



International Congress on  
***Controlled Environment  
Agriculture***

VERTICAL FARMS • GREENHOUSE • AG TECH

May 20-22, 2015

Sheraton Covention Center, Panama City



Preliminary Congress Information Kit



International Congress on

## **Controlled Environment Agriculture**

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Hello,

I would like to invite you to the **INTERNATIONAL CONGRESS ON CONTROLLED ENVIRONMENT AGRICULTURE 2015**. This exciting and informative Congress will be held in the Republic of Panama, an exotic country that is well known as the Hub of the Americas. Its geographical location between North and South America, dollar based economy, stable democratic government, robust economy and business friendly atmosphere makes Panama an ideal location for this exciting agricultural event.

This one of a kind congress offers the opportunity to hear conferences and panels from international well known and respected speakers with a focus on the six components of controlled environment agriculture (CEA), including: **Managing the Environment, Managing Nutrient Solutions, Managing your Growing System, Managing Light, Managing Water and Managing Energy**. The Key Note speaker is Dr. Toyoki Kozai, Professor Emeritus at the University of Chiba in Japan. Dr. Kozai will speak about his experiences and philosophies in the six areas of CEA.

Latin America is increasing its use of CEA in various forms and if you want to target the Latin-American market, Panama is the right start or expansion to a vast market of around 600 million people. The Panamanians have a saying, "Panama is the bridge of the world and heart of the universe" and they are right, come visit us and experience the excitement.

I look forward to personally meet you in Panama and talk about the exciting times ahead for CEA, Vertical Farms, Greenhouse and Ag Tech for the Americas.

Warm regards,

**David Proenza**

*President, ICCEA 2015*



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### *General Information*

#### Location and Date

Sheraton Hotel Panama. May 20<sup>th</sup> - 22<sup>nd</sup> Panama City, Panama.

#### Participation

At this exciting event we are expecting the participation of over 300 persons specialized in agriculture, vertical farms, greenhouse and AG TECH in the Americas.

#### About the event

If you are interested in targeting the Americas, with emphasis in the Latin American market, the ICCEA 2015 is the place for your company to participate.

Progressive governments in the region are helping growers to apply technology for food production in different forms. Leading the way is high tech greenhouse and Indoor Food Production. An explosion in greenhouse expansion and development, including all types of equipment and materials are in high demand. The government of Panama has established a special department within the Ministry of Agriculture (MIDA) to design, train and apply greenhouse technology throughout the country. In addition, the government is offering a cash-back to farmers who develop greenhouses and Indoor Food Production of up to 80% of the investment of infrastructure, equipment and materials.

**A push for CEA by governments, associations and farmers is intensifying and ICCEA 2015 will provide the opportunity to position your company as the premiere supplier to this growing region.**

Attendees will also have the opportunity to network with centers of influence from around the horticulture world including key manufacturers, distributors, suppliers, researchers and innovative growers.



## Preliminary Program

### Day 1 - Wednesday May 20<sup>th</sup>

Time	Sessions	Length
08:30 - 09:00 am	Introduction of days activities	30 min
09:00 - 10:00 am	Dr. Kozai, Key Note Speaker: Six Components of a CEA enterprise	60 min
10:00 - 10:45 am	Panel Discussion: Environment Controlled Systems	45 min
10:45 - 11:15 am	Coffee Break	30 min
11:15 - 12:00 pm	Hydroponic growing systems and their characteristics	45 min
11:15 - 12:00 pm	Breakout: Efficient use of resources in Vertical Farms: Design, management and control	45 min
12:00 - 01:30 pm	Lunch	90 min
01:30 - 02:15 pm	Panel Discussion: Hydroponic Growing Systems and their characteristics	45 min
02:15 - 03:00 pm	Lighting (Artificial & Inter-lighting)	45 min
03:00 - 03:30 pm	Coffee Break	30 min
03:30 - 04:30 pm	Panel Discussion: Lighting (Artificial & Inter-lighting)	60 min
04:30 - 05:15 pm	Water - its reduction, reuse, recycling and quality control	45 min
04:30 - 05:15 pm	Breakout: Transplant production under controlled environment with artificial light for greenhouse and field cultivation	45 min
05:15 - 05:30 pm	Closing Statements	15 min
05:30 - 06:30 pm	Networking	60 min
08:00 - 10:30 pm	Grand Gala Evening Guest Speaker: Minister of Agriculture	
09:30 - + pm	After Diner Drinks and Premium Cigars Sponsored by Urban Farms	





