



17th International Rapeseed Congress

IRC 2027 in PARIS, 18th to 21st April, 2027

"The 4 yearly event of the rapeseed/canola innovation"

SPONSORSHIP PROSPECTUS IRC17th





ABOUT THE INTERNATIONAL RAPESEED CONGRESS

The 17th International Rapeseed Congress (IRC) will take place in Paris, France, on April 18th to 21st, hosted by Terres Inovia, the French oilseed technical Institute, and the professional organizations of the French oilseeds sector, under the auspices of the GCIRC (Global Council for Innovation in Rapeseed and Canola).

The IRC, held every four years, is the peak international conference for rapeseed R&D and innovation, focused on the advancement of global rapeseed production and utilisation. Since the 1960s the IRC has been helping rapeseed and canola professionals to reach new markets and to create enduring relationships in the extensive worldwide network of rapeseed experts. It is a forum for ideas, innovation and networking, highly respected among participants from industry, academia and government, as well as sponsors and exhibitors.

The strong structuration and the excellence of the French oilseed sector, of which rapeseed is the leader crop, offers excellent capacities to host this event, for scientific and technical aspects as well as organizational and financial. The Congress provides unique access to the world's largest gathering of rapeseed scientists, researchers and industry experts, creating outstanding business engagement opportunities for Sponsors and Exhibitors.

The program will propose a combination of presentations and discussions in plenary lectures, thematic sessions and working groups. Before the congress itself, a field trip will be proposed, that will include visits of demonstration platforms or production units devoted to rapeseed.

In Paris 2027, rapeseed will meet the challenge of climate change and will prove to play a key role in agro-ecological, food and energy transitions. The 17th IRC will help professionals as well as scientists to meet these challenges.

2027 is also the 50th anniversary of the foundation of GCIRC, which gives a special resonance to this 17th edition of the IRC.

THE CONGRESS IN BRIEF

Transitions and value creation are key words of IRC17th. Beyond the traditional presentation of the advancements in the scientific disciplines involved in rapeseed research, the congress will promote a transdisciplinary approach to tackle the main challenges facing rapeseed/canola crop: controlling insect pests and diseases, securing crop establishment, and developing crop robustness in climate change context, achieving low carbon emissions for production and industry, meeting the global vegetable protein and oil needs for food, feed and other uses.



The IRC takes place **every 4 years**, alternatively in Europe and other parts of the world.



900 people expected from all over the world are expected (the last congress in Europe – Berlin 2019 – gathered 840 persons from 43 countries)



Speakers: **international experts** are invited to develop a topic around their research and innovation theme



Attendees: private and public **researchers, students, academics, professionals of the rapeseed/canola industry.**

HOSTS



YOUR VENUE

The “Palais des Congrès de Paris” is an ideal destination to host the World Rapeseed Congress in 2027. Located at Porte Maillot, near the famous Champs Elysées, it is well connected to public transports and airports, and offers high flexibility for the congress sessions, exhibition and side events.

Depending on the feed-back of the 16th IRC and other conferences, online participation to the scientific sessions could be proposed to take into account the evolutions of the world situation by 2027, notably transport costs and potential carbon budgets limits of institutions.



2 Place de la Porte Maillot
75017 Paris



Bus

- Lines 43, 73, 82, 244, PC



Metro

- Line 1, Porte Maillot Station - exit 3

Tramway

- Line T3b, Porte Maillot Station

RER

- Line C, Neuilly - Porte Maillot Station
- Line E, Neuilly - Porte Maillot Station

**ITS CENTRAL
LOCATION
MAKES IT HYPER
ACCESSIBLE BY
PUBLIC
TRANSPORT**



PROGRAM

IRC-2027 will bring together during 4 days scientists and representatives from the global agricultural sector to showcase new scientific developments in:

- Genetics, genomics and Breeding
- Agronomy, Physiology and Crop Management
- Diseases and Pests, Crop protection
- Quality, products, compositional analysis, end uses in the food, feed and energy sectors
- Economy and markets

TIMETABLE

DAY 00 Field trip

DAY 0 Field trip/ annex workshops

DAY 0 Welcome event, registration

DAY 1 Opening ceremony, congress sessions

DAY 2 Congress sessions, Gala Dinner

DAY 3 Congress sessions, Closing ceremony
Press conference

A welcome event will take place on Day 0 evening and opening the congress on Day 1 morning.

The scientific sessions will stagger from Day1 to Day 3 in a classical schedule with 5 to 6 parallel sessions and poster sessions. Sessions will be recorded.

The Exhibit stands and the posters display for the Poster Sessions will be available from Day 0 evening till Day 3 afternoon.

Technical visits will be organized before the core part of the congress. Several options will be studied in regions easily accessible from Paris. It would include visits of agronomical research platforms, including pluriannual cropping system experiments, industrial units and research labs.

