



IAPB 2026

SASKATOON, CANADA | JULY 26 - 30, 2026



SPONSORSHIP & EXHIBITOR PROSPECTUS

Welcome Message

Dear Colleagues and Friends,

It is with great excitement and honor that I welcome you to the 16th International Association for Plant Biotechnology (IAPB) Congress, taking place in the vibrant city of Saskatoon, Canada, from July 26-30, 2026.

As the Congress Chair, I am proud to be part of a collaborative effort with the National Research Council of Canada, Canadian Association for Plant Biotechnology, Ag-West Bio, the Saskatchewan Ministry of Agriculture, and Discover Saskatoon in organizing this landmark event. We are committed to delivering an inspiring congress that advances our shared passion for plant biotechnology.

The theme for this congress “Plant Biotechnology for Climate Action and Sustainable Development” reflects the critical role that plant tissue culture and novel breeding tools play in combating climate change, supporting resilient ecosystems, and achieving the United Nations Sustainable Development Goals. This congress promises to be a pivotal platform for innovative ideas, dynamic discussions, and meaningful collaborations. We look forward to exploring new frontiers in our field and creating lasting impacts on agriculture and biodiversity worldwide.

My heartfelt thanks to all IAPB members for your continuous support and engagement. Let us work together to push the boundaries of science and innovation, fostering a sustainable future for all through plant biotechnology.

Welcome to Saskatoon, a city renowned for its hospitality and commitment to growth and innovation.

Best regards,



Pankaj Kumar Bhowmik

Pankaj Bhowmik

President, International Association for Plant Biotechnology (IAPB)
Congress Chair, 16th IAPB Congress 2026



International Association for Plant Biotechnology (IAPB)

Plant Biotechnology for Climate Action and Sustainable Development

The International Association for Plant Biotechnology (IAPB) is the global network for plant biotechnology scientists, providing a platform for sharing research, fostering collaboration, and advancing innovation in plant science. Every four years, IAPB hosts a major international Congress, with the next event scheduled for July 2026 in Saskatoon, Canada.

IAPB2026 will focus on novel breeding tools, tissue culture, and biotechnological approaches to address pressing global challenges such as climate change, biodiversity conservation, and the United Nations Sustainable Development Goals.



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[IAPB2026.com](https://www.iapb2026.com)

Plan to join us at the IAPB 2026!

We appreciate that IAPB2026 would not be possible without the involvement and support of our important industry partners.

-  **Become a valued Sponsor or Exhibitor at IAPB2026 and participate in the premier international event for the Plant Biotechnology community**
-  **Gain significant brand exposure to world-renowned clientele**
-  **Receive maximum exposure through the interactive exhibit hall, social events and networking opportunities**
-  **Increase awareness and exposure of your organization via a variety of marketing mediums**
-  **Develop business connections and strengthen relationships through face-to-face engagement**
-  **Exhibit and generate new leads, develop your brand or launch a new product through the exhibition**
-  **Maximize your time and resources by showcasing your organization to a relevant and influential audience in an environment away from the competition of everyday distractions**
-  **Ensure your organization stays abreast of current developments and research in the field of Plant Biotechnology and use this information to stay ahead of the market**
-  **See how your contribution directly affects the Plant Biotechnology industry through this exciting Congress**

Location

Saskatoon is located within the Traditional Territory of Treaty 6 First Nations and the Homeland of the Metis. Saskatoon was listed on The New York Times list of 52 Places to Go in 2018 – a highly regarded international ranking of cities, regions, and countries that travelers should explore. Placed #18 on the list, Saskatoon was the only Canadian destination. Saskatoon’s newly renovated and award-winning international airport provides direct or one-stop service to over 240 global destinations, making the trip easy for people arriving from across the country and internationally.

With a walkable downtown, and only 15 minutes from the airport, delegates can experience the many eateries and shops in convenient locations. Explore the trails and beaches of Beaver Creek and Cranberry Flats, hike the Meewasin Valley Trail, visit the city’s many galleries and museums, and shop at the Midtown Plaza (attached to the TCU Convention Centre). The choice is yours: river adventures, culinary journeys, community showcases, and luxurious indulgences are just some of the offerings our city has for you. Big city amenities and small-town hospitality, Saskatoon welcomes you for what will be an amazing event.



