



# SPONSOR and EXHIBITOR KIT

## **CBB6 — 6<sup>th</sup> Conference on Cereal Biotechnology and Breeding jointly organized by EUCARPIA Cereal Section**

**Budapest, Hungary / November 2—5, 2021**

**Andreas BOERNER**

Conference Chair

Leibniz Institute of Plant Genetics and Crop Plant  
Research (IPK), Germany  
Head Cereals Section of EUCARPIA  
President of EUCARPIA

**Gábor GALIBA**

Conference Co-Chair

Hungarian Academy of Sciences  
ATK Agricultural Institute

**János PAUK**

Conference Founding Co-Chair

Editor-in-Chief  
Cereal Research Communications

**Csengele BOGNÁR**

Conference Coordinator

AKCongress

### **Conference Office**

Akadémiai Kiadó Zrt. / AKCongress

P.O. Box 245.

H-1519 Budapest, Hungary

Phone: +36-1-464-8218

E-mail: [cbb@akcongress.com](mailto:cbb@akcongress.com)

<https://cbb.akcongress.com/>

CBB6 – 6<sup>th</sup> Conference on Cereal Biotechnology and Breeding

November 2–5, 2021, Budapest, Hungary

Tel.: +36-1-464-8218

E-mail: [cbb@akcongress.com](mailto:cbb@akcongress.com)

<https://cbb.akcongress.com/>



## INVITATION

On behalf of the Organizing Committee and AKCongress we cordially invite your organization to participate at the

**CBB6 – 6<sup>th</sup> Conference on Cereal Biotechnology and Breeding jointly organized by EUCARPIA Cereal Section**

**Budapest, Hungary / November 2–5, 2021**

CBB conference series has always been a forum for cereal breeders and biotechnologists to exchange idea and network with peers from all around the world.

**Expected number of participants: 100–120.**

Expected regional distribution based on the delegate numbers of previous CBB conferences:

**Regional distribution:**

85% EU member countries, 15% other (North America, Asia, Africa, Australia).

**Age group distributions:**

14% of the participants were young scientist (under 30 years) while the rest of the participants were academic and industrial participants.

CBB6 offers a great direct networking opportunity with experts and decision makers in the field of cereal biotechnology and breeding for trade exhibitors.

If you do not see the perfect opportunity listed below please contact [cbb@akcongress.com](mailto:cbb@akcongress.com) for a tailor made exhibitorship package that meets your marketing requirements.



## Conference Characteristics

### About the Venue

#### Hungary

Spanning 93,030 square kilometres (35,920 sq mi) in the Carpathian Basin Hungary is located in the middle of Europe, and it is an easily accessible country from all directions. It is the thirteenth-most popular tourist destination in Europe, owing attractions such as the largest thermal water cave system in the world, second largest thermal lake, the largest lake in Central Europe and the largest natural grasslands in Europe. Hungary's cultural history includes significant contributions to arts, music, literature, sports, science and technology. Hungary ranks 32<sup>nd</sup> among the most innovative countries in the Bloomberg Innovation Index, standing before Hong Kong, Iceland or Malta.

#### Budapest

Budapest is the capital and the most populous city of Hungary, and the ninth-largest city in the European Union by population within city limits. The central area of Budapest along the Danube River is classified as a UNESCO World Heritage Site and has several notable monuments, including the Hungarian Parliament (the third largest Parliament building in the world) and the Buda Castle. The city also has around 80 geothermal springs, the largest thermal water cave system and the second largest synagogue. Budapest attracts around 12 million international tourists per year, making it a highly popular destination in Europe. The city was chosen as the Best European Destination of 2019, a major poll conducted by EBD.

#### CEU

The conference will be organized at Central European University (CEU), located in the heart of Budapest, within steps of the Basilica, the Hungarian Parliament and the Danube, is a premier destination for conferences and events. CEU offers a large Auditorium, several break-out rooms, a rooftop terrace and venues for receptions. CEU's buildings at Nador utca 13 and 15 opened in fall 2016 with the highest standards in both design and environmental sustainability. Here you can find a modern and welcoming environment, open and interconnected spaces interspersed with private rooms, all equipped with the latest audiovisual and streaming technology.

CEU's new campus buildings rank among the best in the world, since they were shortlisted for one of the world's most prestigious architecture awards, the RIBA International Prize. This is an exceptionally fine urban campus with few compromises providing a wonderful stage for the university and the city.



## Digital posters

Our self-developed digital poster solution is a great way to expand spatial and temporal constraints at a conference. It allows all posters to be available throughout the conference, while also providing a stand-alone, dedicated look. You will no longer miss a single poster presentation! To present a digital poster, all we need is a 300 dpi portrait orientated PDF file, which participants email in advance to the organizers, who prepare the files. There is no more convenient way to show your results on a poster, and you don't even have to worry about the tiniest details because everything on the digital poster can be enlarged!