The Congress diner will be organized on the second day of the Congress. This will give opportunities to sponsors to organize their private events aside the official programme, on Day 1 or Day 3.



AN INVITATION TO SPONSOR

16 rapeseed congresses have been held, the last one in France being in Paris in 1983.

Over the past 50 years, rapeseed has won and maintained its position as the world's second largest annual oilseed crop and third largest source of vegetable oil, with production more than doubling in the last 25 years. The challenge of keeping pace with global demand has therefore been successfully met.

Today, agriculture in general and oilseed rape in particular are facing the major challenge of climate change and the host of issues that go with it: tolerance of species to physiological stresses, reduction in greenhouse gas emissions linked to the use of nitrogen fertilisers or agricultural machinery, new methods of protecting crops against new pests and emerging diseases, development of new combinations of agronomic practices that ensure production and respect for the environment, with the accompanying management tools. Also, the optimization of rapeseed products – oil, proteins and minor compounds – with a view to biorefinery adapted to a certain form of sobriety. All this while maintaining a level of production that can keep pace with demand for vegetable oils and proteins that will continue to grow over the next few years, both for priority food uses and for non-food uses.

Building the necessary transitions will require scientific and technical collaboration between countries to mobilise all the knowledge already acquired and to pool efforts to acquire new knowledge and innovate.

The complexity of the challenges we face calls for a systemic approach integrating scientific disciplines - from genetics to agrophysiology, from pest biology to agronomy, from nutrition to food science - and agricultural engineering - from the development of varieties and inputs to the design of innovative cropping and production systems - and agri-food engineering.

Sponsoring the 17th IRC in Paris will highly contribute to develop this spirit of scientific excellence and interdisciplinary exchanges between public and private scientists and professionals, and to fertilize the innovation processes, which is at the heart of the GCIRC's history.

REASON TO SPONSOR WHY JOIN THE CONGRESS?

1. Attendees from all over the world: rapeseed scientists, researchers and industry experts, representatives from the global agricultural sector.
2. An inspiring and highly targeted well-known global conference
3. The largest science-based and practice-oriented Congress in the field of rapeseed research in a single location
4. The IRC brings together scientists from all different scientific disciplines to report on their latest research results every four years
5. Access to all relevant rapeseed markets worldwide
6. International business opportunities in all sectors of rapeseed production, processing and trading
7. Direct contact to leading industry figures, government representatives and globally operating organizations
8. Networking opportunities, including representatives from the most important scientific institutions and research institutes, and from leading industrial enterprises from around the world
9. Paris is an attractive city which offers all hosting and transport facilities for such an event.

MARKETING SUPPORT

Sponsors and exhibitors at the International Rapeseed Congress are offered full marketing support.

Extensive information on the global rapeseed markets, detailed planning on your participation as well as several promotion channels are provided.

Get in touch with scientific institutions and research institutes from around the world – IRC organizers will help you to achieve maximum benefit.

PLANNING OF COMMUNICATION

The sponsors will receive full and updated information regarding the detailed IRC communication planning to allow them to organize their own communication program and highlight their sponsorship and contributions to innovation.

PACK SPONSORING

These packages make you a partner of the event, offering you visibility at the heart of IRC 2027. Partners who support the conference up to a certain value will be recognized according to the different sponsorship levels. **Feel free to contact us to discuss a sponsorship package tailored to your budget.**

PLATINUM TITANIUM DIAMOND GOLD SILVER BRONZE

Exclusive presentation of one of the congress days "presented by"	✓					
Exclusive presentation of the congress dinner "presented by"		✓				
Exclusive presentation of the welcome reception or presentation of one of the lunch breaks "presented by"			✓			
Exclusive presentation of one of the coffee breaks "presented by"				✓		
CEO's morning address on the respective day of the congress	✓					
CEO's opening address at congress dinner		✓				
Specialist presentation as part of the specialists program or value chain program	✓	✓				
Prominent placement of logo on the charts introducing all of the day's sessions	✓					
Prominent placement of logo in the entrance area of the exclusive dinner location		✓				
Prominent placement of logo in the entrance area of the exclusive welcome reception location			✓			
Prominent placement of logo on the tables during the coffee break or lunch break on the respective day				✓		
Placement of logo on all congress media	✓	✓	✓	✓	✓	
Congress tickets including congress dinner	5	4	3	2	1	0
Additional seats at the congress dinner	5	4	3	2	1	0
Space for information stand presentation in the congress foyer	4x3m	4x3m	3x3m	2x3m		
Info page on the congress website	300 words + logo + photo	250 words + logo + photo	250 words + logo + photo			
Block on the website				120 words + logo	50 words + logo	50 words + logo
Info page on the congress programme	Full page	Full page	Half page	Half page		
Company brochures inserted in the congress folder	up to 3	up to 2	1	1	1	0
PDF file of company brochure on a USB stick containing an overview of the congress	✓	✓	✓	✓	✓	

