

IHC 2026

The 32nd International Horticultural Congress

Sponsor Prospectus

Promotional Opportunities

Ver.5

December 19th, 2025



August 23rd (SUN) to 28th (FRI), 2026
Kyoto International Conference Center, Kyoto JAPAN

IHC2026 Chairman

Prof. Ryutaro Tao

Kyoto University, Graduate School of Agriculture

IHC2026 Management Office

Japan Convention Service, Inc. Kansai Regional Office
Keihanshin Yodoyabashi Bldg. 2nd floor,
4-4-7 Imabashi, Chuo-ku, Osaka 541-0042, Japan
E-mail: ihc2026@convention.co.jp

Message from Chairman

I warmly invite you to attend the 32nd International Horticultural Congress (IHC2026) that will be held from August 23rd to 28th at the Kyoto International Conference Center (ICC Kyoto) in Kyoto, Japan.

Compared to other agricultural and plant science fields, horticultural science focuses on the great diversity of plants from domesticated crop and ornamental plants to wild species. Furthermore, horticulture covers a wide range of fields from biological and social sciences to medical sciences, and a wide range of professions including scientists, growers, distributors and marketers.

The theme of IHC2026 is “Exploring the Diversity of Horticulture”, to appreciate the diversity of horticulture for the enrichment of human life.

Please come explore with us the integrated science of horticulture, combining social science, natural science, the best in agricultural practices, and the latest technological advances in robotics and genetics. From small household operations for local farmer's markets, to large scale globally integrated supply chains, IHC2026 will bring the latest horticultural research findings, practices and future directions to you.

Kyoto is a former capital of Japan and one of its oldest traditional cities. Before, after and even during the congress, participants will have ample opportunity to explore this ancient city. Kyoto has become a very tourist friendly city with signage in English, Chinese and Korean to assist visitors in navigating the city.

On behalf of the Organizing Committee of IHC2026 and the Japanese Society for Horticultural Science (JSHS), I am very looking forward to meeting you in Kyoto in August 2026.

IHC2026 President
Prof. Ryutaro Tao
Kyoto University, Graduate School of Agriculture

IHC2026 Overview

■ **Title:** The 32nd International Horticultural Congress (IHC2026)
(第 32 回国際園芸学会議)

■ **Main Theme:** Exploring the Diversity of Horticulture

■ **Date:** August 23rd(SUN) to 28th(FRI), 2026

■ **Venue:** Kyoto International Conference Center
Takaragaike, Sakyo-ku, Kyoto 606-0001, Japan
<https://www.icckyoto.or.jp/en/>

■ **Chairman:** Prof. Ryutaro Tao
Kyoto University, Graduate School of Agriculture

■ **Number of Participants:**
2500 + participants

■ **Website:** <https://www.ihc2026.org/>

■ **Management Office:**
Japan Convention Service, Inc. Kansai Regional Office
Keihanshin Yodoyabashi Bldg. 2nd floor,
4-4-7 Imabashi, Chuo-ku, Osaka 541-0042, Japan
E-mail: ihc2026@convention.co.jp

■ **Payment Method and Cancellation Policy:**
Upon receipt and acceptance of your application to sponsor the congress, the Management Office will send an invoice. Payment is to be made by an international bank transfer to the following account. All international bank transfer fees are to be paid at the sponsors expense. Please note that cancellations will not be accepted once the invoice is issued.

■ **Sponsorship Fee Remittance Details:**
<Bank account details>
Bank name: Mizuho Bank
Branch name: KOBE Branch (Branch Number 490)
Account No.: 3111114
Account holder: IHC2026
(KATAKANA notation: アイエイチシー2026)

SWIFT code (in 8 letters): MHCBJPJT
SWIFT code (in 11 letters): MHCBJPJXXX

Become an Official Sponsor! Join the IHC2026 in Kyoto!

