



IBC
2024

**XX International
Botanical
Congress
Madrid Spain**



COMMERCIAL DOSSIER

July, 21st - 27th, 2024

ibcmadrid2024.com • info@ibcmadrid2024.com

    **#IBC2024**



Welcoming message

Dear colleagues,

We are delighted and deeply honored to announce that the next International Botanical Congress —the 20th IBC— will take place in Madrid (Spain) on the following dates:

- Nomenclature Section, 15–19 July 2024
- Congress, 21–27 July 2024

The IBC takes place every six years under the supervision of the International Association for Botanical and Mycological Societies (IABMS). The 20th was scheduled to take place in 2023 in Brazil after Shenzhen's (China) 2017. Unfortunately, the difficult situation caused by the worldwide pandemic has made impossible to organize this big event in Brazil in 2023.

Rooted in the tradition of Systematic Botany, the IBCs have enlarged their scope over more than a century to become an integrated forum for knowledge on the plant and mycological world. Please take a look at the broad scope of topics that we hope to include in this upcoming IBC in this site.

The Congress will include plenary lectures, concurrent symposia —for which we will ask for proposals in Spring 2022—, posters, exhibitors, as well as short courses and workshops.

We wholeheartedly invite all the botanical community worldwide to come to participate in the 20th IBC and enjoy, in Madrid, the privilege of sharing research, knowledge and experiences with colleagues and friends from all over the planet. We will make efforts to provide the best environment for such a thrilling experience.

A suite of post-meeting excursions will be offered for attendees to visit places of botanical and cultural interest. See the preliminary list in this site.

We look forward to seeing you all in Madrid in July 2024.

Kind regards,
The Organizing Committee of the 20th IBC



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Organizing Committee

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Royal Botanic Garden of Madrid. CSIC.

Vice-presidents

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Secretary General

Marcial Escudero

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Jefferson Prado

Institute of Pesquisas Ambientais (IPA). Herbarium São Paulo. Brasil.

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Autonomous University of Madrid.





Scientific Committee

Members

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Juan Arroyo Marín

University of Seville.

Marta Benito Garzón

INRAE BioGeCo.

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Smithsonian Tropical Research Institute.

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Juli Caujapé-Castells

Botanic Garden "Viera y Clavijo"- UA CSIC.

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Botanic Institute of Barcelona.

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Advisory Committee

Members

Song Ge

Institute of Botany, Chinese Academy of Sciences.

Sandra Knapp

Natural History Museum London

Susana Magallón

National University of México.

Frédéric Médail

Aix-Marseille University.

Jolanta Miadlikowska

Duke University.

Muthama Muasya

University of Cape Town

Tod F. Stuessy

The Ohio State University.

Karen L. Wilson

National Herbarium of New South Wales.





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Preliminary Programme

Main Topics

- **Systematics, phylogenetics, biogeography and evolution**
- **Ecology, environment and global change, including invasive species and plant-animal interactions**
- **Biodiversity and conservation**
- **Structure, physiology and development, including Evo-Devo**
- **Genetics, genomics and bioinformatics**
- **Plants and Society**

**Preliminary programme. You can consult the updated programme on the website by following this link:
<https://ibcmadrid2024.com/index.php?seccion=scientificArea&subSeccion=programme>*





