



15th World Processing
Tomato Congress
&
17th ISHS Symposium on
Processing Tomato



Call for sponsorship



9 - 12 JUNE 2024
Hilton Budapest,
Budapest, Hungary



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Invitation

2

We are happy to invite the tomato world to the 15th World Processing Tomato Congress which will be held in Budapest, Hungary. The biannual event, which is by now established in the calendar of many people in the tomato processing, associated industries and tomato-related scientific community, will be held for the first time in its history in Central European region and first time in a UNESCO World Heritage Site, since the venue of the event is located in the Buda Castle District.

Over the days of the Congress, participants will have the opportunity to attend many interesting topics related to the tomato industry: agricultural cultivation, processing and consumption; current market trends, technological developments and how they relate and shape the future of our industry. Parallel to the main event we are happy to host the 17th ISHS Symposium on Processing Tomato where the most recent research in all branches of horticultural science will be presented. Additionally, there will be a post congress tour which will give the opportunity to the delegates, to visit Univer's tomato processing plant and tomato model farm.

Gábor Palotás

Organizer, Univer





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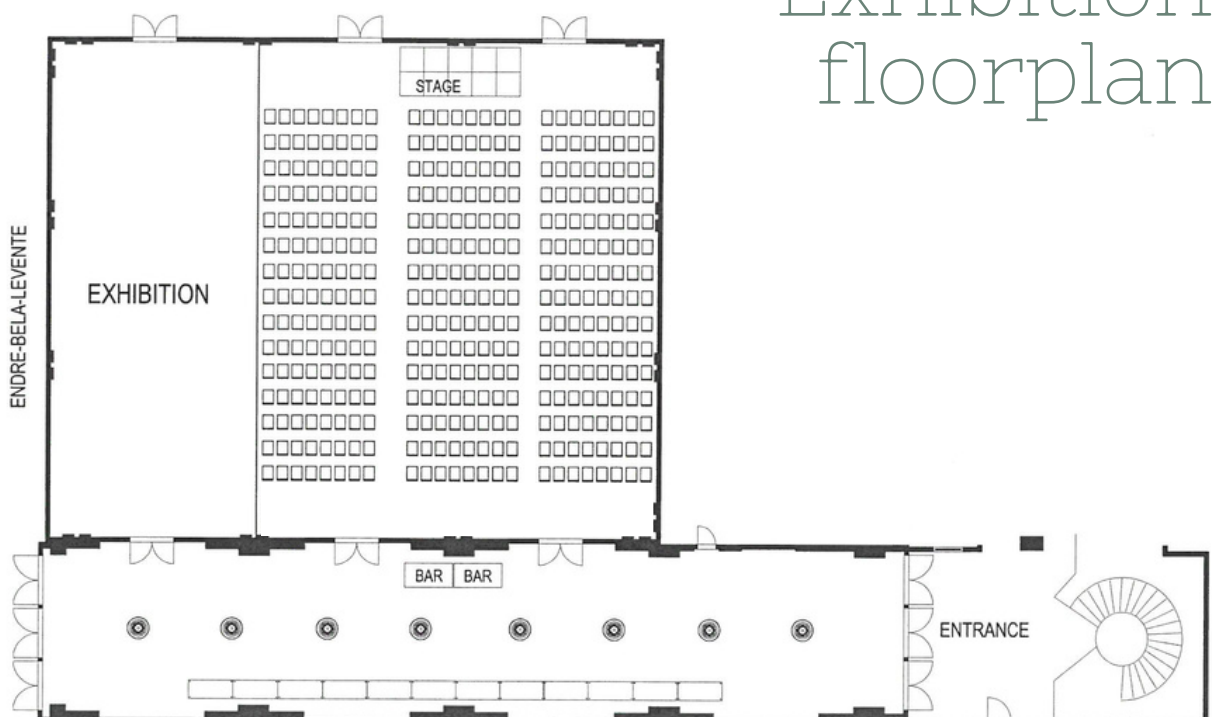
Why sponsor?