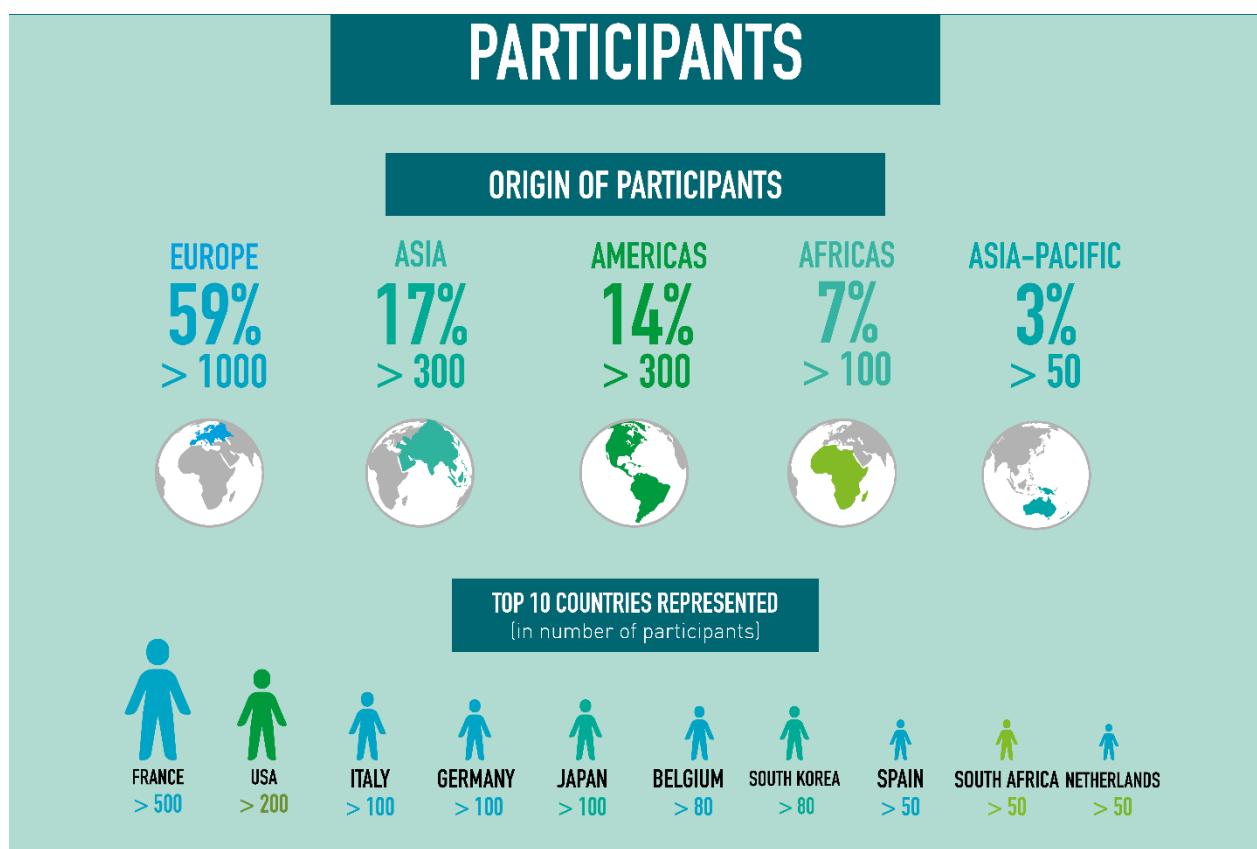
Introduction to IHC

HORTICULTURE is the science and art of growing, improving and commercializing fruits, vegetables, flowers, and ornamental plants.

The **International Horticultural Congress (IHC)** is the largest global event dedicated to horticultural science. The event is held **every 4 years in a different location**.

As a potential sponsor, you will have the opportunity to promote your company as well as the products and services to more than **2500 international horticulturists** who will assemble in Kyoto for six-day event in August, 2026. Participants come from a variety of professions including academics, researchers, plant producers, market intermediaries and service providers. This is an ideal opportunity for you to demonstrate the active role in the food and ornamental plant industry, promoting good health, well-being, and the sustainability of plant production systems.

