

5<sup>th</sup> World  
Congress on  
**Agroforestry**  
.....>  
**Transitioning** to  
a Viable World



**July 17-20, 2022**  
.....  
**Québec City, Canada**

# PARTNERSHIP PLAN

PHOTO : Alain Cogliastro



UNIVERSITÉ  
**LAVAL**





## **WELCOME**

### **TO THE FIFTH WORLD CONGRESS ON AGROFORESTRY 2022**

On July 17-20, 2022, in Québec City, Canada, will be held the Fifth World Congress on Agroforestry under the theme: Transitioning to a Viable World. This congress will be an opportunity to stimulate an open and inclusive dialogue between various stakeholders from around the world including farmers, researchers, advisors, policy makers, and representatives from the government, the civil society and the private sector. Considering agroforestry participates in enhancing soil health, protecting water quality, increasing biodiversity, mitigating and adapting to climate change, and providing food security, health and revenues, it is an essential component of the needed ecological, energetic, social and economic transition. This critical transition can and must be achieved through a participatory collaboration process that helps building bridges between research, policy decisions and field work. The Fifth Congress on Agroforestry will help creating or strengthening those connections by promoting knowledge sharing for a transition to a unified, just and healthy world.

PHOTO : Alain Cogliastro





## ORGANIZER

### OF THE FIFTH WORLD CONGRESS ON AGROFORESTRY 2022



**UNIVERSITÉ  
LAVAL**

Université Laval is one of Canada's largest universities with 17 faculties, 60 departments and schools, and nearly 500 programmes in every field of knowledge training more than 40 000 students every year. It is also a leader in the area of research and innovation, with over 1 600 research professors divided among 250 teams and centres. In recognition of

more than 10 years of outstanding commitment to sustainable development, Université Laval has earned a second gold rating from the international Sustainability Tracking, Assessment and Rating System (STARS) programme. Already ranked first in Canada, it rose to the second position worldwide, out of some 800 registered universities. Université Laval, which is the only university in the province of Québec to offer both agriculture and forestry programmes, was one of the first universities in the world to offer a programme in agroforestry.

## SUPPORTING ORGANIZATIONS



**INTERNATIONAL  
UNION FOR  
AGROFORESTRY  
(IUAF)**

IUAF is an international federation founded in 1979 and headquartered in Prague, Czech Republic. IUAF facilitates cooperation and collaborative research in agroforestry worldwide. It helps its members promote its use and application in farming, policy and investment decisions for a sustainable future.



**INTERNATIONAL  
CENTRE FOR  
RESEARCH IN  
AGROFORESTRY  
(WORLD  
AGROFORESTRY -  
ICRAF)**

World Agroforestry is the only institution that does globally significant agroforestry research in all of the developing tropics. Knowledge produced by World Agroforestry enables governments, development agencies and farmers to use trees to make farming and livelihoods more environmentally, socially and economically sustainable.