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Technical secretariat

Fase20
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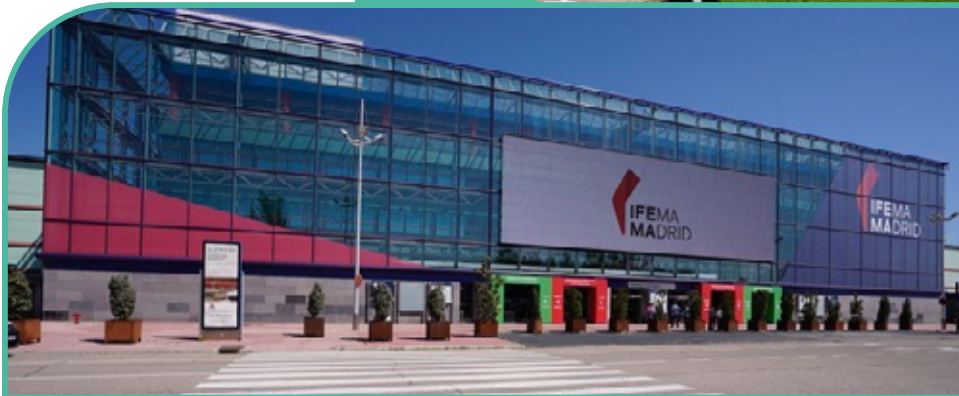
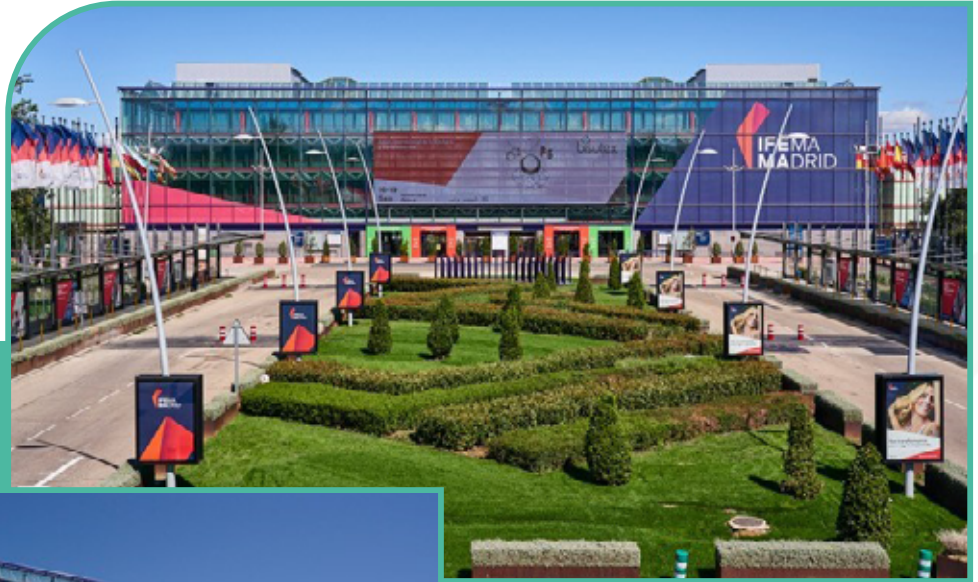
IBCMADRID 2024

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Venue

IFEMA MADRID



Avda del Partenón, 5.
28042 – Madrid, Spain

Located in its current location since 1991, Recinto Ferial has 240,000 m² distributed along 13 halls, 85 rooms, 2 convention centres and outdoor areas.

The North Convention Centre has an auditorium for 1,100 people and 18 additional rooms; the South Convention Centre offers another auditorium with capacity for 600 people; we also have 45 small rooms located in the mezzanine of the halls and 2 catwalks.

At IFEMA MADRID we have a very clear objective, to be a place to connect. To connect interests, challenges, concerns, knowledge, hobbies and passions. To do this, we have been designing environments for 40 years in which people, companies and society meet and share interests and challenges.

Multifunctional and flexible

Located next to halls 9 and 10 in the North access, it has an area of 10,000 m² and has a total of 20 rooms, 18 of which are located on the first floor. It is accessed via a large hall with natural light, whose size makes it the ideal space for exhibitions of 1800 m² gross or 468 m² net (space for stands) or to offer catering services during the event. The North Auditorium (N103 + N104 + stage) has capacity for 1,100 people. Rooms N101 + N102 and N105 + N106 are multifunctional. Separating panels allow events from 100 to 480 people to be hosted. The remaining 12 rooms (N107 to N118), with capacities of 70 to 200 people, can be combined in sets of two, allowing better adaptation to the needs of the event. On the second floor, the Colón and Neptuno rooms are also equipped with large outdoor terraces.

