



# INTERNATIONAL FORAGE AND TURF BREEDING CONFERENCE 2026

**IFTBC** | INTERNATIONAL FORAGE  
& TURF BREEDING  
CONFERENCE 2026

HAITIAN FINANCIAL CENTER HOTEL  
QINGDAO, SHANDONG, P. R. CHINA

<https://conferences.koushare.com/iftbc2026>

**12 – 16 OCTOBER 2026**



# WELCOME INVITATION

Dear Colleagues,

The International Forage and Turf Breeding Conference IFTBC 2026 will be held in Qingdao, Shandong Province, P.R. China from 12 – 16 October 2026. The goal of the IFTBC 2026 is to bring together professionals with an interest in genetic improvement of pastures, forages, feedstocks and turf. A wide range of sessions will highlight current issues relating to forage and turf breeding, and a full social program will provide invaluable opportunities to network with both Chinese and international colleagues and peers.

The International Forage and Turf Breeding Conference IFTBC 2026 presents the perfect opportunity to showcase products, services, commercial applications and research development to a worldwide audience of scientists and practitioners involved in this research and innovation field.

We live at a time of unprecedented new discoveries, some of these expected to transform agri-bioscience and technology development for years to come. They are to offer a unique opportunity to improve grassland agriculture worldwide, providing the feed-base underpinning our livestock industries in a changing climate, and importantly also the amenity and quality of our urban environments and cities for people to improve their lives and their wellbeing. We cannot ignore these.

It is undeniable that timely access to technology provides us with better tools; tools that are ultimately instrumental in satisfying society's needs and desires.

Qingdao promises to be a wonderful host for the diversity of conference delegates covering a wide range of underpinning disciplines and forage and turf application fields for grassland science and technology, being one of the most vibrant and cosmopolitan cities in Shandong Province and China, with a rich cultural life.

We hope you will join us in Qingdao in October 2026 for the International Forage and Turf Breeding Conference (IFTBC 2026), to learn about and share exciting developments in genetic improvement in pastures, forages, feedstocks and turf of interest to the diversity of expected IFTBC 2026 delegates.

We look forward to welcoming you!

**Professor German Spangenberg**  
*Conference Chairman*



**IFTBC '26**



**青島農業大學**  
QINGDAO AGRICULTURAL UNIVERSITY

# ABOUT THE CONFERENCE

## Dates:

12 – 16 October 2026

## Congress Venue:

**Haitian Financial Center Hotel**

**Laoshan District, Qingdao City,**

**Shandong Province**

**P.R China**

Superbly located right in the heart of Qingdao City's Laoshan District on 29 Xianxialing Road is the high-end five-star Haitian Financial Center Hotel with versatile convention and exhibition facilities. Opened in March 2021 with contemporary facilities and equipment the Haitian Financial Center Hotel is easily accessible by foot, car or public transport, being only 3 minutes' walk from the subway station; a 15-minute drive to Qingdao North Railway Station; and with direct access from Jiaodong Airport after exiting the highway.

Looking for a true Qingdao experience, you will find it encapsulated near the Haitian Financial Center Hotel with its excellent location: a 10-minute walk to Shilaoren Beach; adjacent to the Laoshan Venue of the Qingdao International Beer Festival; a 2-minute walk to Lida Shopping Center, surrounded by commercial malls including Liquan Golden Lion.

The Haitian Financial Center Hotel has hosted hundreds of academic conferences; offering sufficient conference space with its 1,600 sqm column-free grand ballroom plus 12 sub-venues; as well as adequate exhibition space with its 800 sqm column-free foyer for exhibitions.

The Haitian Financial Center Hotel offers adequate guest rooms and flexible accommodation options through its own 379 guest rooms with a total of 600 beds as well as a self-operated four-star hotel 500 meters from the main venue being also available.

## Host City:

The International Forage and Turf Breeding Conference 2026 will be held in the city of Qingdao, a most beautiful coastal city located on the Yellow Sea coast in the eastern Shandong Province of China.

Whether you're taking a short break between sessions or after a hard day's work, or have arranged a few days of personal time, you are just minutes away from sandy beaches or the beautiful parks and gardens sprinkled throughout the city.

There is no shortage of things to do in Qingdao's city centre. You can wander through art galleries, tour historic sites, and enjoy relaxing strolls in parks and beaches.

Recognized as one of China's top ten cities, named China's most livable city (in 2009), Qingdao is also renowned for its European architecture, attractive coastal landscapes, and local folklore.

