



RIO18

21st World Congress
of Soil Science

Rio de Janeiro August | 12 - 17

SOIL SCIENCE
BEYOND FOOD AND FUEL

SPONSORSHIP
PROSPECTUS



International Union of Soil Sciences



**Brazilian Soil Science
Society**



Rio de Janeiro August | 12 - 17

Sponsorship Prospectus

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INVITATION

Dear Colleagues,

On behalf of the International Union of Soil Sciences (IUSS), The Latin American Soil Science Society (SLCS) and the Brazilian Soil Science Society (SBCS), it is our pleasure to invite you to the 21st World Congress of Soil Science. The congress will be held in Rio de Janeiro, Brazil, August 12-17, 2018 and we hope that you will be able to join us for this world meeting.

WCSS has been held every four years since 1927 as a scientific meeting in the field of soil science. This edition of the world congress will take place for the first time in Latin America. The WCSS will gather a large number of scientists and industry together over 7,500 expected participants from more than 140 countries from around the world. This will be an excellent learning experience, exchange of knowledge and technological advances, as well as a business opportunity for companies working in the area.

The City of Rio de Janeiro is a cosmopolitan metropolis, known worldwide for its scenic beauty and its natural resources, which provides a harmonious and agreeable environment for its inhabitants and visitors. Rio de Janeiro City's main virtue is the kindness and hospitality with which its residents welcome all visitors. We invite you to enjoy the many attractions of the wonderful city.

We look forward to welcoming you at the 21WCSS meeting, in Rio de Janeiro, Brazil.



Rattan Lal
Presidente IUSS



Laura Bertha-Reys
Sec. General SLCS



Fatima Moreira
President SBCS



Flávio Camargo
Chairman 21WCSS



Leandro da Silva
Co-Chairman 21WCSS



Raphael Fernandes
Secretary General 21WCSS

OVERVIEW

Title	21st World Congress of Soil Science
Period	August 12 - 17, 2018
Venue	Windsor Conventions & Expo Center
Host	Brazilian Soil Science Society; Latin American Soil Science Society; International Union of Soil Sciences
Organizer	Local Organizing Committee, 21st World Congress of Soil Science
Theme	SOIL SCIENCE: Beyond food and fuel
Scale	<ul style="list-style-type: none">- Expected participants: 7,500 participants from more than 100 countries (Scientists, professionals, and students in soil science around the world)- Expected Oral presentations: 600- Expected Poster presentations: 5,500- Expected number of booths: 80
Language	English
Website	www.21wcss.org
Program	<ul style="list-style-type: none">- Opening ceremony; closing ceremony- Plenary Symposium, Oral / Poster presentations, Exhibition- Welcome reception, Gala dinner, Tours (technical, Pre & Post Congress Tour, Spouse & family activities- Soil exposition and fair
Local	Rio de Janeiro - Barra da Tijuca



CONGRESS THEME

SOIL SCIENCE: Beyond food and fuel

Justification and world context: In the next couple of decades, research in agronomy and in soil science must devise resilient agricultural practices that will be able to accommodate the forthcoming environmental and climatic changes and food security. Perhaps of even more urgency, we will need to feed an estimated 8 billion people who will live on earth in 2024, climbing to more than 9 billion by 2050. Researchers are expected to design strategies that will be able to deliver the required food. For a number of reasons, it is most likely that in both of these areas, their research will be very tightly linked to what happens in Brazilian agriculture and soil science.

Brazilian science and soil science: In the global effort that is underway to address these major societal challenges, Brazilian science is already having a significant impact. Brazilian research institutions and universities have since grown considerably, and now employ thousands of highly-qualified individuals, many of whom work on agricultural issues. The scientific output of these researchers, published in ever larger numbers in international periodicals, has been steadily gaining recognition over the last two decades and is increasingly influencing debates worldwide.

Brazilian agriculture: At the same time, the remarkable recent increases in productivity of Brazilian agriculture, and the potential that it presents for still further gains in yields are raising hopes that, thanks to Brazil, the food security challenges to be faced in the rest of the world will not be as daunting as they appear at the moment. Increasing production needs in terms of fiber and energy may also be partially answered by the agricultural sector in Brazil. Where the resulting tug-of-war between, on one side, worries about food, fiber, and energy security, and on the other side, climate change concerns, concludes within the next decade is likely to significantly influence the expectations society will have of the agricultural sector around the world, and therefore will determine the conditions under which crop and soil scientists will have to frame their work.