## ORGANIZING COMMITTEE

### OF THE FIFTH WORLD CONGRESS ON AGROFORESTRY 2022

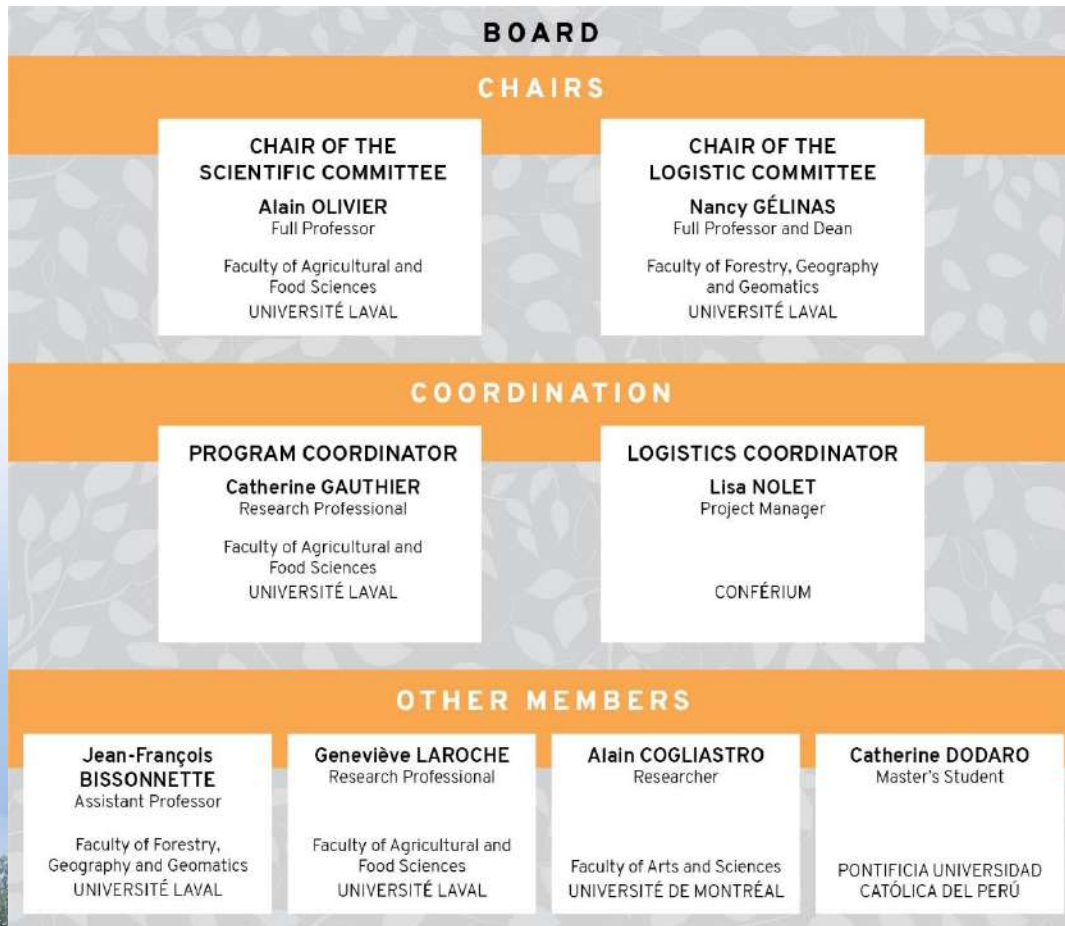
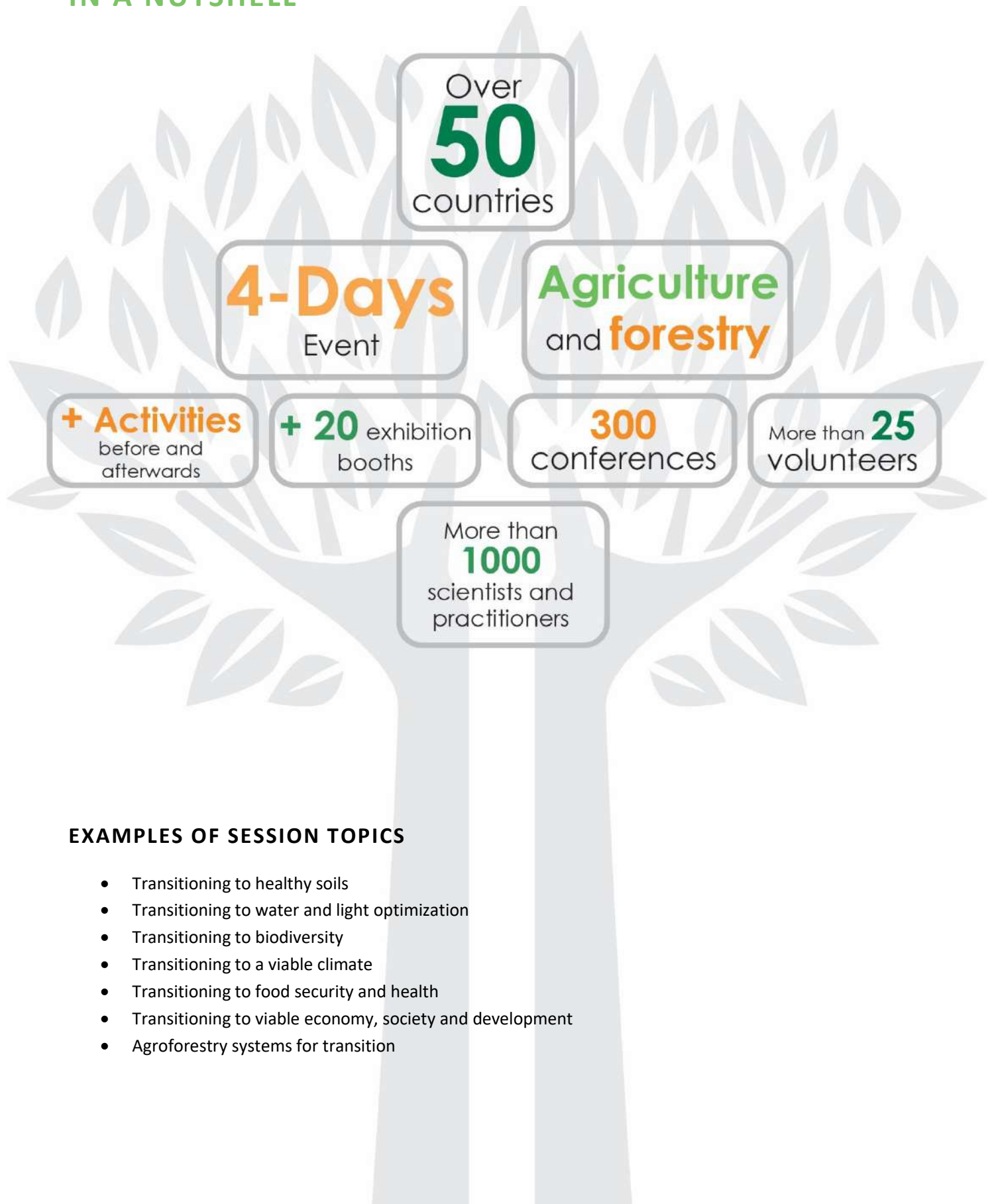


