



ICAR 2026

VERONA ITALY



Verona, Italy

29 May | 5 June 2026

SPONSORSHIP OPPORTUNITIES

ORGANIZERS

ICAR is the global provider of independent Guidelines, Standards and Certification for animal identification, recording and evaluation.

The aims of ICAR are to promote the development and improvement of animal identification, performance recording and evaluation in farm animal production.

Interbull is the international service for genetic evaluation of livestock. Guided by an ICAR-appointed Steering Committee, it provides reliable, comparable evaluations across countries.

Interbull supports global improvement of animal breeding through method development, international cooperation, and quality evaluation services.

PARTNER WITH ICAR 2026 IN VERONA A PREMIER GLOBAL STAGE FOR ANIMAL PRODUCTION INNOVATION



In celebration of its 75th Anniversary, the ICAR 2026 Annual Conference and Interbull Meeting returns to Italy, hosted in the vibrant city of Verona from 29 May to 5 June 2026. This milestone event offers sponsors an exceptional opportunity to align with a globally recognized platform at the forefront of animal recording, dairying, and agri-food innovation.

WHY SPONSOR ICAR 2026?

- **Strategic Location:** Verona sits at a key European crossroads, with seamless access to neighboring countries and just 1.5 hours from Milan International Airport via high-speed rail.
- **High-Profile Audience:** Engage with international leaders, researchers, and decision-makers in livestock genetics, dairy innovation, and sustainable farming.
- **Unmatched Visibility:** Showcase your brand at one of the most influential gatherings in the sector, with opportunities for exhibition, speaking engagements, and targeted networking.
- **Immersive Experiences:** Sponsors can participate in technical tours of Italy's renowned dairy systems, gaining direct exposure to cutting-edge practices and technologies.
- **Cultural Prestige:** Verona, a UNESCO World Heritage Site, offers a rich back-drop of Roman and medieval heritage, surrounded by iconic destinations like Lake Garda, Venice, and the Dolomites.
- **Culinary Excellence:** The region is a hub for artisanal food production, home to world-famous cheeses such as Parmigiano Reggiano, Grana Padano, Gorgonzola, and Taleggio - a perfect setting to host exclusive sponsor events.

Sponsoring ICAR and Interbull 2026 is more than a contribution — it's a powerful opportunity to showcase your organization's commitment to innovation, global collaboration, and presentation of your industry leadership. Align your brand with the major companies of the animal production sector, gain premium visibility among top international stakeholders, and leave a lasting mark on a relevant event that contributes to shape the industry's next collaborations.

BE PART OF THE FUTURE OF ANIMAL PRODUCTION



Sponsoring **ICAR 2026** means more than visibility—it's about impact, collaboration, and leadership in shaping the future of animal agriculture. Join us in Verona and connect with the global community driving innovation in livestock and dairy systems.

The decision to host the ICAR Conference in Verona reflects a commitment to fostering a dynamic platform for sharing experiences, exchanging innovative ideas, and addressing emerging challenges with international colleagues. Attendees will also have the chance to explore the Italian dairy sector through technical tours, gaining first-hand insights into the region's cutting-edge innovations in animal production making the event an attracting event of the most prestigious personalities in the animal production sector.

This event presents a unique opportunity to engage with leading organizations in the dairying and animal recording sectors, while also experiencing the cultural and gastronomic richness of one of Italy's most iconic regions

Interested in sponsorship opportunities? Let's explore how your organization can make a lasting impression at **ICAR 2026**.

SCIENTIFIC PROGRAM

The Scientific Program is under continuous development.

You can find the latest updates at the link below, where all session information and details of interest are available.