Venue

Located in downtown Saskatoon, TCU Place – Saskatoon’s Arts and Convention Centre is considered to be one of the best conference facilities in Western Canada. Convention space features a flexible wall system, dedicated registration area, and state-of-the-art built-in audio/visual equipment. Features include 19-foot ceilings, wall-to-wall carpet, and a wall of natural light creating the perfect ambience.

All exhibits will be located on one level where the Welcome Reception, lunches, and coffee/refreshment breaks will take place. A modern and professional meeting space situated in the heart of downtown, the venue will offer everyone the opportunity to explore the city at the end of the day with easy access to nearby shops, restaurants, businesses, services and attractions. For accommodations, blocks of rooms will be available at special conference rates at several hotels located within a short distance of the TCU Convention Centre.



Sponsorship Opportunities

Prices in CAD	Gold \$15,000	Silver \$7,500	Bronze \$4,500	Supporting \$2,500
Logo with hyperlink in Sponsor's section of IAPB2026 website	✓	✓	✓	✓
Logo, link, and company description in IAPB2026 Mobile App	✓	✓	✓	✓
Rotating logo at the top of all pages of website	✓	✓		
Complimentary Full Registrations	3	2	1	1
Complimentary 10'x10' Exhibit Booth	x2	x1	x1	
Complimentary Exhibitor Only Badges	4	2	2	
Priority on selecting exhibit location	1st Priority	2nd Priority	3rd Priority	4th Priority
Logo displayed on Sponsorship Signage	✓	✓	✓	✓
60 second video ad to be played during session breaks**	✓	✓		
Logo on footers of marketing emails	✓	✓		

*All Prices are in Canadian Dollars

** Videos need to be produced by sponsor and approved by committee ~ 30 days prior to the Forum

Please note that Sponsors/Exhibitors will not receive any benefits or be added to the website until payment is received in full.



Other Sponsorship Opportunities

Social Networking Opportunities:

Welcome Reception

Sunday, July 26 | 5:00 pm – 7:00 pm

\$8,000, Exclusive Opportunity

The Welcome Reception is an opportunity to connect with old friends and meet new ones. The exhibit hall plays host to this icebreaker night where you become centre stage and have the opportunity to welcome everyone to Saskatoon. Delegates will enjoy a night of light local hors d'oeuvres and beverages, with music to soothe the soul. Benefits of sponsoring this night include recognition as the exclusive sponsor of this event, digital program guide, and onsite signage. Sponsor has the opportunity to welcome guests at the entrance and brand the drink tickets with their logo.

Congress Dinner

Tuesday, July 28 | 7:00 pm – 9:00 pm

\$10,000 Exclusive Opportunity

The Congress Dinner will be a great opportunity for networking. Align your brand with one of the great evenings of the Congress bringing everyone together for a night of dinner and fun! As the Congress Dinner Sponsor of IABP2026 you will benefit from the following entitlements:

- Logo printed on dinner menus
- 2 pull-up banners at the entrance to the Congress Dinner (to be provided by Sponsor)
- Verbal acknowledgement during the dinner as the exclusive sponsor
- Welcome everyone to the event and opportunity to speak for 5 minutes
- Reference in the digital program and on website
- Additional branding can be done at sponsor's expense (subject to committee approval)

Other Sponsorship Opportunities

Catering Opportunities:

Coffee Break

\$5,000 for entire 4 days, 8 coffee breaks

\$3,000 for one day, 2 coffee breaks

\$2,000 for one break.

Multiple Opportunities

Align your brand with the daily catering of delicious morning and afternoon coffee breaks served to all participants in the exhibit hall. Company logo featured at each catering station. Company logo with link on the sponsor page of website acknowledging this sponsorship. Ability to purchase and distribute for use branded coffee cup sleeves for 12 oz paper coffee cups.

Lunch Break

\$4,000 CAD

Multiple Opportunities

A light Lunch will be served daily to all delegates. This is an opportunity to reach every delegate on each day. Company logo featured at each catering station. Company logo with link on the sponsor page of website acknowledging this sponsorship. Opportunity to brand single use items used by delegates for lunch (e.g. napkins) to be paid for by the sponsor.