## Welcome reception

At the Welcome Reception, our guests will have the opportunity to get acquainted with the venue and meet the participants of the Conference. Snacks and refreshments will be served.

## Gala Dinner

While cruising the river under the magnificent bridges across the river Danube, and in front of the World Heritage view of historic Buda, the famous Parliament building and the cultural-governmental districts of Pest with a relaxing music played in the background you will enjoy a wide range of delicious Hungarian dishes paired with a great Hungarian wine selection.

## Technical site visit at Martonvásár

As part of the scientific program, participants can join a site visit to the Agricultural Institute, MTA ATK, Martonvásár, one of the most renowned agricultural research center in the region, located about 30 km from Budapest. During the site visit participants can visit the breeding departments (molecular and resistance breeding, wheat quality labs + greenhouses), basic research laboratories (phytotrons, genomics and molecular cytogenetics).

## **Topics of the conference:**

- Natural Diversity for Genetic Improvement
- Environmental Adaptation
- Biotic Stress Response
- Quality for Food and Industrial Use
- Bioinformatics and Genomic Selection
- Genomic and Genetic Manipulation
- Phenotyping Technologies
- Future Challenges and Innovations

CBB6 – 6<sup>th</sup> Conference on Cereal Biotechnology and Breeding

November 2–5, 2021, Budapest, Hungary

Tel.: +36-1-464-8218

E-mail: [cbb@akcongress.com](mailto:cbb@akcongress.com)

<https://cbb.akcongress.com/>



## EXHIBITION INFORMATION

<b>4 m<sup>2</sup> EXHIBITION SPACE</b>	<b>€ 1200</b>
<b>Offers:</b> <ul style="list-style-type: none"><li>• Information table with two chairs</li><li>• Complementary registration for 2 people (passes are non-transferable, participants are entitled to attend lunches, coffee breaks, and social events organized during the conference)</li><li>• Banner in on-line circular (non-exclusive, it is shared with other exhibitors/advertisers)</li><li>• Logo placement on conference website with URL link to exhibitor's homepage</li><li>• Additional participants from the same company can register at 25% discounted rate</li><li>• Electric plug, Wi-Fi access</li></ul>	

### EXHIBITOR REGISTRATION FEE

The exhibition fee includes up to two full passes (access to scientific sessions, congress bag, lunch and refreshments per day and ticket to the welcome reception and gala dinner).

### APPLICATION DEADLINE

Deadline for application is **September 15, 2021**

Prices are net amounts, VAT is excluded.



## EXHIBITION PACKAGES

<b>Gold Exhibitor – Exclusive</b>	<b>€ 2 500</b>
<ul style="list-style-type: none"><li>• Gold Exhibitor partnership is available only for one company</li><li>• 4 m2 standard exhibition space with the standard exhibition package (see page 4)</li><li>• Acknowledgement in media-releases and in the Programme Book</li><li>• Enhanced placement of company's profile (max. of 200 words) on the official conference website</li><li>• Exhibitor's lecture [20 minute (15 minutes presentation plus 5 minutes Q&amp;A)]</li><li>• 1 full page colour advertisement in the Programme Book (B2 or B3 inside covers)</li><li>• Conference Leaflet outplacement (leaflet shall be provided by the exhibitor)</li><li>• Lunch partnership – roll-up placement in the lunch venue (roll up is provided by the exhibitor)</li><li>• Standard registration for 2 delegates</li></ul>	

<b>Silver exhibitor</b>	<b>€ 2100</b>
<ul style="list-style-type: none"><li>• 4 m2 standard exhibition space with the standard exhibition package (see page 4)</li><li>• Acknowledgement in media-releases, invitations and in the Programme Book</li><li>• Company description (max. of 100 words) in the Programme Book</li><li>• 1 full page colour advertisement in the Programme Book</li><li>• Company logo and URL placed on the official conference website</li><li>• Conference Leaflet outplacement (leaflet shall be provided by the exhibitor)</li><li>• Exhibitor's lecture [20 minute (15 minutes presentation plus 5 minutes Q&amp;A)]</li><li>• Standard registration for 2 delegates</li></ul>	



<b>Bronze exhibitor</b>	<b>€ 1800</b>
<ul style="list-style-type: none"><li>• 4 m2 standard exhibition space with the standard exhibition package (see page 4)</li><li>• Acknowledgement in media-releases, invitations and Programme Book</li><li>• 1 half page colour advertisement in the Programme Book</li><li>• Company description (max. of 50 words) in the Programme Book</li><li>• Company logo and URL placed on the official conference website</li><li>• Conference Leaflet outplacement (leaflet shall be provided by the exhibitor)</li><li>• Standard registration for 2 delegates</li></ul>	

## APPLICATION DEADLINE

Deadline for application is **September 15, 2021**

Prices are net amounts, VAT is excluded.



