



22ND WORLD CONGRESS OF SOIL SCIENCE

31 July - 5 August 2022
SEC, Glasgow, UK

SPONSORSHIP & EXHIBITION
OPPORTUNITIES



www.22wcsc.org



#WCSS22

01 Invitation

Dear Colleagues,

On behalf of the International Union of Soil Science (IUSS) and the British Society of Soil Science (BSSS), it is our pleasure to invite you to the 22nd World Congress of Soil Science. The congress will be held in Glasgow, Scotland, from July 31st - August 5th 2022, and we hope that you will be able to join us for this global meeting.

WCSS has been held every four years since 1927 as a scientific meeting in the field of soil science. The WCSS2022 will gather a large number of scientists from diverse disciplines and organisations from academia, governments, NGOs and industries with over 3,000 expected participants from 140 countries. This will be an excellent learning experience, exchange of knowledge and technical advances, as well as a business opportunity for companies who work in the area.

This will be the first major soil related event to be held face-to-face since the Covid 19 pandemic and in addition to the 3,000 delegates meeting in Glasgow, we plan to offer the opportunity for those unable to attend in person, to participate remotely. This will widen the reach of both the congress and those who choose to support the event.

We look forward to welcoming you to the WCSS2022 meeting in Glasgow, United Kingdom.



Bruce Lascelles

President of The British Society of Soil Science and Chair of the World Congress of Soil Science 2022

The World Congress of Soil Science

The World Congress of Soil Science (WCSS) is a leading international soil science congress, held every four years in different countries and attended by over 3,000 soil scientists from around the globe. The 22nd WCSS Congress is organised by the British Society of Soil Science on behalf of the International Union of Soil Sciences.

The WCSS2022 theme, 'Soil Science – crossing boundaries, changing society' focuses on the link between soil and society, with sessions covering soil systems, soil processes, soil management and how we interact with and use soils around the world. There will be opportunities for specialist workshops and discussion sessions across a wide range of soil disciplines. The core programme is supported by tours and a cultural and arts programme for delegates and the wider public to explore our diverse environment and culture.

At a time of global concern for our planet and its growing population, managing our soils sustainably has never been more important. 90% of our food comes from soil, as does all of our timber and other fibre. Soil, and the ecosystems it supports, have a huge role in mitigating against climate change, is a vast reservoir of biodiversity, plays a significant role in flood management and contains key evidence of past civilisations. Our understanding of the importance of these functions is developing rapidly and the Congress provides the ideal setting to discover the international state of the art in these critical global issues and an opportunity to connect across all who work with and rely on soils.

Local Organising Committee

Helaina Black
Kirsty Elliott
Sarah Garry
Peter Gregory
Jacqueline Hannam

John Hollis
Bruce Lascelles (Chair)
Alan Lilly
David Manning

Sacha Mooney
Wilfred Otten
Ian Rugg
Willie Towers

Who Will Be There?

Over 3,000 delegates attend the congress, including:

- Research scientists
- Soil practitioners
- Government agencies and departments
- National and International bodies
- Learned societies
- Students
- Consultancies
- Regulators
- NGO's

At the World Congress in Rio in 2018, delegates attend the event from over 140 countries around the world.



Why WCSS2022?

This international Congress provides a unique opportunity for our partners to:

- Be part of the leading international soils event - have the opportunity to be part of cutting edge research and innovation being presented at the congress
- Showcase products and services to a diverse cross-section of delegates
- Cultivate opportunities and foster creative, collaborative relationships with new business contacts including potential suppliers, collaborators and scientists
- Reach influencers and decision makers in the industry
- Strengthen your brand awareness through our fully integrated, international comms campaign
- In addition to the in person event, we will be running a virtual event in tandem where sponsors and exhibitors will have additional exposure within the online portal to all the virtual delegates. Exhibitors will be able to upload resource materials for delegates to download and meet face to face with the online community.



Key Information



Event Dates

31 July - 5 August 2022

Full details of the 22nd WCSS can be
found on the event website:
www.22wcss.org



Who's Attending?