3

WPTC 2024 provides a wide range of opportunities to promote your company. Around 350 delegates are expected to attend the 15th World Processing Tomato Congress and 17th International Symposium on Processing Tomato. From targeted audience access and brand exposure to networking opportunities and market insights, WPTC 2024 provides a platform to showcase your products, gain visibility, and establish valuable business connections. We offer several sponsorship packages to achieve the highest exposure to your company. We are convinced that this event presents excellent options to exhibit your technology and services to a large number of counterparts and, further, to become a sponsor of this event to make it more attractive. WPTC 2024 will also be an excellent opportunity to develop effective advertisements that will meet your requirements for high-quality sponsorship.

The exhibition will be located right in the middle of the coffee break zone.

Exhibition floorplan





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Organizers

Founded in 1948, the 100% Hungarian-owned Univer Group is one of Hungary's leading food manufacturing, retailing and wholesaling companies. In 2022 Univer Group achieved a consolidated net sales of approximately EUR 156 million, employing more than 1300 local employees. As a member of Univer Group, Univer Product Ltd manufactures and distributes food products in several categories such as tomato concentrates and other tomato products; classical Hungarian food seasonings like Piros Arany (Red Gold Paprika Cream), Erős Pista (Strong Steve Minced Hot Pepper) and Goulash Cream; mayonnaise, mustard, ketchup and salad dressings; also baby food and premium jams. The company's Hungarian food seasonings, mayonnaise, mustard, ketchup and baby food are market leaders in Hungary, other categories are among the top players in their product categories. Univer's products are available in more than 15 countries around the globe. Univer Product is in close cooperation with hundreds of Hungarian farmers working in the surrounding region. They provide top quality raw materials for Univer's condiments in a mutually beneficial supply system that has been in operation since 1975.



4



The World Processing Tomato Council (WPTC) is an international non-profit organization representing the tomato processing industry worldwide. Currently, its members represent more than 95% of the volume of tomatoes processed worldwide.

The organization, created in 1998, is constituted of professional tomato growers and/or processors, organizations representing their production area. It is headquartered in Avignon (France) and is currently chaired by Jason Fritsch from Australia, who was elected President of WPTC on 25 October 2022 in Parma. The two vice-presidents are Nick Kastle (California) and Manuel Vazquez (Spain).

The aim of the ISHS is "...to promote and encourage research and education in all branches of horticultural science and to facilitate cooperation and knowledge transfer on a global scale through its symposia and congresses, publications and scientific structure". Membership is open to all interested researchers, educators, students and horticultural industry professionals.



The International Society for Horticultural Science - in short ISHS - is a truly global network comprising over 70,000 individuals, universities, governments, institutions, libraries and commercial companies, in addition to a substantial number of Institutional Members and some 50 member countries / regions. It is a major source of up-to-date information on global horticultural research.

ISHS aims to promote research in all branches of horticulture. It encourages the development of international co-operation, bringing together scientific and technical professionals to stimulate, facilitate and co-ordinate research and scientific activities on a global scale.





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Destination and Venue



The 2024 WPTC Congress will be held in Budapest, Hungary. As the capital of Hungary, Budapest, with its population of around 2 million, is among the world's most romantic and most entertaining capitals. The city is divided into two parts by the meandering Danube River, iconically spanned by several stunning bridges. Budapest is a city of surprises and wonder, with its lively centre, pretty parks, majestic river, tall church spires and lavish spas. One of the most exciting cities in the world, Budapest is full of secrets, hidden spots to explore and old favourites to revisit. This is the city where being bored is not an option.

And there is something else that keeps bringing visitors back to us – the legendary Hungarian hospitality. Experience it yourself at Hilton Budapest, where 2024 WPTC Congress will take place. Overlooking the River Danube and Hungarian Parliament, the 16th Century-style hotel sits next to the iconic Fisherman's Bastion monument and Matthias Church. The venue of the event is located in the Buda Castle District, a UNESCO World Heritage Site. You can explore the ancient streets around the hotel, 15 minutes from the city centre.

5



Budapest, the vibrant capital of Hungary, has been making waves as a must-visit destination. It has gained international recognition, making it onto the list of the world's top 50 amazing locations. The city's iconic landmarks, including the beautifully restored Szent István-terem, the impressive Főrség building, and the historic Karakas pasa tower, have been specifically mentioned in renowned publications such as Time.