How to get to IFEMA Madrid? Please, click in the following link: <https://www.ifema.es/en/how-to-get-there>





Commercial oportunities

Commercial Exhibition



Space for Booth/Stand

Collaboration details:

- The collaborator disposes of 9sqm, or special 36sqm, of floor space in exhibition area to set up its commercial space, according to its possibilities and preferences, either through a design, modular or portable structure. The equipment, structure and furniture run on the exhibitor, assembly and disassembly are not included
- Equipment, such as tables, counters, chairs, showcases, televisions, etc., are at the exhibitor's expense. The collaborator may rent the necessary equipment and furniture to set up its commercial space, or use its own furniture and equipment. The technical secretariat can be consulted for information on equipment and furniture rental, see section Furniture rental information for this purpose.
- Spaces will be assigned on a first-come, first-served basis



Space for Table

Collaboration details:

- The collaborator disposes of 2x0.6 m of floor space in exhibition area, a space smaller than the booth space.
- The collaborator may use the space to place a table and/or counter, for example.
- Equipment, such as tables, counters, chairs, showcases, televisions, etc., are at the exhibitor's expense. The collaborator may rent the necessary equipment and furniture to set up its commercial space, or use its own furniture and equipment. The technical secretariat can be consulted for information on equipment and furniture rental, see section Furniture rental information for this purpose
- The spaces will be assigned in order of arrival of the petitions.





Space for Display in sponsor area

Collaboration details:

Grants access to set up a roll up banner (Display) (2.00 m height x 0.90 m wide) with sponsoring company or product logo.

It will be available in the exhibition area during the whole congress



Furniture rental information

Details:

The rental of furniture, such as a table and two chairs, or other type of furniture and equipment, will be possible through Fase 20 or IFEMA's concessionary company.

The reference values and equipment can be consulted through the following link: https://expositores.ifema.es/zwas/presupuesto_default.htm?idioma=es&feria=23ge&modo=PEX_MOSTRAR_SERVICIOS

In case you wish to hire, or have any questions regarding the rental of equipment and furniture, do not hesitate to contact the technical secretariat for technical support.





Commercial oportunities

Technology Services





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iEvents APP

What is it?

It is an application downloaded directly from the Apple's App store or Google Play allowing the delegate to interact in real time with the organization of the Congress, receiving in digital format all the necessary information which in turn allows the management of one's own agenda.

How does iEvents work?

After having received confirmation of registration to the Congress, the user can download the application for smartphones and directly access their information entering the user information and password provided by the technical secretariat. Before the Congress begins the user can update and prepare their own personal agenda with the scientific activities of their choice.

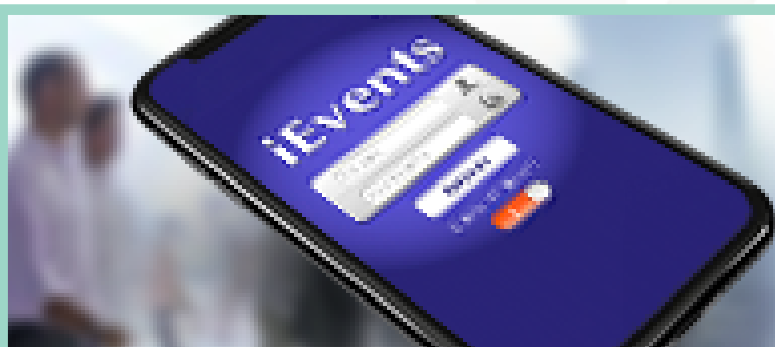
What if my terminal is not compatible?

For delegates whose terminal is not compatible with either Apple or Android, a Bluetooth server will be activated at the venue so Congress information can be received. All that is needed is to approach one of the Touch screen totems located in the Technical Secretariat and allow the interaction with your device.

In case you do not want to use mobile devices, there will be Touch screen totems available for consulting the application situated throughout the venue.

Advertisement on iEvents APP

The Sponsor will have its logo placed on every page and section of the app.