Brazilian and world soil science: The role of soil in our society and in future generations becomes increasingly complex, diverse and unique to solve the problems that surround us. In the coming decades, soil science will continue to be at the center of discussion for food production and environmental conservation, but will also be essential and strategic for issues such as water quality, poverty decrease and the production of renewable energy.

INVITATION

The Congress theme “**SOIL SCIENCE: Beyond food and fuel**” is an invitation to answer the following questions: How to feed a hungry planet? How to fuel an energy-hungry planet? How to quench a thirsty planet? How to clean up our polluted planet? Among many other questions....

GENERAL PROGRAM

SOIL SCIENCE BEYOND FOOD AND FUEL

	Aug 12 Sunday	Aug 13 Monday	Aug 14 Tuesday	Aug 15 Wednesday	Aug 16 Thursday	Aug 17 Friday
08:00		General Conference	General Conference	Technical Tours	General Conference	General Conference
09:00		General Conference	General Conference		General Conference	General Conference
10:00	Registration	Coffe break	Coffe break		Coffe break	Coffe break
11:00		Inter-Divis. Symposia & Technical & Innovation	Inter-Divis. Symposia & Technical & Innovation		Inter-Divis. Symposia & Technical & Innovation	Inter-Divis. Symposia & Technical & Innovation
12:00		Lunch and Satellyte Symp.	Lunch and Satellyte Symp.		Lunch and Satellyte Symp.	Lunch and Satellyte Symp.
13:00		Poster Session	Poster Session		Poster Session	Poster Session
14:00		Coffe break	Coffe break		Coffe break	Coffe break
15:00		Divisional Symposia & Voluntary Symposia	Divisional Symposia & Voluntary Symposia		Divisional Symposia & Voluntary Symposia	Divisional Symposia & Voluntary Symposia
16:00		Parallel activities	Parallel activities		Parallel activities	Parallel activities
17:00						
18:00						
19:00						
20:00	Welcome Reception				Gala Dinner	Closing
21:00						

OPPORTUNITIES

Goals & Expected Outcomes

- Participation of around 7,500 experts from more than 100 countries
- Learning about the research results and latest information from soil science experts based in the global network
- Large space for exhibition of 80 booths, 5,500 poster presentations, Soil Expo & Fair, Lounge area and coffee break
- Differentiated sponsorship benefits according to the level of sponsorship
- Diverse sponsorship programs for maximizing promotion of brand and its products