But why is Budapest so special? It has recently been crowned as the most popular UNESCO World Heritage site in Europe, boasting its enchanting Danube River, the historic Buda Castle District, and the iconic Andrassy Avenue. Visitors from around the world have fallen in love with the city's charm, leaving countless five-star reviews on platforms like TripAdvisor and expressing their admiration for its UNESCO sites.

As Budapest continues to shine on the global stage, it proves itself as a remarkable destination that combines history, culture, and modernity. Visitors are captivated by its grandeur, the magnificent House of the Hungarian Music, the captivating exhibits at the Ethnographic Museum, and the exceptional transformation of the City Park. Budapest's commitment to preserving its heritage while embracing innovative developments has positioned it among the world's greatest travel destinations.

In summary, Budapest's rise to prominence can be attributed to its ability to offer a unique and captivating experience. The city's rich history, architectural marvels, and cultural treasures provide an unforgettable journey for every traveler.





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Sponsoring packages

	DIAMOND PACKAGE	GOLD PACKAGE	SILVER PACKAGE
Company logo on the congress website (each page)	✓	✓	
Company logo on the congress website (sponsor page)	✓	✓	✓
Company profile and logo in the congress final program	1 full page	1 full page	1 full page
Advertising page in the congress final program	2 full pages	1 full page	
Advertising page in the 2024 Tomato News Yearbook	1 full page	1 full page	
Company logo on the sponsor page of the final program	✓	✓	✓
Company logo in all congress signs / boards	✓	✓	✓
Display of company logo in both session halls continuously as	Diamond Sponsor	Gold Sponsor	Silver Sponsor
Complimentary exhibition floor place	10 sqm	6 sqm	4 sqm
Complimentary full conference registrations	5	3	1
Complimentary registration for the Post-Congress Tour	3	2	1
Access to a private meeting room	✓		
Opportunity to present machines/ packaging materials & tools/varieties in Univer's facilities during the post-congress tour	✓	✓	✓
Placement of sponsors' flyer or product in the congress material	2	1	
Projection of a short promotional video during breaks - 7 projections	max. 3 min.	max. 1 min	
Additional benefit for Diamond Sponsorship (one option to select): Exclusive sponsorship of the <u>welcome reception</u> OR <u>gala dinner</u> OR <u>delegates' bag</u> OR <u>lanyards</u> OR <u>smart phone application</u>	✓		
Commercial rate:	50,000 EUR+VAT	30,000 EUR+VAT	12,000 EUR+VAT

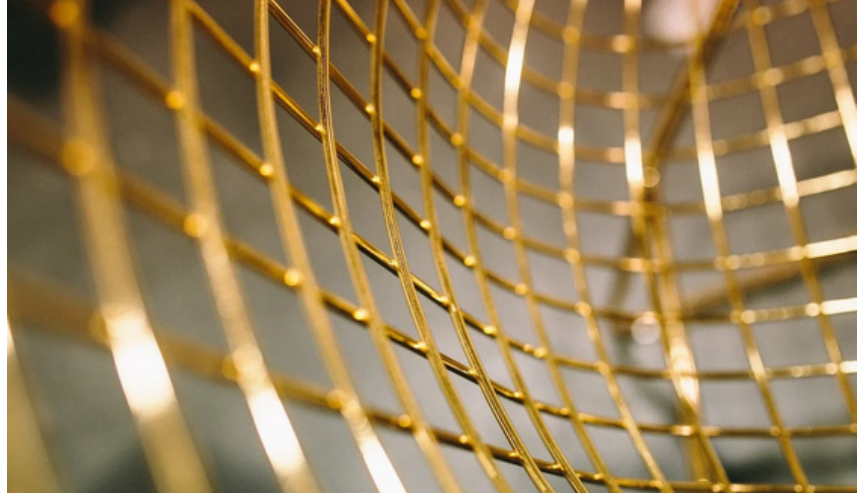
6





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Additional packages



Please find our additional sponsorship possibilities below. These are only available for our graded sponsors, and can be selected in addition to Diamond, Gold or Silver sponsorship package.

*Marked packages can be selected as additional complimentary benefits for Diamond Sponsors (one option to select). For all other sponsors these packages are available for the indicated commercial rate.

Exclusive Sponsorship of the Welcome Reception *

Available for 1 company!