Room Access Control & Accreditation Cards

Room access control is a multimedia platform based on management software, control arches and a central server that detects the passage of people

Features:

How does this work?

Each participant is given an accreditation with their details and the arch captures the card signal, extracts the information and passes the data to a processing subsystem.

What is its purpose?

This system allows full control over the attendance to the room so this serves as justification for obtaining credits for the delegate's professional career.

How can I make them profitable?

The system can be covered with vinyl advertising, where the company's logo will be very visible to all attendees when entering and leaving the scientific activities.

Advertising can be installed in the entrance arches to the halls and various events.

Possibility of contracting singularly or even all the arches.





Online Voting

Features:

- It consists of voting or polling through a website, accessible from a computer, smartphone or tablet. It is not necessary to download any previous application. To participate, it is only necessary to have any of the above-mentioned devices with internet connection.
- The voting format is composed of multiple-choice questions, with additional descriptions or images, and of multiple-choice answers.
- The system limits the time for users to answer, sequentially through all questions settings. Once finished, a downloadable PDF file is generated with the results obtained.



(**) Price per activity in which the questions are asked.

In sponsored activities, this service can only be contracted by the sponsor of the activity.

For more information, please contact the Technical Secretariat.



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Touch Screen Totem

Features:

The full HD Touchscreen (1.92 cm x 1.08 cm)

includes:

- Sponsor advertisement.
- Inclusion of the logo of the sponsor entity on each screen or on a fixed banner.
- Information of the scientific program.
- Congress venue and Commercial Exhibition maps including logos of the sponsors.
- Able to forward the scientific program with information of the Congress and logo of the sponsor to mobiles phones.

Advantages:

- Advertising messages of great visual impact.
- User-friendly.
- Inclusion of multimedia resources (video and sound) of the sponsor.
- It gives a modern and innovative image to the brand that sponsors it.
- It generates a great visual impact within the space in which it is located, generating more expectations than in the rest of the spaces available.





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Interactive Floor

Features:

- The System runs through a light projector, multi-point infrared sensor and is connected to a software that thoroughly coordinates every device.
- The interactive floor adapts to each event. This customization consist in adding elements from the sponsor and relevant information from the congress to the floor background along with particles that overlaps with the movement and interaction of attendees.

Advantages:

- Ads with greater visual impact.
- Integration of interactive resources.
- A modern and innovative image of the sponsor.
- Great visual impact and expectation within the space where is located.
- Increase of media coverage within the event.





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Podium Wall

Features:

A podium wall is a digital lectern with a touch screen where the speaker can see his presentation without the need to place any additional computer. On the front there is an HD digital display where you can show the poster of the congress or any image. It has various signal inputs and outputs to project images or videos from any device.





e-Poster Exhibition Area

What is it?

- The e-Poster area is comprised of a series of large full HD format touchscreens, creating a flexible digital display for the exhibition and defense of posters/communications.

Features

- Sponsorship of the website to access all posters presented to the congress for consultation and reprinting.
- Platform for creating and uploading posters from home available 24h a day, 365 days a year.

Advantages:

- Saving on exhibition area and printing costs: a green solution for your events.
- Time saving for all delegates by avoiding agglomerations. This system allows you to view all e-Posters independently from any screen of the e-Poster area by searching the topic or author of your interest.
- This system provides an easy management of e-Posters.





Video Streaming

Features:

It consists of a live broadcast of a scientific session via Internet. It distributes the event in HD, which allows the viewers to the best intelligibility. It has great compatibility with all devices.

How does it work?

With our live production system, we capture the speaker and presentation images and launch them to the internet. We provide a video player compatible with all web browsers and mobile devices.

What is it for?

This system allows you to view the scientific sessions anywhere in the world via Internet.

Advantages:

- Great impact of the event online.
- Video streaming is played live.
- It allows users who are unable to attend the event to access its scientific content
- HD quality for the event.





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Led Screen

Features

A LED Screen is an electronic device consisting of LED lights, which can display data, information, images, videos, etc. to viewers close to it. The Led screen will be located in the main conference room and will broadcast corporate videos in-between sessions.

