



The 12th Asia Pacific Poultry Conference
(APPC 2023)

November 1st-3rd, 2023
Nanjing·China

<http://APPC2023.bomeeting.net>



1. Overview

WPSA-APF was founded in Singapore in 1981, which was initiated by scientists from Australia, Japan, South Korea, Malaysia and New Zealand. At present, the membership of WPSA-APF has developed to Australia, Bangladesh, China, Fiji, India, Indonesia, Iran, Japan, South Korea, Malaysia, Nepal, New Zealand, Pakistan, Papua New Guinea, Philippines, Singapore, Sri Lanka, Thailand and Vietnam.

In 1983, the first Asia Pacific Poultry Conference (APPC) was held in Adelaide, Australia. The Asia Pacific Poultry Conference was successfully held in 8 other countries and regions for 11 sessions.

We sincerely invite domestic and foreign poultry industrial guests to attend the APPC 2023, communicating and exchanging recent technological and industrial progress, and looking for more cooperation opportunities to promote the sustainable development of the poultry industry.



Chairman of

Academic Committee

Pro. Yang Ning

Former President of WPSA



Co-Chair of

organizing committee

Ma Chuang

WPSA-APF President-elect



Co-Chair of

organizing committee

Zou Jianmin

Director of Poultry Institute,
Chinese Academy of Agriculture
Sciences



2. Congress Venue

Congress Time: November 1st-3rd, 2023

Congress Venue: NanJing Platinum HanJue Hotel

Nanjing, China

3. Theme

Scientific Solution for Safety and Healthy Poultry Industry

4. Organization

International Organizer: WPSA-APF

Local Organizer: CAAV

Co-organizer: Poultry Science branch of CAAV

Poultry veterinary branch of CAAV

Beijing Boyar Communication Co., Ltd (PCO)

5. Scientific Program

| | Wednesday November 1st | | Thursday November 2nd | Friday November 3rd | Saturday November 4th |
|-----------|--|--|--|---|--|
| Morning | Registration Exhibition | Platinum Satellite Session | Parallel sessions | Parallel Sessions | Local Enterprises Visiting or Departure |
| Afternoon | | Opening Ceremony Plenary Session | Parallel Sessions Strategic Satellite Sessions | Parallel Sessions Closing Ceremony | |
| Evening | | Welcome Buffet Reception (Exhibition Hall) | | | |



6. Call for Abstracts

The congress will collect abstracts of unpublished papers from 5 fields in the poultry industry as following: nutrition and feeds, genetic breeding, health and disease control, waterfowl and precision farming & environment management. The content of the paper is required to focus on the scientific solutions for the safe and healthy poultry industry.

Please log in the website for the detailed requirement.

Website: APPC2023.bomeeting.net

Deadline for abstracts submission: July 15th, 2023.

7. Registration Fee (Dollars)

| Payment Date | Early Bird Until August 20th, 2023 Dollars/person | Regular Until October 20th, 2023 Dollars/person | Late/Onsite Dollars/person |
|------------------------|---|---|---------------------------------------|
| WPSA member* | \$300 | \$350 | \$400 |
| non-WPSA member | \$400 | \$450 | \$500 |
| Student | \$240 | \$300 | \$350 |

* **WPSA member:** If you are WPSA member, please contact us to check the information, email: appc_2023@163.com.



8. Sponsorship Opportunities

| Sponsors Items | Sponsorship amount (RMB) | Speak opportunity | Free Badges | Exhibition Space for Free, sqm | 1 Page Ad | Remarks |
|---|--------------------------|---|-------------|--------------------------------|-----------|---------------|
| Platinum Sponsor | 300,000 | Platinum Satellite Session for 3 Hours (500sqm) | 50 | 30 | YES | Non-Exclusive |
| Gold Sponsor | 150,000 | Recommend One Speaker | 25 | 30 | YES | Non-Exclusive |
| Welcome Reception Partner | 120,000 | NO | 20 | 6 | YES | |
| Title Sponsorship of Coffee Break | 50,000 | NO | 5 | 0 | YES | Non-Exclusive |
| Congress Bag Sponsor | 160,000 | NO | 15 | 6 | YES | |
| Bottled Water Sponsor | 120,000 | NO | 5 | 6 | YES | |
| Stationery Sponsor (Pen & Notebook) | 120,000 | NO | 5 | 6 | YES | |
| Mini Pocket Conference Programme | 80,000 | NO | 5 | 6 | YES | |
| Advertisement Display on LED In Hotel Lobby | 20,000 | NO | 0 | 0 | NO | Non-Exclusive |
| Exhibitor | 15,000 | NO | 1 | 6 | NO | Non-Exclusive |