- Acknowledgement on roll-ups (max. 3 pieces) at the venue of the reception (roll-up should be provided by the Sponsor)
- Acknowledgement in all conference materials

Commercial Rate: 5,000 EUR + VAT

Can be selected as additional benefit for Diamond Sponsorship

Exclusive Sponsorship of the Gala Dinner with river cruise *

Available for 1 company!

- Acknowledgement on roll-ups (max. 3 pieces) at the venue of the dinner (roll-up should be provided by the Sponsor)
- Acknowledgement in all conference materials

Commercial Rate: 5,000 EUR + VAT

Can be selected as additional benefit for Diamond Sponsorship

7

Exclusive Sponsorship of Delegate Bag *

Available for 1 company!

- Placement of company logo on the delegate bags (printed in one color)
- Bags are provided by the organizers
- Acknowledgement in all conference materials

Commercial Rate: 5,000 EUR + VAT

Can be selected as additional benefit for Diamond Sponsorship

Exclusive Sponsorship of Lanyards *

Available for 1 company!

- Lanyards are printed with the sponsor logo (provided by the sponsor)
- Acknowledgement in all conference materials

Commercial Rate: 5,000 EUR + VAT

Can be selected as additional benefit for Diamond Sponsorship





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Additional packages



Exclusive Sponsorship of Congress Smart Phone Application*

Available for 1 company!

- Placement of the company logo on each site of the congress smart phone application
- Acknowledgement in all conference materials

Commercial Rate: 4,000 EUR + VAT

Can be selected as additional benefit for Diamond Sponsorship

Exclusive Sponsorship of Delegate Notepapers and Pens

Available for 1 company!

- Notepapers and pens printed with sponsor logo will be included in the conference bags
- Acknowledgement in all conference materials

Commercial Rate: 5,000 EUR + VAT - notepapers and pens are provided by the organizers

4,000 EUR+VAT - notepapers and pens are provided by the Sponsor

Sponsorship of Coffee Breaks

Available for 2 companies!

- Sponsor of the coffee breaks on the selected full event day (two breaks each day)
- Placement of the company logo on signage boards at the coffee break zone
- Acknowledgement in all conference materials

Commercial Rate: 4,000 EUR + VAT

Sponsorship of Gift Insert

Available for 5 companies!

- Placement of company gift / sample / product in the delegates' bag (all inserted materials should be provided by the Sponsor)
- Acknowledgement in all conference materials

Commercial Rate: 3,500 EUR + VAT

Adopt a Scientist

Available without limitation!

- Support a young scientist by contributing for the registration, accommodation, and travel cost
- Content of the package: full registration, hotel reservation for 3 nights in single occupancy in the venue hotel, travel cost reimbursement up to 1000 EUR
- Acknowledgement in all conference materials

Commercial Rate: 3,000 EUR + VAT

8





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Terms and Conditions



Application and General Payment Conditions

All sponsors wishing to apply for any of the services listed in this brochure are required to register by submitting the enclosed registration form to Diamond Congress Ltd. with an authorized signature. Applications are handled at first-come first-served basis, but priorities are given to main sponsors, in terms of advertisements, exhibition space, and selection of sponsorship opportunities. Space will not be reserved without a written application. Exhibition space cannot be occupied unless the full amount is paid before the dates shown below. The organizers of the exhibition retain the right to rearrange the stands in case the overall concept or organizational matters force them to do so. Advertisement will not be printed if the full amount of the advert is not paid before the deadline indicated. Signing and submitting the application form is binding agreement, provided exhibition space is available, and considered to be written commitment that all conditions stated therein are understood and accepted by the applicant.

Payment conditions

All prices stated herein exclude VAT which is 27% for Hungarian seated companies. (For international companies reversed charge VAT applies, in case of providing the VAT number). Payment should be arranged upon receipt of our pro forma invoice, according to the following terms.

- 50% of the total cost of the participation (sponsorship), upon application, after receiving the first pro forma invoice.
- 50%, the rest of the total amount, by April 1st, 2024.

Cancellation policy

Cancellation of participation (for sponsorship) needs to be sent in writing to the congress secretariat. Refundable amounts and penalties depend on the date of cancellation and are as follows:

The Organizing Committee reserves the right to withhold:

- 50% of the total cost of the participation (sponsorship), for cancellations sent to the secretariat until April 20th, 2024.
- No refund if cancellation is made after April 20th, 2024.