Qingdao is also one of the world's top 50 cities for global scientific research as tracked by the Nature Index; and was ranked 20<sup>th</sup> globally in the Global Top 100 Science & Technology Cluster Cities (in 2024).

## Attendance:

Up to 500 delegates are expected to join us in Qingdao with a broad range of interests in forage and turf breeding.





# BENEFITS OF SPONSORSHIP

Sponsorship benefits include:

- Enhanced brand and image profile
- Targeted marketing opportunities
- Brand loyalty reinforcement
- Increased awareness and business potential
- Brand exposure to potential employees
- Exposure via acknowledgement in the IFIBC 2026 Conference Handbook
- Logo and website link promotion on the Conference Website
- Exposure via the onsite signage at the IFIBC 2026 Conference
- Delegate list to assist with marketing and return on investment pre and post event
- Complimentary registration offers and social function tickets
- Options for complimentary booths in the exhibition.

*Please note:*

*Sponsorship benefits vary depending on package; extent/type of Sponsorship acknowledgement will be determined according to commitment level relative to other packages and is at the discretion of the Organising Committee.*

*The decision to acknowledge participation whether by logo or by text entry in black and white or in colour is also at the discretion of the Organising Committee.*



Please review the packages and choose one that suits your budget and needs. Most importantly, please note that all packages are flexible – we are happy to discuss with your organisation how best we can tailor our packages to suit your marketing requirements and budget.



- Company logo in the IFTBC handbook
- Company logo on the sponsor acknowledgement board
- Company logo on PowerPoint reel displayed throughout IFTBC 2026
- One (1) piece of promotional literature in each delegate satchel (*excluding notepads and pens - insert to be provided by sponsor and subject to committee approval*)
- One (1) half page colour advertisement in the registration brochure
- One (1) half page colour advertisement in the Conference handbook.

### Keynote Session

(8 opportunities available) ¥5,500

- One (1) complimentary IFTBC 2026 Full Registration which includes one (1) ticket to the Welcome Reception
- One (1) complimentary ticket to the Conference Dinner
- Verbal acknowledgement of sponsorship by Conference chair during the session
- Company logo on the Conference website including link to your website
- Company logo in IFTBC 2026 registration brochure (e-copy)
- Company logo in the Conference handbook
- Company logo on PowerPoint reel displayed throughout IFTBC 2026
- Company pull-up banner to be displayed on stage during the session (*sponsor to provide*)
- One (1) half page colour advertisement in the Congress handbook.

### Daily Program Board

(1 opportunity available) ¥10,000

- One (1) complimentary IFTBC Full Registration which includes one (1) ticket to the Welcome Reception
- One (1) complimentary ticket to the Conference Dinner
- Company logo on the IFTBC website including link to your website
- Company logo in the Conference registration brochure (e-copy)
- Company logo in the Conference handbook
- Company logo on PowerPoint reel displayed throughout IFTBC 2026
- Exclusive acknowledgement with company logo on the daily program boards
- Opportunity for a promotional PowerPoint slide to be shown daily at intervals on e-program boards.

### Gold

(3 opportunities available) ¥100,000

- One (1) 3m x 2m exhibition booth
- Five (5) complimentary IFTBC 2026 Full Registrations which each include one (1) ticket to the Welcome Reception
- Five (5) complimentary tickets to the Conference Dinner
- Verbal acknowledgement of sponsorship by Conference chair during The IFTBC 2026 Opening Ceremony
- Company logo on the Conference website including link to your website
- Company logo in the Conference registration brochure (e-copy)
- Company logo acknowledgement on promotional marketing emails
- Company logo in the Conference handbook
- Company logo on the sponsor acknowledgement board
- Company logo on PowerPoint reel displayed throughout IFTBC 2026
- Naming rights to one (1) keynote session, including acknowledgement by the session chair
- One (1) piece of promotional literature in each delegate satchel (*excluding notepads and pens - insert to be provided by sponsor and subject to committee approval*)
- One (1) full page colour advertisement in the registration brochure
- One (1) full page colour advertisement in the Conference handbook.

### Silver

(3 opportunities available) ¥45,000

- One (1) 3m x 2m exhibition booth
- Three (3) complimentary Full Registrations which each include one (1) ticket to the Welcome Reception
- Three (3) complimentary tickets to the Conference Dinner
- Company logo on IFTBC 2026 website including link to your website
- Company logo in the Conference registration brochure (e-copy)
- Company logo in IFTBC 2026 handbook
- Company logo on the sponsor acknowledgement board
- Company logo on PowerPoint reel displayed throughout IFTBC 2026
- One (1) piece of promotional literature in each delegate satchel (*excluding notepads and pens - insert to be provided by sponsor and subject to committee approval*)
- One (1) half page colour advertisement in the registration brochure
- One (1) half page colour advertisement in the Conference handbook.

