

A collection of various pulse samples including orange lentils, green lentils, white beans, and orange lentils scattered across a white background.

*pulses*¹⁸
COLOMBO

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**Colombo, Sri Lanka
May 7-10**

**Sponsorship
Package**



Welcome Note

Dear Friends

Global Pulse Confederation (GPC) is delighted and thankful that you have had a continuous participation in the Global Pulse Confederation conventions and sponsorships.

We truly believe that you will provide your valuable support by sponsoring at the GPC 2018 Annual Convention to be held in Colombo, Sri Lanka as well.

The details of the available sponsorship opportunities are given in the brochure. We appreciate you considering our proposal for sponsorship. Please feel free to contact us for more information about the program.

Your selfless and generous contributions of over US\$4 Million over a period of 8 years, have helped make GPC the definitive body of that it is. Without question or condition you have time and again offered generous financial support which allows GPC to enjoy the benefit of further establishing its place as the sole global confederation for the pulses industry and support initiatives like FAO & United Nations proclaimed "International Year of Pulses 2016", efforts to declare 10th February as the "Global Pulse Day" and promoting key theme of increasing pulses production, awareness, consumption and market access.

Through GPC 2018 sponsorship brochure we are pleased to invite you to be one of the sponsors for our upcoming GPC 2018 Annual Convention to help support the cause of pulse industry.

Promote Pulses. Save The Environment. Help Fight Hunger

Thank you so much for your help.

Sudhakar TOMAR
Honorary Chairperson
(Communications & Sponsorships)
Global Pulse Confederation

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Sponsorship Opportunities

CONFERENCE SPONSOR

1 Available

USD 50.000

As the Main Sponsor for the convention, your organization will be part of the major aspects of this landmark event. This will entitle your company to the highest profile throughout the event. This unique opportunity enables your organization to demonstrate their support and commitment to the key-decision makers in the global pulse industry for your product or service to be associated with that experience. As the Main Sponsor you will enjoy a value-added partnership with the following exclusive benefits:

- Your CEO or President will have the opportunity to address the delegates for three (3) minute during the Opening Ceremony to provide an overview of your company's products and services

- A 60-second corporate commercial will be played for delegates on the main screen on each day of the Convention

- Recognition as Main Sponsor on all printed and digital Convention materials and the Convention website

- Company logo prominently positioned in the general session room

- Prominent acknowledgment as the Main Sponsor on Convention signage and delegate lanyards

- Complimentary tradeshow booth space in a prominent location in the Exhibition Hall

- Signage throughout the Convention area

- Five (5) complimentary Convention registrations

- Two (2) additional complimentary tickets to Welcome Reception or Closing Reception

- Company brochure inserted in delegate bags

- Company logo featured in the program leaflet

- Opportunity to provide a sponsor-supplied 'promotional item' in each delegate bag (if desired)

- Complimentary two-page color advertisement in GPC 2018 convention print and digital magazine



DIAMOND SPONSOR

2 Available:
Welcome Reception & Closing Reception

USD 35.000

Choose between an exclusive networking Welcome Reception or Closing Reception. Brand one of these classy occasions with your corporate identity and reach out to a large group of potential clients. As the Sponsor of one of these exclusive events, you also receive these benefits:

- Your CEO or President will have the opportunity to address the delegates with 2 minute speech or via a 60-second pre-recorded video that will be played on the main screen in session room on the same day of the program

- Recognition as the Welcome Reception or Closing Reception sponsor on all printed and digital Convention materials and the Convention website

- Your company's corporate logo will be featured prominently throughout the Welcome Reception or Closing Reception event space

- Company logo prominently positioned in the session room

- Sponsors corporate logo will feature on the buffets

- Complimentary tradeshow booth space in a prominent location in the Exhibition Hall

- Three (3) complimentary Convention registrations

- Two (2) additional complimentary tickets to Welcome Reception or Closing Reception

- Company brochure inserted in delegate bags

- Company logo featured in the Program leaflet

- Opportunity to provide a sponsor-supplied 'promotional item' to each guest if desired (other than those already covered by other sponsors)

- Complimentary one full page color advertisement in GPC 2018 convention print and digital



TITANIUM SPONSORS

2 Available:
Name Badge, Delegate Bags

USD 20.000

Name Badge and/or Delegate Bag sponsorships are a great way to achieve higher visibility for your company during and after the convention. The companies choosing these sponsorship packages will receive excellent exposure and recognition including:

- Recognition as Titanium Sponsor on all printed and digital Convention material and Convention website
- Complimentary tradeshow booth space in a prominent location in the Exhibition Hall
- Two (2) complimentary Convention registrations
- One (1) additional complimentary ticket to Closing Reception
- Company brochure inserted in delegate bags
- Company logo featured in the Program leaflet
- Opportunity to provide a sponsor-supplied 'promotional item' to each guest if desired (other than those already covered by other sponsors)
- Complimentary one full page color advertisement in GPC 2018 convention print and digital magazine

Name Badge Sponsor: Your company logo will be featured on printed name badges of all delegates (excludes lanyard or string).

Delegate Bags: Every delegate will receive a Delegate Kit upon registration. Be at the center of every delegate's Convention experience with your company logo printed on outside of each delegate bag.