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Contact us

Questions about the Congress program & sponsorship

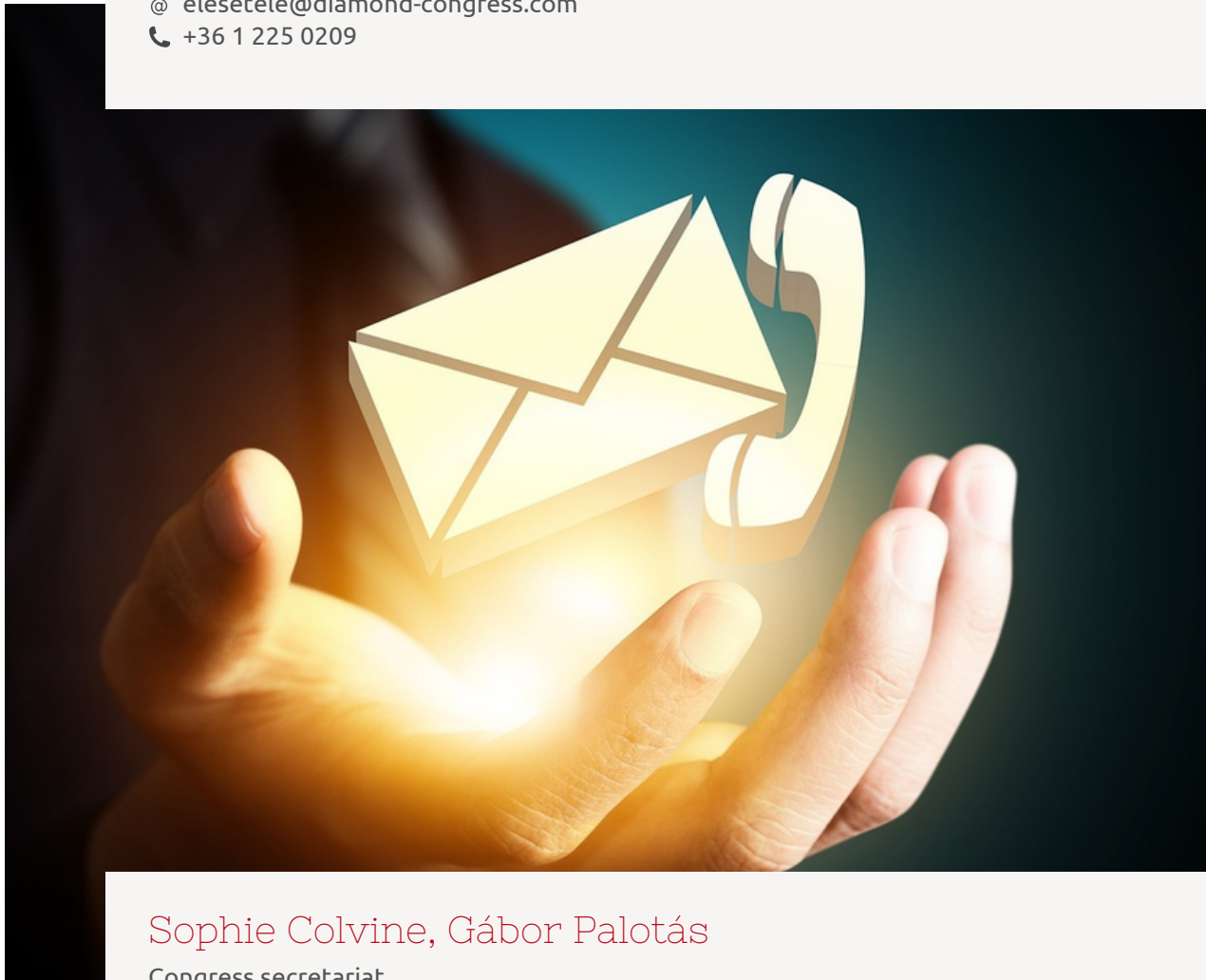


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🌐 <https://15thworldtomatocongress.com/>



Join us at the prestigious international congress and exhibition and be part of shaping the future of our industry. Reserve your spot now!