With support of our Congress Partners, we are hosting the World Congress on Oils and Fats in Sydney in conjunction with the 28th ISF Lectureship Series, Australia in 2020.

The World Congress on Oils and Fats (WCOF 2020) will bring together pre-eminent researchers on fats and oils and related products.

We will examine the progress made to date in current research, identify the gaps, and consider new opportunities for enhancing the international community’s knowledge base.

On behalf of the Congress Organising Committee, we would like to invite you to attend and support the WCOF 2020 here in Australia from 9-12 February 2020. Hosted at the International Convention Centre where you will have the opportunity to discover Sydney, Australia’s famous harbour city and capital of New South Wales.

Host City Sydney, Australia

Sydney, Australia, is one of the world’s most picturesque cities. Surrounded by a majestic harbour and scattered with beaches, national parks and green areas, this is a city that entices you to explore. Sydney is best experienced by travelling on one of the many ferries or water taxis. The city is rich in history and it is recommended to lose yourself in the cobbled streets of the Rocks district and learn about the area’s rich heritage at one of Sydney’s fantastic cultural institutions. Stylish, artistic Sydney is a city that’s both dynamic and cosmopolitan and proud of its place as Australia’s most recognisable international city.

WCOF 2020 Venue

Opened in December 2016, the International Convention Centre (ICC Sydney) is Australia’s first fully-integrated convention, events, exhibition and entertainment centre. Featuring a striking contemporary design, leading technology and world-class meeting and exhibition spaces; ICC Sydney has been specifically designed to respond to future demands of the industry with the capability and flexibility to meet a comprehensive range of event requirements.

ICC Sydney is at the heart of its very own Sydney harbour waterfront precinct, set amongst restaurants, retail and a vibrant public domain on Darling Harbour yet only a moment’s walk to Australia’s largest CBD, Barangaroo, local universities, the Sydney Harbour Bridge and the Sydney Opera House.

The venue is an easy walking distance from a range of accommodation options, which will be available to delegates to book at the time of registering for the Congress.

Old City Sydney, Australia

Sydney, Australia, is one of the world’s most picturesque cities. Surrounded by a majestic harbour and scattered with beaches, national parks and green areas, this is a city that entices you to explore. Sydney is best experienced by travelling on one of the many ferries or water taxis. The city is rich in history and it is recommended to lose yourself in the cobbled streets of the Rocks district and learn about the area’s rich heritage at one of Sydney’s fantastic cultural institutions. Stylish, artistic Sydney is a city that’s both dynamic and cosmopolitan and proud of its place as Australia’s most recognisable international city.

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Why Partner with WCOF 2020?

Delegate Development

Your company has the opportunity to benefit significantly from exposure to a relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions. The delegates are the leaders in their field. Congress delegates are keen to improve their knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to the sector and in assisting delegate’s professional development.

Benefits

Your company’s involvement, commitment and support for WCOF 2020 will be widely acknowledged leading up to and during the Congress. To increase your visibility to the delegates it may be possible for you to customise a package.

Exclusive brand exposure

There are many ways to give your brand prominence at the Congress. We offer a range of partnership packages, including but not limited to Congress App sponsorship, hosting a welcome event or sponsoring an evening event.

Industry Collaboration

Gather your suppliers and sister companies together to reserve a co-branded partnership item or a prominent exhibition booth. This is a very cost-effective way to reach-out to your potential customers.

Customised package

An option to discuss a tailor-made customised partnership package that promotes the benefits of your products and services in a unique way is available. The alignment of the Congress program to sponsor company products and services will deliver a meaningful connection to the delegates.
This Congress aims to bring together the global oils and fats research community.