The most frequent adaptations for LED screens are: mapping/ location indicator displays, providing information dynamically, advertising and high resolution-full color video broadcasting.

Some of its advantages are its great resistance and maneuverability, the simplicity to achieve the desired screen dimension, and the minimal separations between module or panel junctions. It is noted for its excellent image quality





Video Wall

Collaboration details:

- It consists of a system of ultra-fine, and latest generation monitors, lined together creating one large screen. It uses an electronic signal transmitted by all the monitors, this system replaces the traditional head table banner, and its visual impact is one of its greatest features.
- This system can display the Congress name, or title of the table as well as the names of those who interact in the conferences, tables, symposia, etc., with the background image of the Congress and images of the sponsoring company. Likewise, the name of the speaker who is intervening automatically appears.
- The publicity of the sponsor will be included at the start of the daily activity and during the coffee-breaks and pauses. It is possible to personalize the image chosen by the sponsor.





Commercial opportunities

**Other
Collaborations**





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Other Collaborations: Tiers

Tiers I

Full-year recognition on Botany Congress website and Abstract Site reaching over 9,000 plant scientists - your logo with a link to your company website

In addition:

- Rotating banner (shared) ad on Botany Congress website for the life of the site
- Banner ad on the online version the congress programme and APP with a link to your website
- Logo included in the exhibitors list
- 3x3m Exhibit space at Botany 2024 with designated exhibit hours.
- 2 complimentary registrations to the Congress

Tiers II

Full year recognition on Botany Congress website and Abstract Site reaching over 9,000 plant scientists - your logo with a link to your company website

In addition:

- Rotating banner (shared) ad on Botany Congress website for life of the site
- Logo included in the exhibitors list
- 3x3m Exhibit space at Botany 2024 with designated exhibit hours.
- 2 complimentary registration to the Congress





Other Collaborations

Internet Point

Features:

Sponsorship of the WIFI of the congress, available for all delegates. The service allows the company to choose a specific password. This password will be included in the accreditation card so they can add it to their devices. Moreover, it includes publicity in every WIFI antenna.

Congress Website

Features:

Sponsorship of the official Congress website. The sponsor will have its logo placed in our website, which will be displayed following the committee's instructions to ensure the scientific integrity of the event.

Insert in the Congress Bag (Each Insert)

Features:

Sponsor information will be included in the delegate's informational material once approved by the organizing committee.



Congress Bag

Features:

The company name and logo will be placed on each bag given to all delegates when they pick up their badges. In addition, with this promotion you can include a promotional document inside the bag (the cost includes manufacturing).

Coffee Break

Features:

The Logo of the company will displayed be in all coffee break points. All delegates will use this service.



Notepads and Pens

Features:

The company name and logo will be printed on the notepads and pens that will be included in the Congress bag.

Publicity in the final Program

Features:

A full color page or half-page advertisement in the program.

Digital Advertising

Features:

Different kinds of advertising banners, non-exclusive, for the life of the website

- Rotating Banner on website home page & abstract site - shared space
- Rotating Side Skyscraper - ad home page placement- shared space
- Footer banner at bottom of the website home page -shared space





Summary of collaborations

Commercial Exhibition	
Space for booth/stand - 9 sqm	2.645€
*Space for booth/stand - 9 sqm Nonprofit organizations	2.000€
*Space for booth/stand - 9 sqm Artisans	500€
Table	2.000€
Display in sponsor area	1.000€
Technology Services	
iEvents APP	10.000€
Advertisement - iEvents APP	1.500€
Room access control	Please contact technical secretariat
Posters exhibition area	Please contact technical secretariat
Touch Screen Totem	3.000€
Interactive floor	3.000€
Podium wall	3.000€
Video wall	3.000€
Led Screen	Please contact technical secretariat
Online Voting	2.000€
Video streaming	Please contact technical secretariat

**To make this reservation for this prices, you must include the documentation to support your status.*

**TAX not included*

Note: the organizing Committee is open to suggestions should you be interested in any other collaboration not included on this dossier.