PHOTO : Alain Cogliastro



THE FIFTH WORLD CONGRESS  
ON AGROFORESTRY 2022  
IN A NUTSHELL



EXAMPLES OF SESSION TOPICS

- Transitioning to healthy soils
- Transitioning to water and light optimization
- Transitioning to biodiversity
- Transitioning to a viable climate
- Transitioning to food security and health
- Transitioning to viable economy, society and development
- Agroforestry systems for transition

## CONGRESS VENUE



CENTRE  
DES CONGRÈS  
DE QUÉBEC



## THE FIFTH WORLD CONGRESS ON AGROFORESTRY 2022 IN QUÉBEC CITY

Québec City is known and loved for its European charm, welcoming locals, infectious energy, and, of course, for Old Québec, a treasured UNESCO World Heritage Site. As the cradle of French civilization in North America, this port city, provincial capital, and thriving technology hub wears its many identities with pride. The city has its feet planted firmly in the 21<sup>st</sup> century and boasts a flourishing economy that extends into some of the hottest new sectors. A place of knowledge, innovation, and creativity, Québec City offers a wealth of business opportunities in a unique cultural setting.

It is this singular mix of qualities that has made it one of Canada's top travel and convention destinations and the best city in Canada according to *Travel + Leisure*, three years in a row! (2017, 2018, 2019 *World's Best Awards*, *Best Cities in Canada*). The Congress taking place in the summer, the participants will be able to take part in the numerous activities of Québec City, such as the Festival d'été de Québec, a not-to-be-missed event to discover and enjoy!