In 2022, the IHC was held in Angers, France. The event attracted over 2500 participants from Europe, Asia, the America's, Africa and Oceania.



THE LARGEST GLOBAL EVENT DEDICATED TO HORTICULTURE

1500
SPEAKERS



12 000
HOURS

2 500
PARTICIPANTS



2 400
PAPERS
SUBMITTED

4
SOCIAL
EVENTS

842
ORAL
PRESENTATIONS

15 / 800 PPL.
TECHNICAL TOURS

1 124
E-POSTERS

25
SYMPOSIA

18
WORKSHOPS

4
PLENARY SESSIONS
8 INTERNATIONAL
KEYNOTE SPEAKERS

2 000 M²
EXHIBIT SPACE

40
EXHIBITORS

17
PARTNERS

21
SPONSORS



6 DAYS OF CONGRESS

5 MILLION IN ECONOMIC BENEFITS
FOR THE REGION

During the six-day event, sponsors will have a variety of ways to interact with participants. Depending on the level of sponsorship selected, your company will be provided with:

- Exhibition space
- A promotional banner on the congress website
- An advertisement in the congress program
- Your company logo displayed on screen during the opening and closing sessions, concurrent sessions, on the entrance banner, the smart phone app and the congress satchel
- The insertion of promotional material in the congress satchel
- A business workshop and/or a one-hour presentation in an auditorium
- Inclusion and/or participation in a four-hour technical tour
- Complementary registration packages for technical staff

Your participation in IHC2026 will provide you with an opportunity to:

1. Promote your projects & solutions at a leading global event
2. Reach a global audience during IHC2026 congress & exhibition week
3. Network with horticultural players from more than 80 countries
4. Forge new collaborations with key decision makers
5. Enhance your brand awareness and gain media exposure
6. Acquire expert knowledge from global thought leaders

About Kyoto

Kyoto, an old capital of Japan, has been in existence for 1,200 years. Today, the city has 17 UNESCO World Cultural Heritage Sites including Kamowakeikazuchi Shrine, Ryōan-ji or Nijō Castle. In both 2014 and 2015, Kyoto was ranked as the number one sightseeing place in the world by "Travel + Leisure".

Kyoto is the perfect place to experience Japanese culture firsthand.



We recommend the following websites which introduce some famous and popular sightseeing spots in Kyoto. Please check them out for your trip!