## ADDITIONAL EXHIBITORSHIP OPPORTUNITIES

<b>Company Lecture – available for three companies only</b>	<b>€ 1000</b>
<ul style="list-style-type: none"><li>• one complementary registration</li><li>• 20 minute (15 minutes presentation plus 5 minutes Q&amp;A) scientific lecture (<b>topic and presentation abstract shall be discussed with the conference chairs</b>)</li><li>• Logo placement on conference website with URL link to exhibitor's homepage</li><li>• Company description (max. of 50 words) with contacts in the Programme Book</li></ul>	

<b>Lanyard and Badge</b>	<b>€ 700</b>
<ul style="list-style-type: none"><li>• Acknowledgement in the Programme Book</li><li>• Company logo and URL placed on the official conference website</li><li>• Company logo placement on delegate on each delegate badge together with the official conference logo</li><li>• Company logo printed on lanyards (lanyard is provided by the orderer)</li><li>• Company description (max. of 50 words) with contacts in the Programme Book</li></ul>	

<b>Roll-up outplacement</b>	<b>€ 700</b>
<ul style="list-style-type: none"><li>• Acknowledgement in the Programme Book</li><li>• Company logo and URL placed on the official conference website</li><li>• Roll-up outplacement next to the registration desk (roll-up shall be provided by the orderer)</li><li>• Company description (max. of 50 words) with contacts in the Programme Book</li></ul>	



## ADVERTISING OPPORTUNITIES

Advertisement in the Programme Book – full page, color	€ 800
Advertisement in the Programme Book – half page, color	€ 600
Conference Leaflet	€ 400
<ul style="list-style-type: none"><li>• Maximum size of leaflet: A4</li><li>• Leaflet will be placed out at the registration desk and catering</li></ul> Deadline for sending the leaflet: <b>September 15, 2021</b>	

### APPLICATION DEADLINE

Deadline for application is **September 15, 2021**

Prices are net amounts, VAT is excluded.



**EXHIBITION APPLICATION FORM**

Akadémiai Kiadó Zrt.

Tel.: +36 1 464 8218

E-mail: [cbb@akcongress.com](mailto:cbb@akcongress.com)

Company:

Contact person:

E-mail:

Telephone:

Country:

Post code:

Address:

City:

VAT number\*:

\* Customers with no VAT number should add the appropriate amount of VAT to their payment. In compliance with the Hungarian VAT law 27% VAT will be indicated on the invoice.

Service	Fee	
<b>4 m<sup>2</sup> exhibition table</b>	<b>€ 1200</b>	<input type="checkbox"/>
<b>Gold Exhibitor</b>	<b>€ 2500</b>	<input type="checkbox"/>
<b>Silver Exhibitor</b>	<b>€ 2100</b>	<input type="checkbox"/>
<b>Bronze Exhibitor</b>	<b>€ 1800</b>	<input type="checkbox"/>

**Terms and Conditions**

- 27% VAT is applicable to the above prices for exhibitor companies from Hungary. All other EU member countries are required to provide their EU VAT number.
- Exhibition space will be allocated on a first come, first served basis. We reserve the right to rearrange the floor-plan.
- There is no discount or refund for any facilities not used. Exhibitors are required to wear their name badges during exhibition hours.

CBB6 – 6<sup>th</sup> Conference on Cereal Biotechnology and Breeding

November 2-5, 2021, Budapest, Hungary

Tel.: +36-1-464-8218

E-mail: [cbb@akcongress.com](mailto:cbb@akcongress.com)

<https://cbb.akcongress.com/>



- Cancellation will be accepted in writing only. Cancellation notices received before 30 September 2021 will entitle 50% reimbursement of the payment. No refund will be possible after that.

**By signing this form we agree to comply with the terms and conditions, which we have read and understood.**

\_\_\_\_\_

Date

\_\_\_\_\_

Signature

Please return this form to [cbb@akcongress.com](mailto:cbb@akcongress.com).



**ADDITIONAL EXHIBITORSHIP OPPORTUNITIES**

Akadémiai Kiadó Zrt.

Tel.: +36 1 464 8218

E-mail: [cbb@akcongress.com](mailto:cbb@akcongress.com)

Company:

Contact person:

E-mail:

Telephone:

Country:

Post code:

Address:

City:

VAT number\*:

\* Customers with no VAT number should add the appropriate amount of VAT to their payment. In compliance with the Hungarian VAT law 27% VAT will be indicated on the invoice.

Company Lecture	€ 1000	<input type="checkbox"/>
Lanyard and Badge	€ 700	<input type="checkbox"/>
Roll-up outplacement	€ 700	<input type="checkbox"/>

Prices are net amounts, VAT is excluded.