### DISCOVER QUÉBEC CITY

RESTAURANTS AND GASTRONOMY →  
WHAT TO DO IN QUÉBEC CITY? →  
MUST-SEE ATTRACTIONS →





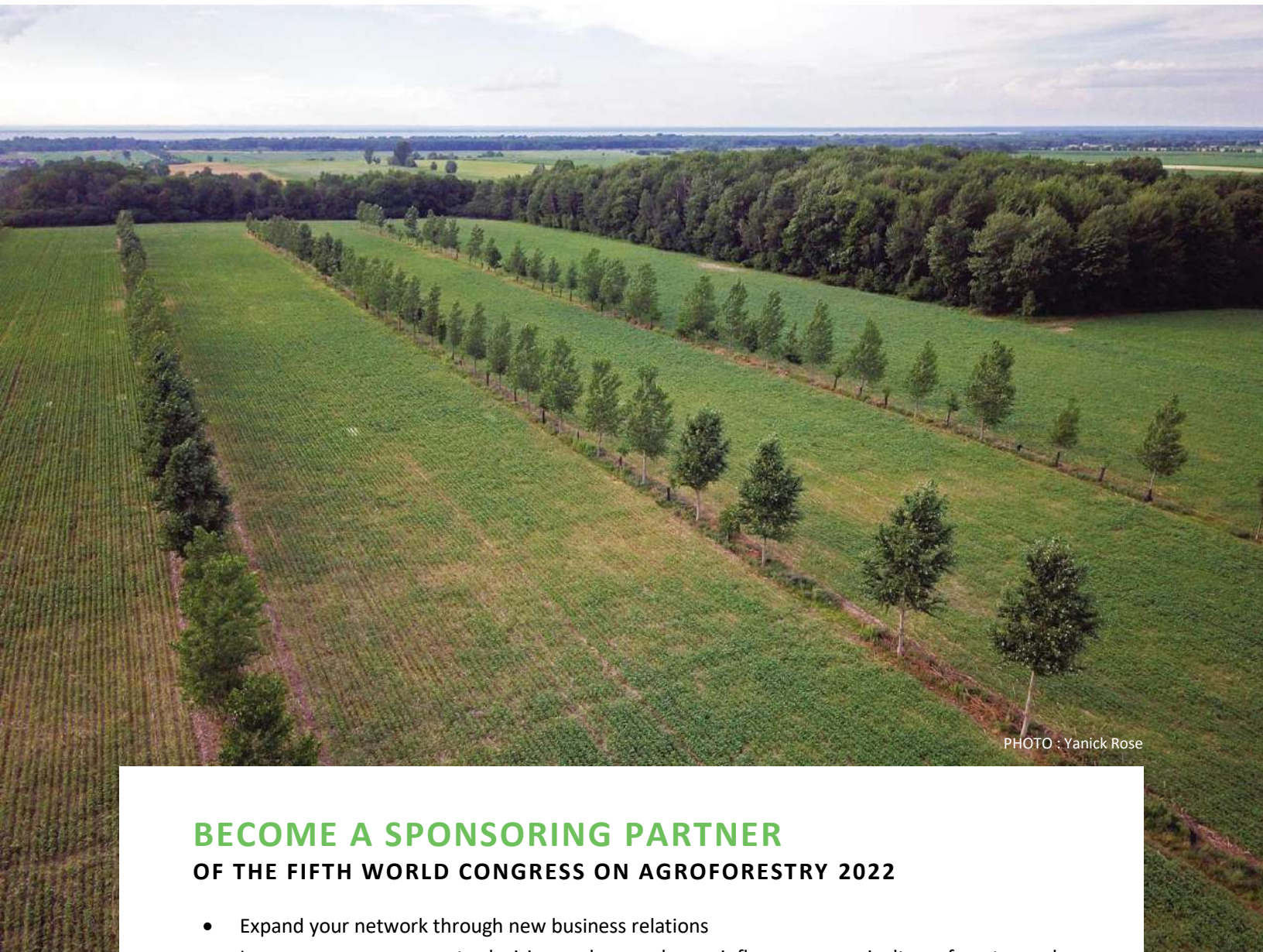


PHOTO : Yanick Rose

## **BECOME A SPONSORING PARTNER OF THE FIFTH WORLD CONGRESS ON AGROFORESTRY 2022**

- Expand your network through new business relations
- Increase your exposure to decision-makers and your influence on agriculture, forestry and agroforestry policies
- Access an international network of active high-level researchers
- Associate your organization to innovative and promising environment-friendly actions that are directly connected to sustainable development, global health and climate change mitigation
- Promote your products, services and expertise
- Benefit from an international visibility and a large media coverage
- Commit to transitioning to a viable world