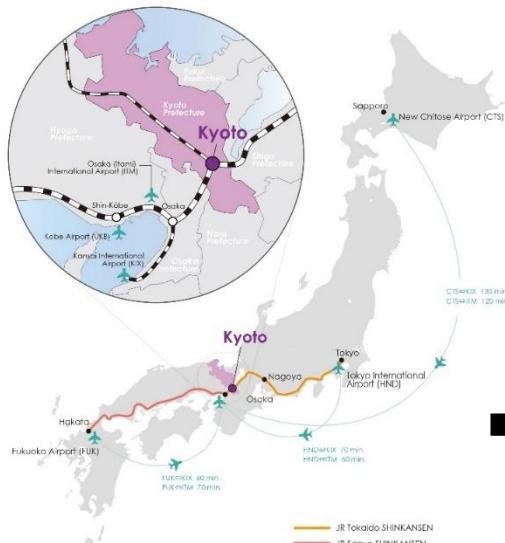
■ Kyoto City Official Travel Guide

<https://kyoto.travel/en>

■ World Heritage

<https://www.insidekyoto.com/kyoto-unesco-world-heritage-sites>

Access to Kyoto

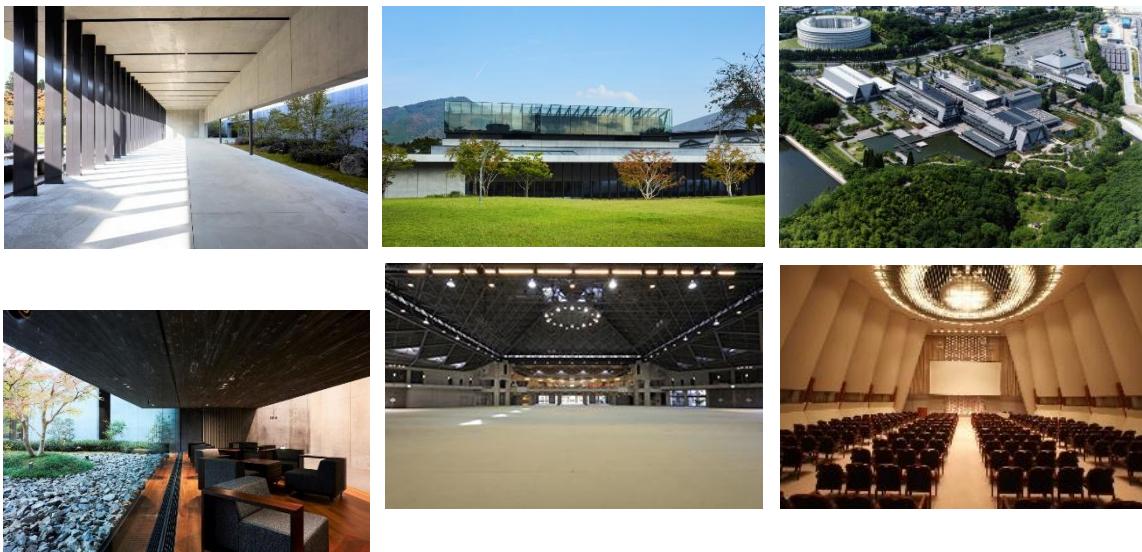


1. Kyoto is in the Kansai (west) region of Japan. Kansai International Airport is the closest international airport, 75 minutes away.
2. Osaka International Airport (Itami Airport) is about 1 hour from Kyoto by train. People often fly into this airport by connecting through Tokyo Haneda or Tokyo Narita airport.
3. Those visiting other parts of Japan may wish to use the bullet train (shinkansen). The bullet train is a smooth 2-hour ride from Tokyo to Kyoto.

■ From the Airport

<https://www.discoverkyoto.com/visitors-guide/access-kyoto/>

Kyoto International Conference Center (ICC Kyoto)



ICC Kyoto is located in northern Kyoto. It was constructed in May 1966 as the first full-fledged international conference center in Japan. It consists of four buildings: the six-story main building, Annex Hall, Event Hall, and the New Hall. All are connected by indoor and outdoor passages and pathways. It elaborates 3,000 m² exhibition area (Event Hall). The plenary rooms can accommodate 3000~4000 people.

The Prince Kyoto Takaragaike (<https://www.princehotels.com/kyoto/>), a 4-star hotel, is located adjacent to the venue. Various hotels, ranging from luxury hotels to reasonably priced hotels, are available in the center of Kyoto city, which can be easily accessed in about 20 minutes by subway.

■ Address

Takaragaike, Sakyo-ku, Kyoto 606-0001 Japan

■ Access

Take the Karasuma Subway Line from Kyoto Station to Kokusaikaikan(Kyoto International Conference center) Station (20 minutes) or take a taxi (30 minutes in normal traffic).

■ Website

<https://www.icckyoto.or.jp/en/>

1. Sponsorship Levels

	Platinum EUR 100,000, - (tax excluded)	Gold JPY8,000,000 (tax excluded)	Silver JPY3,500,000 (tax excluded)	Bronze JPY2,000,000 (tax excluded)
1. Exhibition Booth	24 sqm	18 sqm	12 sqm	9 sqm
2. Promotional Banner on Congress Web Site	On Top Page	On Sponsor Page	On Sponsor Page	On Sponsor Page
3. Advertisement in IHC 2026 Congress Program	1 double page (Full Color)	1 page (Full Color)	1 page (Full Color)	1 page (Full Color)
4. Your Logo on Screen during Congress	<input type="radio"/>	<input type="radio"/>	-	-
5. Your Logo on Smart Phone APP	<input type="radio"/>	-	-	-
6. Logo on the Entrance Banner	<input type="radio"/>	<input type="radio"/>	-	-
7. Thanks at the Opening Ceremony/Closing Session	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Sponsored Symposium Business Workshop	At your choice	At your choice	At your choice	At your choice
9. Logo on the Entrance Signage at Venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Logo on Congress Bag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	-
11. Organization of a 4-hour Technical Tour	At your choice	At your choice	At your choice	-
12. A 60-minute Presentation on Auditorium	At your choice	-	-	-
13. Congress Registration Passes	5	3	3	1
14. Flyer Inserted in the Congress Bag Given to All Participants	<input type="radio"/>	-	-	-