## Preliminary Program

### Day 2 - Thursday May 21<sup>st</sup>

Time	Sessions	Length
08:30 - 09:00 am	Introduction of days activities	30 min
09:00 - 09:45 am	HVAC Systems and its proper use	45 min
09:45 - 10:30 am	Panel Discussion: HVAC Systems	45 min
10:30 - 11:00 am	Coffee Break	30 min
11:15 - 12:00 pm	Nutrient Systems and Co2 units / Nutrient Formulas	45 min
11:15 - 12:00 pm	Breakaway Session: Creating new markets using different types of Indoor Food Production	45 min
12:00 - 01:30 pm	Lunch	90 min
01:30 - 02:15 pm	Panel Discussion: Nutrient Systems and Co2 units	45 min
02:15 - 03:00 pm	Panel Discussion: Nutrient Formulas	45 min
02:15 - 03:00 pm	Breakaway Session: Improving cost performance in a Vertical Farm by automation and other means	45 min
03:00 - 03:30 pm	Coffee Break	30 min
03:30 - 04:15 pm	Education, training and self-learning programs	45 min
04:15 - 05:00 pm	Panel Discussion: Successful CEA Facilities	45 min
05:00 - 05:15 pm	Closing statements	15 min
05:15 - 06:30 pm	Networking	75 min
07:00 - 09:00 pm	Special Event: Invited guests only	2 hrs.



## Preliminary Program

### Day 3 - Friday May 22<sup>nd</sup>

Time	Sessions	Length
08:30 - 09:00 am	Introduction of days activities	30 min
09:00 - 09:45 am	Energy Systems & Waste Disposal	45 min
09:45 - 10:30 am	Innovative CEA Technology - multi purpose heat pump, evaporative cooling, null-balance and their integration	45 min
10:30 - 11:00 am	Coffee Break	30 min
11:00 - 12:00 pm	CEA's Current status, future markets and innovative applications	60 min
11:00 - 12:00 pm	Breakout Session: Vertical Farms as an essential component in urban area development	60 min
12:00 - 01:30 pm	Lunch	90 min
01:30 - 02:15 pm	Transportation Impact and LCA	45 min
02:15 - 03:00 pm	Financing/Investing in CEA	45 min
03:00 - 03:30 pm	Coffee Break	30 min
03:30 - 04:30 pm	Panel Discussion: What Investors require to invest in CEA projects	45 min
04:30 - 05:15 pm	Viability of Investing in Ag Tech	45 min
05:15 - 05:45 pm	Wrap up of Congress	30 min
05:45 - 08:00 pm	Cocktails and Networking	2:15 hrs.



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### *Exhibition*

#### Exhibition area

The exhibition area will be located at rooms Contadora I y II, Taboga I y II and the foyer of the main conference room. We will have a total of 27 spaces available to showcase your products and services. The selection is on a first come, first serve basis. Since there are limited space, we urge you to acquire your spot early.