Expected Participants in the 21WCSS

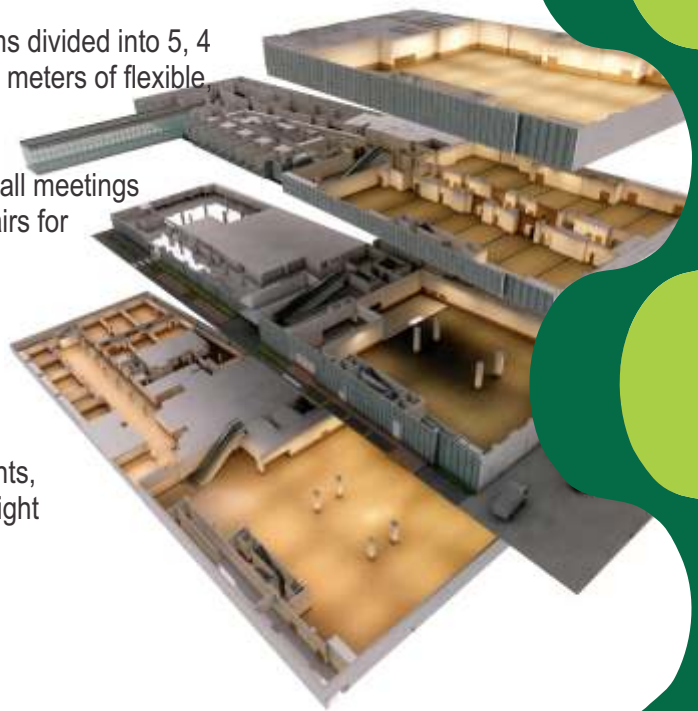


VENUE

Windsor | Conventions & Expo Center
BARRA DA TIJUCA

Windsor Conventions & Expo Center

- ➡ WC&EC is largest complex of Hotels and Convention Center in front of the beautiful Barra da Tijuca beach in Rio de Janeiro.
- ➡ The complex holds more than 1500 hotel rooms divided into 5, 4 and 3 star hotel categories and 12,000 square meters of flexible, modern meeting rooms.
- ➡ The Convention Center can accommodate small meetings as well as large Congresses and Exhibition Fairs for up to 7,500 people.
- ➡ The Convention Center has four floors occupied by 22 multipurpose meeting rooms with capacity to serve ten to 7,500 people.
- ➡ A 3,400 square meters exhibition area for events, conventions and a headroom with a ceiling height of 5.80 meters without columns.



SPONSORSHIP Levels

DIAMOND LEVEL / over USD R\$ 55,000

- Stand of 50 square meters according to the commercial project of the exhibition area;
- Technical presentation at the Technical & Innovation Symposia of the main program (for 1,500 people);
- Organization of satellite symposiums (commercial) from 12: 15hs to 14: 00hs in space for 400 people;
- Proportion of 100% of the application size of the logo in the materials of the event;
- Registration of 10 people for the congress (does not include parallel and social activities);
- Insertion of up to 3 promotional materials inside the folder of the congressman;
- Institutional video of up to 30 seconds in one of the presentation intervals;
- Sponsor logo on printed conference material, banners and panels of lectures;
- Highlight of the sponsor in the site of the event with description of the company (up to 50 words);
- Logo of the sponsor in the backdrop of the exhibition area;
- 30% discount on the acquisition of products from the list of other opportunities for disclosure;
- Back cover of the exclusive congressman's manual with company announcement for 1000 manuals.

GOLD LEVEL / over USD 40,000

- Stand of 25 square meters according to the commercial project of the exhibition area;
- Organization of satellite symposiums (commercial) from 12: 15hs to 14: 00hs in space for 400 people;
- Proportion of 80% of the size of the logo application in the materials of the event;
- Registration of 07 people for the congress (does not include parallel and social activities);
- Insertion of up to 2 promotional materials inside the folder of the congressman;
- Sponsor logo on printed conference material, banners and panels of lectures;
- Sponsor logo in the backdrop of the exhibition area;
- 20% discount on the acquisition of products from the list of other opportunities for disclosure;
- Back cover of the exclusive congressman's manual with company announcement for 500 manuals.

SILVER LEVEL / over USD 30,000

- Stand of 12 square meters according to the commercial project of the exhibition area;
- Proportion of 70% of the size of the logo application in the materials of the event;
- Registration of 04 people for the congress (does not include parallel and social activities);
- Insertion of up to 1 promotional material inside the folder of the congressman;
- Sponsor logo on printed conference material, banners and panels of lectures;
- Sponsor logo in the backdrop of the exhibition area;
- 10% discount on the acquisition of products from the list of other opportunities for disclosure;
- Back cover of the exclusive congressman's manual with company announcement for 300 manuals.

