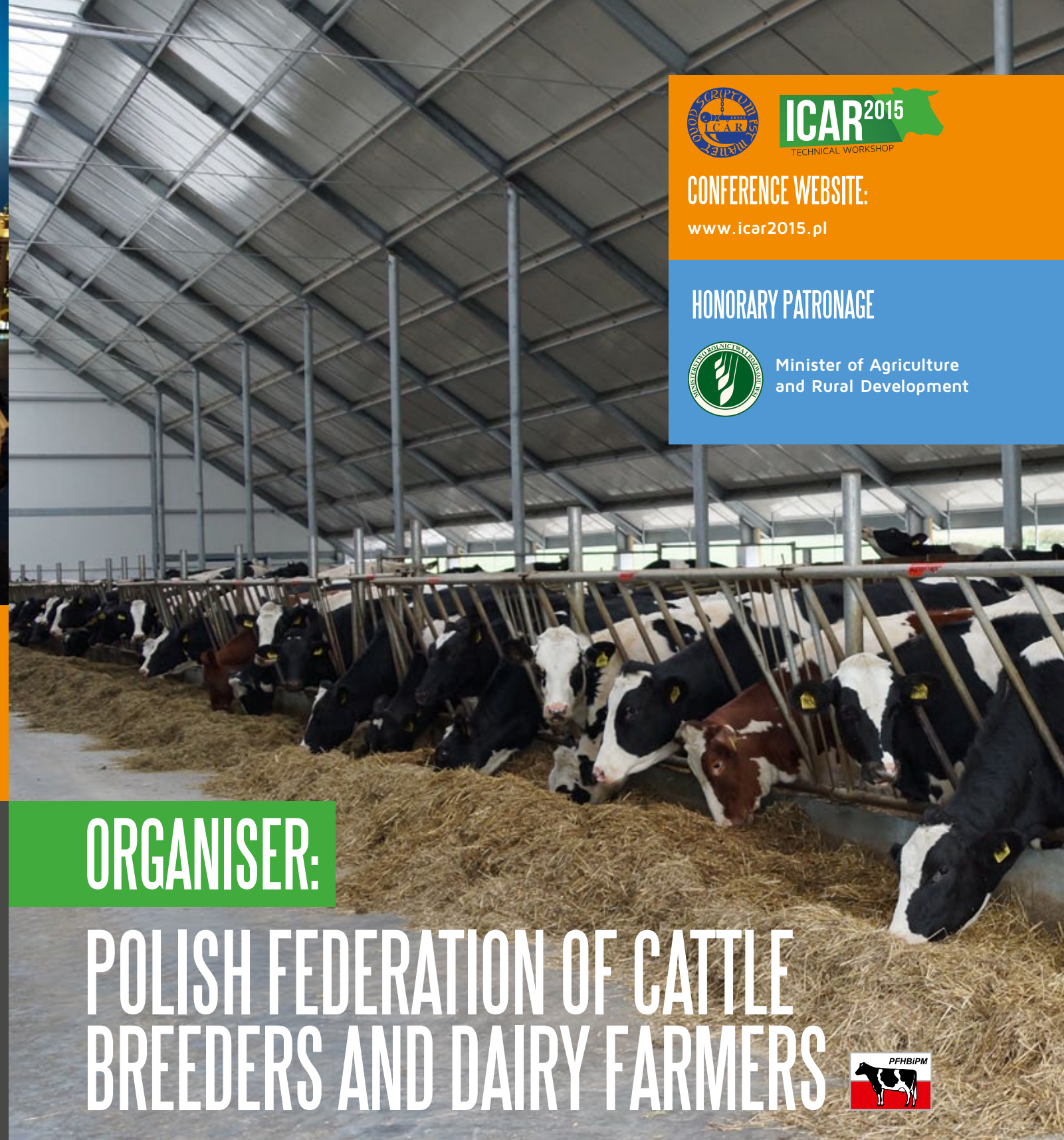
sponsors and international colleagues are so eagerly expected and warmly welcome during ICAR workshops. This particular workshop will gather participants from ICAR member organisations worldwide, with the aim to discuss how to tune animal performance recording, milk analyses, animal identification, and technical solutions to the future, and how to adapt to present and future production systems. Thus the working title of the workshop:

## PERFORMANCE RECORDING IN THE GENOTYPED WORLD

We expect more than 200 leading experts looking for ways to improve further their existing services and how to develop new services useful for animal keepers worldwide. The workshop offers technical presentations from international experts and the exhibition provides the possibility, for technology providers to present their products and systems.

One session early in the workshop is open for a limited number of presentations from exhibitors presenting new technology. Throughout the workshop all breaks will be held in the exhibition area, enabling people to meet informally for discussion and commercial links. Genomic selection has changed animal breeding systems dramatically. However, the need for animal recording will not decrease. Bringing further traits into animal breeding and growing herd size will increase the need for cost efficient recording systems enabling the herd owner to make the right management decisions and at the same time providing solid data for animal breeding and production system development.

If your company wants to be a part of the future in this important field you have the opportunity to meet with international experts at ICAR Technical Workshop 2015 in Krakow, Poland.



## ORGANISER:

# POLISH FEDERATION OF CATTLE BREEDERS AND DAIRY FARMERS



## LOCAL ORGANISING COMMITTEE

The authorities of the Local Organising Committee are:  
**Chairman:** Leszek Hądzlik - PFCDBF's President  
**Member:** Ewa Kłębukowska  
**Member:** Tomasz Krychowski  
**Secretary:** Danuta Radzio  
**Polish Federation of Cattle Breeders and Dairy Farmers**  
 PL 00-515 Warszawa, Żurawia 22  
**Ph** +48 22 502 33 99, **Fax** +48 22 502 33 39  
**E-mail:** d.radzio@pfhb.pl

The Local Organising Committee is supported by a Professional Congress Organiser:  
 Symposium Cracoviense, Ltd.  
 PL 31-123 Kraków, Krupnicza 3  
**Ph** +48 12 422 76 00, **Fax:** +48 12 421 38 57  
**E-mail:** icar2015@symposium.pl  
**Contact person:** Ewa Owsiak



**ICAR**2015  
TECHNICAL WORKSHOP

CONFERENCE WEBSITE:

[www.icar2015.pl](http://www.icar2015.pl)

HONORARY PATRONAGE



Minister of Agriculture  
and Rural Development



# SPONSORSHIP OPPORTUNITIES

The selected sponsorship opportunities for the conference provide conference supporters with a number of ways to enhance their visibility and association with the event.



## PLATINUM SPONSOR

**PLN 42.000 (€ 10.000, \$ 14.000)**

The sponsor will obtain:

- 50 % discount on exhibition space
- First priority choice of stand location by ordering before 31 October 2014
- Option as a sponsor of one chosen social event
- 4 complimentary registrations
- Listing of the sponsor's company name and sponsorship in the Final Programme
- Company advertisement in the Final Programme – one full page
- Company logo on the conference bag
- Company logo on the conference website (front page) with a hyperlink to the sponsor website
- Insert in the conference bag: 2 pages (A4 format) or 4 pages (A5 format) or USB
- Logo on the power points shown in the sessions during the breaks

## GOLD SPONSOR

**PLN 31.500 (€ 7.500, \$ 10.500)**

The sponsor will obtain:

- 40 % discount on exhibition space
- Second priority choice of stand location by ordering before 31 October 2014
- 3 complimentary registrations
- Listing of the sponsor's company name and sponsorship in the Final Programme
- Company advertisement in the Final Programme – one full page
- Company logo on the conference bag
- Company logo on the conference website (front page) with a hyperlink to the sponsor website
- Insert in the conference bag: 2 pages (A4 format) or 4 pages (A5 format) or USB

## SILVER SPONSOR

**PLN 16.800 (€ 4.000, \$ 5.600)**

The sponsor will obtain:

- 30 % discount on exhibition space
- Third priority choice of stand location by ordering before 31 October 2014
- 2 complimentary registrations
- Listing of the sponsor's company name and sponsorship in the Final Programme
- Company advertisement in the Final Programme – ½ page
- Company logo on the conference website (front page) with a hyperlink to the sponsor website

## BRONZE SPONSOR

**PLN 8.400 (€ 2.000, \$ 2.800)**

The sponsor will obtain:

- 20 % discount on exhibition space
- Fourth priority choice of stand location by ordering before 31 October 2014
- 1 complimentary registration
- Listing of the sponsor's company name and sponsorship in the Final Programme
- Company advertisement in the Final Programme – ½ page
- Company logo on the conference website (front page) with a hyperlink to the sponsor website

## OTHER SPONSOR ITEMS AND SOCIAL EVENTS

### Insert in the conference bag PLN 2.100 (€ 500, \$ 700)

Sponsors will be able to add information and inserts to the conference bag, that will be distributed to each delegate/ Note that inserts must be approved by the Organising Committee. The insert is either paper (max. 2 page – A4 format or 4 pages – A5 format) or USB stick. Only a limited number of bag inserts will be made available and this item is granted on a first come, first served basis.

### Pencil & note pad PLN 2.100 (€ 500, \$ 700) + production costs + delivery

Sponsor will be able to produce pencils and note pads with the advertisement of the sponsor's company for all delegates. Items must be approved by the Organising Committee.

### Conference Mobile Application (iOS, Android) PLN 4.200 (€ 1.000, \$ 1.400)

The conference mobile application will be provided to delegates free of charge, and it will include the full scientific programme and presentations abstracts sorted by day and time, the list of delegates, the list of exhibitors, the floor plan of the conference halls and exhibition, networking area. Delegates who have downloaded the mobile application will receive updates about any onsite programme changes and important announcements. Sponsor will obtain:

- Company logo displayed on the access page of the mobile application
- Listing of the sponsor's company name and sponsorship in the Final Programme
- Company logo on the conference website

### Gala dinner PLN 16.800 (€ 4.000, \$ 5.600)

Gala Dinner will take place in the famous Wieliczka Salt Mine on June 11, 2015. Sponsor will obtain:

- Company logo in the invitation letter and inside the venue
- Listing of the sponsor's company name and sponsorship in the Final Programme
- Company logo on the conference website

### Lunches PLN 8.400 (€ 2.000, \$ 2.800) per day

Lunches will be served in the exhibition area at the conference venue. Sponsor will obtain:

- Company logo in the catering area during lunch time
- Listing of the sponsor's company name and sponsorship in the Final Programme
- Company logo on the conference website

### Coffee breaks PLN 2.800 (€ 666, \$ 933) per break

Coffee/tea will be served in the exhibition area at the conference venue during official coffee breaks. Sponsor will obtain:

- Company logo at the coffee stations during coffee breaks
- Listing of the sponsor's company name and sponsorship in the Final Programme
- Company logo on the conference website



# EXHIBITION OPPORTUNITIES

**Opening hours:**  
June 10, 2015 8:00 a.m. – 6:00 p.m.  
June 11, 2015 8:00 a.m. – 6:00 p.m.

**Exhibition installation by the Exhibitors:** June 9, 2015 2:00 p.m. – 10:00 p.m.  
**Exhibition removal:** June 11, 2015 6:00 p.m. – 11:00 p.m.  
**Exhibition Application Deadline:** 31 March 2015

## STANDARD EXHIBITION PACKAGE DETAILS

The Organising Committee has prepared 17 booths and 5 tables arranged as presented in the figure below.

