

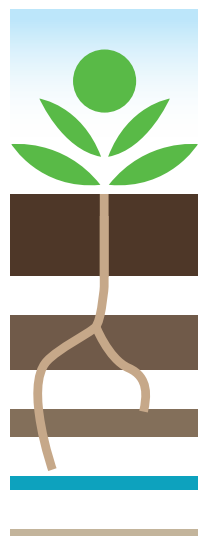
The International Union of Soil Sciences,
the Italian Society of Soil Science
& the City of Florence
invite you to the

Centennial Celebration and Congress of the International Union of Soil Sciences

May 19-21, 2024



International Union of Soil Sciences



100
years of
**SOIL
SCIENCE**

*past achievements
and future challenges*

SPONSORSHIP & EXHIBITION PROSPECTUS

The custodian of soil science will celebrate its centennial contribute to the nature and human well being in 2024.

The event will also empower the linkages with different disciplines, policy makers, stakeholders, institutions and associations to effectively address civil society needs within agriculture, forestry, environment, urban planning, energy, education and other societal issues.

The celebration will occur on May 19th and will be followed by two intense days of congress, with plenary and parallel scientific sessions. Both soil scientists and specialists from other disciplines will participate to each session, focusing on past achievements and future challenges.

The congress will be followed by technical/scientific excursions that will range from short local to long trips, spanning from Alps to Sicily.

A pre-congress visit to Villa Lubin in Rome, the historical place where the IUSS was founded, is scheduled on May 18th.

We are looking forward to welcoming you in Italy,

Sara Marinari

Giuseppe Corti

Edoardo Costantini

AUSPICES



ACCADEMIA DEI GEORGOFILI



GLOBAL SOIL PARTNERSHIP



ITALIAN SOIL PARTNERSHIP



Accademia Nazionale di Agricoltura



CIHEAM BARI



Società Italiana di Nematologia



GENERAL INFORMATION

DATES

May 19-21, 2024

VENUE

Palazzo dei Congressi
Piazza Adua, 1 - 50100 Florence (Italy)
Website: www.firenzefiera.it

WEBSITE

<https://centennialiuiss2024.org>

The website will be constantly updated.
Registration and Hotels reservation are also available online.

OFFICIAL LANGUAGE

English

SPONSORSHIP INFORMATION

In order to help you to contribute in the best way to the congress, we propose a list of sponsorship items. Please, do not hesitate to contact us if you have other ideas regarding your participation. We are available to discuss with you about a customized proposal.

Sponsorship allows the name of the sponsoring Company to be printed in the Final Program in the acknowledgement section.

ORGANIZING SECRETARIAT



AIM Group International

Via G. Mazzini, 70 - 50132 Florence, Italy
Tel. +39 055 233881 - Fax +39 055 2480246
centennialiuiss2024@aimgroup.eu
Mr. Gilberto Fumarola

We operate on a FIRST COME, FIRST SERVED BASIS

All sponsoring Companies will be acknowledged in the Final Program

All prices are in Euro and DO NOT include VAT

COMMITTEE

CONGRESS PRESIDENTS

Giuseppe Corti
Edoardo A.C. Costantini
Sara Marinari

ORGANISING COMMITTEE

Alberto Agnelli
Filiberto Altobelli
Anna Benedetti
Annamaria Bevivino
Antonello Bonfante
Alessandro Buscaroli
Costanza Calzolari
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SCIENTIFIC COMMITTEE

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Stefania Cocco
Giuseppe Corti
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Sara Marinari
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Claudio Zaccone
Jiabao Zhang
Yongguan Zhu

GENERAL THEMES

Soil health in achieving the Sustainable Development Goals

Soil health is defined as “the ability to sustain productivity, diversity and environmental services of terrestrial ecosystems”, extending the significance of soil health far beyond the historically concepts of soil fertility and soil quality, including human health and sustainability goals for planetary health. Thus, it will significantly contribute to reaching the targets of the following Sustainable Development Goals (SDGs): SDG 2 (zero hunger); SDG 3 (Health); SDG 6 (clean water and sanitation); SDG 12 (sustainable consumption and production); SDG 13 (climate action) and SDG 15 (life on land). However, several issues have to be addressed to achieve such goals. For example: Defining soil health indicators, Dynamics and functional role of soil biodiversity, Harmonizing soil monitoring strategies, Soil pedodiversity and biodiversity, Soil legacy effects...