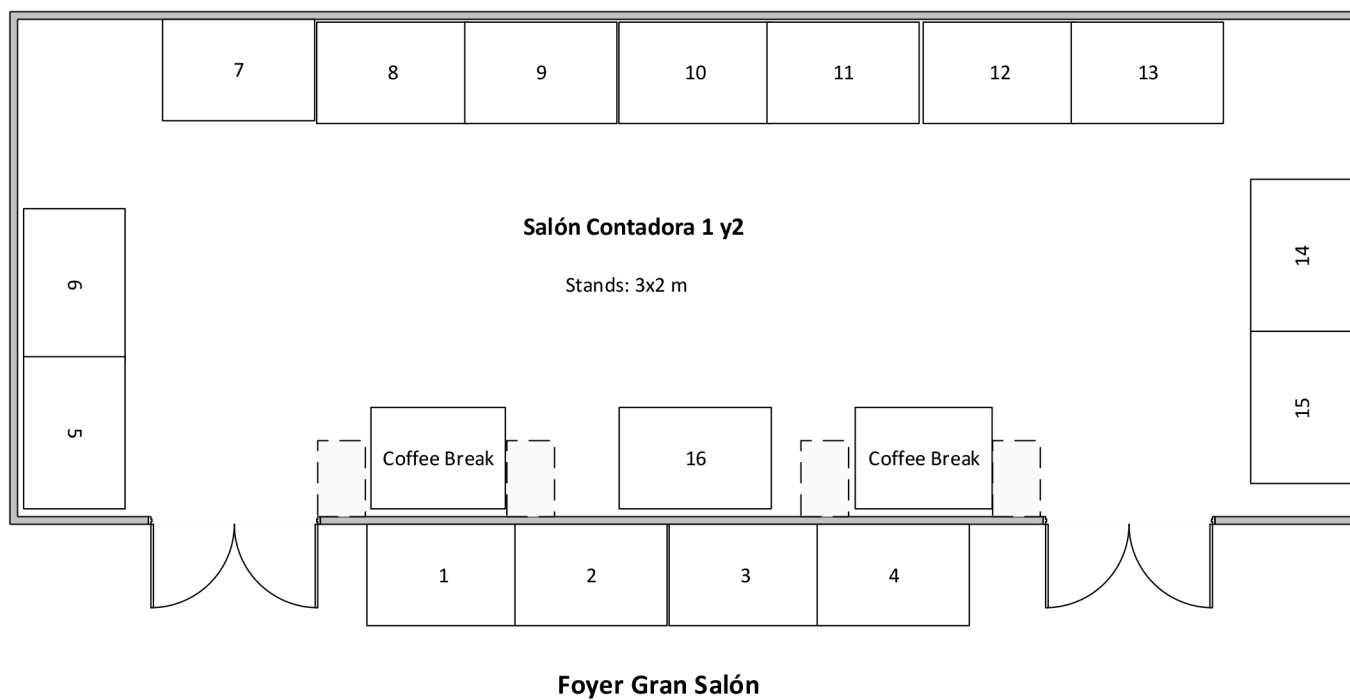
#### Stand basic equipment

The stand includes a space of 2x3 square meters and up to 2,4 meters height. The stand includes demarcation, basic gypsum walls, lights, a cocktail table with two chairs, a trash can and a basic name sign on the front of the stand. All extras will have to be purchased by the Exhibitor.