**The Congress**

**Our Offer**

The Congress will have several objectives:

- Bring together stakeholders working in the oils and fats research community to measure progress, determine gaps, and identify new opportunities to enhance international, national, regional and global research outcomes;
- Provide a venue for stakeholders to share policy developments, hear from the research community and create a space for side meetings that advance the oils and fats research agenda;
- Through an open call for abstracts, highlight work from researchers around the world, bringing cutting edge, evidence-based research to the Congress;
- Provide an opportunity for students and early career researchers to showcase their research;
- Allow the related oils and fats societies from around the world to meet and build collaborations.

We are at a critical juncture in the field of oils and fats research and it is appropriate to organise the community around a set of common principles, goals and objectives. This Congress aims to bring together the global oils and fats research community.

The Congress themes will address these main topics (which will cover these subtopics and other similar topics):

**Nutrition:** Omega 3, lipidomics, infant nutrition, oil and mental health, dietary lipids and the gut microbiota, dietary fat and metabolic status

**Speciality Oils:** olive, canola, CBD/Cannabis oil, avocado, novel marine oils, nut oils, fruit oils, essential oils, mustard oils

**Processing and Industrial applications:** Oxidation, contaminant, enzymatic processing, mega sonics, biofuels, oleochemicals, proteins and co products, quality

**Analytical methods and Standards:** Adulteration and fraud, NIR, NMR, lipidomic analysis

**Analytical and contaminants:** Trans fats, 3-MCPDs & GE, phthalates

**Biotechnology:** GM oils; novel omega 3 plants, marine biotech, novel plastics and polymers, novel sources (e.g. algae), biofuels, biocatalysts

**Food applications:** Encapsulation and delivery/dispersed systems, deep frying, dairy and MFGM, chocolate, food structure, oxidation, protein isolates

**Animal Nutrition:** Pet foods, livestock feeds, aquafeeds

**Palm oil:** Sustainability, processing, co-products

**Sponsorship**

**Sponsorship Overview**

The Organising Committee for WCOF 2020 will ensure that Sydney will be remembered as one of the most influential events ever held in the field of oils and fats. This success will rely on the involvement of a diverse range of partners to provide the content of the WCOF 2020 through active participation and engagement, as well as financial support and sponsorship to successfully stage the event. To do this, the Organising Committee is ensuring that each part of the program engages proactively with leaders in various fields, with a view to the WCOF 2020 reaching new advancements, new capacity and new prospects. In this document, an exciting range of sponsorship opportunities have been developed to ensure a successful outcome for business and sponsor involvement.

Additional reference materials and information can be provided to facilitate better understanding of opportunities for alignment and mutual benefit with sponsors. We aim to encourage your active participation in the WCOF 2020 program. Congress participation is expected to be 600-700 delegates.

Early confirmation of your interest and support for the Congress will ensure a high level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented and the opportunity exists for your company to be represented as a key sponsor of the Congress well in advance of the actual dates.

- **Sponsorship** provides an excellent opportunity to promote your name, to support your brands and to maintain a high profile before, during and after the Congress.
- **Involvement in the Congress** will enable you to associate your business with advancements in oils and fats research.
- **You will have unprecedented access to key decision makers, both for Australian industries operating in the field of oils and fats, as well as many overseas organisations**
- **Congress participants** are keen to improve their knowledge and contribution to oils and fats research. Aligning your organisation with this influential and powerful educational experience demonstrates your commitment to assisting their development.
- **Sponsorship** provides you with an opportunity to consolidate corporate relationships and expose your colleagues and organisation to key markets.
- **Sponsorship and active engagement in WCOF 2020** will allow your organisation to demonstrate its commitment to best practices to a highly diverse and representative audience.

**Your representatives can mix informally with participants from around the world.**

- **Your organisation’s involvement, commitment and support for WCOF 2020** will be widely acknowledged as outlined in this prospectus.
- **Your organisation will benefit significantly from exposure to a keenly interested, relevant and above all, influential audience in an educational environment away from the competition of everyday distractions.**
- **Sponsorship** contributes to the promotion, planning and operation of WCOF 2020, reducing the overall cost of managing and staging the event and enabling a higher level of participation by delegates from developing countries and under-represented sectors, including early career researchers.