3,000+ attendees

Research scientists, soil practitioners,
policy makers, regulators, NGOs and
anyone with an interest in the sustainable
use of soils from around the world



Venue

SEC, Glasgow

Exhibition Way, Glasgow G3 8YW,
United Kingdom
t: +44 (0)141 248 3000
w: www.sec.co.uk



Contact

+44 (0) 131 557 1288

Colette Black, Project Director WCSS22,
c/o Speakeasy Productions, 1a Shandon
Crescent, Edinburgh, EH11 1QE
e: WCSS2022@speak.co.uk

Programme Highlights

Crossing boundaries - changing society

Soil Science involves multiple disciplines, and uses a wide range of ideas to both comprehend and provide practical remedies to a range of societal issues. Soils are at the heart of growing food and fibre crops, sequestering carbon from the atmosphere, and providing a range of services such as water filtration and a habitat for biodiversity. Their proper management, informed by science, underpins many of society's pressing environmental concerns.

Soil science will help shape the changes in society that are needed to improve the quality of life, globally, for the world's population now and in the future, and to ensure the sustainable management of our environment. Only once this wider appreciation is realised, will the reach, application and impact of soil science truly advance.

WCSS2022 in Glasgow sets out to nurture a much wider appreciation of the role of soils in society. As a hybrid event, with on-line as well as on-site participation in carefully scheduled poster sessions and oral presentations, we expect to reach many with interests in soils who might not otherwise be able to attend a world congress, and who live in multiple time zones.

WCSS2022 will foster an innovative and all-embracing scientific, cultural, social and political global out-reach for the Congress which will complement our exciting and invigorating/stimulating scientific and cultural programmes hosted in Glasgow.

The programme of WCSS2022 will focus on crossing scientific boundaries to deliver knowledge that can remedy for the better the problems that people face. We will bring together the Divisions, Commissions and Working Groups that make up the International Union of Soil Sciences. In addition to discipline-oriented sessions, plenary talks will feature prominent figures from outside our science, from the worlds of politics, economics and business, that will challenge participants to reflect on how the study of soil can contribute to solving the issues that people see as important. Inter-disciplinary lectures and sessions will focus on specific problems that call on the breadth of the science our community brings to the Congress. Engagement with the local community will highlight the excitement for all that crossing boundaries can bring.

We invite you to join us in this global event, a milestone on the journey to a world that can support the human population and the biodiversity on which we all depend.

Sponsorship Opportunities

Partnership with WCSS2022 will be a key step for your company in fostering relationships with our community. WCSS2022 will allow your company, product and brand to be uniquely and actively showcased at this exciting international meeting. It will also allow your company to meet potential business partners, generate new ideas, gather new knowledge, foster collaborations and meet a very defined professional community. Your relationship with WCSS2022 will provide a highly efficient and effective platform for your organisation to connect and engage with our national decision makers. It will allow your company to showcase your products and services to a very dynamic and influential audience.

All costs are subject to 20% VAT.

Partnership at WCSS2022

Sponsorship Summary

WCSS2022 Partnership Summary	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	ONLINE EVENT PORTAL	SATELLITE SYMPOSIA	NETWORKING RECEPTION SPONSOR	GALA DINNER SPONSOR
Logo on main stage sets and roller banners at registration	✓						
Logo on venue signage	✓						
Logo on homepage of the WCSS22 website	✓						
Logo on the sponsors and exhibitors pages of both the website and online event portal	✓ & link to website	✓ & link to website	✓ & link to website	✓	✓ & on symposia page	✓	✓
Company summary on sponsors page of website and portal	✓	✓					
Logo and link on the online event portal homepage as the portal sponsor				✓			
Blog contributions	✓	✓		✓			
E-newsletter pre-event to all delegates	✓						
Logo included in all pre-event communications	✓	✓	✓				
Promotion on social media	✓	✓	✓				
Logo on holding slides and highlighted during opening and closing sessions	✓	✓	✓				
Acknowledgement in opening and closing sessions	✓	✓	✓			✓	✓
Acknowledgement as exclusive sponsor for social programme - branded banner at venue						Networking Reception	Gala Dinner
Opportunity for company representative to welcome guests to relevant social programme					✓	Networking Reception	Gala Dinner
Branding within symposia locations, on symposia holding slides							
Exhibition stand - Space Only	✓	✓	✓				