Educational Opportunities:

Poster Session Sponsor

\$5,000 CAD

Multiple Opportunities

Be the host sponsor of the poster sessions. As the Poster Session Sponsor of IAPB2026 you will benefit from the following entitlements:

- Signage at the posters and logo on the poster numbers
- Reference in the digital program book and on website



Other Sponsorship Opportunities

Additional Opportunities:

Mobile App - **SOLD OUT**

\$8,000

Exclusive Opportunity

Place your brand in every attendee's hand by exclusively sponsoring the IAPB2026 Mobile App! Includes logo on the splash screen of the mobile app and up to 4 push notifications can be sent to delegates via the app. Company logo with link on the sponsor page of the website acknowledging this sponsorship.

Forum Tote Bags

\$5,000

Exclusive Opportunity

Your logo and the IAPB2026 logo on the re-usable bag given to all delegates. These eco friendly satchels are designed to be used after the Congress to further promote branding. Company logo with link on the sponsor page of the website acknowledging this sponsorship. The sponsor is responsible for producing and shipping the bag, the design of the bag, size and position of the logos must be approved by the Congress Organizing Committee (prior to production).

Lanyards - **SOLD OUT**

\$5,000

Exclusive Opportunity

Place your brand around every attendee's neck! Company logo with link on the sponsor page of the website acknowledging this sponsorship. Lanyards to be provided by the sponsor. Design and requirements of lanyard to be approved and advised by Congress Organizing Committee. Only branded by the sponsor.



Other Sponsorship Opportunities

Additional Opportunities:

Supporter Spotlight Ad

\$1,500

Multiple Opportunities

Ad at the bottom of ONE (1) of our event pages on our Event Website. Pages where the ad can be placed are: Speaker, Agenda, Fees, FAQ and Registration. Ad would include:

- Company Name
- 150 Words
- Video—2 min. max
- URL Link

Email Ad

\$1,000

Multiple Opportunities

A one-time add to be included in one (1) of our marketing emails going to potential attendees. Ad would include:

- 75 Words
- 1 Image
- 2 Hyperlinks

Exhibitor Opportunities:

The IAPB2026 exhibition has been designed to provide a strong value proposition for all exhibitors. Located in the TCU Place, the exhibition will be fully integrated into the Congress program. Morning and afternoon breaks will be served within the Exhibit Hall. The Welcome Reception will also be held in the Exhibit Hall to further increase networking opportunities.

Booth Prices:

Single Booth

\$2,500 (Until December 31, 2025)

\$3,000 (After December 31, 2025)

- 10' x 10' booth, pipe & drape back and side walls, 6' table, two chairs, ID Sign
- 2 Complimentary Exhibitor Only Registrations
- Logo, 100-word profile, and link on IAPB2026 website and Mobile App

Double Booth

\$4,500.00 (Until December 31, 2025)

- 10' x 20' booth, pipe & drape back and side walls, 6' table, two chairs, ID Sign
- 4 Complimentary Exhibitor Only Registrations
- Logo, 100-word profile, and link on IAPB2026 website and Mobile App

Please note that Sponsors/Exhibitors will not receive any benefits or be added to the website until payment is received in full.

Two exhibitor badges included per booth which include access to the Exhibit Hall, Welcome Reception, Lunches, and Coffee Breaks.

Logistics

Exhibitors move-in and move-out dates as well as detailed shipping instructions and more will be communicated to all exhibitors in a separate exhibitors' manual closer to the start of the Congress. Booth space is allocated on a first come first served basis. Sponsors will be given priority based on level of sponsorship and date paid.

Electricity/Audio Visual

Any additional equipment needed for your booth, including electric and internet, must be arranged directly with the Show Services Contractor. Closer to the event, each confirmed exhibitor will receive all the necessary information, forms, and a final schedule with break times listed.



Contact Information:

To assist your decision making or should you have any requests for customized sponsorship packages, please contact the IAPB2026 Secretariat:

IAPB 2026 Secretariat

c/o Global Planning Solutions

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