- **The cost of sponsorship** is a legitimate tax deductible expense in Australia.
**Partnership Opportunities**

A wide variety of Partnership opportunities have been designed for WCOF 2020, each containing benefits that will ensure your organisation receives maximum exposure. Partnerships and individual sponsorship opportunities are outlined in the table below and in detail on the following pages.

### Opportunities at a Glance

<table>
<thead>
<tr>
<th>Opportunities at a Glance</th>
<th>Number Available</th>
<th>Investment AUD $ (incl GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Partnerships</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Platinum</td>
<td>Exclusive</td>
<td>Investment by negotiation</td>
</tr>
<tr>
<td>Gold</td>
<td>Limited</td>
<td>33,000</td>
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<tr>
<td>Silver</td>
<td>Multiple</td>
<td>16,500</td>
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<tr>
<td>Bronze</td>
<td>Multiple</td>
<td>6,600</td>
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<tr>
<td><strong>Program Sponsorships</strong></td>
<td></td>
<td></td>
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<tr>
<td>Keynote Speaker Session</td>
<td>Limited</td>
<td>5,500</td>
</tr>
<tr>
<td>Concurrent Session</td>
<td>Limited</td>
<td>2,200</td>
</tr>
<tr>
<td><strong>Legacy Sponsorships</strong></td>
<td></td>
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<tr>
<td>Sponsored Delegate</td>
<td>Multiple</td>
<td>3,300</td>
</tr>
<tr>
<td>Volunteers</td>
<td>Exclusive</td>
<td>11,000</td>
</tr>
<tr>
<td><strong>Social Events/Catering</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Congress Dinner</td>
<td>Exclusive</td>
<td>22,000</td>
</tr>
<tr>
<td>Welcome Reception</td>
<td>Exclusive</td>
<td>6,600</td>
</tr>
<tr>
<td>Closing Ceremony</td>
<td>Exclusive</td>
<td>3,300</td>
</tr>
<tr>
<td>Barista Zones</td>
<td>Two opportunities</td>
<td>5,500</td>
</tr>
<tr>
<td>Catering Breaks</td>
<td>Multiple</td>
<td>from 2,200</td>
</tr>
<tr>
<td><strong>Technology, Delegate Services &amp; Communications</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet Café/Wi-Fi</td>
<td>Exclusive</td>
<td>11,000</td>
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<tr>
<td>Satchel Bags</td>
<td>Exclusive</td>
<td>16,500</td>
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<tr>
<td>Congress App/Online Program</td>
<td>Exclusive</td>
<td>11,000</td>
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<tr>
<td>Name Badge and Lanyard</td>
<td>Exclusive</td>
<td>8,800</td>
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<tr>
<td>Speakers Preparation Room</td>
<td>Exclusive</td>
<td>4,400</td>
</tr>
<tr>
<td>Satchel Inserts or Electronic Advert</td>
<td>Multiple</td>
<td>1,100</td>
</tr>
<tr>
<td><strong>Exhibition</strong></td>
<td></td>
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<tr>
<td>Please note: spaces are limited and sold on a ‘first come first served’ basis</td>
<td></td>
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<tr>
<td>9sqm Booth</td>
<td>3,300</td>
<td></td>
</tr>
<tr>
<td>Table Top Display</td>
<td>1,650</td>
<td></td>
</tr>
<tr>
<td>Not for Profit Table Display</td>
<td>880</td>
<td></td>
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</tbody>
</table>

**Partnership Packages**

**Gold Partner**

$33,000 incl GST

- Logo on the Congress website sponsors page, listing status as Gold Partner
- Logo in all electronic marketing collateral produced for the Congress, including promotional flyers and the Congress registration announcement
- Logo on sponsor signage at venue
- Logo on sponsor acknowledgement slide between Plenary Sessions
- Three complimentary sponsor registrations (full delegate) to the Congress including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception
- Two complimentary exhibition booths (9sqm)
- Two exhibitor registrations
- Delegate list pre and post Congress (subject to privacy status selected by delegates)
- One insert to be placed into the delegate satchels (size and content to be approved by the Organising Committee)