Platinum Sponsor: £35,000

Exclusive

As headline sponsor, you will enjoy the highest level of visibility pre, during and post event. Your company logo will feature on all event materials including the WCSS2022 website, mobile app and all event signage. Your logo will also feature within the opening and closing presentation slides. The package also includes:

- 1 hour lunchtime satellite symposia slot for up to 400 delegates
- Dedicated mailer to all delegates advertising your Satellite Symposium prior to the congress
- 100-word company summary and logo on sponsor page of the website and online event portal
- Your company website hyperlinked on the event website
- Company logo on all email communications to target audiences
- Special feature in one e-newsletter to registered delegates
- Logo on main stage sets and roller banners at registration
- Inclusion in push notifications on the online event platform
- Opportunity to contribute to our blog programme
- Promotion over social media
- Company logo on holding slides during the opening session
- Recognition as Platinum sponsor by chair during opening and closing sessions
- Company logo on all signage across event spaces
- 9m x 6m exhibition space in main networking area
- 5 complimentary exhibitor passes
- 5 complimentary congress registrations
- 5 complimentary gala dinner tickets.

Gold Sponsor: £20,000

Limited to two

As Gold sponsor, you will receive excellent visibility pre, during, and post event including:

- 45 Minute lunchtime satellite symposia slot for up to 200 delegates
- Dedicated mailer to all delegates advertising your Satellite Symposium prior to the congress
- Company logo and hyperlink to the event website and online event portal
- Company logo on all email communications to target audiences
- Inclusion in push notifications on the online platform
- Opportunity to contribute to our blog programme
- Promotion over social media
- Recognition as Gold sponsor by chair during opening and closing sessions
- Company logo on holding slides during the opening session
- 5m x 5m exhibition space in main networking area
- Company logo on all signage across event spaces
- Company logo on delegate badges
- 3 complimentary exhibitor Passes
- 3 complimentary congress registrations
- 3 complimentary gala dinner tickets.

Silver Sponsor: £10,000

Limited to four

As Silver sponsor, your organisation will enjoy a strong alignment with the Congress through the many opportunities for branding and exposure pre, during and post event including:

- Company logo and hyperlink to event website and online event portal
- Company logo on all email communications to target audiences
- Support over social media
- Recognition as Silver sponsor by chair during opening and closing sessions
- Company logo on holding slides during opening session
- 4m x 3m exhibition space in main networking area
- Company logo on all signage across event spaces
- Company logo on delegate badges
- 2 Exhibitor passes
- 2 complimentary congress registrations
- 2 complimentary gala dinner tickets.

Lunchtime Symposium: £12,000

Four Available

There will be four x 45 minutes slots available for an audience of up to 400 delegates

- The WCSS2022 Programme committee will work with you to ensure that the content does not overlap with the main congress content
- Dedicated mailer to all delegates advertising your Satellite Symposium prior to the congress
- A 100-word company profile in the sponsors and exhibitors section of the website
- Your company logo acknowledging your sponsorship stated on the Congress website and within the final programme.

Symposia Sponsor: £3,500

Limited deals available

As detailed above in the programme overview, there are a number of Symposia taking place at the Congress. There is an opportunity for these to be sponsored which would include the following:

- Brand profile introduced into the sessions
- Company branding within the location of the session
- Company logo on the Symposia programme page of the website
- Logo on the Sponsors and Exhibitors page of the website
- Logo on the holding slides within the session
- Sponsor's blog on the topic matter of the session.

Online Platform Sponsor: £10,000

Exclusive




The WCSS2022 online platform will run alongside the physical event and will be live-streaming the Plenary and Interdivisional sessions to an anticipated online audience of 2,000 delegates.