### Bronze

(6 opportunities available) ¥30,000

- Two (2) complimentary Full Registrations which each include one (1) ticket to the Welcome Reception
- Two (2) complimentary tickets to the Conference Dinner
- Company logo on the IFTBC2026 website including link to your website
- Company logo in the registration brochure (e-copy)

## Delegate Satchels

(750 units,  
1 opportunity available) ¥20,000

- One (1) complimentary IFTBC 2026 Full Registration which includes one (1) ticket to the Welcome Reception
- One (1) complimentary ticket to the Conference Dinner
- Company logo on the IFTBC website including link to your website
- Company logo in the IFTBC registration brochure (e-copy)
- Company logo in the Conference handbook
- Company logo on PowerPoint reel displayed throughout IFTBC 2026
- One (1) company logo print (alongside Conference logo) printed on delegate satchels

- One (1) piece of promotional literature in each delegate satchel (*excluding notepads and pens – insert to be provided by sponsor and subject to committee approval*).

- Company logo on PowerPoint reel displayed throughout IFTBC 2026
- Company logo (alongside Conference logo) printed on delegate name badges and lanyards.

## Name Badges and Lanyards

(1 opportunity available) ¥10,000

- One (1) complimentary IFTBC 2026 Full Registration which includes one (1) ticket to the Welcome Reception
- One (1) complimentary ticket to the Conference Dinner
- Company logo on the IFTBC website including link to your website
- Company logo in the IFTBC registration brochure (e-copy)
- Company logo in the Conference handbook

## Notepads and Pens

(1 opportunity available) ¥8,000

- Company branded notepads and pens to be inserted into delegate satchel (sponsor to supply branded notepads and pens – 700 units)
- Company logo in the Conference registration brochure (e-copy)
- Company logo in the Conference handbook.

## Conference Dinner

(1 opportunity available) ¥20,000

- Company acknowledgement during chair announcements regarding Conference Dinner
- One (1) complimentary IFTBC Full Registration which includes one (1) ticket to the Welcome Reception
- One (1) complimentary ticket to the Conference Dinner
- Four (4) additional complimentary tickets to the Conference Dinner
- Reserved table in premium position at IFTBC 2026 Dinner (*seating for 10 attendees, all attendees must be ticket holders*)
- Company acknowledgement during chair announcements regarding Conference Dinner
- Company logo on the IFTBC website including link to your website
- Company logo in IFTBC 2026 registration brochure (e-copy)
- Company logo in IFTBC 2026 handbook
- Company logo on PowerPoint reel displayed throughout IFTBC 2026
- Company logo printed on dinner menus
- Opportunity for company representative to present a three-minute address to audience at the Conference Dinner

- Opportunity to provide small gift to delegates on dinner tables (*sponsor to provide*)
- Opportunity to display two (2) standard pull up banners during the Conference Dinner (*sponsor to provide*).

## Daily Catering

(4 opportunities available) ¥5,000 per day  
or  
¥12,000 for 4 days

## Welcome Reception

(1 opportunity available) ¥8,000

- One (1) complimentary Full Conference Registration which includes one (1) ticket to the Welcome Reception
- One (1) complimentary ticket to the Conference Dinner
- Ten (10) additional complimentary tickets to the Welcome Reception
- Company logo in the Conference registration brochure (e-copy)
- Company logo in IFTBC 2026 handbook
- Company logo on IFTBC 2026 website including link to your website
- Company logo on PowerPoint reel displayed throughout the Congress
- Opportunity to display two (2) standard pull up banners during the Welcome Reception (*sponsor to provide*).

- One (1) complimentary Full Conference Registration which includes one (1) ticket to the Welcome Reception
- One (1) complimentary ticket to the Conference Dinner
- Company logo on the Conference website including link to your website
- Company logo in the Conference registration brochure (e-copy)
- Company logo in the Conference handbook
- Company logo on PowerPoint reel displayed throughout IFTBC 2026
- Opportunity to provide branded napkins for delegate use over the duration (*at sponsors cost*)
- Opportunity to place a total of four (4) free standing banners close to major catering stations (*sponsor to provide*).

