

2025  
world  
alfalfa  
congress  
FRANCE REIMS - CHÂLONS



03 > 06  
nov. 2025

FRANCE - REIMS - CHÂLONS





# PRESENTATION

- From 3 to 6 November 2025, Europe will be hosting **the 4th World Alfalfa Congress in Reims**.
- **A workshop for farmers and crop technicians** will be held on November 3.
- November 4 and 5 will be dedicated to **scientific congresses and the economic section**.
- November 6 will be dedicated to **the field tour**.

The Champagne region is the main production area for French dehydrated alfalfa and is also at the heart of Europe. Following the success of the 3 previous congresses, in China, Argentina and in USA, CIDE would like to offer its strategic partners and sponsors the opportunity to support this event.

## WHY BECOME A SPONSOR?

- 1 By supporting the initiative **you are associating your brand with all the national associations of dehydrated alfalfa producers worldwide**
- 2 This means that the event will be **an unbeatable showcase for alfalfa and an unbeatable showcase for your company**.
- 3 **Your potential customers will all be in the same place**, given the capacity of this event, with more than 500 guests.
- 4 Possibility to participate with your own stand in the exhibition area, **which will give you even more visibility**.





## DIAMOND SPONSOR

€ 20 000 - Unique possibility!



## PLATINUM SPONSOR

€ 14 000 (when paid for on or before April 30, 2025)

€ 16 000 (when paid on before April 30, 2025)



## GOLD

€ 9000 (when paid on before April 30, 2025)

€ 10 000 (when paid on after April 30, 2025)



## SILVER

€ 5000 (when paid on before April 30, 2025)

€ 6000 (when paid on after April 30, 2025)



## BRONZE

€ 3000 (when paid on before April 30, 2025)

€ 4000 (when paid on after April 30, 2025)

	1 DIAMOND	2 PLATINIUM	3 GOLD	4 SILVER	5 BRONZE
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PRE CONGRESS OPPORTUNITIES					
Logo on the congress page	✓	✓	✓	✓	✓
Link to your website	✓	✓	✓	✓	✓
<b>a</b> Sponsor testimonial on our website	✓	✓	✗	✗	✗
CONGRESS OPPORTUNITIES					
Logos at the registry office	✓	✓	✓	✓	✗
Logo on conference plasma screen	✓	✓	✓	✓	✗
<b>b</b> Possibility of setting up a booth	6x6m 36m <sup>2</sup>	5x5m 25m <sup>2</sup>	4x4m 16m <sup>2</sup>	3x3 m 9m <sup>2</sup>	✗
Logos on Xbanner in the hall	✓	✓	✓	✓	✓
Possibility of inserting flyers in totebags	✓ (2)	✓ (2)	✓ (2)	✓ (1)	✓ (1)
Possibility of inserting goodies in the totebag	✓ (2)	✓ (1)	✓ (1)	✗	✗
<b>c</b> Session sponsor	✓ (2)	✓ (1)	✗	✗	✗
Logo on digital tickets	✓	✓	✓	✓	✓
<b>d</b> Free registration	5	4	3	2	1
Maximum number of sponsors	1	3	✗	✗	✗

- a** You can send us a video or written testimony of why this event is important for you and your company and how much you care about growing alfalfa.
- b** You can set up a booth in the central hall near the posters at your own expense.
- c** The higher rank chooses which session to sponsor first. Acknowledgements and logo on presentation template.
- d** Free Registrations for Monday through Wednesday. Gala dinner included! (Workshop & tour registrations available separately, see below.)

# OTHER OPPORTUNITIES

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## CONGRESS BAGS

Exclusive rights. Bags with company name/logo and Congress logo. Sponsor will cover cost of production and shipping. Quality and specifications are to be agreed upon with the organization. Quantity: 600.

€ 4000 (when paid on or before April 30, 2025)

€ 5000 (when paid on after April 30, 2025)

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## NOTE PADS & PENS

Exclusive rights. Includes notepads and pens with your brand placed on tables. Production and shipping costs are paid by sponsor. Both items must be approved by the Organizing Committee. Quantity: 600.

€ 4000 (when paid on or before April 30, 2025)

€ 5000 (when paid on after April 30, 2025)

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## OPENING COCKTAIL SPONSOR

Sponsor may give welcome speech during lunch (max 3 min). Company name/logo on signage. Possible location: Reims City Hall

€ 4000 (when paid on or before April 30, 2025)

€ 5000 (when paid on after April 30, 2025)

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## GALA DINER SPONSOR

Sponsor may give welcome speech during lunch (max 3 min). Company name/logo on signage. Possible location: Domaine Vranken Pommery

€ 4000 (when paid on or before April 30, 2025)

€ 5000 (when paid on after April 30, 2025)

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## BREAK SPONSOR

Signage and program mention. Logo/company will be displayed on digital screens.