**Silver Partner**

$16,500 incl GST

- Logo on the Congress website sponsors page, listing status as Silver Partner
- Logo in all electronic marketing collateral produced for the Congress, including promotional flyers and the Congress registration announcement
- Logo on sponsor signage at venue
- Logo on sponsor acknowledgement slide between Plenary Sessions
- Two complimentary sponsor registrations (full delegate) to the Congress including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, ticket to the Welcome Reception
- One Complimentary exhibition booth (9sqm)
- Delegate list pre and post Congress (subject to privacy status selected by delegates)
- One insert to be placed into the delegate satchels (size and content to be approved by the Organising Committee)

**Bronze Partner**

$6,600 incl GST

- Logo on the Congress website sponsors page, listing status as Bronze Partner
- Logo in all electronic marketing collateral produced for the Congress, including promotional flyers and the Congress registration announcement
- Logo on sponsor signage at venue
- Logo on sponsor acknowledgement slide between Plenary Sessions
- One complimentary sponsor registration (full delegate) to the Congress including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, ticket to the Welcome Reception
- One insert to be placed into the delegate satchels (size and content to be approved by the Organising Committee)

Partners can either select from our partnership levels – and will receive acknowledgements, benefits and entitlements according to this level of partnership – or you can select from the individual partnership and exhibition opportunities available on the following pages.

Various opportunities exist for partnership. We encourage you to contact us and create a package that suits your organisation. Exhibition space allocation will be made according to the “first come first served” principle.

Please note: All sponsorship and exhibition costs are quoted in Australian dollars and are inclusive of the 10% Australian Goods and Services Tax.
Individual Sponsorships

Program Sponsorships

Program sponsorships enable your organisation to contribute to the overall achievements and tangible outputs of the intense programmatic work leading up to, during, and following the Congress. WCOF 2020 will be successful through its high-quality program delivered through bold thematic streams.

Your sponsorship will enable us to ensure essential funding for keynote speakers, workshops and concurrent scientific sessions.

Keynote Speaker Sponsorship $5,500
Concurrent Session Sponsorship $2,200

Align your organisation with one of our high profile keynote or concurrent speakers.

- Your organisation logo next to the specified Keynote or Concurrent Session Speaker in the electronic program
- Your organisation logo on the session room signage
- Your organisation logo on the session slide at the start and end of the Keynote or Concurrent Speaker session
- Your logo on the Congress website sponsor page and in the Congress on-line program

Legacy Sponsorships

WCOF 2020 will shape and inform the global agenda for oils and fats research over many years with lasting impact and targeted actions. Legacy sponsorships play an essential role in ensuring the overall lasting impact of WCOF 2020 by committing funds for long-term programmatic work in areas, actions and projects identified as ‘essential’ through the WCOF 2020 program.

To ensure the Congress is a platform where people can come together on neutral ground, we propose to utilise tiered Congress registration and create travel bursaries to facilitate international travel for students and participants from low-income countries. Preference for travel bursaries will be given to participants who are presenting.

Sponsored Delegates $3,300 per participant

Delegates from low-income countries and other underrepresented groups will be provided with airfare and accommodation costs to enable their participation in WCOF 2020. (Delegates are to be selected by the Congress Organising and Scientific Program Committee)

- Acknowledgement of your contribution will be included in the Congress program
- Your organisation logo on the Congress website sponsor page
- A welcome letter from your organisation to the delegate in their pack

Volunteers Sponsorship $11,000

A Congress of this size will rely on the support of volunteers to ensure seamless delivery and assistance to all participants. Your vital sponsorship of the volunteers will enable many people the opportunity to share their knowledge and experience and provide hands-on support during the Congress.