## Espresso Bar

(2 opportunities available) ¥6,000

- Company naming rights to the Espresso Bar
- Opportunity to provide branded coffee cups, napkins and t-shirts/caps for baristas to wear on-site over the duration of the Congress (*at sponsor's cost*)
- Opportunity to place a total of one free standing banner at the rear of the espresso bar (*sponsor to provide*)
- Company logo on the Conference website including link to your website
- Company logo in the Conference registration brochure (e-copy)
- Company logo in the Conference handbook
- Company logo on PowerPoint reel displayed throughout the Conference.

*Congress to supply an espresso bar, barista and all consumables for the duration of the Congress.*

## Internet Lounge

(1 opportunity available) ¥5,000

- Company naming rights to the Internet Lounge
- Company logo displayed on each terminal in Internet Lounge
- Two (2) internet terminals with company screensaver for each computer in the internet lounge
- Opportunity to provide company mouse pads, writing pads and pens for the internet terminals (*sponsor to provide*)
- Opportunity to place a total of four (4) free standing banners within the internet lounge (*subject to venue approval*)
- Company logo on the Conference website including link to your website
- Company logo in the Conference registration brochure (e-copy)
- Company logo in the Conference handbook
- Company logo on PowerPoint reel displayed throughout IFTBC 2026.

*Please note you as a Sponsor will be responsible for providing the digital artwork. Offer subject to availability and artwork being approved by the Organising Committee.*

*Please note: All packages/pricing throughout are quoted in RMB. All inclusions in IFTBC 2026 printed materials are subject to strict printing deadlines.*

## Thirst Quencher

(1 opportunity available) ¥2,000

- Company naming rights to all Conference water stations
- Opportunity to place a one (1) free standing banner at the rear of the thirst quencher bar (*sponsor to provide*)
- Company logo on the Conference website including link to your website
- Company logo in the Conference registration brochure (e-copy)
- Company logo in the Conference handbook
- Company logo on PowerPoint reel displayed throughout the Conference.

*Number of water stations to be provided to be confirmed closer to Conference date.*

## Advertising – Full page colour (A4)

(10 opportunities available) ¥10,000 per page

- One full page colour advertisement in the Conference handbook (*digital artwork to be supplied by the sponsor accompanied by colour laser prints*).

## Advertising – Half Page colour

(6 opportunities available) ¥5,000 per half page

- One half page colour advertisement in the Conference handbook (*digital artwork to be supplied by the sponsor accompanied by colour laser prints*).

*Subject to print deadlines. All logos will be reproduced in the IFTBC 2026 colour or black depending on method of print production. Print specifications and dimensions to be advised upon confirmation. The sponsor is responsible for supplying artwork in a high*

*resolution EPS format for printed materials by the specified due date. Balance of payment due by 30 June 2026.*

# EXHIBITION:

The venue for the IFTBC 2026 Conference is the Qingdao Haitian Financial Center Hotel.

Sessions will be held in the multi-function hall of the Haitian Financial Center Hotel with the exhibition being held in its exhibition foyer.

The exhibition will be the venue for morning tea, lunch and afternoon tea each day and will also host the Welcome Reception. Exhibitors will thus receive maximum exposure and extensive opportunities for networking with delegates.

## Exhibition Booth

(10 opportunities available)      ¥2,0000

- Two (2) complimentary Full IFTBC 2026 Conference Registrations which each include one (1) ticket to the Welcome Reception
- Company logo on the IFTBC 2026 Conference website including link to your website
- Company logo, booth number and website listed in the IFTBC 2026 Conference handbook.

Included in the cost of exhibiting is a full walk in / walk out exhibition booth which will contain the following:

- 3m x 2m exhibition booth
- Modular walls 2.4m high finished in white melamine
- Lighting – two x 150-Watt spotlights per booth
- Power – one x 4-Amp power point per booth
- Booth sign for shell scheme – maximum of 30 letters.

All exhibition booths must be manned by organisation representatives.

*Please note custom design stands will require approval by the Conference Organisers prior to build. Please note all organisation representatives are required to be registered for the IFTBC 2026 Conference. Additional company representatives (in excess of two per booth) will be required to register and pay the additional exhibitor fee.*

**Space will only be confirmed after your 50%-part payment and online application form is completed. Space is assigned first**