➤ **Platinum Sponsor RMB 300,000 (Non-Exclusive)**

1. Platinum satellite session for 3 hours (500sqm) at registration day with necessary equipment for free. Session theme, moderator and speakers would be arranged by sponsor;
2. 50 free badges for APPC;
3. 30sqm exhibition space for free, build by sponsor;
4. 1 Page color advertisement displayed in the conference guide;
5. Sponsor logo and website address displayed on the APPC 2023 website;
6. Sponsor information will be displayed in the registration materials, news release during the congress;
7. During the preparatory period, Company information will be displayed in the news release and other publicity materials;
8. The sponsor's promotional materials are included in the package of congress prepared for every participant;
9. The sponsor logo will be displayed on the backdrop of the platform for the opening and closing ceremony, and the oral grateful by organizer onsite of ceremony.

➤ **Gold Sponsor RMB 150,000 (Non-Exclusive)**

1. Recommend one speaker in the parallel session during APPC2023(speaker could be the technologist from company or invited outside);
2. 25 free badges for APPC;
3. 30sqm exhibition space for free, build by sponsor;
4. 1 Page color advertisement displayed in the conference guide;
5. Sponsor logo and website address displayed on the APPC 2023 website;
6. Sponsor information will be displayed in the registration materials, news release during the congress;
7. During the preparatory period of APPC2023, Company information will be displayed in the news release and other publicity materials.



➤ **Welcome Reception Partner RMB 120,000**

1. 2 Minute speech opportunity during the welcome reception;
2. 20 free badges for APPC;
3. 6sqm exhibition space for free, build by organizing committee;
4. 1 Page color advertisement displayed in the conference guide;
5. Sponsor logo and website address displayed on the APPC 2023 website;
6. Sponsor information will be displayed in the registration materials, news release during the congress;
7. During the preparatory period of APPC2023, Company information will be displayed in the news release and other publicity materials.

➤ **Title Sponsorship of Coffee Break RMB 50,000 (Non-Exclusive)**

1. Coffee break will be prepared by organizing committee for all the participants during the coffee break time.
2. Two corporate images and advertising stands would be displayed in the coffee break space.
3. 5 free badges for APPC;
4. 1 Page color advertisement displayed in the conference guide;
5. Sponsor logo and website address displayed on the APPC 2023 website;
6. Sponsor information will be displayed in the registration materials, news release during the congress,
7. During the preparatory period of APPC2023, Company information will be displayed in the news release and other publicity materials.

➤ **Congress Bag Sponsor RMB 160,000**

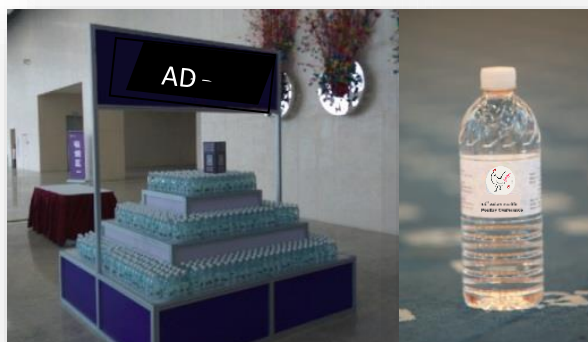
1. Company name and logo will be shown on the congress packages simultaneously with APPC2023 logo. The congress packages will be prepared by the organizing committee;
2. 15 free badges for APPC;



3. 6sqm exhibition space for free, build by organizing committee;
4. 1 Page color advertisement displayed in the conference guide;
5. Sponsor logo and website address displayed on the APPC 2023 website;
6. Sponsor information will be displayed in the registration materials, news release during the congress;
7. During the preparatory period of APPC2023, Company information will be displayed in the news release and other publicity materials.