### The Exhibition Packages:

| Option  | With build-up                     | Without build-up                  |
|---|-----------------------------------|-----------------------------------|
| Variant 1 – 2,5 x 2 m                                 | PLN 6.300<br>(€ 1.500, \$ 2.100)  | PLN 5.250<br>(€ 1.250, \$1.750)   |
| Variant 2 – 3 x 2 m                                   | PLN 7.560<br>(€ 1.800, \$ 2.520)  | PLN 6.300<br>(€ 1.500, \$2.100)   |
| Variant 3 – 5 x 2 m                                   | PLN 10.500<br>(€ 2.500, \$ 3.500) | PLN 8.400<br>(€ 2.000, \$ 2.800)  |
| Variant 4 – 6 x 2 m                                   | PLN 12.600<br>(€ 3.000, \$ 4.200) | PLN 10.500<br>(€ 2.500, \$ 3.500) |
| Variant 5 – 3 m <sup>2</sup><br>– table & chairs only | -                                 | PLN 3.150<br>(€ 750, \$ 1050)     |

All price excl. VAT. VAT in Poland is 23 %.

### The exhibition booth rental includes:

- white back and side walls,
- carpeting (grey),
- two 100 watt spotlights,
- one electricity outlet 230 V, 50 Hz (plug with 3 connections),
- one table (70 x 70 cm),
- four plastic chairs,
- one information desk (100 x 50 cm),
- one standard company sign,
- one waste basket,
- WiFi.

### Technical parameters of the exhibition booths are:

- OCTA type aluminium framework system,
- standard wall height – 250 cm,
- standard wall module – 100 cm,
- white laminate filling.

The Exhibition will be available to all conference participants and will remain open for the duration of the Conference. An exhibition opportunity is addressed only to companies who have products, research or involvement in any areas of animal breeding.

### Without build-up area fee includes:

- one electricity outlet 230 V, 50 Hz (plug with 3 connections),
- WiFi.

### The Exhibition Package also includes:

- one Conference Registration (admission to all sessions and exhibition, conference materials, coffee breaks and lunches, admission to the Welcome Reception),
- one Exhibition Registration for exhibitors at stands 5 or 6 m<sup>2</sup> and tables / two Exhibition Registrations for exhibitors at stands 10 or 12 m<sup>2</sup> (exhibition admission, coffee breaks and lunches),
- Listing in the Final Programme including the company logo and address,
- Company logo with hyperlink on the Conference website.

The Logo must be supplied by the Exhibitor in a specified graphics format by 30 April 2015

Exhibitors can also purchase additional full Conference registration including all sessions and exhibition admission, congress materials, coffee breaks and lunches, admission to the Welcome Reception and Gala Dinner, at normal cost.

### Application & payment procedure

Application should be completed online through the Conference website. All payments must be made by bank transfer to the conference bank account.

### Cancellation and Refund

- Cancellation until 31 March 2015 – 50 % of total participation fee refund.
- Cancellation after 31 March 2015 – no refund.

# FLOOR PLAN





## CONFERENCE WEBSITE:

[www.icar2015.pl](http://www.icar2015.pl)

## CONFERENCE VENUE:

Holiday Inn Kraków City Center  
PL 31-072 Kraków, ul. Wielopole 4

Holiday Inn Kraków City Center 5 star hotel is a unique architectural blend of a 19th century palace encompassed by modern building. It houses 237 comfortable and air-conditioned rooms. The hotel's facilities: restaurant, lobby bar and café, reception area, business center, fitness room, conference center, parking. Holiday Inn Kraków City Center is conveniently located in the heart of Kraków's Old City, only few minutes away from the main Market Square, Kazimierz Jewish Quarter, Wawel Castle, the central train station and bus terminal, and Kraków's biggest shopping centers. Hotel is located 15 m from the tram station, 8 km from highway A4 and 15 km from Krakow Airport in Balice. Hotel Holiday Inn Kraków City Center houses the biggest and modern conference center in the heart of Krakow. It offers 11 fully equipped conference rooms. The conference and events facilities consist of three levels, with a total conference space over 1300 m<sup>2</sup>.

# WE ARE LOOKING FORWARD TO MEETING YOU IN KRAKOW FOR ICAR 2015