



**XXXII
ISSCT
CENTENNIAL
CONGRESS**
CALI - COLOMBIA
Digital - Innovative - Sustainable

Cali, Colombia

XXXII ISSCT

CENTENNIAL CONGRESS

2025



PRE-CONGRESS

August 22 and 23, 2025

CONGRESS

August 24 to 28, 2025

POSTCONGRESS

August 30 and 31, 2025

Organized by



tecnicaña



ABOUT THE ISSCT



The International Society of Sugar Cane Technicians is the umbrella organization for scientists, technologists, administrators, institutions, companies or corporations concerned with the technical advancement of the sugarcane.

HISTORY

OF THE CONGRESS

The first **Congress of the International Society of Sugar Cane Technologists (ISSCT) took place in Honolulu, Hawaii in 1924.** Since then, these congresses have been regularly held every three years, and they have grown in both size and scope. The international conferences have been attracting delegates from around the world for decades, serving as a vital platform for sharing advancements in research and technology within the sugarcane industry.

The latest conference took place in India in 2023, and **Colombia is set to host this significant event in 2025.**





ABOUT Tecnicaña



The mission of the Colombian Association of Sugar Cane Technicians, TECNICAÑA is to support the sugarcane agro-industrial sector in Colombia through training and knowledge transfer activities. It aims to facilitate the exchange of experiences, innovations, technologies, and best practices among professionals in the sector, contributing to the development and continuous improvement of the sugarcane agro-industry.