€ 2500 (when paid on or before April 30, 2025)

€ 3000 (when paid on after April 30, 2025)

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## CONTINENTAL BREAK-FAST SPONSOR

Signage and program mention. Logo/company will be displayed on digital screens.

€ 2500 (when paid on or before April 30, 2025)

€ 3000 (when paid on after April 30, 2025)

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## LUNCH SPONSOR

Signage and program mention. Logo/company will be displayed on digital. Sponsor may give one welcome speech during lunch (max 3min).

€ 4000 (when paid on or before April 30, 2025)

€ 5000 (when paid on after April 30, 2025)

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## FIELD TOUR SPONSOR

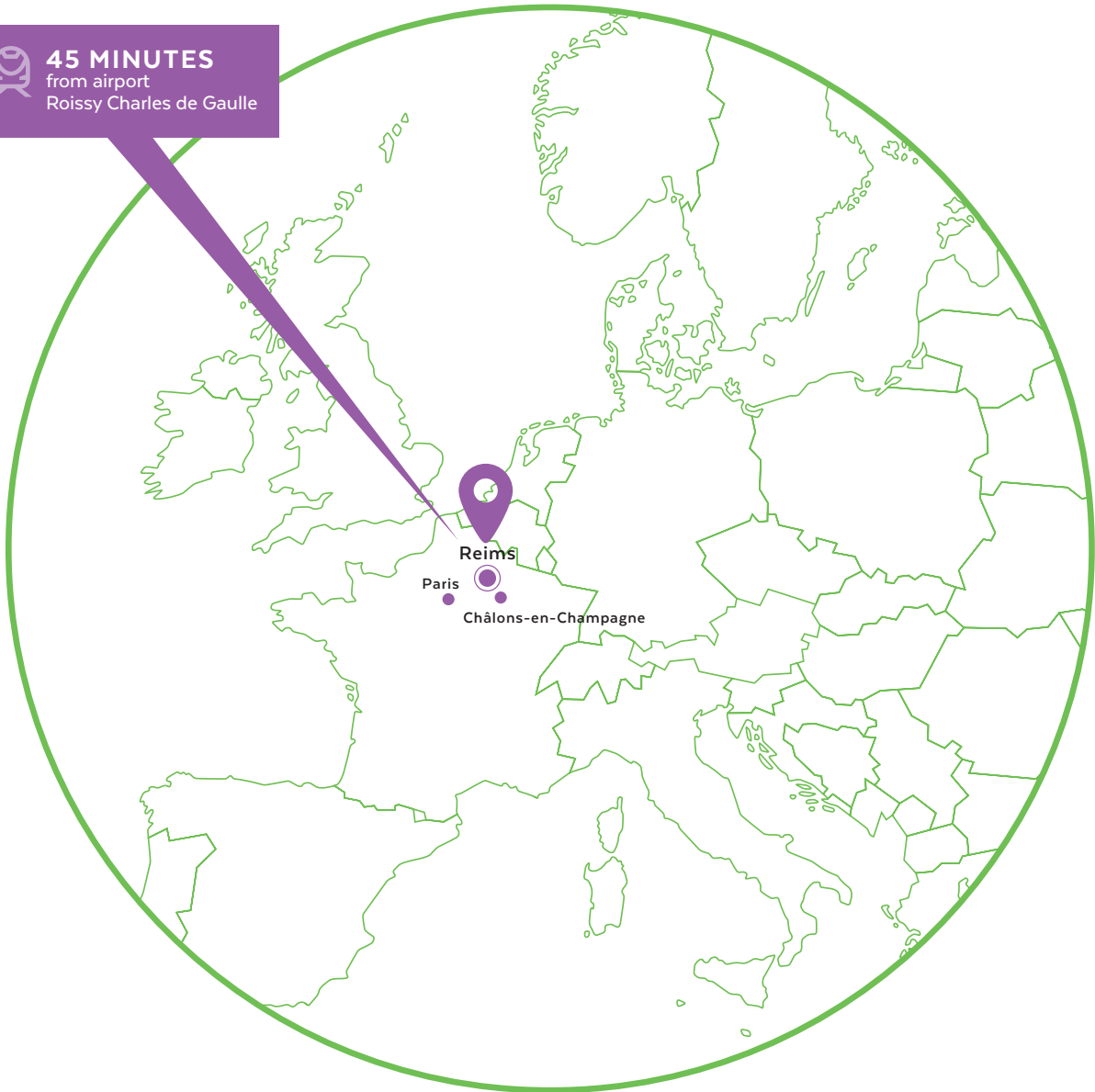
Signage and program mention. Logo/company will be displayed on digital screens at the Congress center of Châlons-en-Champagne.

€ 4000 (when paid on or before April 30, 2025)

€ 5000 (when paid on after April 30, 2025)



**45 MINUTES**  
from airport  
Roissy Charles de Gaulle



## CONTACT

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