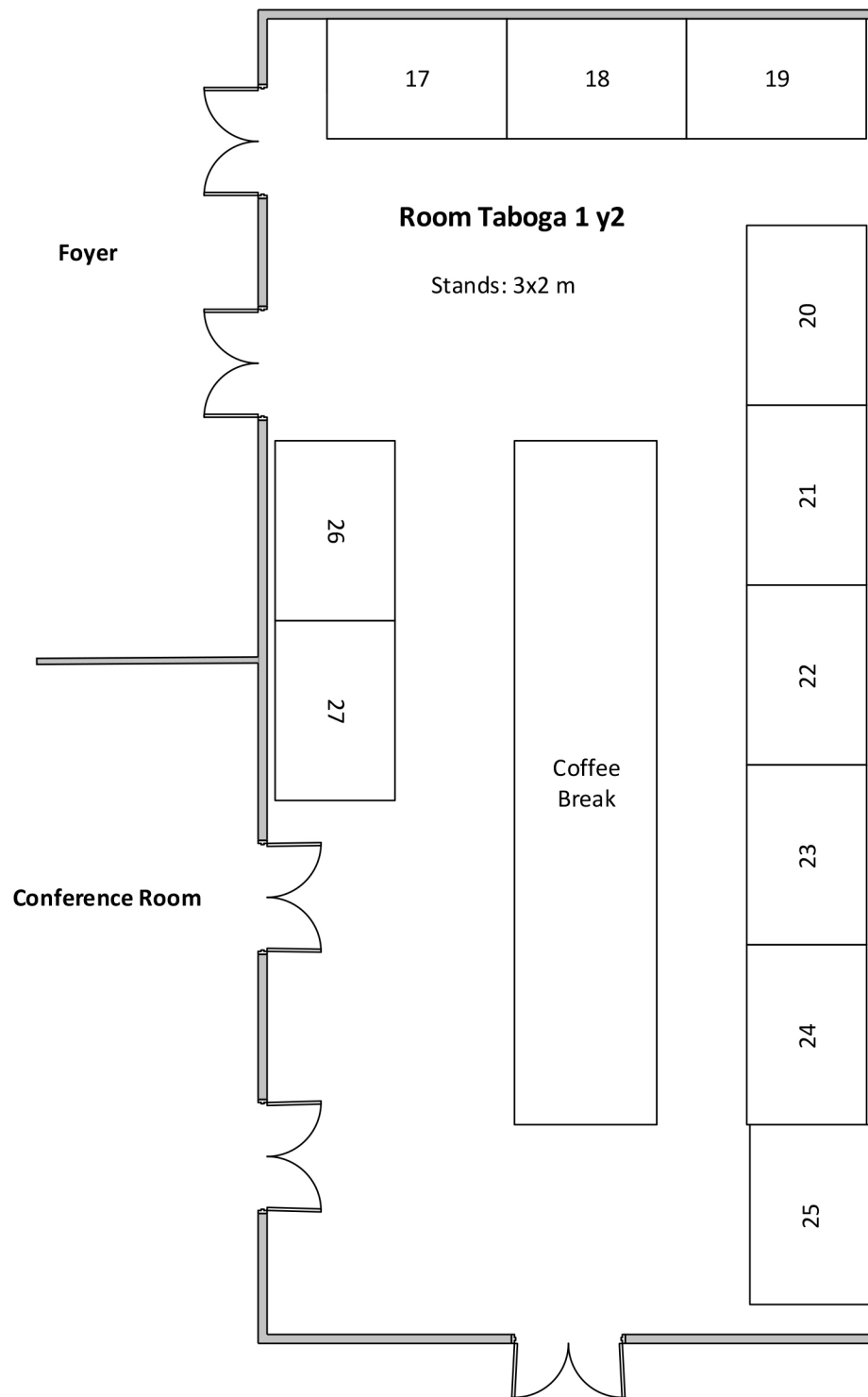
#### How to reserve an exhibition space

Due to the limited amount of stands available, in order to reserve a space of your choosing, you need to fill out the reservation form and submit a down payment of 1,000.00 USD. The stand has to be completely paid 30 days prior to the event. For promotional materials the logos in format .ai and in high quality must be provided to us at least 30 days before the event.

The premium spaces at the foyer of the main conference room area require a minimum sponsorship of 10,000.00 USD. You can select different items on our sponsorship kit in order to reach this minimum amount. To reserve those spaces you will have to fill the form and make a down payment of a minimum 5,000.00 USD.









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### Sponsorship packages

We have designed both a commercial exhibition and different sponsorships plans to enable your company to showcase your products and services to the participants. Group registration will also have attractive discounts, for groups over 5 and 10 persons. To reserve a Sponsorship Package, please Mark with an X the item(s) you want to Sponsor and sum all items together at the end of the reservation form. Please review the following opportunities for Sponsorship and select the most suitable option for your needs. Please note this is on a first pay basis. We will gladly hold a Sponsorship Package up to a defined date.