**to sponsors, then exhibitors, in order of receipt of payment.**

## Installing Exhibits

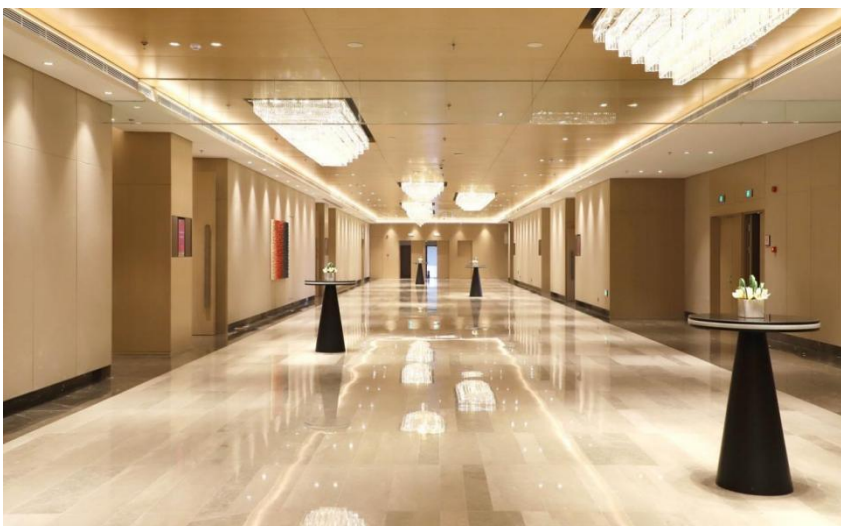
Exhibits are to be set up on Sunday 11 October 2026 between 0800 – 1200 hours.

## Dismantling Exhibits

Dismantling exhibits will take place on Friday 16 October 2026 between 0800 – 0900 hours. Under no circumstances will dismantling before 1630 hours on Thursday 15 October 2026 be permitted. Exhibition bump-in, bump-out and exhibition hours may alter slightly and will be confirmed in the exhibitors' briefing notes, which will be available approximately eight weeks prior to the IFTBC 2026 Conference.

## Exhibition Floor Plan

Detailed exhibitor's briefing notes including floor plan of exhibitors' area will be forwarded in July 2026. Initial information is available via the website <https://conferences.koushare.com/iftbc2026>



## Opening Hours:

Monday 12 October 2026	0800 – 1800
Tuesday 13 October 2026	0800 – 1800
Wednesday 14 October 2026	0800 – 1800
Thursday 15 October 2026	0800 – 1800

*Exhibition opening hours are subject to change.*

## Sponsor and Exhibitors Registration

IFTBC 2026 is an integrated event and all staff in attendance at your booth must be registered for the Conference. Where a complimentary registration is included in the sponsorship and/or exhibition package, you will still be required to complete a registration form with the details of the attending delegate. If additional stand personnel are required, you will be able to purchase subsequent registrations at a special exhibitor rate. Further details will be provided upon confirmation of booking.

## Sponsor and Exhibitors Accommodation

Sponsors and exhibitors will be able to book accommodation at the Haitian Financial Center Hotel where competitive room rates have been negotiated.

## Cancellation Policy

All cancellations must be received in writing to the Conference Office. If you cancel a sponsorship or exhibition booths/s, unless that particular area sponsorship or exhibition space is resold, the Conference Organiser reserves the right to retain monies received. If the space or sponsorship item is resold a penalty payment of 50% will apply. Any booth or sponsorship package cancelled after 30 August 2026 will incur 100% forfeit. If the balance of payment is not received by the due date, the allocated Sponsorship or Exhibition booth/s will be cancelled.

## Confirmation of Participation

In order to confirm your active support of IFTBC 2026, please complete the online application available at <https://conferences.koushare.com/iftbc2026>.

When the form is received, you will be sent a confirmation letter and tax invoice. **Please note:** booth allocations will be allocated in order of applications and monies received.



# CONFIRMATION AND PAYMENT

A deposit of 50% is required to confirm your booking with the balance due no later than 30 June 2026.

If paying in US dollars, please advise your remittance details upon payment via the following link:

### Payment Gateway (USD):

<https://conferences.koushare.com/quick-pay/cross-border?usertype=1&identifier=468&select=0&currency=USD>

If paying in RMB, please advise your remittance details upon payment via the following QR code:



Please insert your company name and "IFTBC 2026" as a reference on the deposit and send copy remittance advice upon payment.

# CORRESPONDENCE

All correspondence should be addressed as follows:

### IFTBC 2026 Conference Office:

Qingdao Agricultural University  
Address: No. 700, Changcheng Road, Chengyang District, Qingdao City, Shandong Province, China  
Postcode : 266109

Contact Scope	Contact Details
China Region	Tel: +86-18663966990 WeChat: The same as the above mobile number
International Region	Tel: +86-15053253830 +86-18866267950

E [iftbc2026@163.com](mailto:iftbc2026@163.com)

W <https://conferences.koushare.com/iftbc2026>