Soil governance

Soil is a non-renewable resource. Its use requires policies, strategies, and processes of decision-making at the local, national and supra-national level.

Governing the soil requires international and national collaboration between governments, local authorities, industries, research institutions and citizens to ensure implementation of coherent policies that encourage practices and methodologies that regulate the soil’s use to avoid conflict between users to promote and ensure soil security and sustainable land management. Coherent soil governance is the foundation for promoting sustainable agriculture and ensuring food security in addition to all essential ecosystem services.

Under this theme, different sessions could address issues like: Soil Security, Soil Policies, Soil Economy, Soil ecosystem Services, Soil and Education, Soil Awareness, Soils and Societal Development, Sustainable Soil Management, Sustainable Agriculture, Participatory processes in Soil Conservation, Soil Role in Food and Water Security, Soils as Cultural Heritage, Soils and Landscape Management, Soil Partnerships, Living Labs and Lighthouses...



Soil in the circular economy

Circular economy is an economic system focused on maximizing the reuse of natural resources and products, minimizing their depreciation. We consider the soil a natural resource as the water. As the formation of topsoil and the recovery of land and soil quality are extremely slow processes, they are considered as non-renewable resources. Therefore, the recovery and reuse of land and soil is necessary to secure future provision of natural resources and services for the growing world population.

Soil plays an important role in the circular economy as, for instance, the provider of space for societal activities to take place. It stores the stock of mineral resources and offers possibilities for producing biobased resources to replace the use of mineral resources. Soil's role in the biogeochemical cycles is very important for closing the cycles of water and nutrients. The use of natural cycles as ecosystem services is efficient in reducing the implementation of resource-intensive technical practices.



Soil sciences impact on basic knowledge

Soil consists of a three-phases system containing solids, liquids and gases that strongly interact with each other in the pedogenic processes. Mineral fragments, organic matter, and soil air evolve through a series of biological activities, chemical reactions, and physical forces that are influenced by different environmental factors. Soil health refers to the capacity of soil to sustain or improve productivity, plant health, and higher trophic levels, as well as air and water quality in natural and managed ecosystems. Interdisciplinary knowledge of chemistry, physics, atmospheric science, soil science, biology, natural history, and ecology is needed to recognize the role of soil in regulating greenhouse gases, reducing nutrient export from agricultural land, controlling pests, and supporting biodiversity that provides many ecosystem services to society.



Soil in the digital era

Soil information technology supports many research fields including pedology, landscape modeling, natural resources management, land evaluation, land use planning, carbon storage, land use/land cover change, environmental risk assessment and modeling and smart/precision farming.

There is increasing demand for soil information as it relates to: location, quality and quantity of soil properties, processes and interactions with various natural resources.

Under this theme, different sessions could address issues like: Digital Soil Mapping, Pedometrics, Geostatistics, Soil Spatial Variability, Soil Information Systems, Soil Spatial Infrastructures, Decision Support Systems, Soil Modeling, Environmental Modeling and risk assessment, Soil Proximal Sensing, Soil Remote Sensing, Soil Management in Smart Farming, Mapping and Modeling of Soil Ecosystem Services, Mapping and Modeling of Soil Threats, Soil use and climate change modelling...



Soil and humanity

Soils underpin, directly or indirectly, most of the ecosystem services defined as the benefits humanity obtains from ecosystems. Soil scientists have the responsibility to make clear to civil society, policy makers, scientists and experts in other disciplines the overwhelming importance of soil in their lives.

This implies the need for integrating soil sciences in education at all levels and for increasing soil awareness of general public. A well informed society will have the possibility to exploit the numerous functions soil provides while sustaining the continuous provision of ecosystem services.