ITEMS	Price in USD	Mark items with x
Placement of company banners at the main conference room, banners with corporate logo at the venue (loop), event's signaling and logo of the company in the event's website and newsletter	\$3,500	
Exclusive sponsorship of the Gala dinner (incl. food, beverages, ammenities, welcome speech, corporate video, corporate logos at the dinner and company logos throughout the event and on the event's website and newsletters).	\$20,000	
Sponsor a Coffee Break AM or PM (includes food and beverage, logos at the break area, notable mentions and company logo in the event's website).	\$3,950	
Right to an exhibition space (2x3 meters incl. logo of the company in the event's website in exhibition section)	\$1,950	
ID Kit: Badge´s band and pen with logo given to all participants	\$3,500	
Logo on notebooks and bags in recycled material. (includes right to include information about your company in the gift bag and logo on event´s website)	\$3,950	
Right to be a panelist to promote your company and talk about your products and services live (with a purchase of a booth your cost is \$3,000. All travel and accommodation costs are not included).	\$4,000	
Mobile App. Your company information, video/promotions throughout the app. (The app will have information of the CEA event, event schedule, contact info of all participants / companies, exhibitors and appointment scheduler for all participants).	\$5,500	
One full page article in the newsletter	\$500	
Advertising on the ICCEA 2015 Website	\$500	

**NOTE:** These Sponsorship opportunities are limited and on a first pay basis.



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## Reservation form

Company's Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Phone numbers: \_\_\_\_\_

Through its representative: \_\_\_\_\_

Mr(s): \_\_\_\_\_

As: \_\_\_\_\_

**Requests to the FOUNDATION FOR DEVELOPMENT OF CONTROLLED ENVIRONMENTAL AGRICULTURE, through Congrex:**

The hiring of: \_\_\_\_\_

Items selected: Please mark the wish Items in the list above and attached to this form.

Stand no. (if applicable) \_\_\_\_\_

Total amount in USD.: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**TERMS & CONDITIONS:**

Congrex, on behalf of the FOUNDATION FOR DEVELOPMENT OF CONTROLLED ENVIRONMENTAL AGRICULTURE has complied to inform commercial companies about the conditions for participating in the International Congress on Controlled Environment Agriculture, to be held from May 20th to 22nd, 2015, at the Sheraton Hotel in Panama City- Panama.

1. The commercial companies must promptly comply with the payments specified in the budget, in order to ensure their participation in the event. In the case of not receiving the down payments on the payment dates set, Congrex, may increase the cost or release the selected space, depending on the case.

2. In the case 100% of budgeted item is not paid, Congrex will have the right to not allow the sponsor to enforce it.

3. The FOUNDATION FOR DEVELOPMENT OF CONTROLLED ENVIRONMENTAL AGRICULTURE reserves the right to sanction, with the partial or full payment of the amount budgeted for the event, or with any other penalty that the FOUNDATION FOR DEVELOPMENT OF CONTROLLED ENVIRONMENTAL AGRICULTURE may deem as appropriate, the company for withdrawing after the reservation of any commercial space, scientific and / or some other sponsorship has been made.

4. Penalty for withdrawals:

- Penalty of 100% of the cost of their participation if the withdrawal is formalized 30 calendar days before the event.

- Penalty of 50% of the cost of their participation if the withdrawal is formalized between 31 and 60 calendar days before the event.

- Penalty of 30% of the cost of their participation if formalizes the withdrawal takes place after the signing of this agreement.

5. All commercial companies should have an insurance policy covering the cost of equipment in case any accident occurs. In the case of the loss of any material and / or equipment, Congrex, as organizer, will not assume any responsibility for their replacement or repair.

6. Congrex will supply the Exhibitor's Manual, forty-five (45) days prior to the installation. This document details the dates and installation / dismantling, general regulations for exhibitors, as well as internal regulations of the convention center used as venue.

7. It is not permitted to sub lease, or divide the reserved physical space; only one (1) company will be allowed in reserved space.

8. Congrex reserves the right to market all the physical spaces inside the place where the event will take place, any additional areas wished to be used for advertising and additional promotional space specified in this budget, must be contracted through Congrex; under the economic terms and conditions established by it.

9. All social, scientific and parallel trade is strictly prohibited within the premises of the event during the time it takes place, without permission of the Organizing Committee. E.g. Hospitality Suites, off-site tours, symposia off the venue's site, among others.

May 20<sup>th</sup> to 19<sup>th</sup>

Sheraton Hotel, Panama City - Panama



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## ***Contact Information***

Congrex will contact you on behalf of the **International Congress on Controlled Environment Agriculture** to review your reservations and payments terms and conditions.

For more Information contact:

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Or go to our web page: [www.icceapanama.org](http://www.icceapanama.org)