## MAIN VISIBILITY PROGRAM

### BENEFITS AND VISIBILITY

		 GOLD 15 000\$	 SILVER 12 000\$	 BRONZE 7 000\$
Logo placement	Congress information and promotion documents	✓	✓	
	Mention on social media	Priority position	✓	✓
	Congress website homepage with link redirecting to the website of your choice	Priority position	✓	✓
	Online program	✓	✓	
	Acknowledgments – Congress program	✓	✓	✓
	Transition screens in all session rooms	Priority position	✓	✓
	General Congress advertising	Priority position	✓	
	Mention during lunch		✓	
	Mention during break	✓		
	Special mention during welcome and closing words	✓	✓	✓
	Exclusive visibility during the banquet	✓		
	Banner in front of plenary session room	✓	✓	✓
	Right to use the conference logo for promotional purposes for a limited time	✓	✓	✓
Exhibition area	Exhibition booths included Priority for location choice	1 (20' x 10')	1 (10' x 10')	
Tickets	Number of registrations	4	2	1
	Tickets for the Banquet	6	4	

Booth locations will be assigned in order of priority according to partner categories and order of arrival.

In all cases, logo size will be proportional to financial support for the organization of the Fifth World Congress on Agroforestry.



## OTHER VISIBILITY OPPORTUNITIES A LA CARTE

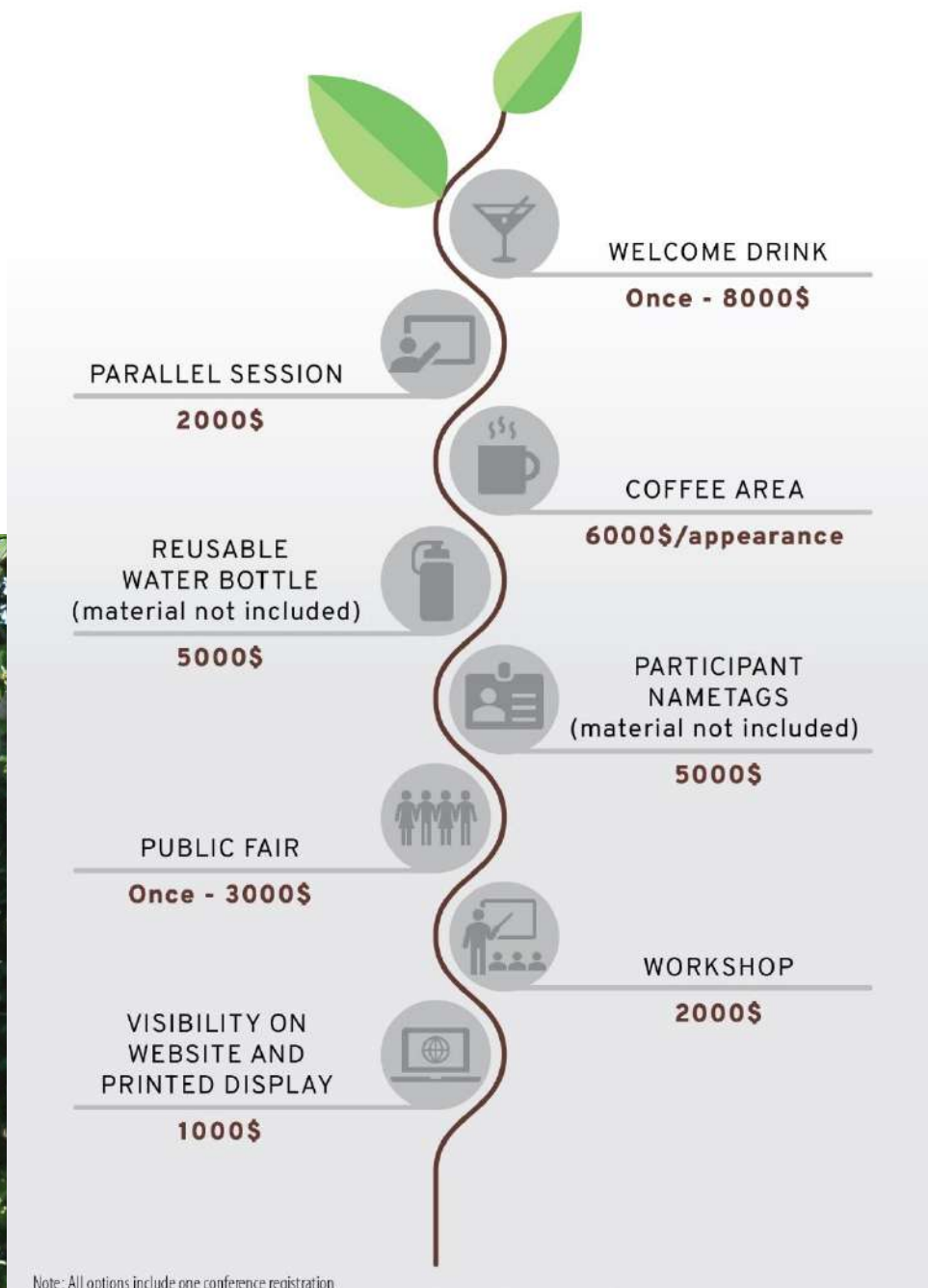


PHOTO : Ketsia Johns



## Details on visibility opportunities

1. *Pre- and Post-Conference Promotional E-Mails*: Our partners' logos will be added at the bottom of our promotional emails.
2. *Welcome Drink*: Exclusive visibility as the main partner of the Welcome Drink and welcome by a representative of the partner organization.
3. *Parallel Sessions*: Visibility at the entrance of a parallel session room of your choice.
4. *Coffee area*: Visibility as a partner in one of the coffee break areas.
5. *Participant Nametags*: Use of your organization's lanyards as official congress lanyards.
6. *Public Fair*: Visibility as a partner of the Public Fair.
7. *Workshops*: Visibility at the entrance of a workshop room of your choice.