➤ **Bottled Water Sponsor RMB 120,000**

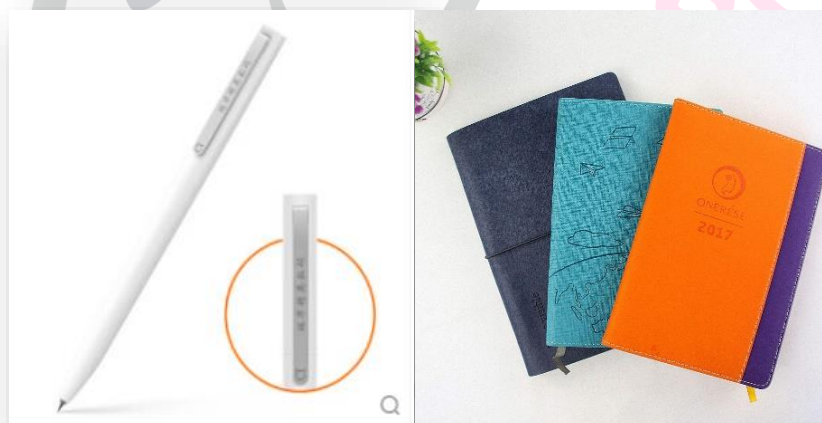
1. Advertising space on water bottle prepared by organizing committee, which complied with national standards;
2. Several self-service water table with sponsor's advertisement are arranged outside the congress hall;
3. 5 free badges for APPC;
4. 6sqm exhibition space for free, build by organizing committee;
5. 1 Page color advertisement displayed in the conference guide;
6. Sponsor logo and website address displayed on the APPC 2023 website;
7. Sponsor information will be displayed in the registration materials, news release during the congress;
8. During the preparatory period of APPC2023, Company information will be displayed in the news release and other publicity materials.





➤ **Stationery Sponsor (pen & notebook) RMB 120,000**

1. Company name and logo will be shown on the stationery simultaneously with APPC2023 logo. The stationery will be prepared by organizing committee;
2. 5 free badges for APPC;
3. 6sqm exhibition space for free, build by organizing committee;
4. 1 Page color advertisement displayed in the conference guide;
5. Sponsor logo and website address displayed on the APPC 2023 website;
6. Sponsor information will be displayed in the registration materials, news release during the congress;
7. During the preparatory period of APPC2023, Company information will be displayed in the news release and other publicity materials.



➤ **Mini Pocket Conference Programme RMB 80,000**

1. The whole programme includes detailed schedule, speakers, venue, exhibition layout, and other information. The Conference Programme will be distributed to each participant as part of the conference materials;
2. 5 free badges for APPC;
3. 6sqm exhibition space for free, build by organizing committee;
4. 1 Page color advertisement displayed in the conference guide;
5. Sponsor logo and website address displayed on the APPC 2023 website;
6. Sponsor information will be displayed in the registration materials, news release



during the congress;

7. During the preparatory period of APPC2023, Company information will be displayed in the news release and other publicity materials.



➤ **Advertisement Display on LED in Hotel Lobby (Non-Exclusive)**

1. Advertisement display on LED screen in hotel lobby during the conference (1st-3rd, November). The size of LED screen is: 1715*832ppx;
2. Sponsor logo and website address displayed on the APPC 2023 website.



➤ **Exhibitor RMB 15,000 (Non-Exclusive)**

1. 6sqm exhibition space for free, which build by organizing committee, and please prepare the picture yourself;
2. 1 free badge for APPC;
3. Sponsor logo and website address displayed on the APPC 2023 website;

Note: Booths close to main roads and other important locations enjoy no discount.



9. Contact us

Website: APPC2023.bomeeting.net

Beijing Boyar Communication Co., Ltd

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Mr. Jeremy Liu, jeremylu@boyar.cn, +86-13910284456