Platinum/Gold/Silver/Bronze package

-Application Deadline -

July 31st, 2025 → April 30th, 2026

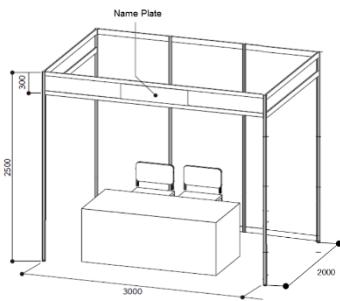
2. Exhibition Booth

■ Exhibition Fee *All prices excluded tax

Type	Minimum Units	Dimension (1 unit)	Fee
Booth/Space	1	6 sqm (W3m x D2m)	JPY 300,000
Booth/Space	1	9 sqm (W3m x D3m)	JPY 400,000
Booth/Space	1	12 sqm (W4m x D3m)	JPY 600,000
Booth/Space	1	18 sqm (W6m x D3m)	JPY 900,000
Booth/Space	1	24 sqm (W6m x D4m)	JPY1,200,000

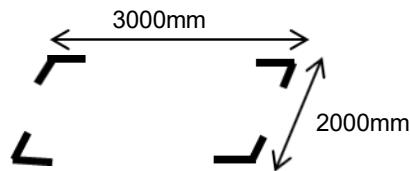
■ Type of Exhibition

a) Booth (Standard Booth) : Standard Booth will be a package booth that includes a back panel, display desk, company name plate and so on.



- The items as left image will be installed by the Management Office. Other installations must be prepared by the exhibitors.
- Please contact the Management Office if you need a company logo, etc. on the Name Plate.

b) Space (Space Booth) : Space Booth will be allocated in the floor of the exhibition hall in accordance with the regulations. Exhibitors are free to construct their own booths.



- The height of displays and exhibits must not exceed 3.5 m. In the case of exceedance, please contact the Management Office in advance for approval.

■ Exhibition Schedule (Tentative)

a) Setup:	August 23rd (Sun.)	10:00 - 17:00
b) Exhibition:	August 24th (Mon.)	10:00 - 17:00
	August 25th (Tue.)	10:00 - 17:00
	August 26th (Wed.)	10:00 - 17:00
	August 27th (Thu.)	10:00 - 15:00
c) Removal:	August 27th (Thu.)	15:00 - 17:00

■ Invoicing for Exhibition Fees

After the application deadline, the Management Office will issue an invoice for the exhibition fee, to be paid in the designated bank account.

■ Acceptable Products and/or Services

Take advantage of this unique opportunity to demonstrate your active role in food, health, well-being, or sustainability of production systems. Your knowledge base of climate change, mitigation, or mechanization will be featured. Your ideas to influence the competitive direction of the horticultural industry (production of seeds, fruit, vegetables, vines, medicinal plants, agricultural equipment, or distribution) will be welcomed.

Wide range of products and/or services that support the horticulture industry are expected: e.g., seeds, chemicals, fertilizers, greenhouses and controlled environment system, irrigation and fertigation, equipment and machinery, robotics, postharvest handling equipment including graders, packing equipment, cool stores and logistics, banking, and finance etc.

*Exhibitors who want to share their items, which are outside the scope of acceptable products and/or services, must consult the Management Office and get its permission in advance.

