



SPONSORSHIP FORM



« Starch and non-structural carbohydrates in horse nutrition: common misconceptions, realities and perspectives? »

 DIJON (FRANCE)

 NOV. 27 – 29, 2024

www.congres-ltf.fr



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THE LAB TO FIELD CONGRESS IN SHORT

A key event will take place every three years.



KEYWORDS OF
CONGRÈS LTF 2024

MICROBIOTA
STARCH & SUGARS
PERFORMANCES
HEALTH IMMUNITY
NUTRITION
HORSE METABOLISM

More than 80 companies et 200 participants expected, come from all over the world:



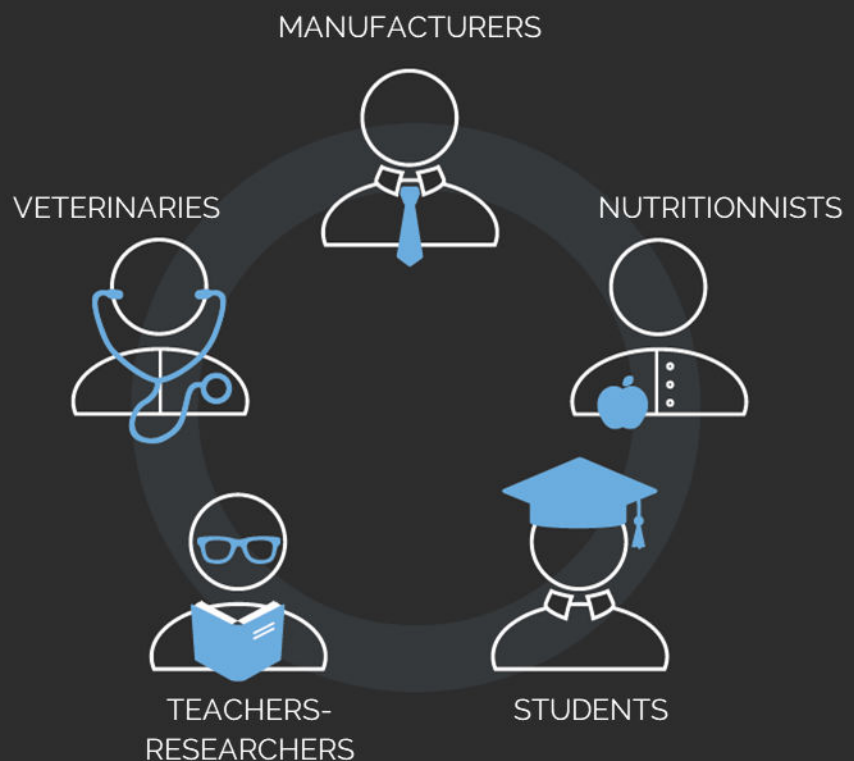
France
Great Britain
Germany
USA
Brasil
etc.

TPOLOGIE DES CONFERENCIERS



INTERNATIONAL EXPERTS
invited to develop a subject
around their research theme

TPOLOGIE DES PARTICIPANTS



THE CONGRÈS LAB TO FIELD 2024

PRÉSENTATION

Lab To Field, a leading company in **research on the relationship between nutrition, health and performance in horses**, organizes a congress for the third time around current issues in animal nutrition. A team of researchers from Dijon, at the initiative of this event, aimed to promote scientific knowledge for professionals in the sector. The purpose of the congress is to **offer keys to progress for product development, advice, and daily practice**.

Therefore, the Lab To Field Congress is aimed at **all professionals concerned with animal nutrition**: manufacturers, health professionals, representatives of institutions, etc. This event represents an interesting opportunity to bring together all professionals in the sector in one place and to discuss topics of interest.

THEME 2024

The 2024 edition will focus on the theme of **starch and non-structural carbohydrates in horse nutrition**. This is a subject that has been at the core of scientific concerns for several decades, particularly with the importance of feeding horses while preserving their health. However, research results can take a long time to reach professionals, and are sometimes misinterpreted.

As the theme of starch and non-structural carbohydrates divides opinion in the industry between the 'pros' and the 'cons', we decided provide **an overview of the latest findings** on this subject: what are the common misconceptions, realities and perspectives?

NETWORKING

The Lab To Field Congress will also aim to **facilitate contact and exchanges** between participants, partners and sponsors in order to promote new collaborations.

- Scheduled discussion times with speakers;
- Meeting spaces at the different sites of congress;
- A poster exhibition space;
- A networking dinner in the heart of Dijon;
- Lunches and coffee breaks promoting exchanges.