This is a premium, interactive sponsorship opportunity as delegates, sponsors and speakers will be encouraged to use this platform to connect with the wider international audience and to view the online Poster Gallery.

- Your company logo immediately displayed on the sign in page along with the congress logo
- Dedicated logo on the home page of the online portal
- Your company logo acknowledging your sponsorship stated on the Congress website and within the final programme
- One dedicated e-newsletter highlighting the online portal and your company as the exclusive sponsor

Example of an online portal for the Intercropping sustainability conference 2021


INTERCROPPING FOR SUSTAINABILITY CONFERENCE 2021 PORTAL



Welcome to the Intercropping for Sustainability Conference 2021


To attend a session, please click the "Join" button on the agenda item on the timeline below. Please note, the "Join" button will only appear as a session is about to begin.

JAN 18JAN 19JAN 20



Welcome and Introduction

10:00am – 10:10am



Parallel Session One B: Intercropping for Yield Benefits

10:20am – 12:00pm


Using the land equivalent ratio to compare the productivity of agroforestry systems at different scenarios

Ends at 10:30am

No further events today

Filter


★ Advanced

 Meeting Hub

View

Resource Gallery


Intercropping for Sustainability Poster Gallery



The DIVERSify and ReMIX projects are funded by the European Commission's Horizon 2020 research and innovation programme under Grant Agreements 727284 (DIVERSify) and 727217 (ReMIX).

MORE INFORMATION

Click on an event to learn more about it



Networking Drinks Reception Sponsor: £2,000

Exclusive

Our networking drinks reception will provide an excellent opportunity to meet new contacts while setting the foundations for future business partnerships. As sponsor, you will receive:

- Company logo on the event website and app
- Recognition as Drinks Reception sponsor by the Congress Chair during the drinks reception.
- Promotion to all media, delegates and exhibitors as the Drinks Reception sponsor
- Company logo on all signage at the networking reception venue
- Sponsor signage (pop-up banner or similar) displayed at entry to networking reception venue (supplied by the sponsor)
- Opportunity for an organisation representative to welcome delegates to the networking reception (max 5 mins)

Gala Dinner Sponsor: £3,000

Exclusive

The gala dinner will provide an excellent opportunity to meet new contacts while setting the foundations for future business partnerships. As sponsor you will receive:



- Company logo on the event website
- Company logo on walk in/out slide loop at plenary opening and closing sessions
- Recognition as Gala Dinner sponsor by the Congress Chair during the closing session
- Promotion to all media, delegates and exhibitors as the Gala Dinner Sponsor
- Company logo on all signage at the dinner venue and on dinner menus
- Sponsor signage (pop-up banner or similar) displayed at entry to dinner venue (supplied by the sponsor)
- Opportunity for an organisation representative to welcome delegates to the dinner (max 5 mins)
- 3 complimentary tickets to gala dinner

Delegate Lanyard Sponsor: £3,000

Exclusive

Each delegate will receive a lanyard to hold their name badge when they arrive at registration. Your logo will be printed alongside the Congress branding on the lanyard and delegates will be required to wear their badge at all times ensuring a high profile for your organisation.

Your company logo will also be carried on the sponsors page of the congress website.

Reusable Water Bottle Sponsor: £10,000

Exclusive

Each delegate will receive a branded reusable water bottle upon registration check-in. Your logo will be printed alongside the congress branding on the water bottle. Most delegates use and refill this throughout the Congress and even beyond the event, ensuring a high profile for your organisation.

Your company logo will also be carried on the sponsors page of the congress website.

Promotional Material Sponsor: £1,000

One A4/A5 promotional leaflet or small brochure will be issued to all participants on arrival at the Congress. This enables your company and marketing material to directly reach all delegates and presenters.

Session Sponsor: £1,000

Limited deals available

A number of Congress sessions are available to sponsor. As session sponsor, your logo will be displayed on the holding slide at the opening session and in the final programme.

Your company logo will also be carried on the sponsors page of the congress website and app.

Session sponsorship will be agreed jointly with the scientific programme committee.