■ **Indemnity**

Exhibitors and their contractors are responsible for compensation for any damage caused to other companies' booths or exhibits, the organizer's facilities, or personal injury. Exhibitors are responsible for any costs incurred and any impact on exhibitors in the event of changes to the scale or specifications of the exhibition due to reasons such as the exhibition venue or the status of applications or in the event of postponement or cancellation of the exhibition.

■ **Location Assignment**

After receiving applications, the Management Office will determine the location of exhibitors in consideration of the type, size and shape of exhibited items, number of spaces/booths purchased, etc.

■ **Exhibitor's Manual**

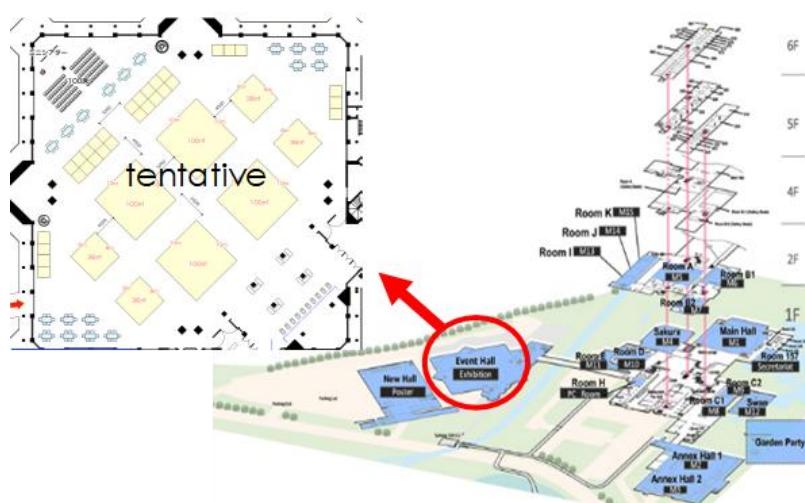
The manual will be distributed to the exhibitors two months prior to the congress. This will outline details on location, setup, decorations, and management, and include rental information for furniture, lights, etc.

■ **Eligibility to Participate in the Congress**

All exhibitors and sponsors are required to register for the congress.

■ **Exhibition Hall Layout**

Exhibition Hall will be located at Event Hall, Kyoto International Conference Center. (Please note that the layout of exhibition hall is subject to change.)



-Application Deadline -
April 30th, 2026

3. Advertisement

	Type	Fee	Application Deadline
a) Program Booklet	Outside back cover (color) 	JPY400,000	May 29th, 2026
	Inside front cover (color / black and white) 	JPY300,000	
	Inside back cover (color / black and white)	JPY250,000	
	Inside double pages (color / black and white)	JPY700,000	
	Inside one full page (color / black and white)	JPY200,000	
	Inside a half page (color / black and white)	JPY100,000	
	Inside a quarter page (color / black and white)	JPY80,000	
b) Smartphone Application		JPY1,200,000	May 29th, 2026
c) Congress Bag		JPY500,000	May 29th, 2026
d) Promotional Banner on Website at Sponsor Page		JPY250,000	June 30th, 2026
e) Flyer inserted in the Congress Kit		JPY300,000	June 30th, 2026
f) Name Card Case Strap		JPY300,000	June 30th, 2026
g) Main Entrance Banner		JPY2,400,000	June 30th, 2026

a) Program Booklet:

- Medium: Program booklet of the 32nd International Horticultural Congress
- No. of printed copies: 3,000 (scheduled)
- Size: A4 (scheduled: H27.5 x W21.1 cm)
- Date of publication: August 2026
- Production cost: JPY3,500,000 (tax excluded)
- Total advertising revenue: JPY3,270,000 (tax excluded)
- Advertising rates: (tax excluded)

1	Outside back cover (color)	JPY400,000	1 spot
2	Inside front cover (color / black and white)	JPY300,000	1 spot
3	Inside back cover (color / black and white)	JPY250,000	1 spot
4	Inside double pages (color / black and white)	JPY700,000	1 spot
5	Inside one full page (color / black and white)	JPY200,000	4 spots
6	Inside a half page (color / black and white)	JPY100,000	6 spots
7	Inside a quarter page (color / black and white)	JPY80,000	4 spots