PROGRAMM IN 2024

The Congrès Lab To Field 2024 will be held in Dijon (France) from November 27th to 29th 2024. For this new edition, the congress will take place **over three days**, formulated between **practical workshops** and **scientific conferences**, proposed in **French** and in **English** for a greater **international reach**.

- Day 1 : **Practical and clinical workshops** at the research center of Lab To Field to present **studying and monitoring methods** on horses, focusing on the impact of starch and non-structural carbohydrates on health, digestion, performance...
- Day 2 : **Conferences** to review **scientific knowledge** and perspectives on the uses and the effects of starch and non-structural carbohydrates, by **international researchers**.
- Day 3 : **Technical workshops**, organised in laboratories specialised on food, to explore **processes and tests** adapted to feedstuffs.

COMMUNICATION

The communication campaigns to present the Lab To Field Congress 2024, the speakers, the programme, the partners and sponsors will run from autumn 2023 until the event itself, at the end of 2024.

Several channels will be used: website (congres-ltf.fr), professional networks, targeted mailings, etc.

OBJECTIVES FOR 2024 AND PREVIOUS EDITIONS ASSESMENTS



2024	« Starch and non-structural carbohydrates on horse feed: ideas, realities and prospects? »	3 days French & English	Objectives: > 20 speakers > 200 participants > 100 companies > 10 countries
2021	« Additives and fonctionnal feed for horse nutrition: what present for what future? »	2 days French	21 speakers 115 participants 63 companies 6 countries
2018	« Future concentrates for horses: what place for fibers? »	2 days French	16 speakers 110 participants 55 companies 3 countries

SPONSORS' KITS

	BRONZE 1 000 €	SILVER 2 000 €	GOLD 4 000 €	DIAMOND 8 000 €
Kakémono in the exposition room	✓	✓	✓	✓
Advertising booklet given to participants	✓	✓	✓	✓
Logo printed in proceedings of congress	✓	✓	✓	✓
Logo and link in the congress website	✓	✓	✓	✓
Logo set up on communication supports	<ul style="list-style-type: none"> ▪ Transition slide ▪ Size : S 	<ul style="list-style-type: none"> ▪ Transition slide ▪ Size : M 	<ul style="list-style-type: none"> ▪ Programme ▪ Transition slide ▪ Size : M 	<ul style="list-style-type: none"> ▪ Programme ▪ Transition slide ▪ Size : L
Brief presentation of your activity in the congress website	-	50 words	100 words	100 words + news in the website
Advertisement page printed in proceedings of congress	-	1 page	1 double-page	1 double-page + 1 free page
Free ticket(s) (Compleat Pack)	-	1	2	4
Logo and link in the newsletters	-	-	✓	✓
Advertising goodies given to participants	-	-	✓	✓
Advertising video during the conference day	-	-	✓	✓
Official sponsor of one coffee break	-	✓	-	-
Official sponsor of one lunch	-	-	✓	-
Official sponsor of gala diner (11/28)	-	-	-	✓
Oral presentation of your company and activities during conference day	-	-	-	✓
Exposition stand in conference hall	-	-	≥3 m ²	≥6 m ²

For more details about sponsor counterparties, see Appendice 1.

CONTACT INFORMATION

For sponsoring the Lab To Field Congress 2024

Fill and send the sponsorship subscription form (Appendice 2) at :

Lab To Field

26 Boulevard Dr Petitjean
BP 87999
21079 DIJON Cedex
France

Or at

contact@congres-ltf.fr

We will contact you and send you the contract to return to us signed as soon as possible.

For more information

Contact :