Summary of collaborations

Tiers	
Tier I	Corporate Exhibitors – 6.645 Non-Profit Exhibitors – 5.900€
Tier II	Corporate Exhibitors – 6.445€ Non-Profit Exhibitors – 5.800€

Other Collaborations	
Internet point	Please contact technical secretariat
Congress Website	3.000€
Insert in the Congress Bag	600€
Congress bag	Please contact technical secretariat
Coffee breaks	Please contact technical secretariat
Notepads and Pens	Please contact technical secretariat
Digital Advertising	Rotating Banner – 1.500€ Rotating Side Skyscraper – 800€ Footer banner – 800€

*TAX not included

Note: the organizing Committee is open to suggestions should you be interested in any other collaboration not included on this dossier.





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Commercial exhibition plan

Available soon: exhibition floorplan's approval from our venue is still pending





Registration fees

Registration fee			
Regular registration			
-High-income economies (1)	500€	600€	720 €
-Upper-middle-income economies (1)	350€	420€	504 €
-Low-income economies and Lower-middle-income economies (1)	250€	300€	360 €
Students			
- High-income economies (1) (2)	200€	240€	288€
- Upper-middle-income economies(1) (2)	160€	200€	240€
-Low-income and lower-middle-income(1) (2)	130€	160€	190€
One-day registration	180€	216€	259€
Accompanying person	180€	216€	259€

21% VAT included

(1) Full information is available on the World Bank web. Attendees from upper-middle and low-income economies will have to send a copy of their document of their current place of residence

(2) Students will have to send a copy of their student card (or proof of the student status) by e-mail to: registrations@ibcmadrid2024.com





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Accommodation

In the next link you´ll find the
accommodation information up to date:

[Click here](#)





Cancelation policy

Cancellations and changes to any form of collaboration with the congress must be made in writing and communicated to the Technical Secretariat of the Congress, by email: adominguez@fase20.com

- As of January 24th, 2024, the cancellation of the collaboration will lead to the loss of 100% of the contribution.
- All refunds will be made after the Congress.
- Collaborations, support reservations and sponsorship elements must be formalized by invoice within a period of no more than 15 days from the reservation of the space. In the case of not carrying out said billing, the Technical Secretariat may release the reservation made.
- In the event that the refund is made due to circumstances specific to the collaborating company, in no case will the amount of the collaboration be refunded.

Exceptional cases of cancellation, postponement or force majeure circumstances:

- In the event of cancellation of the congress for reasons beyond the control of the sponsoring entity and not holding the same or a similar alternative. The invoiced amount will be refunded.
- In the case of postponement due to force majeure or considering that the health circumstances did not manage to carry out the event, the amount of the collaboration will be applicable for the new dates decided by the organized society.
- In the case of changing the format of the congress into a virtual one, the collaboration options will be negotiated with the sponsoring entity that equates the collaboration in the on-site format to a similar one in the virtual congress.





Reservation form

Invoice Data

Company Name

VAT Number.

Address

City

ZIP Code

Phone Number

E-Mail Address

***** It is imperative send to us by e-mail the Company logo that you want to appear in the Congress publications. Format .tiff, .psd or .eps, with a quality of 300ppp**

Contact Person

Commercial Name for publications

*** Please spell it as it should appear (uppercase, lowercase, accent). This trade name will be published in the congress program.

Our company accept the conditions of the Commercial Exhibition, requesting through this form the collaboration with:

1ST Option Stand Number

TOTAL M2

2ND Option Stand Number

TOTAL M2

Scientific Activity

Other Collaboration

At the final Price of
by:

+ 21% VAT, and we accept to pay the 100% of the amount

Bank Transfer: FASE 20 SL

- Bank: BBVA
- IBAN: ES70 0049 6729 2623 1623 4794
- SWIFT/BIC: BBVAESMMXXX

Bank Check made payable to FASE 20 SL

Signature and Company Stamp

Date