- Ad data submission: To be submitted before **June 1st, 2026**.
Please submit the data to the Management Office.
Color: complete positive film or printable data (Illustrator, etc.)
*Please attach the printed sample when sending the data.
- Printing method: Offset printing (CTP)
- **Application Deadline:** **May 29th, 2026**.
*Ends as soon as filled/ Accepted on a first-come, first-served basis

b) Smartphone Application:

- Medium: Smartphone App of the 32nd International Horticultural Congress
- Advertising space: Top page
*The position will be decided by the Management Office
- **Application Deadline:** **May 29th, 2026**
*Ends as soon as filled based on a first-come, first-served basis

c) Congress Bag:

- Medium:
- Advertising space: Congress bag of the 32nd International Horticultural Congress
Front of bag
*The position will be decided by the Management Office
- No. of spots: 4 spots (2,500 bags per spot)
- **Application Deadline:** **May 29th, 2026**
*Ends as soon as filled/ Accepted on a first-come, first-served basis

d) Promotional Banner on Website Sponsor Page:

- Medium: Website of the 32nd International Horticultural Congress

- Advertising page: Sponsor page
*The position will be decided by the Management Office
- Website contents: URL <https://www.ihc2026.org/>
Main contents will be congress outline, program, call for abstracts, accommodation and other information for participants, etc. (scheduled)
- Advertising period: From month of application to the end of August 2026 (updated regularly)
- Banner size: within W200 x H60 pixels
*General image formats are accepted. Please contact us regarding special image formats and rotation banners (animation).
- **Application Deadline:** **June 30th, 2026**
*Ends as soon as filled based on a first-come, first-served basis

e) Flyer inserted in the congress kit: @JPY300,000 (tax excluded)

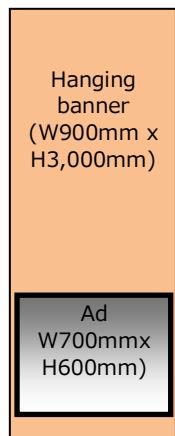
- Medium: Flyer Distribution
- Contents: Flyer insert in congress bags
*Please note that Flyer will be provided by a sponsoring company
maximum size A4
- Flyer Size: 2,500 bags (scheduled)
- No. of bags: 5 companies (expected)
- **Application Deadline:** **June 30th, 2026**
*Ends as soon as filled/ Accepted on a first-come, first-served basis

f) Name Card Case Strap:

- Medium: Strap (& name card holder) of the IHC2026
- Contents: Company name, product name, or logo will be printed on the strap.
4 spots (3,000 straps per spot) *name cases excluded
- No. of spots: 4 spots (3,000 straps per spot) *name cases excluded
- **Application Deadline:** **June 30th, 2026**
*Ends as soon as filled/ Accepted on a first-come, first-served basis

g) Main Entrance Banner:

- Medium: @JPY2,400,000 (tax excluded) per spot
- Period: Venue banners of the 32nd International Horticultural Congress
- Place: 5 days from August 23(SUN) to 27(THU), 2026
- Content: Ceiling of the main entrance at Kyoto International Conference Center
- Ad size (scheduled): Advertisement of company logos, etc., on venue banners
- Images: *Installed on the main entrance ceiling, 1 banner per spot, two-sided
- No. of spots: 2 spots
- Ad size (scheduled): Tarpaulin sheet ad size (W700 x H600 mm),
- Banner size: W900 x H3,000 mm
- Images: Main entrance(↓) and Hanging banner(→)



- **Application Deadline:** June 30th, 2026.
- **Data Deadline:** July 10th, 2026.

