PASSION FOR COTTON!

INTERNATIONAL Cotton CONFERENCE BREMEN 2021
THE HYBRID EDITION
MARCH 17 - 18
The 35th International Cotton Conference Bremen will take place on March 17 and 18, 2021.

New and innovative format: a virtual hybrid solution with a variety of communication and networking offers.

Specialists from the worldwide textile supply chain will be provided a forum for scientifically founded and practically useful new insights into key issues surrounding:

- cotton production
- cotton quality
- textile processing
- innovative cotton-based products
- the textile supply chain

There are keynote lectures, oral presentations and poster presentations, industry break-out sessions and extensive meeting opportunities between the participants.
THE COTTON WEEK

The „Bremen Cotton Week“ March 15 – 18, 2021 is surrounding the conference, implementing numerous gatherings and meetings of international associations, committees and personal meet-ups.

All meetings are going to be hosted in our online event platform, ensuring that conference and meeting participants can connect and interact at the same location without having the hassle of numerous logins, links and tools.

CSITC       ICAC Task Force Commercial Standardization of Instrument Testing of Cotton (confirmed)
ITMF        International Textile Manufacturers Federation Cotton Testing Committee (confirmed)
DNFI        Discover Natural Fibers Initiative (confirmed)
SEEP        Expert Panel on the Social, Environmental and Economic Performance of Cotton (envisaged)
PSAP        Private Sector Advisory Panel (envisaged)
ACME        Association of Cotton Merchants in Europe (envisaged)
CICCA       Committee for International Co-operation Between Cotton Associations (envisaged)
WHAT’S NEW?

✓ **New date**: March 17 – 18, 2021

✓ **New time structure**: 2 instead of 3 days, from 11 am – 6 pm CET (GMT +1)

✓ **New session structure**: daily keynote session followed by two parallel conference tracks [conceptual and technical track*] with three sessions each

   * The ‘Conceptual Track’ deals with current challenges and fundamental issues within the industry, while the ‘Technical Track’ is mainly devoted to technological and scientific developments

✓ **New interactive track**: daily networking formats featuring speed networking, 1:1 meetings, industry break-outs, discussion forums and poster presentations

✓ **New online event platform**: not only streaming lectures – real-time interaction and matchmaking opportunities among all participants with community features!

✓ **Special participant tickets**: we are supporting the industry with the one-time offer of 99/199 EUR! Bremen is connecting all cotton experts worldwide for the biggest community meeting!

✓ **Extensive online direct marketing** and social media marketing to spread the word together with our partners
INTERNATIONAL COTTON CONFERENCE BREMEN 2021 – THE HYBRID EDITION

THE PROGRAMME

Day 1: Wednesday, March 17th, 2021

10.00 am
Warm-up activities: meet Bremen & speed networking

11.00 am
Official Opening and Welcome
Free Hanseatic City of Bremen, Bremen Cotton Exchange, Fibre Institut Bremen (FIBRE)

11.15 am
Keynotes (K1)

12.30 pm
Technical Track
Textile Processing 1 (T1)

1.45 pm
Break & networking activities: 1-1 meetings, virtual tables

2.45 pm
Conceptual Track
Supply Chain Transparency (C1)

4.45 pm
Interaction Track
Poster Presentations 1 (I1)

6.00 pm
End of the first day & open-end networking

Day 2: Thursday, March 18th, 2021

10.00 am
Warm-up activities: meet Bremen & speed networking

11.00 am
Welcome to the second conference day
Bremen Cotton Exchange, Fibre Institut Bremen (FIBRE)

11.15 am
Keynotes (K2)

12.30 pm
Technical Track
Cotton Quality & Testing 1 (T4)

1.45 pm
Break & networking activities: 1-1 meetings, virtual tables

2.45 pm
Conceptual Track
Innovative Textile and Technical Products (C4)

4.45 pm
Interaction Track
Industry Break-Outs 2 (I4)

6.00 pm
End of the conference, farewell, open-end networking

Version 2021-02-24
THE VIRTUAL PLATFORM – WELCOME SCREEN

A CONTENT AND NETWORKING EXPERIENCE

• Live Program at a glance

• Find also:
  → your Best Matches
  → all Participants
  → the whole Schedule
  → all Sponsors’ profiles
  as well as
  → your personal contact list
  → your personal calendar

• All sponsor logos visible in rotation on the right sidebar with link to sponsors’ profile on the platform
THE VIRTUAL PLATFORM – SPEAKERS’ PROFILES

- Overview and details on the speakers’ profiles

KAI HUGHES

Executive Director:
ICAC, International Cotton Advisory Committee
https://www.icac.org
© Washington, DC, USA

Kai Hughes, Executive Director, International Cotton Advisory Committee (ICAC) is the seventh Executive Director in the Committee’s history since its formation in 1962. After a career upon active in the British Royal Navy and Royal Air Force spanning 35 years, he joined the Company’s new regime in 2010 before becoming the University Secretary of the UK’s oldest largest university, where he was in charge of administration, legal services and governance. In 2003 he returned to the system becoming Managing Director of the International Cotton Association and was instrumental in the formation of ICAC Bremen, a joint venture cotton testing, research and quality testing centre formed with the Bremen Businessbares, Bremen, Germany. He was its first Managing Director. Kai has a degree in Psychology from the University of Liverpool and an MSc from the Manchester Metropolitan University Business School.