Under this theme, different sessions could address issues like: soil and humanistic disciplines – history, philosophy, sociology, art, religion; soil and human health, soil and sustainable and liveable cities, soil security and land grabbing, soil education and promotion, soil and human rights...



Equity, diversity, and inclusivity in soil sciences

Globally, women play a substantial role in agriculture and strong linkages between sustainable soil management (SSM) and gender equality have been demonstrated. However, a number of cultural and social constraints exist which hinder a full recognition of women's role in SSM. An insufficient soil education is one of them. Besides, local soil knowledge, often women driven, is nowadays considered a tool for a sustainable soil management. Despite some encouraging signals, women are still underrepresented in soil science, and in particular in leadership positions and in awards rates.

Supporting equity, diversity and inclusivity in soil science is a key issue for addressing fundamental scientific questions and societally relevant environmental challenges.

Under this theme, different sessions could address issues like: Women in soil science, Underrepresented minorities in soil sciences and soil-related scientific societies, Local knowledge and SSM, Soil education tailored on women and on local/indigenous communities, Ethnopedology...

INDUSTRY SPONSORSHIP LEVELS

All sponsorship opportunities will be individually accessible to the companies that will contribute.

Companies are allowed to choose their preferred items in the list on the following pages to create their customized sponsorship package. The total investment will be quantified, and levels of sponsorship will be recognized as follows:

PLATINUM	€ 20.000,00
GOLD	€ 15.000,00
SILVER	€ 10.000,00
BRONZE	€ 7.000,00

The level reached will be stated as follows:

- Recognition as "Platinum/Gold/Silver/Bronze" sponsor by chair during opening and closing sessions
- Company logo on holding slides during the opening session
- Company logo and hyperlink on the event website and online event portal
- Company logo on the Sponsorship acknowledgement page in the Final Programme
- Promotion over social media

SESSION SPONSORSHIP

A number of Congress sessions are available to sponsor. As session sponsor, your logo will be displayed on the holding slide at the opening session and in the final programme. Your company logo will also be displayed on the sponsors page of the congress website and within the final programme.

SESSION SPONSORSHIP

60 minutes

€ 2.000,00

LUNCH SYMPOSIA

Companies may propose lunchtime symposia by providing presentations on subjects that are consistent with the overall content of the congress. Companies may determine the content of the lunchtime symposia and be responsible for speakers' selection. The sessions will be scheduled in the time slots specifically reserved.

Dedicated mailer to all delegates advertising your Satellite Symposium prior to the congress will be provided.

Your company logo will also be displayed on the sponsors page of the congress website and within the final programme.

LUNCHTIME SYMPOSIA

60 minutes - Room 1000 seats	<i>(only 1 room available)</i>	€ 10.000,00
60 minutes - Room 250 seats	<i>(only 1 room available)</i>	€ 8.500,00
60 minutes - Room 190 seats	<i>(only 1 room available)</i>	€ 6.000,00
60 minutes - Room 75 seats	<i>(only 1 room available)</i>	€ 4.000,00
60 minutes - Room 50 seats	<i>(only 1 room available)</i>	€ 3.000,00
60 minutes - Room 40 seats	<i>(4 rooms available)</i>	€ 2.500,00
60 minutes - Room 30 seats	<i>(4 rooms available)</i>	€ 2.000,00

EXHIBITION

The Exhibition will be an integral part of the congress and will be held in the halls "Passi Perduti" next to the Plenary meeting room (Auditorium).

The exhibition will provide a unique opportunity to promote your products and research and promote the networking between company and participants.

BANNER DISPLAY

Your company banner placed in the Exhibition Area **€ 1.500,00**

BOOTH - S

Space size 6 sqm (3,00 x 2,00 m) **€ 3.800,00**

BOOTH - M

Space size 9 sqm (3,00 x 3,00 m) **€ 5.600,00**

BOOTH - L

Space size 12 sqm (4,00 x 3,00 m) **€ 7.000,00**

BOOTH - XL

Space size 18 sqm (6,00 x 3,00 m) **€ 10.000,00**

SPONSORSHIP OPPORTUNITIES

LOGO ON THE WEB SITE

Your logo on congress web site with a link to your company web site.