Aniversary

100

ISSCT

Colombia, the host of the 2025 Congress



PAST
CONGRESSES



XXXII
2025 - Colombia



XXXI
2023 - India



XXX
2019 - Argentina



XXIX
2016 - Thailand



XXVIII
2013 - Brazil



XXVII
2010 - Mexico



XXVI
2007 - South Africa



XXV
2005 - Guatemala



XXIV
2001 - Australia



XXIII
1999 - India



XXII
1995 - Colombia

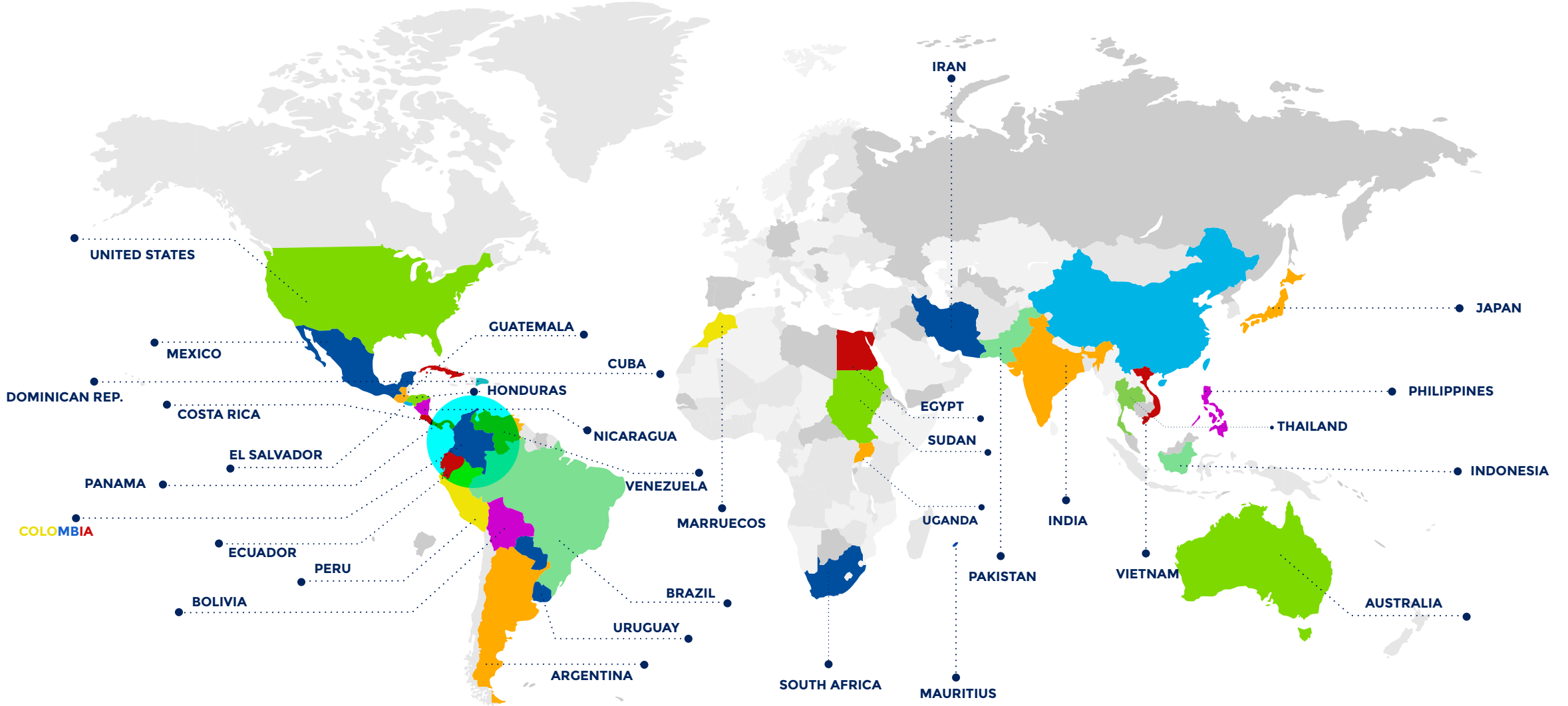


XXI
1992 - Thailand

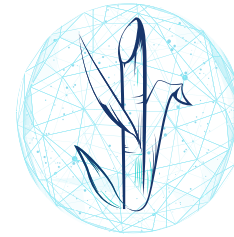
Average of Attendees
1.200 - 1.600



CANE PRODUCING COUNTRIES



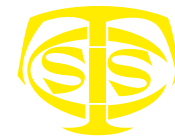
About the XXXII ISSCT Centennial Congress 2025



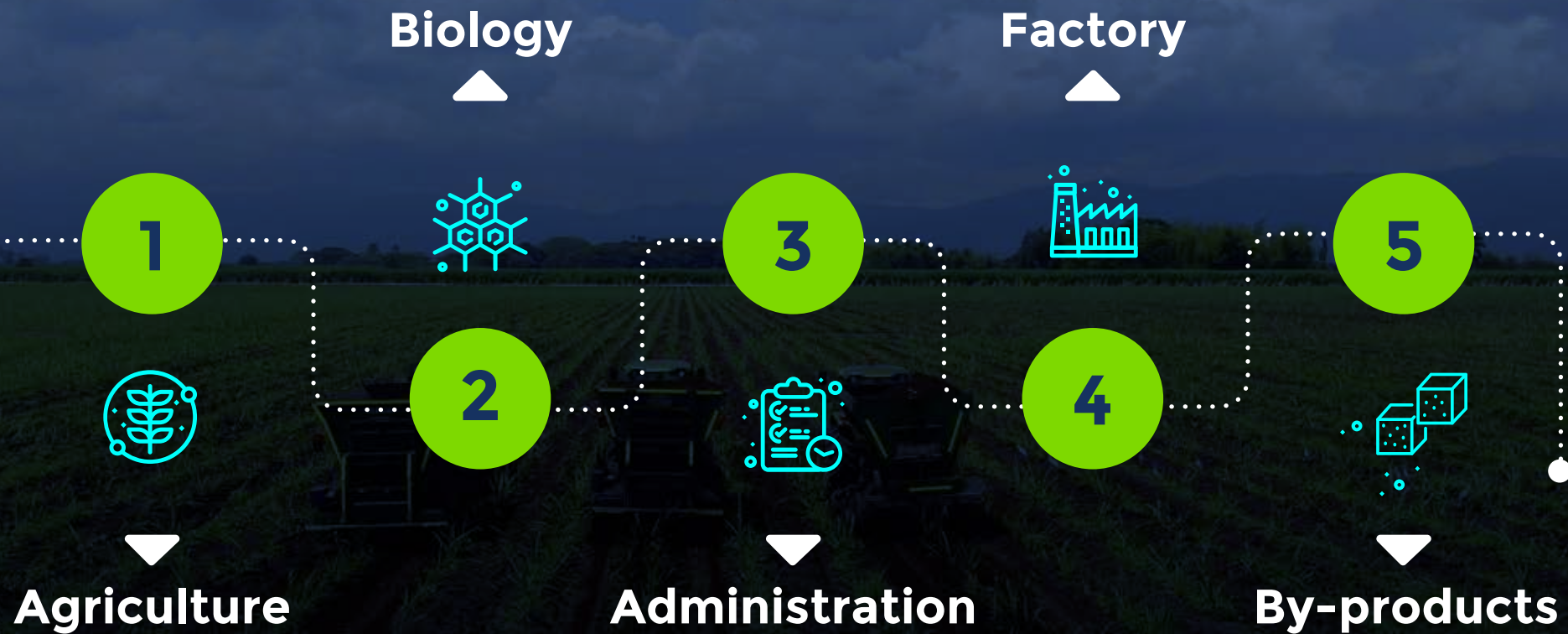
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The next **Congress of the International Society of Sugar Cane Technologists (ISSCT)** will focus on sustainability, innovation and digitalisation, bringing together experts, professionals and technicians from around the world. This significant event offers a great opportunity to engage directly with prominent industry figures, establish valuable connections, and establish yourself as a strategic leader in the sugarcane agro-industry.