- Your logo will be featured on the Volunteer T-Shirt in acknowledgement
- Your logo on the Congress website sponsor page

Social Events/Catering

Sponsorships are sought to enhance the appreciation of WCOF 2020 as emblematic to Australian hospitality services.

Congress Dinner $22,000

Delegates will be able to purchase tickets to this special event which will be a fitting social climax to the Congress.

- Opportunity to provide a 3 minute welcome address at the start of the dinner
- Your logo on the Congress dinner tickets
- Your logo on the Congress dinner signage
- Your logo on the Congress website sponsor page and in the Congress program/APP

Welcome Reception $6,600

The Congress will begin with an official ceremony to welcome participants from around the world. The Welcome Reception will create an atmosphere of energy and excitement, setting the scene for a successful Congress.

- Opportunity to provide a 3 minute welcome address at the start of the event
- Your logo on the welcome reception signage
- Your logo on the Congress website sponsor page

Closing Ceremony $3,300

The official close of the program will recap on the Congress highlights and the way forward for Oils and Fats Research and the next Congress hosts.

- Your logo on the closing ceremony signage
- Your logo on the Congress website sponsor page

Barista Zones $5,500

Coffee stations will be located in the exhibition area serving coffee and tea throughout the Congress. They can be co-located with an exhibition booth if desired.

- Naming rights to barista zone
- Company logo to be included on the barista zone signage
- Opportunity to provide branded napkins or cups
- Your logo on the Congress website sponsor page

Catering from $2,200

Morning, lunch and afternoon refreshments will be provided in the Congress Exhibition Area for all participants. Opportunities exist for sponsorship of the catering breaks.

- Your logo on catering signage
- Opportunity to provide a pull up banner to be placed in the catering area
- Your logo on the Congress website sponsor page
The exhibition will be a major component of the Congress and has been designed to maximise the opportunity for delegates to visit the exhibition. Located in the foyer of the International Convention Centre, Sydney, the exhibition will be the heart of the Congress and is located adjacent to the Plenary Rooms, all refreshment breaks, the Welcome Reception and the internet café. The WCOF 2020 exhibition is set to be the primary networking arena for delegates, Congress partners and exhibitors.

Exhibition Booth
(Limited opportunities) $3,300
• 9 square metres of exhibition space
• Two complimentary exhibitor registrations, including access to session and delegate catering (morning and afternoon tea, lunch, welcome reception)
• Back and side walls
• Organisation name on fascia over open side
• Two spotlights
• One standard power outlet

Table Top Display
$1,650
To facilitate full participation from all organisations we will provide a limited opportunity of table top displays with the following benefits:
• One table top covered with linen cloth
• One complimentary exhibitor registration, including access to session and delegate catering (morning and afternoon tea, lunch, welcome reception)

Not For Profit Table Top (Limited)
$880
To facilitate full participation from all organisations we will provide a limited opportunity of table top displays with the following benefits:
• One table top covered with linen cloth
• One complimentary exhibitor registration, including access to session and delegate catering (morning and afternoon tea, lunch, welcome reception)

Additional Exhibitor Registration
$770 each
• Morning Tea
• Lunch
• Afternoon Tea
• Ticket to the Welcome Reception
• Additional Exhibitor registration rates are only available for exhibiting personnel of exhibiting companies to the WCOF 2020
• An exhibition manual containing information on move in and out times will be distributed in June 2020 to exhibitors and Congress Partners.

Please note that while our Partners will be given priority placement within the exhibition, early commitment will ensure that your organisation can secure a prominent location on the exhibition floor plan as the space is limited we expect the exhibition to sell out. Our Sponsorship and Exhibition team will be delighted to discuss the benefits of upgrading your exhibit to maximise your exhibition presence.

