

COURTESY OF JOSIAH HUNT



COURTESY OF JULIE MAJOR



Sponsorship Opportunities

IBI and **EMBRAPA** are pleased to host the 2010 conference which will feature internationally-renowned speakers—covering all aspects of biochar including production and utilization systems, field trials, commercial and user experience, policy, education, new research, Terra Preta, and future trends. Conference delegates will include the leading visionaries in the biochar world, policy makers, producers, farmers and gardeners, academics, investors, development agents, and many others.

The conference will run over the course of four days and include both oral and poster presentations, ample networking opportunities, side meetings, discussion groups, display booths, and a field trip opportunity to see Terra Preta sites in the Amazon.

What is Biochar?

Sustainable biochar is a powerfully simple tool to fight global warming. This 2,000 year-old practice converts agricultural waste into a soil enhancer that can hold carbon, boost food security, and discourage deforestation. It's one of the few technologies that is relatively inexpensive, widely applicable and quickly scalable.

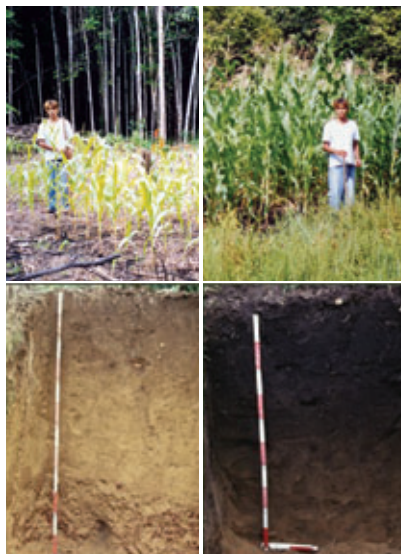
Biochar is the carbon rich product when biomass, such as wood, manure or leaves, is heated in an environment with little or no available oxygen. Biochar is found in soils around the world as a result of vegetation fires and historic soil management practices. Modern biochar production promises additional benefits in the form of carbon sequestration and renewable energy production. By converting agricultural waste into a valuable soil enhancer, we can discourage rainforest destruction, restore depleted soils, and put the Earth back in the black.

Research shows that the stability of biochar in soil greatly exceeds that of un-charred organic matter, sequestering carbon in stable soil carbon pools for centuries to millennia. Bioenergy coproduction with biochar can displace fossil fuel use. Because biochar retains nitrogen, emissions of nitrous oxide (a potent greenhouse gas) may be reduced. Turning waste biomass into biochar also reduces methane (another potent greenhouse gas) generated by the natural decomposition of the waste. Biochar systems are integrated systems with multiple, cascading benefits.

The Terra Preta de Índios soils, found in the Amazon basin, are highly fertile soils formed by pre-Columbian Indigenous peoples. Human activity in specific areas resulted in the accumulation of plant and animal residues as well as large amounts of ash and charcoal. The slow natural oxidation of these charred residues generated soils able to retain plant nutrients in an efficient form and thus reduce their leaching even with the heavy rainfall of the Amazon. Studying the benefits of Terra Preta soils has helped us learn how past civilizations worked to improve soil fertility—which we work to do today through the use of biochar.



COURTESY OF JULIE MAJOR AND BRUNO GLASER



Sponsorship Opportunities: With the increasing amount of press worldwide on biochar and the media focus on Copenhagen and climate change, the 2010 IBI Conference will be at the forefront of the international spotlight. This venue will provide sponsors with exposure and access to an estimated 500 international delegates on site, with additional exposure via conference announcements, press, and the IBI website. This conference will also provide sponsors with the

opportunity to demonstrate their support and commitment to climate change and sustainable land use practices.

In order to ensure that your organization achieves its objectives, a wide range of sponsorship opportunities are available. The conference organizers look forward to working closely with sponsors to ensure that the sponsors' objectives are met.

Sponsorship packages

Sponsorship level	Diamond	Emerald	Platinum	Gold	Silver	Bronze
	1 Available	1 Available	1 Available	4 Available	6 Available	No restriction
Cost	US\$ 120,000	US\$ 60,000	US\$ 40,000	US \$20,000	US \$5,000	US \$1,000
Benefits						
Company logo and web link to be featured on Conference website as well as IBI website	Yes	Yes	Yes	Yes	Yes	Yes
Recognized as sponsor on conference program and publically at the beginning of the conference	Yes (stated 'Diamond' sponsor)	Yes (stated 'Emerald' sponsor)	Yes (stated 'Platinum' sponsor)	Yes (stated 'Gold' sponsor)	Yes (stated 'Silver' sponsor)	Yes (stated 'Bronze' sponsor)
Exhibition space in main hall	Yes	Yes	Yes	Yes	Yes	Yes
Free conference registration	20 people	15 people	10 people	5 people	3 people	1 person
Editorial in final conference program	400 words	300 words	200 words	100 words	75 words	
Opportunity to have an insert in Conference Bag	Yes	Yes	Yes	Yes	Yes	
Advanced mailing of delegate list	Yes	Yes	Yes	Yes		
Company logo will appear on Conference Bags and other materials	Yes	Yes	Yes			
Company marketing material to be placed on conference registration desk	Yes	Yes	Yes			
Hosting Sponsor of book launch party for "Terra Brasileira" (details below)	Yes	Yes				
Free invitations to the book launch	200	100				

Book Launch for "Terra Brasileira": The Diamond and Emerald sponsors will be hosting sponsors for the book launch party for *Terra Brasileira/Brazilian Earth, in Colors Forms and Textures*. Book launch sponsors will be highlighted at the event with your company logo on the special event invitation, all printed press for the book launch, and your logo on the book website for the book. *Brazilian Earth, in Colors Forms and Textures* is a photographic representation of the soils of Brazil and will be launched during IBI 2010 with the technical support of EMBRAPA Soils.

Developing Country Participant Sponsorship:

In addition to the six main sponsorship packages above, there is an opportunity to sponsor developing country participants (15 available): One of the missions of international conferences is convene meetings with stakeholders from around the world. Due to budgetary issues, participants from developing countries are often not able to attend meetings—these are the participants that are some of the most important stakeholders to include. A sponsorship would cover the cost of one participant from a developing country who has submitted an abstract for presentation (and has been accepted by the Scientific Committee). **Sponsorship: \$3,000**

(Sponsor will also receive all the benefits of a Bronze Sponsorship package).

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For more information on the conference, please see **www.IBI2010.org**.