PACK SPONSORING

PLATINUM

TITANIUM

DIAMOND

GOLD

SILVER

BRONZE

Prominent exposure as a Platinum sponsor in the registration portal of the congress site



One item among (first served):



- 4th cover page of the programme
- Lanyards
- Delegate Bags (first served)

One item among (for example):



- Reserved table at the Congress dinner
- Specialist presentation as part of the specialist programme
- Two Exhibitor passes, excl. Congress dinner
- Speaking opportunity within the program
- Two Congress tickets, incl. Congress dinner
- Writing Materials
- WIFI
- Attendee App
- Coffee Cart
- Hand sanitising stations
- Satchel Inserts
- Advertisements in Program Book
- Exhibition Booths (2x3m)
- Field trip transportation (buses)
- USB stick

COST

€ 80,000

€ 80,000

€ 60,000

€ 40,000

€ 8,500

€ 4,000

Prices are quoted exclusive of VAT. If applicable, VAT at 20% will be added.

EXHIBITION

IRC17th wants to promote a value chain approach of innovation in rapeseed/canola industry, highlighting the roles of research and technological innovation to meet the needs of the sector. The exhibition offers companies the opportunity to be present beyond sponsoring by having an individual booth.

The layout of the Palais des Congrès gives exhibitors the visibility they need to make contact and exchange ideas with IRC participants.

STAND 6 sqm	STAND 9 sqm	STAND 12 sqm
Width x depth: 2m x 3m	Width x depth: 3m x 3m	Width x depth: 4m x 3m
Flag sign	Flag sign	Flag sign
Melamine walls, carpet + 3-spotlight rail	Melamine walls, carpet + 3-spotlight rail	Melamine walls, carpet + 2 rails with 3-spotlight
1 electrical terminal from 1 to 3 kw	1 electrical terminal from 1 to 3 kw	1 electrical terminal from 1 to 3 kw
1 table + 2 chairs *	1 table + 2 chairs *	2 tables + 4 chairs *
Logo on website	Logo on website	Logo on website
1 badge "exhibitor" **	2 badges "exhibitor" **	3 badges "exhibitor" **
€ 3,500	€ 4,900	€ 6,000

Prices are quoted exclusive of VAT. If applicable, VAT at 20% will be added.

* Additional furniture may be ordered from The Palais des Congrès de Paris.

The following services are also included:

- Wi-Fi access;
- access to conferences, breaks and buffet lunches;
- conference bag with all conference documents.

** Additional "exhibitor" badge fee: € 600.

GENERAL TERMS & CONDITIONS

ART. 1 - GENERAL TERMS AND CONDITIONS: The sponsor or exhibitor is willing to accept with no reserve the terms of the present rules and regulations of VERTCOM and the provisions of public law applicable to events organized in France. They shall accept all new measures generated by circumstance or for the event benefit that the organizer reserves the right to indicate. Any modification or exchange with the organizer must be made in writing, in accordance with Art. 1119 of the French Civil Code.

ART. 2 – ADMISSIONS: The reservation requests signed by the exhibitor will not be valid unless drawn up on the official reservation forms provided by VERTCOM. The reservation forms should be sent by email to: secretary@irc2027.org. The applications will be submitted to the Organizing Committee who will decide on the outcome after examination. In case of refusal, the organizing committee will not have to justify the decision notified to the applicant. In no case whatsoever will the applicant have the right to request compensation for refusal on grounds that he was invited to apply by the Organizing Committee.

ART. 3 – PAYMENT: All reservations will require a deposit representing 50 % of the total reservation fees, tax included. The difference must be paid 30 days after invoicing date. For any reservation made after 31/12/2026, the total reservation fee is due on reservation. In accordance with the deadlines of the rules here above and payment deadlines law, any delay in payment will give rise to the automatic application of late payment charges whose rates amount to 1,5 times the legal interest rate.

ART. 4 - CANCELLATION: If the stand is not entirely paid for prior to the beginning of the conference, the Organizing Committee will not be liable to refund the amounts already paid. In case of cancellation by an exhibitor prior to 31/12/2026, the organizer will retain 50% of the total amount of the invoice as compensation. For any cancellation request occurring from 31/01/2027 onwards, the entire amount of the invoice will be due and will be retained as a compensation for contract breach. If the entire reservation fees haven't been paid at least 30 days prior to the date of the event, the exhibitor will not have the possibility to choose the location of their stand. If the total reservation fees haven't been paid at least 15 days prior to the event, VERTCOM reserves the right to refuse the exhibitor's access to the event.