8. *Visibility on website and on printed display during the congress*: Logo and link to the partner organization's website in the "Our Partners" section of the congress website.



## BECOME AN EXHIBITOR

### DURING THE FIFTH WORLD CONGRESS ON AGROFORESTRY 2022

To enhance its visibility, every exhibitor will be nearby posters and break rooms.

#### 10 FEET X 20 FEET EXHIBITION BOOTH 5000 \$

- One (1) table, two (2) chairs and one (1) wastebasket;
- Logo on Congress website with link directing to partner's website;
- Free registration for one (1) representative with access to all Congress sessions;
- Two (2) access passes (exhibition area only);
- Printed sign with the company's name (booth);
- Personalized options offered with additional fees.

#### 10 FEET X 10 FEET EXHIBITION BOOTH 3000 \$

- One (1) table, two (2) chairs and one (1) wastebasket;
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- Two (2) access passes (exhibition area only);
- Printed sign with the company's name (booth);
- Personalized options offered with additional fees.

#### EXHIBIT TABLE 1200 \$

NOTE : This option is only offered to non-profit organizations and to university organizations.

- 6 feet by 8 feet space;
- One (1) table, one (1) stool and one (1) wastebasket;
- Logo on Congress website with link directing to partner's website;
- Free registration for one (1) representative with access to all Congress sessions.

### PRELIMINARY SCHEDULE FOR THE EXHIBITION

MONDAY  
JULY 18, 2022

TUESDAY  
JULY 19, 2022

WEDNESDAY  
JULY 20, 2022

## CONTACT

**CONTACT US TO TALK ABOUT YOUR PARTICIPATION  
TO THE FIFTH CONGRESS ON AGROFORESTRY 2022 IN DETAILS!**

### **SPONSORSHIP AND EXHIBITS**

Nancy GÉLINAS

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[Partnership@agroforestry2022.org](mailto:Partnership@agroforestry2022.org)

418 656-2131, ext. 406975

### **EVENT LOCATION**

Québec City Convention Centre  
1000 Boulevard René-Lévesque E.

Québec, QC G1R 5T8

[www.convention.qc.ca/en](http://www.convention.qc.ca/en)

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PHOTO : Catherine Gauthier