**Terms and Conditions**

- 27% VAT is applicable to the above prices for exhibiting companies from Hungary. All other EU member countries are required to provide their EU VAT number.
- Exhibition space will be allocated on a first come, first served basis. We reserve the right to rearrange the floor-plan.
- There is no discount or refund for any facilities not used. Exhibitors are required to wear their name badges during exhibition hours.
- Cancellation will be accepted in writing only. Cancellation notices received before 30 September 2021 will entitle 50% reimbursement of the payment. No refund will be possible after that.

CBB6 – 6<sup>th</sup> Conference on Cereal Biotechnology and Breeding

November 2-5, 2021, Budapest, Hungary

Tel.: +36-1-464-8218

E-mail: [cbb@akcongress.com](mailto:cbb@akcongress.com)

<https://cbb.akcongress.com/>

# 6th Conference on Cereal Biotechnology and Breeding

jointly organised with the Cereals Section of EUCARPIA

2-5 November 2021 / Budapest, Hungary



**By signing this form we agree to comply with the terms and conditions, which we have read and understood.**

\_\_\_\_\_

Date

\_\_\_\_\_

Signature

Please return this form to [cbb@akcongress.com](mailto:cbb@akcongress.com).

CBB6 – 6<sup>th</sup> Conference on Cereal Biotechnology and Breeding  
November 2–5, 2021, Budapest, Hungary  
Tel.: +36-1-464-8218  
E-mail: [cbb@akcongress.com](mailto:cbb@akcongress.com)  
<https://cbb.akcongress.com/>



## ADVERTISEMENT APPLICATION FORM

Akadémiai Kiadó Zrt.

Tel.: +36 1 464 8218

E-mail: [cbb@akcongress.com](mailto:cbb@akcongress.com)

Company:

Contact person:

E-mail:

Telephone:

Country:

Post code:

Address:

City:

VAT number\*:

\* Customers with no VAT number should add the appropriate amount of VAT to their payment. In compliance with the Hungarian VAT law 27% VAT will be indicated on the invoice.

### ADVERTISING

Full page in the Book of Abstracts, color	€ 800	<input type="checkbox"/>
Half page in the Book of Abstracts, color	€ 600	<input type="checkbox"/>
Conference bag Insert	€ 400	<input type="checkbox"/>

Prices are net amounts, VAT is excluded.

### Terms and Conditions

- 27% VAT is applicable to the above prices for exhibiting companies from Hungary. All other EU member countries are required to provide their EU VAT number.
- Exhibition space will be allocated on a first come, first served basis. We reserve the right to rearrange the floor-plan.
- There is no discount or refund for any facilities not used. Exhibitors are required to wear their name badges during exhibition hours.

CBB6 – 6<sup>th</sup> Conference on Cereal Biotechnology and Breeding

November 2-5, 2021, Budapest, Hungary

Tel.: +36-1-464-8218

E-mail: [cbb@akcongress.com](mailto:cbb@akcongress.com)

<https://cbb.akcongress.com/>



- Cancellation will be accepted in writing only. Cancellation notices received before 30 September 2021 will entitle 50% reimbursement of the payment. No refund will be possible after that.

**By signing this form we agree to comply with the terms and conditions, which we have read and understood.**

\_\_\_\_\_

Date

\_\_\_\_\_

Signature

Please return this form to [cbb@akcongress.com](mailto:cbb@akcongress.com).



## **PAYMENT CONDITIONS FOR EXHIBITORS AND ADVERTISERS**

*Application for exhibition partnership and advertisement will be accepted in order of received payment confirmation by the Conference Office.*

Please, send your application form to the Conference Secretariat by e-mail. According to the received application form, a pro-forma invoice will be issued. Exhibitors and advertisers are required to transfer the amount to our bank account or send their credit card details.

### **Bank details**

Name: Akadémiai Kiadó Zrt.  
Address: Budafoki út 187-189., A épület III. emelet, H-1117  
Budapest, Hungary  
VAT Number: 11387729-2-43  
Name of the bank: ING BANK RT,  
Address of the bank: Dózsa György út. 84/b, H-1068 Budapest, Hungary  
IBAN Code: HU57 1370 0016 0249 1013 0000 0000  
SWIFT Code: INGB-HUH B

### **Credit card details**

In case of credit card payment we need the following data:

Name of the card owner:  
Address of the card owner:  
Number and type of your card:  
Expiration date:  
CVC number:

For security purposes these data can be sent in two separate e-mails to [cbb@akcongress.com](mailto:cbb@akcongress.com).

### **Cancellation policy**

Cancellations will be accepted in writing only. Cancellation notices received **before 30 September 2021** will entitle 50% reimbursement of the payment. No reimbursement will be possible after this date.