BRASS LEVEL / Over USD 10,000

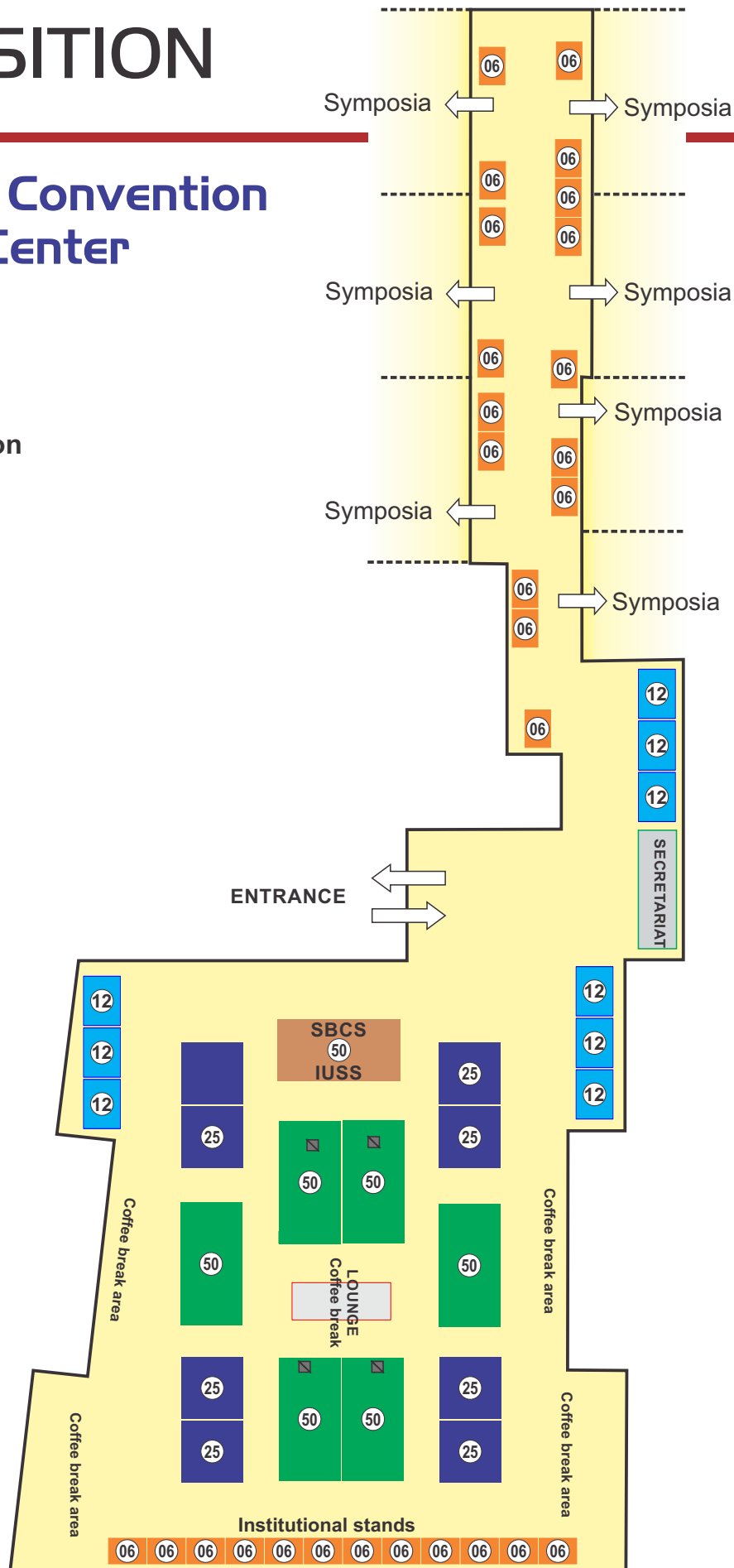
- Proportion of 50% of the size of the logo application in the materials of the event;
- Registration of 02 people for the congress (does not include parallel and social activities);
- Sponsor logo on printed conference material, banners and panels of lectures;
- Sponsor logo in the backdrop of the exhibition area;
- 5% discount on the acquisition of products from the list of other opportunities for disclosure;

EXPOSITION

Windsor Convention & Expo Center 2° Sub-Soil

Stands discription

- Area: 50 m²
Diamond level
- Aea: 25 m²
Gold level
- Area: 12 m²
Silver level
- Area: 06 m²
Commercial



Sponsorship comparison

	Diamond	Gold	Silver	Brass
Stand according to project	50 m ²	25 m ²	12 m ²	-
Technical & Innovation Symposia	ok	-	-	-
Satellite symposia	ok	ok	-	-
Logo Size Ratio	100%	80%	70%	50%
Registration for the congress	10	7	4	2
Lodging at Ocean Windsor	10	7	4	2
Insertion of promotional materials	3 items	2 items	1 items	-
Institutional video of up to 30 seconds	ok	-	-	-
Sponsor logo on printed matter	ok	ok	ok	ok
Sponsor Spotlight on Website	ok	ok	ok	ok
Sponsor logo on display;	ok	ok	ok	ok
Discount on the purchase of products	30%	20%	10%	5%
Congressman's Handbook back cover	1000 copies	500 copies	300 copies	-
Number available	6	8	9	-

SPECIAL sponsorship

GALA DINNER / over USD 8,000 to 30,000

- To be held on 08/16/2018 on the 3rd floor of the Convention Center;
- The expected presence of 1,500 participants from all over the world;
- Exclusive (USD 30,000), non-exclusive (4 quotes of USD 8,000)
- Logo in banners by the hall, in the menus and at the tables;
- Ten (10) invitations are available for dinner.