ART. 5 – SUBLEASE: The admission certificate is personal, incommunicable and inalienable. It is strictly forbidden for the exhibitors to sublease or share in return of remuneration or for free a part or their entire stand.

ART. 6 – OCCUPATION OF EXHIBITION SPACES: The exhibition plan is drawn up by the Organizing Committee. The allocation of spaces is made by VERTCOM in collaboration with the Organizing Committee while taking into account the reservations' order of arrival. After the allocation, no change can be made without written approval by VERTCOM.

VERTCOM reserves the right to modify as many times as it deems necessary, the location, the size and the layout of the requested spaces by the exhibitor. If the Organizing Committee is compelled to partially change the layout or set ups, no claim will be acceptable and the exhibitors undertake to abide by the decisions taken.

For any dispute, only the Tribunals of Paris are competent. The allocated spaces shall be occupied by the exhibitor from 18/04/2027; otherwise, they will be considered vacant and could be allocated without any compensation or refund that the failing exhibitor might request.

ART. 7 – RULES AND SAFETY INSTRUCTIONS: A technical file for the exhibitor will be sent at a later date to the company reserving a stand. This file will include all the stands layout and furniture renting rules as well as the safety regulations and information on all necessary services (telephone, maintenance, storage, customs clearance...) the exhibitors, their employees and subcontractors engage themselves to respect and abide by the rules of the Congress Center and the instructions specified in the technical file.

More generally, the exhibitors shall abide by the laws and regulations applying to fairs and exhibitions as well as the safety measures decreed by the Prefecture. More particularly, they shall abide by the regulations and safety instructions of the Congress Center. The exhibitors are liable for the material they exhibit as well as the one they will rent or set up at their stand.

ART. 8 - EXCLUSIVITY: The reservation and rental of a stand or advertising space compel the exhibitor not to organize or privilege, any meetings or gatherings on the conference topics that hadn't been declared or authorized by the Organizing Committee.

ART. 9 – DISTRIBUTION OF DOCUMENTS: Distribution of advertisements or tracts is only permitted on the stand.

ART. 10 – RIGHTS AND LIABILITIES OF THE ORGANIZER: The organizer will have the right to decide on all unforeseen matters in this present regulatory document. All its decisions will be taken with no possible recourse and shall be immediately implemented.

Any breach of any one clause of this present document shall give rise to immediate, temporary or definitive exclusion of the failing exhibitor with no possibility for the latter to claim any refund or compensation. The organizer shall have total freedom to decide accordingly.

This shall occur also in case of no-respect of the terms and conditions article 3: the organizer will send the debtor a legal notice with acknowledgement of receipt. In case of non-payment within 15 days by the debtor, the contract will be cancelled. The organizer shall not be held liable for a small number of registered delegates or any lack of interest for the whole conference.

ART. 11 – CANCELLATION OF THE EVENT: In case of force majeure, the dates of the conference and the exhibition could be changed or simply cancelled. In this case the available amounts after payment of the expenses incurred will be shared between the exhibitors on a pro rata basis with no possibility of recourse against the organizer.

ART.12 – DISPUTES: In case of dispute, only the Tribunals of Paris are competent.



ORDER FORM 1/2

PACK SPONSORING

	UNIT PRICE EXCL.	QUANTITY	TOTAL
PLATINUM	€ 80,000		
TITANIUM	€ 80,000		
DIAMOND	€ 60,000		
GOLD	€ 40,000		
SILVER	€ 8,500		
BRONZE	€ 4,000		

EXHIBITION

6 m² stand	€ 3,500		
9 m² stand	€ 4,900		
12 m² stand	€ 6,000		

Sub-total excl. VAT	
Application fees	€ 50
Total excl. VAT	
(if applicable) VAT 20 %	
Total incl. VAT	

ORDER FORM 2/2

COMPANY DETAILS

Company name
Address
Zip code City
Country
Intra-community VAT no.
SIRET

PERSONAL INFORMATION

Last name First Name
Position Phone
Email

BILLING ADDRESS *(If different)*

.....
.....
.....

The bank transfer must be made to Agence VERT COM and must clearly indicate the following references "Invoice number - Company name". A deposit of 50% of the total amount including VAT will validate your reservation. The balance must be paid no later than 30 days before the event.

Account holder :

Date

**Signature of the manager
and company stamp:**

- ☐ I have read and accepted the "general sales
and space renting terms" described on page 10

Form to be returned by email to: **secretary@irc2027.org**

or by post to the following address:

VERT COM / IRC 2027
13 rue du Clos des Chênes
37390 ST ROCH (France)



CONTACT

Let us know if you are interested in our many opportunities to support or take part in the event:



secretary@irc2027.org



+33 (0)2 47 27 33 30