[Click here](#)



PACKAGES

PLATINUM SPONSOR €28.000 + VAT

- First priority on stand location by ordering before **28 February 2026**
- 16 sqm row space - 1 table - 2 chairs - 2kw electricity
- 4 complimentary registrations including gala dinner
- Listing of the sponsors company name and sponsorship in final programme
- Company advertisement in the final programme (one full page)
- Company logo on the conference bag
- Company logo on the conference website with link to website
- Insert in conference bag (2x A4 or 4x A5)
- Logo on the PowerPoints shown during the breaks
- 2 hours meeting room (day and time to be defined with the Organizing Secretariat)
- 4 Exhibitors badges

GOLD SPONSOR €16.000 + VAT

- Second priority on stand location by ordering before **28 February 2026**
- 9 sqm row space - 1 table - 2 chairs - 2kw electricity
- 3 complimentary registrations including gala dinner
- Listing of the sponsors company name and sponsorship in final programme
- Company advertisement in the final programme (one full page)
- Company logo on the conference bag
- Company logo on the conference website with link to website
- Insert in conference bag (2x A4 or 4x A5)
- 3 Exhibitors badges

SILVER SPONSOR €10.000 + VAT

- Third priority on stand location by ordering before **28 February 2026**
- 6 sqm row space - 1 table - 2 chairs - 2kw electricity
- 2 complimentary registrations including gala dinner
- Listing of the sponsors company name and sponsorship in final programme
- Company advertisement in the final programme (half page)
- Company logo on the conference website with link to website
- 2 Exhibitors badges



SOLD OUT

Lanyards €2.000 + VAT Exclusive Sponsorship

Sponsor will be able to produce lanyards with the advertisement of the sponsor's company for all delegates.

The production cost and the delivery are at Sponsor's care and charge.

The items must be approved by the Organising Committee.

Pencil € 1.000 + VAT Exclusive Sponsorship

Sponsor will be able to produce pencils with the advertisement of the sponsor's company for all delegates.

The production cost and the delivery are at Sponsor's care and charge.

The items must be approved by the Organising Committee.

Notepad €1.500 + VAT Exclusive Sponsorship

Sponsor will be able to produce notepads with the advertisement of the sponsor's company for all delegates.

The production cost and the delivery are at Sponsor's care and charge.

The items must be approved by the Organising Committee.



Gala Dinner €5.000 + VAT **Exclusive sponsorship**

Sponsor will obtain:

- Company logo in the menu
- Listing of the sponsor's company name and sponsorship in the final programme
- Company logo on the conference website

Lunches (per day) €2.000 + VAT

Sponsor will obtain:

- Company logo in the catering area during lunch time
- Listing of the sponsor's company name and sponsorship in the Final Programme
- Company logo on the conference website

Coffee breaks (per break) €1.000 + VAT

Sponsor will obtain:

- Company logo at the coffee stations during coffee breaks
- Listing of the sponsor's company name and sponsorship in the Final Programme
- Company logo on the conference website



Insert sponsor €1.000 + VAT

Sponsors will be able to add information and inserts to the conference bag that will be distributed to each delegate. Note that inserts must be approved by the Organising Committee.

The insert is either paper format or a USB stick or any other digital media.

Directional signage at the Congress Venue €1.500 + VAT Non exclusive sponsorship

Sponsor logo will be printed on directional signs at the congress venue.

Possibility to sponsor the Wifi: upon request

INDUSTRY SPONSORED SCIENTIFIC SESSION

Sponsored symposium at lunch time on Wednesday and Thursday: €5.000 + VAT

Sponsor will have the possibility to organize 45 min sponsored symposium during lunch time.

Its contents must be approved by the Organising Committee.

Lunch not provided. Sponsor can organize lunch boxes for the guests attending the symposium. Quote will be provided.

Exhibitor passes: €200 + VAT Reserved only to Sponsor Packages

Each package includes a predefined number of passes, depending on the selected tier. Extra passes shall be purchased.

All prices are VAT excluded.



Exhibition area – Raw space only **€ 5.000 + VAT**

The cost includes:

- 4 sqm raw space with 2kw electricity
Furnitures to be purchased separately (furniture list upon request)
- The cost includes the rent of the only raw surface exclusively, without perimeter walls or carpet (set up at Company charge)
- n. 1 exhibitor badge
Exhibitor badges at a special price are reserved only to sponsorship packages
- Company logo in the website, Final Program and signage on site

The cost does not include:

- Free entrances at the congress
- Tickets to Gala Dinner

Remarks: Exhibitors are not allowed to sponsor single activities nor services (i.e breaks, lunches, congress materials).