contact@congres-ltf.fr

APPENDICE 1: DETAILED CONTENT OF SPONSORS' KITS AND COUNTERPARTY INSTRUCTIONS

- **Sponsor's banner** prominently displayed. It will be displayed by the LTF Congress organizing team in the hall during the conference day and at the workshop venues. The banner must respect the maximum dimensions of 85 x 200 cm and be sent to the organizer before 11/15/2024.
- **Distribution of a sponsor's advertising brochure to all participants in the LTF Congress 2024.** The brochure will be slipped into the totebag given to participants on the day of the event. Brochures must be no larger than 21.0 x 29.7 cm and must be sent to the organizer in a minimum of 250 copies before 11/15/2024.
- **Display of the sponsor's logo.** Whatever the pack chosen, the sponsor's logo will be displayed in the Lab To Field conference proceedings book 2024, on the conference website (www.congres-ltf.fr), with a link to the sponsor's website, and on the communication media used during the conference day on 11/28/2024. With the Gold and Diamond packs, the sponsor's logo will also be displayed on the congress programme and on newsletters sent out by the organizer. The logo must be sent to the organizer by e-mail in .PNG format, in two versions, for display on a light background and on a dark background before 10/01/2024 for the Bronze and Silver packs and as soon as possible for communication in the newsletters for the Gold and Diamond packs.
- **Display of a text presenting the sponsor on the "Partners" page of the LTF Congress 2024 website.** The maximum length of the text depends on the pack chosen: up to 50 words for the Silver pack, up to 100 words for the Gold and Diamond packs. The text must be written by the sponsor and sent to the organizer by e-mail.
- **Redaction of news about the sponsor,** posted on the LTF Congress 2024 website. For sponsors choosing the Diamond pack, a new of 300 words maximum may be posted on the Congress website. The text must be written by the sponsor and sent to the organizer by e-mail.
- **Printing of advertising pages for the sponsor in the proceedings book of the LTF Congress 2024.** For the Silver pack: 1 full-page advertisement; for the Gold pack: 1 double-page advertisement; for the Diamond pack: 1 double-page advertisement + 1 full-page advertisement. Single advertising pages must measure 15 x 23 cm, and double pages 30 x 23 cm. They must be sent to the organizer by e-mail in .PDF format with print marks before 10/01/2024.
- **Free entry(s) to the LTF Congress 2024 for the sponsor.** The sponsor must provide the names and contact details of the guests and send them to the organizer by e-mail before 11/20/2024. One free entry includes: access to the congress for all three days, access to the coffee breaks and lunches, and an invitation to the gala dinner.
- **Distribution of a promotional item from the sponsor to all participants in the LTF Congress 2024.** The type and size of the item must be approved by the organizer beforehand. The item will be added to the totebag given to participants on the day of the event. A minimum of 250 promotional items must be sent to the organizer by post before 11/15/2024.
- **Broadcast of a promotional video** during the conference day. For the Gold pack: maximum 2-minute video; for the Diamond pack: maximum 4-minute video. The videos

will be shown in the conference hall. Videos must be sent to the organizer in .MP4 format before 11/15/2024.

- **Official sponsorship of a coffee break** at the LTF Congress 2024. The sponsor's name will appear on the programme at the time of the sponsored coffee break, and the organizer will thank the sponsor just before the sponsored coffee break.
- **Official sponsorship of a lunch** at the LTF Congress 2024. The sponsor's name will appear on the programme at the time of the sponsored lunch, and the organizer will thank the sponsor just before the lunch.
- **Official sponsorship of the LTF Congress 2024 gala dinner.** The sponsor's name will appear on the programme at the gala dinner, and the organizer will thank the sponsor during the conference day.
- **Speaking time during the conference day.** The sponsor's spokesperson will be invited for a maximum of 5 minutes to present the company and/or its products before lunch on the conference day. He/she will have access to the projector and computer in order to show a presentation during his/her speech, if he/she so wishes. The presentation in .PPT format must be sent to the LTF Congress 2024 organizers before 11/15/2024.
- **Provision of an exhibition space** in the exhibition hall of the venue for the duration of the conference day on November 28, 2024. For the Gold pack: 3 m² space; for the Diamond pack: 8 m² space. The exhibition space is unfurnished. The sponsor will have access to an electrical outlet/extension lead. Possibility of showing an advertising film on a screen (not provided by the organizers) in the exhibition hall of the venue for the duration of the conference day.

All physical resources must be sent to us as soon as possible to the following address:

Lab To Field

26, boulevard Dr Petitjean

BP 87999

21079 DIJON Cedex

France

All digital resources must be sent as soon as possible by e-mail to:

contact@congres-ltf.fr

APPENDICE 2 : SPONSORSHIP SUBSCRIPTION FORM

SPONSOR INFORMATIONS

Company

Adress

Zip code

City

Country

Website

SPONSOR CONTACT

Name

First name

Profession

Mail

Phone

PACK

Bronze Pack (1 000 €)

Goden Pack (4 000 €)

Silver Pack (2 000 €)

Diamond Pack (8 000 €)

ENVOI DU FORMULAIRE

Return the completed form by post or email to:

Lab To Field

26, boulevard Dr Petitjean

BP 87999

21079 DIJON Cedex

FRANCE

Courriel : contact@congres-ltf.fr

Date :

Name :

Signature :