SCHEDULE

March 17, 2021
11:30
12:10
12:30

Kai Hughes (K1)
THE VIRTUAL PLATFORM – THE AGENDA

- Agenda overview and detailed information
- Personal agenda for each participant
THE VIRTUAL PLATFORM – THE SESSIONS

• During the sessions, continuous interaction between participants and speakers via chat, polls and Q&As, moderated by the session chairs

• Live presentation of posters via video integration

• Virtual 1:1 or group meetings to make an appointment or for instant video calls
VIRTUAL PLATFORM - INTERACTION

- Direct contact as well as document exchange per text or video chat is possible via the global list of participants, speakers as well as attending representatives of the sponsors.
- Participant profile with matchmaking criteria.
- Best matches list (extract from the global list of participants) for easy access to participants that meet your interests best.
VIRTUAL PLATFORM – VIRTUAL EXHIBITION BOOTH FOR ALL SPONSORS

- High visibility in the list of sponsors (on the left hand of the screenshot)

- Sponsor’s company profile including short description, logos, teaser pictures, social links, media gallery, documents, staff list

- Sponsor’s employees registered for the conference respectively the virtual platform may be contacted directly via the company profile (e.g. via chat, direct call or video call)

- Integration of media gallery with pictures and videos as well as file gallery for all common file formats
THE VIRTUAL PLATFORM – SPECIAL FEATURES FOR GOLD SPONSORS

• Top visibility of Gold Sponsors’ logos in a **live-stream overlay** during lectures
  (see on the bottom of the pictured full screen video stream on the right)

• One dedicated **push notification**
  to all participants

  → Sponsor’s text plus link
  → Send to each participant on the platform as well as to each participant’s email address
  → Sponsor determines day and time in advance
  → Sender is the Cotton Conference

• **“Meet the Sponsor”** - own 20-minute-session during “industry break-out” on the interaction track

  → Sponsor’s short lecture plus interaction
  → Sponsor determines own session’s title
  → Short webinar on the easy video conferencing technique prior to the conference
  → Participants of sponsor’s session are visible for sponsor’s speaker; a list may be stored
# Sponsorship Packages 2021

**Sponsor’s Visibility Before, During and After the Conference and How to Participate**

### Before the Conference

<table>
<thead>
<tr>
<th></th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your company profile (logo, sponsor’s text, link) on the website <a href="http://www.cotton-conference-bremen.de">www.cotton-conference-bremen.de</a></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your company logo featured in the footer of press releases in the run-up to the conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your company logo featured in the Bremen Cotton Report in the run-up to the conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Presence in the conference newsletter that is distributed to a broad international target group</td>
<td>Logo, short text, link to website</td>
<td>Logo, short text</td>
<td>Logo</td>
</tr>
<tr>
<td>Visibility on social media channels of the Bremen Cotton Exchange*</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
</tr>
</tbody>
</table>

* Gold + Silver Sponsoring: Visual for social media channels (example)
# Sponsorship Packages 2021

## On the Platform During the Conference

<table>
<thead>
<tr>
<th>Feature</th>
<th>Gold (EUR 5,000)</th>
<th>Silver (EUR 3,000)</th>
<th>Bronze (EUR 1,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement in the event issue of the conference newsletter</td>
<td>Full page</td>
<td>Half page</td>
<td>-</td>
</tr>
<tr>
<td>Your company logo in a sponsor slider*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your company logo in the live-stream overlay during lectures (footer)</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Acknowledgement during opening session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your own virtual exhibition booth: logo, description, hyperlinks, products &amp; solutions*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Support your virtual exhibition booth and interact with all attendees by video call or chat (only for sponsor’s staff attending the conference)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Digital matchmaking between participants based on defined questions and areas of interest with integrated business speed dating</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated push notification to all participants (1x)</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

* For all sponsors:

- The sponsor slider on the right side bar
- The virtual exhibition booth
**SPONSORSHIP PACKAGES 2021**

**PARTICIPATE IN THE CONFERENCE**

<table>
<thead>
<tr>
<th></th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary registration for participating in the International Cotton Conference</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Meet the sponsors: Own featured break-out session: 20 minutes (1x)</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**AFTER THE CONFERENCE**

<table>
<thead>
<tr>
<th></th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your company logo in the footer of the closing email to all participants</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledgement in the final press release</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledgement in the Bremen Cotton Report after the conference*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Conference platform stays open after the event enabling later contact</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

* For all sponsors: Acknowledgement in the Bremen Cotton Report
OUR SPONSORS

We thank the following companies for their generous contribution in support of the 35th International Cotton Conference Bremen 2021 - The Hybrid Edition

GOLDSPONSOREN

BAYER

COTTON LEADS

ICA Bremen

OEKO-TEX

BRONZESPONSOREN

BRONZESPONSOREN

ICANATURAL.

COTTON SUSTAINABILITY DIGITAL SERIES

Hosted by BCI

ASSEKURANZMAKLER

MEDIENPARTNER

The SPIN OFF
THANK YOU VERY MUCH FOR YOUR ATTENTION!

WE WOULD BE PLEASED TO WELCOME YOU TOO AS SPONSOR OF THE 35TH INTERNATIONAL COTTON CONFERENCE BREMEN 2021 - THE HYBRID EDITION