€ 1.500,00

SPONSOR PAGE ON THE WEB SITE

A dedicated page to your company on congress web site with links to your company web site, video, media, projects, etc...

€ 2.500,00

LOGO ON PROMO MATERIAL

Your logo on printed materials and emails to participants.

€ 2.500,00

ADVERTISING ON CONGRESS FINAL PROGRAMME

One page in the final programme

€ 3.000,00

LOGO ON MAIL BLAST

Mail blast to be send to all registered participants before the congress starts. Mail blast will contain promotion of congress activities and not Sponsor advertisements.

€ 2.500,00

DIGITAL SIGNAGE

Your logo will be included in the digital signage that plays on continuous loops in high-traffic areas throughout the conference venue.

€ 1.500,00

MAIN STAGE SIDE DROPS

Your company logo will be prominently featured on the main stage side drops.

€ 2.000,00

SIGNPOSTING

Your logo will be included in the signposting that will be placed throughout the conference venue.

€ 3.000,00

MOBILE CHARGING STATION

Your logo will be displayed in the LCD advertising player on the free-standing mobile charging station. The station will be placed in high-traffic areas throughout the conference venue.

€ 2.500,00

WI-FI CONNECTION

Sponsorship of the Wi-Fi connection for all the attendees.
Customizable password with the company name

EXCLUSIVE

€ 2.000,00

LANYARDS

The name or logo of the sponsoring company on the lanyards.

Lanyards provided by the sponsor with company name and logo (1200 pcs requested).

EXCLUSIVE
€ 2.000,00

CONGRESS BAGS

Your logo on the congress bags that will be distributed to all participants, speakers, and chairmen.

Bags provided by the sponsor with company name and/or logo (1200 pcs requested).

EXCLUSIVE
€ 3.000,00

or

or

Bags provided by the congress with company/es name and/or logo.

MAX 3 COMPANIES
€ 4.000,00

NOTE PADS AND PENS

The name and/or logo of the sponsoring company on the note pads and pens that will be distributed to all participants, speakers, and chairmen.

Note Pads provided by the sponsor with company name and/or logo (1200 pcs requested).

EXCLUSIVE
€ 2.000,00

Pens provided by the sponsor with company name and/or logo (1200 pcs requested).

EXCLUSIVE
€ 2.000,00

INSERTS IN THE CONGRESS BAGS

Companies may insert flyers, a Program announcement, a USB Drive or other promotional items in the participant's congress bag. The sponsor will be responsible for supplying the necessary number of items (1200 pcs requested).

€ 1.500,00

BOX LUNCH

The name and logo of the sponsoring company will be printed on the acknowledgement signs on the distribution tables (1 service).

€ 15.000,00

COFFEE BREAK

The name and logo of the sponsoring company will be printed on the acknowledgement signs on the tables (1 service).

€ 8.000,00

WATER DISPENSERS

Water dispenser will be placed in the congress and exhibition area. Your logo will be displayed on the dispensers

€ 3.000,00

GUIDELINES AND IMPORTANT INFORMATION

LUNCH SYMPOSIA

RATES

- The rates include: rental of room, standard AV Equipment (sound system, projector and screen, technician), publication of the symposium programme on the congress website and in the final programme.
- The speaker's and/or chairmen's travel and accommodation expenses related to the company's scientific session **are not included** in the above-mentioned quotations.

GUIDELINES

- The interested company should send a proposal of Scientific Programme for Satellite Symposium (title of the session, title of each lecture, speakers, and chairmen). The proposal should be sent to the Organizing Secretariat – AIM Group International by and no later than, **30 November 2023**.

The Scientific Committee of the congress by and no later than **20 December 2023** will communicate the acceptance of the symposium.

The Scientific Committee will evaluate all proposals within the time frame mentioned above to avoid any overlapping of sessions and or speakers that may be in direct conflict with the scientific Programme of the Congress.