Speaker Ready Room Sponsor: £1,000

Exclusive

Facilities will be available at the Congress venue for speakers and presenters to review their presentations. Your company logo will appear on a sign upon entry to the room. There is also the opportunity to display your company's logo on screensavers at each workstation with the speaker room.

Your company logo will also be carried on the sponsors page of the congress website and app.

Additional Opportunities

There are also a range of opportunities to support congress which include;

- Bursaries
- The Arts programme, Our Living Soil
www.ourlivingsoil.art
- Tours programme
- Soil judging competition.

To discuss your interests and the opportunities available, please contact our events team on WCSS2022@speak.co.uk



Exhibition Opportunities

The Exhibition is always the hub of activity at any event and the WCSS2022 programme has been designed to maximise the exhibitor exposure to all delegates. In addition, all coffee breaks and lunches will be held within Hall 4 to ensure maximum engagement opportunities with the delegates

We expect a busy and vibrant exhibition in an area conducive to networking and forging new relations. There are a number of 'space only' and 'shell scheme' stands available.

You will be welcomed to submit your preferred stand location and we will do our utmost to fulfil your request.



Space Only Stand: £550 per sq.m

- Minimum exhibition space 3m x 2m
- Access to 1 x 500 square pin socket
- 2 exhibitor passes including lunch and refreshments throughout the Congress
- Company logo on the sponsors and exhibitors page of the website
- Listing in the event platform
- Promotion over social media
- Inclusion in the Virtual Exhibition Hall on the online event platform for remote attendees.

Shell Scheme Stand: £750 per sq.m

- Minimum shell scheme space - 3m x 2m exhibition stand with 2m high white panels, full ceiling grid and fascia panels with name board displaying exhibitor name and stand number
- 1 table and 2 chairs
- Access to 1 x 500 square pin socket
- 2 exhibitor passes including lunch and refreshments throughout the Congress
- Company logo on the sponsors and exhibitors page of the website
- Listing in the event platform
- Promotion over social media
- Inclusion in the Virtual Exhibition Hall on the online event platform for remote attendees.

We hope you have found a suitable package that interests you, however we know that everyone's needs differ and we would be happy to discuss creating bespoke packages to better suit your objectives. Please get in touch with us - WCSS2022@speak.co.uk.

Additional Space Available For Your Exhibition!

We are offering Platinum, Gold and Silver exhibitors the opportunity to receive **additional space** beside your stand for communal delegate networking areas, in effectively '**doubling up**' your stand size. Seize this opportunity to meet more delegates and create more footfall within your stand area.

There is **no additional cost** for this extra space and you will be required to fit the networking area (at your own cost) with appropriate seating, charging stations, workstations etc.



Sponsorship & Exhibition Contract

Acceptance of General Terms

Those wishing to participate as a sponsor or exhibitor unreservedly accept, and undertake to comply with these general terms. The event organiser reserves the right to give notice should any new provisions, circumstances or changes in the interest of the event occur.

Letter of Commitment

If you would like to be a sponsor or exhibitor, please contact the WCSS2022 Event team who will send you the booking form. Upon receipt of the completed booking form, the organisers will then proceed to issue your company the necessary invoice with full payment instructions.

Cancellation of WCSS2022

It is mutually agreed that in the event of total or partial cancellation of the meeting due to fire, strike, natural disaster (either threatened or actual), government regulations or causes which would prevent its scheduled opening or continuance, this agreement will be terminated immediately, the organiser shall determine an equitable basis for the refund of a portion of the item(s) purchased, after due consideration of expenditures and commitments already made. Under no circumstances is the organiser responsible for any exhibitor's expenses (such as travel, lodging, or exhibit shipping), or any other incidental or consequential damages.

Terms & Conditions

Payment Terms

All prices are quoted exclusive of VAT, unless otherwise stated. Sponsors and exhibitors will be invoiced as follows:

- The total balance of 100% will be invoiced on receipt of the completed order form and will be due for payment upon receipt of the invoice to guarantee the reservation
- All payments must be made in GBP Sterling
- If an exhibitor pays registration fees for invited participants, these fees cannot be offset against the exhibition amount; this applies to all categories
- Registration fees must be paid separately in all cases.