4. Sponsored Seminar

Types	Date and Time	Room Size	Price (tax excluded)
Sponsored Symposium	August 24 (Mon) - 27 (Thu) 60 mins. in Morning or Afternoon (tentative)	Approx. 400 seats	JPY700,000

- **Venue:** Kyoto International Conference Center
- **Program:** Program contents will be decided based on the applicant's request and in coordination with the main congress program.
- **Congress Timetable:**

Date	Morning	Early afternoon	Late afternoon
August 23rd (Sun.)		Registration	Opening Ceremony
August 24th (Mon.)	Plenary / Symposia Oral Presentations	Poster presentations	Oral Presentation
	Poster Viewing & Exhibition		
August 25th (Tue.)	Plenary / Symposia Oral Presentations	Poster Presentations	Oral Presentation
	Poster Viewing & Exhibition		
August 26th (Wed.)	Plenary / Symposia Oral Presentations	ISHS General Assembly	Oral Presentation
August 27th (Thu.)	Plenary / Symposia Oral Presentations	Poster Presentations	Oral Presentation
	Poster Viewing & Exhibition		
August 28th (Fri.)	Technical Tour & Scientific Event		

※ Detailed seminar dates and time allocations will be coordinated in consultation with the Management Office.

■ **Presentation method:** PC presentation

*The number of seats above is calculated as arranged in theater style layout.

*Sponsorship fees include:

- (1) Venue fee;
- (2) Venue facilities fee (desks, chairs, stage, audio equipment, lighting, etc.);
- (3) Venue equipment fee (screen and other equipment prepared by the Congress);
- (4) Venue equipment operator (1 person);

*The costs relating to the following items are excluded:

- (1) Honorarium and traveling expenses for the moderator/chairperson/lecturer (according to your company's rule);
- (2) Waiting room fees (actual expenses);
- (3) Management expenses (personnel expenses for part-time staff, additional equipment or signs and displays not prepared by the Congress, etc.);
- (4) Printed documents (posters, flyers, etc.);
- (5) Food and drinks for guests;
- (6) Waiting room equipment fee (including food and drinks in waiting room);
- (7) Venue installation changing fee;
- (8) Recording or photographing fee;

■ **Notes:**

- (1) The program contents (theme, chairperson, lecturers, etc.) will be decided upon consultation based on the applicant's request, and in coordination with the main congress program.
- (2) If you would like to organize a joint seminar with other companies or a multi-day seminar, please write it in "others" on the application form.
- (3) Please notify the Management Office in advance if you intend to use the recorded content, audio recordings, or photographs for secondary use in DVDs, on-demand distribution, leaflets, etc.
- (4) The venue/date will be decided in consideration of the program contents.
- (5) Request on the venue/date will be accepted after the application.
- (6) The invoice will be sent after the venue is decided. Please make a bank transfer to the account designated on the invoice within a month of its issuance.
- (7) Details of the management will be communicated later from the Management Office.

-Application Deadline-
April 30th, 2026

5. Coffee Break Sponsorship

Type	Date and Time	Price (tax excluded)
Coffee Break	One day between Aug. 24 (Mon) – Aug. 27 (Thu)	JPY500,000

■ **Venue:** Event Hall, Kyoto International Conference Center

■ **Schedule:**

August 24 (Mon): 10:00–10:30 / 15:00–15:30 / 17:30–18:00

August 25 (Tue): 10:00–10:30 / 15:00–15:30 / 17:30–18:00

August 26 (Wed): 10:00–10:30 / 15:00–15:30 / 17:30–18:00

August 27 (Thu): 10:00–10:30 / 15:00–15:30

※ Please select one day from the above.

■ **Sponsorship Benefits:**

- One table for displaying your products or materials at the coffee break area
- Signboard with your company name and logo

6. Gala Dinner Sponsorship

Type	Date and Time	Price (tax excluded)
Gala Dinner	August 26 (Wed) 19:00–21:00	JPY1,500,000

■ **Venue:** The Prince Kyoto Takaragaike

■ **Schedule:**

August 26 (Wed): 19:00–21:00

■ **Sponsorship Benefits:**

- One table near the reception area for displaying your materials
- Signboard with your company name and logo

-Application Deadline -
April 30th, 2026