- The elaboration of the Scientific Programme will be completed by **5 April 2024** to print and distribute the Congress' final Scientific Programme. The final Programme must include the final scientific session of the participating company.

Participating companies are invited to print leaflets of their Symposium, however, are required to submit their promotional printouts to the Organizing Secretariat - AIM Group International for approval prior to printing the amount required for each participant. The logo of the Congress should be used only after written consent from the Organizing Secretariat.

- Each company is required to take care of the additional expenses that may be incurred while organizing their symposium. Additional expenses may be related to travel and accommodation of the company's invited speakers and chairmen, special meeting room set-up and additional AV.
- The companies are obliged to reserve additional technical equipment for their symposium through the Organizing Secretariat to avoid any problem with the equipment of the meeting rooms.

IMPORTANT DATES TO REMEMBER

PROPOSAL DEADLINE

30 November 2023

APPROVAL OF SCIENTIFIC COMMITTEE DEADLINE

20 December 2023

FINALIZATION OF THE CONGRESS SCIENTIFIC PROGRAM

5 March 2024

EXHIBITION

The price quoted is for space only (does not include: shell scheme, any kind of furniture, electricity, or mandatory insurance).

Exhibitors are responsible for costs regarding transportation and storage of material and for fitting out the space. They are free to use their own booth material and own booth construction crew in respect of the regulation that will be provided.

APPLICATION

Exhibition space can be booked on the web platform dedicated to Exhibitors, as indicated in the following page with exception for the "Banner in Expo Area" option that could be booked using the application form. In signing the application form, exhibitors declare their acceptance of the conference regulations.

