



WORLD POTATO CONGRESS 2024 - SPONSORSHIP PROSPECTUS

Adelaide June 23-26th 2024



[Potatoes Australia Ltd](#) is thrilled to take the lead as the host of the prestigious 12th World Potato Congress (WPC), an event that marks a turning point for the largest horticultural industry in Australia.

Join Us in Shaping the Future of Potatoes

As we proudly host the 12th WPC, we invite you to be part of this global celebration. Together, let's explore the boundless potential of potatoes and chart a course for sustainable growth and prosperity. This is not just an event; it's a momentous occasion where industry leaders, innovators, and enthusiasts come together to pave the way for a dynamic future.

Unlocking the Future of Potatoes: WPC 2024 Theme Revealed!

WPC2024 Congress Theme: "Old World Meets New"

Get ready for a groundbreaking exploration into the heart of the potato industry at the 12th WPC in 2024! As the unrivalled networking hub for the global potato value chain, WPC is proud to unveil its visionary theme for 2024: "*Old World Meets New.*"

A Tapestry of Tradition and Innovation

This theme encapsulates the rich historical tapestry of the potato as a food staple, acknowledging its profound significance across the ages. "*Old World Meets New*" goes beyond the roots of tradition, delving into the cutting-edge innovation and technology that define potato production today. We celebrate the harmonious integration of time-honoured practices with the advancements propelling the potato industry into an exciting new era.

Global Perspectives: Sustainability, Climate, Culture, Population

The 2024 theme is not just a reflection but a forward-looking vision. It takes into account the global changes sweeping across sustainability, climate, culture, and population dynamics. WPC is at the forefront, exploring how the potato industry can navigate these shifts, ensuring a sustainable, resilient, and culturally relevant future.



SCAN ME

Email admin@potatoesaustralia.com.au



WPC2024: A Platform for Progress

The WPC2024 program is designed to be more than just an event; it's a dynamic platform where stakeholders from every corner of the industry and globe converge. Here, we present, engage, analyse, and develop the potato industry. Our discussions will unravel key trends, inviting all stakeholders to actively participate in shaping the future of potatoes.

Key Highlights of WPC2024

- **Showcasing Innovation:** Explore the latest technological marvels and innovations driving potato production into the future.
- **Global Collaboration:** Witness the investment in research and development on both local and international fronts.
- **Adapting to Change:** Navigate the challenges posed by global shifts in sustainability, climate, culture, and population dynamics.

Mark your calendars for WPC 2024 – where "Old World Meets New" to redefine the future of potatoes!

**Elevate Your Presence at WPC 2024:
Unleashing Global Opportunities in Potatoes!**

12th World Potato Congress: Adelaide, 23-26 June 2024

The 12th World Potato Congress invites partners from around the world to join us in Adelaide, at the world-renowned [Adelaide Convention Centre](#), for WPC2024. This is not just a congress; it's a dynamic platform to support groundbreaking research, forge vital global connections, and elevate your profile on the international stage.

Who's in Attendance?

Diverse Sectors Representing the Entire Potato Supply Chain

- Potato Growers
- Machinery Providers
- Technology/Service Providers
- International Speakers & Experts
- Food Manufacturers
- Environmental Groups
- Global Potato Associations
- Legal Advisors
- Government & Policy Decision Makers
- Academics and Researchers

Email admin@potatoesaustralia.com.au



Why Should You Be Involved in WPC 2024?

- **Global Networking Hub:** Connect with over 1,000 participants from across the globe, all under one roof.
- **Direct Engagement:** Connect directly with your target audience and strengthen your market presence.
- **Increase Market Share:** Boost your brand recognition and market share by being part of this global event.
- **Advocate for Potatoes:** Join us in promoting the potato industry and encouraging potato consumption on a global scale.
- **Engage, Network, and Secure Contracts:** The Congress offers an exceptional opportunity for the potato industry to network, forge new business connections, engage with a global audience, and secure contracts. The strategically designed exhibition space ensures maximum footfall and engagement, with meeting spaces located off the exhibition hall, offering catering, seating, networking, and business meeting spaces—all centrally located to maximise interaction with supporting partners.

Tailor Your Impact: Select a Bespoke Sponsorship Package

The 12th World Potato Congress invites partners to consider tailoring a bespoke sponsorship package from four key options, with additional individual items available for sponsorship. Trade display spaces are also open for booking.

Elevate Your Impact: Tailored Sponsorship Opportunities Await at WPC 2024!

Discover Your Perfect Fit!

The 12th World Potato Congress extends a warm invitation to our esteemed partners to explore and customise bespoke sponsorship packages. Dive into an array of options, including our four key sponsorship packages and additional individual items detailed in the following pages, all priced in Australian dollars.

Sponsorship Investment Levels at WPC2024: Unlocking Opportunities for Every Vision

- | | |
|--------------------|-----------|
| • Platinum Sponsor | \$120,000 |
| • Gold Sponsor | \$70,000 |
| • Silver Sponsor | \$50,000 |
| • Bronze Sponsor | \$30,000 |

Your Investment, Your Impact: Craft Your Unique Sponsorship Journey

Each sponsorship tier unlocks exclusive benefits and opportunities, allowing you to align your brand seamlessly with the essence of WPC 2024. Act now and secure your position as a key player in shaping the future of the potato industry.

Email admin@potatoesaustralia.com.au



Let's Discuss Your Vision: Reach Out for Detailed Conversations

For in-depth discussions on any of the sponsorship packages or to tailor one specifically to your objectives, please don't hesitate to contact us. We're here to ensure that your sponsorship experience at WPC 2024 is as extraordinary as the impact you wish to make.

Contact Us Today to Explore Your Sponsorship Journey!

Unleash Your Presence: Exhibit at WPC 2024!

Prime Exhibition Spaces: Seize Your Opportunity

Embark on a journey of visibility and engagement by reserving your 3-metre by 3-metre booth at WPC 2024 **for only \$7,500**. This exclusive opportunity allows organisations to secure exhibition-only space, immersing themselves in a dynamic environment buzzing with activity.

Exhibition Highlights: Where Your Presence Matters

The exhibition area serves as the epicentre of the Congress, featuring catering zones, lounge areas, poster zones, and sponsor stands. Open from 5:00 pm on Sunday, June 23, until early afternoon on Tuesday, June 25, it offers a prime opportunity for networking and exposure.

Package Inclusions (Part of the Deal):

- Exhibition Shell Scheme (Fascia Walls and Framework Structure)
- One Text Header Panel with Your Company Name
- One Double Standard Power Socket and Lighting
- One Trestle Table and Two Chairs

Additional Perks to Elevate Your Presence:

- **Listing on the Conference Website:** Enjoy visibility with a company logo and web link.
- **Inclusion in the Delegate Program:** Feature prominently in the official program.
- **Pre-Conference Marketing Newsletter:** Gain exposure in a newsletter promoting exhibiting groups.

Limited Spaces Available: Secure Your Spot Now!

With limited sites available (including the option for double sites), act swiftly to ensure your organisation is at the heart of this vibrant exhibition space. Craft your narrative, connect with industry leaders, and make a lasting impression at WPC 2024.

Reserve Your Exhibition Space Today: Your Gateway to Unrivalled Visibility!

Email admin@potatoesaustralia.com.au