Cancellation Policy

Cancellations and changes to your original booking must be made in writing to Speakeasy Productions Ltd. For cancellations made:

- From six months prior to the congress will incur a cancellation fee of 40%
- From four months prior to the congress will incur a cancellation fee of 100%.

Unscheduled Meetings & Events

During the congress, no participant or exhibitor may organise, attend or favour meetings, gatherings or any other events, relating to the topics covered by the congress, or that will overlap with the purpose of the exhibition which have not have been reported to, and approved by, the organising committee beforehand.

Staffing of Stands

Exhibitors will be required to ensure that their stands are staffed during the opening hours of the exhibition and must not dismantle their stands before the published closing time.

Product Disclaimer

The organisers do not, in any manner, endorse any of the products or services related to the exhibitions which have been accepted for display during the meeting.

WCSS2022 Logo

Exhibitors are permitted to use the WCSS2022 logo which can be obtained from the organisers upon request.

Security & Insurance

The organisers will not be held responsible for any loss or damage to exhibitor's goods and exhibitors are reminded that they should undertake the arrangement a public liability insurance policy providing cover for any/all loss/damage caused to third parties for which it is liable (including all regular and temporary staff). The policy shall include a 'rental risks' clause to cover loss, theft, damage to all/any equipment that it is the custodian. Upon request, the organiser will be provided with copies of such policies.

Health & Safety at Work Regulations

It is the responsibility of the exhibitor to ensure that his contractor, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations.

Terms & Conditions

Damage

Exhibitors shall leave the shell scheme and hired equipment in the same good condition that it was found in and will be liable for any damage caused as a result of their facilities and decoration.

Distribution of Materials

Any distribution of advertising materials, corporate leaflets, invitations or flyers may only be carried out from the exhibitors stand or within the pre-reserved meeting room and designated space. Please seek approval prior to handing out any consumable products.

Intellectual Property

Unless otherwise provided for in writing, the copyright and other intellectual property rights held over all the organiser's offers, publications and other products or services shall remain its property. Any rights which may be granted by the organiser are destined for the participant's sole use and may not be assigned, transferred or granted under sub-licences without the organiser's prior agreement. Granted rights shall be non-exclusive. The participant shall not acquire any intellectual property right over the services and products offered by the organiser.

Trademarks & Logos

The exhibitors will be personally responsible for any authorisations relating to copyright or related rights, originating from the elements of any nature whatsoever which it provides or uses during the event. It shall hold the organiser harmless as regards any action in this respect.

Moreover, the participant hereby expressly authorises the organiser to use the candidate's trademarks and logos within the strict framework of the event for its organisation and promotion.

Exhibition Build up & Breakdown

Exhibitors are responsible for ensuring that their contractors work to timescales and respect the instructions given by the organisers onsite. If an exhibitor's stand is not finished by the given deadline, the organisers reserve the right to ask the contractors to leave site. If the unfinished stand is considered a hazard to the delegates, the stand will be cordoned off.

The organisers will do their utmost to accommodate extra time needed by contractors, if given prior warning but, should extensions to build time incur additional venue or staffing costs, these will be passed on to the sponsor. Please ensure you manage your contractors closely and that they respect the organisers.

To book your sponsorship package or exhibition space or to discuss further opportunities, please contact:

Colette Black, Project Director WCSS2022,
Speakeasy Productions, 1a Shandon Crescent,
Edinburgh, EH11 1QE, United Kingdom
e: WCSS2022@speak.co.uk
t: +44 (0) 131 557 1288

Payment Policy

100% payment is due on booking. The sponsor/exhibitor logo and company biography will not be included on any promotional materials until full payment is received.

Cancellation Policy

Cancellation within six months prior to the congress will incur a cancellation fee of 40%.
Cancellation within four months prior to the congress will incur a cancellation fee of 100%.
The cancellation fee of the Partnership amount is subject to VAT at 20%.