Exhibition Opportunities

Individual Sponsorships

Technology, Delegate Services & Communications
Essential Technology and Communications sponsorships will provide excellent branding opportunities.

Internet Cafe/Wi-Fi
$11,000
The opportunity to sponsor the exclusive Internet Café operating within the Exhibition Area. The internet café will be used regularly by delegates, speakers and exhibitors.
• The area will be branded with signage highlighting your organisation logo
• Your logo on the Congress website sponsor
• Logo on the Wi-Fi log in landing page or SSID

Satell Bags
$16,500
Every registered delegate will be provided with an official Congress Satchel upon registration. The Organising Committee will ensure a quality satchel is chosen in conjunction with the sponsoring company to prolong usage by delegates.
• Your organisation logo will appear on the bag [along with the Congress and host logos]
• Your logo on the Congress website sponsor page

Congress App
$11,000
The Congress App can be downloaded by all delegates and will contain important information including the Congress program, session room maps, speaker biographies, exhibition booth information, and interactive information.
• An acknowledgement as sponsor of these items will appear in the APP
• Your logo on the Congress website sponsor page

Name Badge and Lanyard
$6,800
Every registered delegate will be provided with an official Congress name badge upon registration. Delegates will need to wear their name badge for the duration of the Congress, which will enable access to all sessions, social functions and the exhibition.
• Your organisation logo will appear on the lanyard [along with the Congress logo] and the Name Badge
• Your logo on the Congress website sponsor page

Speakers Preparation
$4,400
This room will be used by all speakers at WCOF 2020and provides a highly targeted branding opportunity.
• The sponsor of this item has the opportunity to provide note pads and pens for the speakers to use in this room.
• A Welcome Sign will be branded with your logo
• Your logo on the Congress website sponsor page

Delegate Satchel Inserts
$1,100
Opportunity to include a promotional insert in the delegate satchel (maximum 1 x A4 double sided flyer)

Electronic Advertisement in the On-Line Program
$1,100

The WCOF 2020 exhibition is set to be the primary networking arena for delegates, Congress partners and exhibitors.
Conditions of Payment

A 50% deposit is required upon confirmation of your Congress partnership item and/or booth number. The Congress organisers are happy to discuss a payment plan with you. Full payment will be due 9 November 2019.

Payment must be made for all Congress partnership and exhibition monies prior to close of business 9 November 2019. Failure to do so may result in your Congress partnership item or exhibition stand being released again for sale.

Sponsorship and Exhibition Applications and Conditions

Sponsorship and exhibition applications must be received on the Official Application Contract Forms. A tax invoice will be issued upon receipt of this application form.

- Full payment must be made within 30 days from date of invoice
- Sponsorship will not be assigned without a signed application and full payment upon receipt of invoice
- The Organisers reserve the right at their total discretion to decline any application
- All payments must be made in Australian Dollars. See payment details on application form
- Payment can be made via cheque, bank transfer and credit card
- If the full payment is not received, the Congress Office has the right to review the Sponsorship commitment and withdraw the application

Sponsorship and Exhibition Cancellation Policy

In exceptional circumstances the Organisers will be prepared to consider cancellation of their Contract with a Sponsor or Exhibitor but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing
- That the reason given for the cancellation is, in the opinion of the Organiser, well founded
- That the Sponsor or Exhibitor agrees that the Organisers shall retain 25% of the contract price if the cancellation is accepted more than six months before the Congress, 50% of the contract price if the cancellation is accepted between six and three months prior to the Congress and 100% of the contract price of the cancellation is accepted within three months of the Congress
- Cancellation will not be considered if the Organisers deem that sponsorship entitlements have already been provided prior to the submission of cancellation

Further Information

For further information please contact:

WCOF 2020 Sponsorship and Exhibition Director
Emma Bowyer
Tel: +61 2 9254 5000
Fax: +61 2 9251 3552
Email: sponsorship@WCOF2020.org

exhibition@WCOF2020.org