PACKAGES



	Platinum	Gold	Silver
Fee	€ 28.000 + VAT	€ 16.000 + VAT	€ 10.000 + VAT
Booth	16 sqm row space 1 table - 2 chairs 2kw electricity	9 sqm row space 1 table - 2 chairs 2kw electricity	6 sqm row space 1 table - 2 chairs 2kw electricity
Priority booth	First	Second	Third
Meeting room 2h	Included	Not Included Possible to be purchased, € 5.000 + VAT	Not Included Possible to be purchased, € 5.000 + VAT
Complimentary registration	4 Gala Dinner included	3 Gala Dinner included	2 Gala Dinner included
Exhibitors badges	4	3	2
Listing of the sponsors company name and sponsorship in final programme	X	X	X
Company advertisement in the final programme (one full page)	X	X	
Company advertisement in the final programme (half page)			X
Company logo on the conference bag	X	X	
Company logo on the conference website with link to website	X	X	X
Insert in conference bag (2x A4 or 4x A5)	X	X	
Logo on the PowerPoints shown during the breaks	X		



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EXPO 2025 OSAKA

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DATES

29 May - 5 June, 2026

CONGRESS VENUE

Camera di Commercio Industria Artigianato Agricoltura
Corso Porta Nuova, 96
Verona - Italy

LANGUAGE

The official language of the Congress will be English.



All Sponsors will be treated on a “first come, first served” basis within the sponsorship category. As to space allocation early booking is highly recommended to avoid disappointment.

Sponsorship and exhibition applications and conditions

Sponsorship and exhibition applications must be received in writing.

A written confirmation will be sent by the Organizing Secretariat along with a contract to be signed. A tax invoice will be issued upon receipt of the contract signed.

Full payment must be made within 10 days from date of invoice and in any case before the congress date.

Sponsorship will not be assigned without a signed contract and full payment upon receipt of invoice. The Organizers reserve the right at their total discretion to decline any application. All payments must be made in Euros.

Payment can be made via bank transfer and credit card.

If the full payment is not received, the Congress Office has the right to review the Sponsorship commitment and withdraw the application.

In case of a failure to comply with the contact terms and conditions, the Secretariat will be free re-allocate the exhibition spaces, services and packages agreed to others.

Payment conditions

Full payment is required upon confirmation of your Congress partnership item and/or booth number. The Conference Organizers are happy to discuss a payment plan with you.

Payment must be made before the Congress Opening. Failure to do so may result in your Congress partnership item or exhibition stand being released again for sale.

Sponsorship and exhibition cancellation policy

In exceptional circumstances the Organizers are prepared to consider cancellation of their Contract with a Sponsor or Exhibitor but only if the following conditions comply with:

- The request for cancellation is submitted in writing.
- For cancellation received by **February 28, 2026** the Organizers shall retain 60% of the contract price.
- After **February 28, 2026** - Full penalty.

VAT/charges

All prices indicated are current VAT excluded.

VAT at the actual rate of 22%, will be added to all presented costs and must be paid as invoiced. The Organizers reserve the right to increase presented costs should VAT or any other official charges be imposed/altered by law.

Please inform the Organizing Secretariat should you be invoiced with VAT exemption and provide us with the necessary administrative documents.

Governing law

This sponsorship is made and shall be governed under Italian Law. Exclusive jurisdiction and venue of any actions arising out of or relating to or in any way connected to this sponsorship, its negotiation or termination, or the event, will be in the courts of Rome, Italy.



A detailed exhibition manual containing technical information and move in and out times will be made available to all Sponsors, Exhibitors and Congress partners by **March 2026**.

In addition to the general and practical information, this file will also include information on all optional facilities such as: power supply, telephone lines, furniture rental, etc

CONTACT

Applications for Sponsorship and/or Exhibition must be made in writing. Please send an email with your contacts to:

E-mail: icar2026@thetriumph.com

We are at your disposal to ensure your marketing goals.

We value our relationships with Sponsors and are constantly striving to provide you with the service and benefits that will give your company maximum satisfaction for your sponsorship.

Your ideas and suggestions on how **ICAR2026** can best meet your needs as a sponsor are always appreciated.

The Organizing Secretariat remains at your disposal to evaluate and define with you also other sponsorship solutions.

Thank you for your confidence & support.