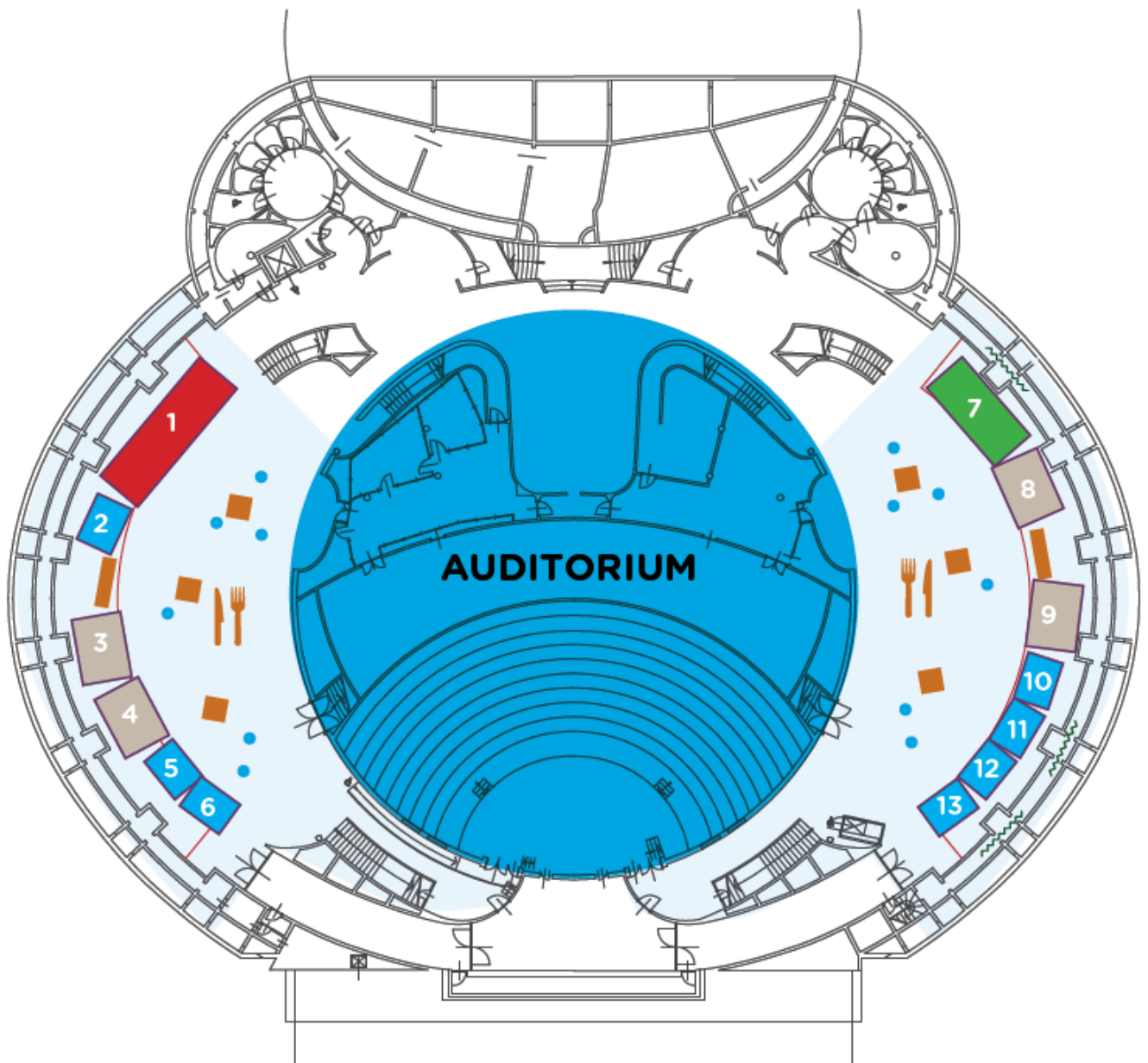
SPONSOR/EXHIBITOR BADGES

For security reasons, only duly authorized personnel will be allowed to access the congress venue. Your reservation for sponsorship items and/or exhibit space gives the right to obtain badges for company personnel. The number of **badges** changes accordingly to the sponsorship contribution as follows:





from € 2.000 to € 4.000	n. 2	from € 12.001 to € 14.000	n. 7
from € 4.001 to € 6.000	n. 3	from € 14.001 to € 16.000	n. 8
from € 6.001 to € 8.000	n. 4	from € 16.001 to € 18.000	n. 10
from € 8.001 to € 10.000	n. 5	from € 18.001 to € 20.000	n. 15
from € 10.001 to € 12.000	n. 6	from € 20.001	n. 20

Booth builders do not need to be registered in advance for exhibitors' badges. They will obtain access upon proof of their status upon arrival at the entrance gate of the congress venue, without any further formality.

EXHIBITION FLOORPLAN



LEGENDA

-  18 sqm (6,00 x 3,00 m)
-  12 sqm (4,00 x 3,00 m)
-  9 sqm (3,00 x 3,00 m)
-  6 sqm (3,00 x 2,00 m)

PAYMENT CONDITIONS AND INFORMATION

Please find here after conditions of payment for all kind of sponsorships:

Payment Conditions (Exhibition Reservations only)

The full payment is requested at the confirmation.

Payment will not be refunded in case of cancellation without any exception.

Payment Conditions (All other items)

The following deposit payments are requested (except for Exhibition Reservations and Registrations):

- For confirmations received by 1 February 2024

- Deposit of 50% of the total amount confirmed at the confirmation
- Settlement by 29 March 2024

- For confirmations received after 1 February 2024

- The full payment of the total amount confirmed at the confirmation

Deposits will not be refunded in case of cancellation without any exception.

Payment Information

Payment can be made to AIM ITALY S.r.l. by bank transfer or credit card:

- **Bank Transfer:**

Bank: BANCA CR FIRENZE - Branch 34 – Via Masaccio, 41/43 - 50132 Firenze

IBAN: T21O0306902993100000010260

SWIFT: BCITITMMXXX

(a copy of the bank draft paper must be attached to the Registration Form and sent to the Organizing Secretariat)

- **Credit Card:**

Please send this form signed to the Organizing Secretariat together with the application form/s

Visa/CartaSi EuroCard/MasterCard

Card no. _____ Expiry date _____

Cardholder's name _____

I authorize the use of my credit card for this purpose.

DATE _____ SIGNATURE _____

CONTACTS

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SCIENTIFIC SECRETARIAT

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