GALA DINNER SHOW / over USD 8,000 to 30,000

- To be held on 08/16/2018 on the 3rd floor of the Convention Center;
- Exclusive (USD 30,000), non-exclusive (4 quotes of USD 8,000)
- Projection of promotional films of up to 30 seconds;
- Provide five to ten (05 to 10) dinner invitations (not exclusive and exclusive, respectively).

OPPENING CEREMONY COKTAIL / over USD 22,000

- To be held on 08/11/2018 on the 3rd floor of the Convention Center;
- The expected presence of 7,500 people from all over the world;
- Logo in banners through the hall;
- Special thanks at the beginning of the ceremony.

SPECIAL sponsorship

SCIENTIFIC MEETINGS / over USD 10,000

- Satellite symposium from 12: 15hs to 14: 00hs in space for up to 250 people

MEETING ADVERTISING - TVs / over USD 15,000

- Installation of eight (08) 42-inch TVs (two per floor) for notices and disclosure
- Inserting digital media (up to 10 seconds) in intervals (image only).

MEETING SIGNALING - Totems / over USD 10,000

- Installation of sixteen (16) signaling totems (four per floor) for signaling;
- Insertion of logo and sponsor information in the lower third of the totem.

APP APPLE-ANDROID / over USD 8,000 to 30,000

- Applicative for mobile access to all congress information: conferences, symposia, rooms, restaurants, hotels, attractions, announcements, highlights, etc;
- Exclusive (USD 30,000), non-exclusive (4 quotes of USD 8,000)
- Highlights: daily electronic newspaper with the highlights and calls of the congress in HTML version, for mobile access of tablets and cell phones with link from the APP of the congress;
- Insertion of the sponsor's logo on the opening page of the APP, other page and in the newspaper.

TRANSFER / over USD R\$ 6,000 to 18,000

- Official Hotels Transfer / Event Center / Official Hotels;
- Non-exclusive (USD 6,000) and exclusive (USD 18,000);
- Sponsor logo (s) placed on the headrest of all buses;
- Placement of external adhesive on buses with the sponsor's logo (s).

GENERAL SPONSORSHIP

- At the beginning of the talk, the reference will be made and thanks to the sponsor;
- Airfare and lodging of national speaker: USD 1,500 per speaker;
- Airfare and lodging of national speaker: to be combined according to the place of origin;
- Ad in the center of the final program: USD 1,800 per advertisement;
- Insertion of materials in the folder of the congressman: USD 1,800 per insert.

EXHIBITOR

Local	Windsor Conventions & Expo Center sub-soil
Area	6m ² (3m x 2m x 2,2m)
Benefits	- Exhibitor's Manual with detailed information - Two inscriptions for exhibitors (Each inscription includes identification badge, a voucher for snack and the program of the congress)

Exhibitors kit

Description	Price
<ul style="list-style-type: none">- White dividing panels with anodized aluminum frame;- 3 mm carpet in graphite gray;- visual identification of vinyl trimmed and applied on the tester;- A table and a chair;- Lighting with spots (incandescent bulbs 100W / 110v - 1 / 3m2);- One power outlet (150W / 110V).	USD 2,800



I U S S



International Union of Soil Sciences

Organization I U S S - International Union of Soil Science

Established May 19, 1924

Membership 130 Countries; 60,000 soil scientists

Objectives Promoting all branches of soil Science
Supporting soil scientists across the world in the pursuit of their activities

Organization President & Executive Committee, Standing Committee, Honorary Members, Council, National Members
- President: Prof. Rattan Lal (USA)
- Vice-President: Prof. Flávio A.O. Camargo (Brazil)

Division 4 Divisions, 22 Commissions, 11 Working groups
- Division 1: Soil in Space and Time
- Division 2: Soil Properties and Processes
- Division 3: Soil Use and Management
- Division 4: The Role of Soils in Sustaining Society and the Environment

Activities Providing information about international scientific conference and soil science
Supporting the scientific activity of each division, commission and working group
Standardizing technology, analysis, investigation method across the world
Holding symposium, workshop and seminar
Being affiliated with various international organization such ICSU, UN FAO, UNCCD, Global Soil Partnership, etc.