GOLD SPONSORS

3 Available:
Lunch Sponsors

USD 15.000

Provides companies with the opportunity to gain a sole-event sponsorship and associated recognition for ONE of the luncheons during the convention. As a Gold Sponsor you will receive an excellent level of exposure throughout the convention, which includes:

- Recognition as a Gold Sponsor on all printed and digital Convention materials and the Convention website
- Two (2) complimentary Convention registrations
- One (1) additional complimentary ticket to Closing Reception
- Signage and recognition opportunities in the lunch area featuring sponsors logo
- Company brochure inserted in delegate bags
- Company logo featured in the Program leaflet
- Opportunity to provide a sponsor-supplied 'promotional item' to each guest if desired (other than those already covered by other sponsors)
- Complimentary one full page color advertisement in GPC 2018 convention print and digital magazine
- Last day luncheon sponsor's logo will be display in the break out room throughout the day



SILVER SPONSORS

4 Available:
Refreshments & Power Breaks
Convention Website
Convention Magazine

USD 10.000

As a Silver Sponsor you will receive excellent exposure and the following benefits:

- Recognition as a Silver Sponsor on all printed and digital Convention materials and the Convention website
- One (1) complimentary Convention registration
- One (1) additional complimentary ticket to Closing Reception
- Company brochure inserted in delegate bags
- Company logo featured in the Program leaflet
- Complimentary full page color advertisement in GPC 2018 convention print and digital magazine

Coffee Break (2 sponsors): Provide a refreshing time during conference sessions by sponsoring coffee breaks for one of the 2 days during the convention. Coffee breaks allow ample opportunity for delegates and speakers to mingle in a relaxed atmosphere. Your company logo will be featured prominently on signage at refreshment stations.

Convention Website: The convention web page will have all information and updates for the delegates before, during and after the Convention. Your company logo will be featured prominently on each page of Convention website.

Convention Magazine Sponsor: Each delegate will receive a convention kit which includes the convention magazine. Your company logo will be featured on front cover of print and digital versions of the magazine.



BRONZE SPONSORS

15 Available:
Session Sponsors, Business Meeting Lounge,
Mobile App, Wifi Sponsor and Pocket Program

USD 5.000

All Bronze Sponsors receive these benefits:

- Recognition as a Bronze sponsor on all printed and digital Convention materials and the Convention website
- Company brochure inserted in delegate bags
- Company logo featured in the Program leaflet
- Complimentary half page color advertisement in GPC 2018 convention print and digital magazine

Session Sponsors: Your company logo will be displayed on main screen at the start & end of each round table / panel discussion session.

Business Meeting Lounge: Face-to-face meetings are key to effective networking. You will be providing a quiet space to delegates for their important meetings. Your company logo will be featured on signage throughout the meeting lounge.

Mobile App Sponsor: An interactive mobile event app is the best way to keep guests up-to-date on all of the latest Convention information. Your company logo will be featured exclusively on every page of the convention mobile app.

Wifi (2 sponsors): Your company logo will be featured on signage throughout the Convention and trade show area.

Pocket Program: All delegates will receive a Convention Program which will include session information and details covering the social events. The Convention Program will be a valuable reference tool used by delegates throughout the event. The company providing this item will gain high visibility and will have their company logo featured on the Program leaflet.



COPPER SPONSORS

5 Available:
Welcome Reception Photo Booth,
Corporate Brochure / Promo Item Inserts

USD 3.500

All Copper Sponsors receive these benefits:

- Recognition as a Copper sponsor on all printed and digital Convention materials and the Convention website
- Company logo featured in the leaflet of the Program
- Complimentary quarter page color advertisement in GPC 2018 convention print and digital magazine

Welcome Reception Photo Booth: Delegates will see your company name and logo in the booth area and your logo will be printed on the photos they take home with them.

Corporate Brochure or Promo Item Inserts (4 sponsors): Every registered delegate gets a delegate bag. This is your opportunity to reach each individual delegate with your corporate brochure or promotional item.





OTHER OPPORTUNITIES

Trade Exhibitors

USD 850

The cost for a table display in the Exhibition area is USD850. The cost includes a 6' skirted table and two chairs in the Exhibition Area. Trade Exhibitors must be GPC members and register separately as a delegate. Trade Exhibitors are not convention sponsors and receive no sponsorship benefits (unless they sponsor any activity listed above).

Print Advertisement

in GPC 2018 Convention Commemorative Magazine

Color Full Page : USD 1,000
Color Half Page : USD 500

General Information to the Sponsors / Exhibitors / Print Advertisers

- Name / Logo / Introduction / hyper-link goes live on the website only after the full payment has been received
- All information about your company is to be provided in a timely manner together with a high resolution logo complying with the technical specification required by GPC
- Payment has to be made immediately on the due date as specified in the invoice



SALES PROCESS

Phase One

Only for 2017 Legacy sponsors

November 22, 2017

2017 Legacy Sponsors will have an exclusive opportunity to purchase a Sponsorship for Pulses 2018 Convention. Sponsorship sales will be open for a week (November 22 to 26) to Legacy Sponsors only.

Phase Two

Open for GPC members

November 27, 2017

Remaining sponsorships will be open to all GPC members starting November 27.

Payment Details:

- Once the sponsorship application is accepted by the Sponsorship Committee, GPC will send an invoice to the sponsor. The total amount due needs to be paid within 30 days.
- Only bank transfer is accepted for sponsorship payments. Bank charges will be borne by the payer.
- Once the payment is received by the GPC Secretariat, company logo will be available on the website as per the sponsorship package