Congress World Congress held every 4 years

No.	Date	Country	City
01	Jun. 18-22, 1927	U S A	Washington, DC
02	Jul. 20-31, 1930	Russia	St. Peterburg
03	Jul. 30-07, 1935	U K	Oxford
04	Aug. 24-01, 1950	Netherlands	Amsterdam
05	Aug. 16-21, 1954	Congo	Leopoldville
06	Sep. 04-08, 1956	France	Paris
07	Aug. 15-23, 1960	U S A	Madison
08	Sep. 31-09, 1964	Romania	Bucharest
09	Aug. 05-15, 1968	Australia	Adelaide
10	Aug. 12-20, 1974	Russia	Moscow
11	Jun. 19-27, 1978	Canada	Edmonton
12	Feb. 08-16, 1982	India	New Delhi
13	Aug. 13-20, 1986	Germany	Hamburg
14	Aug. 12-18, 1990	Japan	Kyoto
15	Jul. 10-16, 1994	Mexico	Acapulco
16	Aug. 20-26, 1998	France	Montpellier
17	Aug. 14-22, 2002	Thailand	Bangkok
18	Jul. 09-15, 2006	U S A	Philadelphia
19	Aug. 01-06, 2010	Australia	Brisbane
20	Jun. 08-13, 2014	Korea	Jeju
21	Aug. 12-17, 2018	Brazil	Rio de Janeiro
22	2022	Scotland	Edinburgh

SBCS



**Brazilian Soil Science
Society**

Organization	S B C S - Brazilian Soil Science Society
Established	October 21, 1947
Membership	1,500 soil scientists
Objectives	Promoting all branches of soil Science in Brazil Supporting soil scientists across the country in the pursuit of their activities
Organization	President & Executive Committee, Honorary Members, Council, National Members - President: Prof. Fátima M. Souza Moreira (UFLA) - Secretary General: Prof. Reinaldo Cantarutti (UFV)
Division	4 Divissions, 14 Commissions - Divission 1: Soil in Space and Time - Divission 2: Soil Properties and Processes - Divission 3: Soil Use and Management - Divission 4: The Role of Soils in Sustaining Society and the Enviroment
Goals	a) to promote and improve association between partners and exchange of knowledge between those involved in research, education, disclosure or technical activities for a better use of soil and water in Brazil; b) disseminate the knowledge on scientific methods and applied technologies for use, treatment and conservation of soil and water; c) adapt and standardize nomenclature, methods of soil analysis, and quality control; d) contribute to the organization of the Brazilian of Soils Classification System and soil surveys; f) support the development of Soil Science-specialized libraries, museums, and databases in Soil Science.
Meetings	SBCS has been promoting several special events and periodical meetings for exchange of knowledge among members, and disclosure of Soil Science studies. The Brazilian Congress of Soil Science is now in the 35th edition. Additionally, the SBCS promoted 23 editions of the Brazilian Meeting of soil Fertility and Plant Nutrition, 27 editions of the Management and Conservation of Soil and Water, and 7 editions of the FertBio (Brazilian Meeting of Fertility and Soil Biology). SBCS is also responsible for the Soil Correlation and Classification Meetings, an event in which pedologists discuss, among other things, how soil genesis, morphology and classification can be used in soil conservation, how it fits in the Brazilian Soil Classification System, and how the system can be improved.

CONTACTS

Venue

Windsor Convention & Expo Center

R. Martinho de Mesquita, 129 - Bloco 2 - Barra da Tijuca,
Rio de Janeiro - RJ, 22620-220
Telefone: (21) 2195-9950

General coordination

Sociedade Brasileira de Ciência do Solo - SBCS

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**Brazilian Soil Science
Society**



ACTIVIA
CONFERENCES &
CORPORATE TRAVEL