The congress will be divided into three key phases: pre-congress, congress, and post-congress, providing a comprehensive structure to showcase the evolution of the sugarcane agroindustry and strengthen international collaboration in the pursuit of innovative and sustainable solutions.



CONGRESSES COMMITTEES

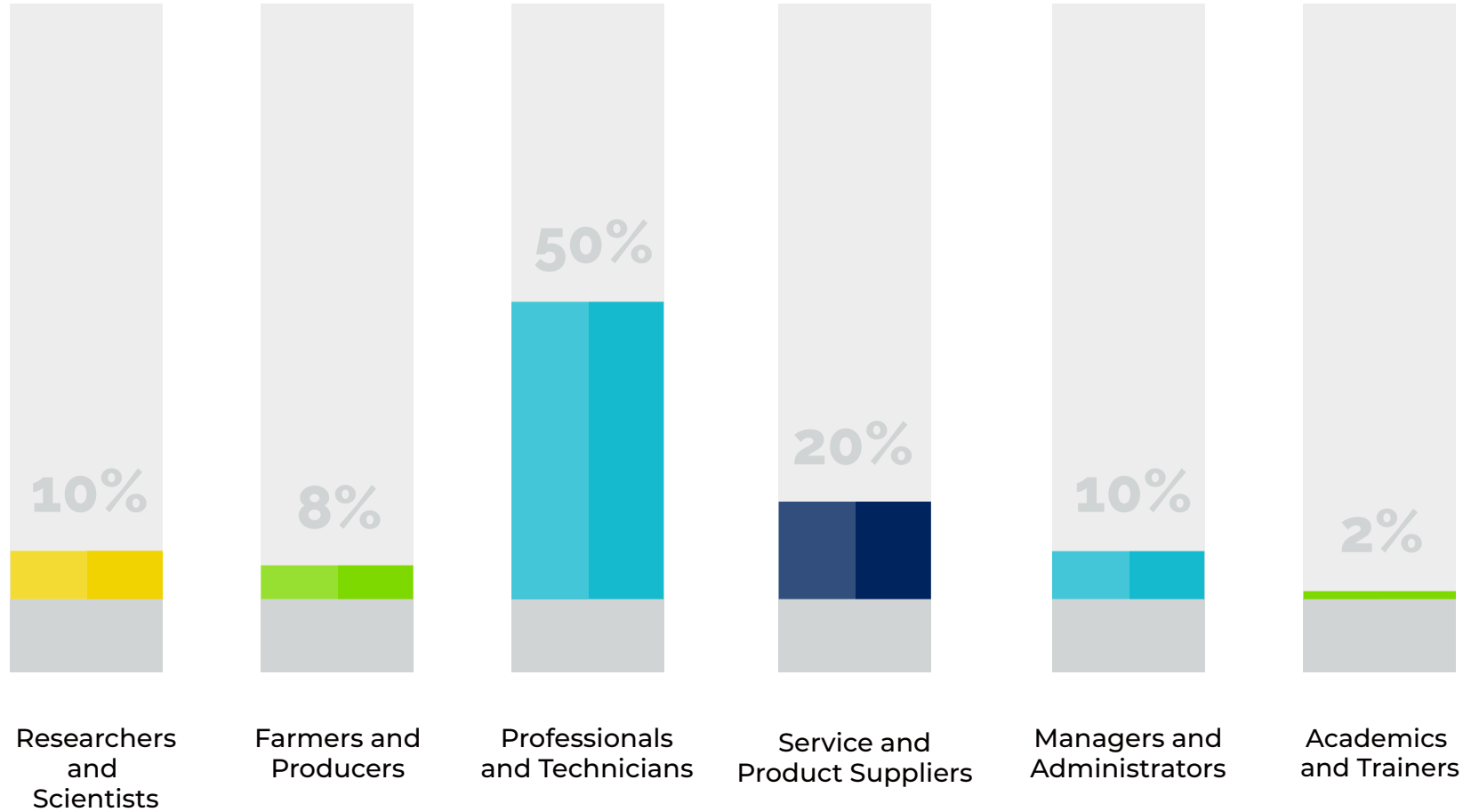


EXPECTED ATTENDEES





PROFILE OF ATTENDEES

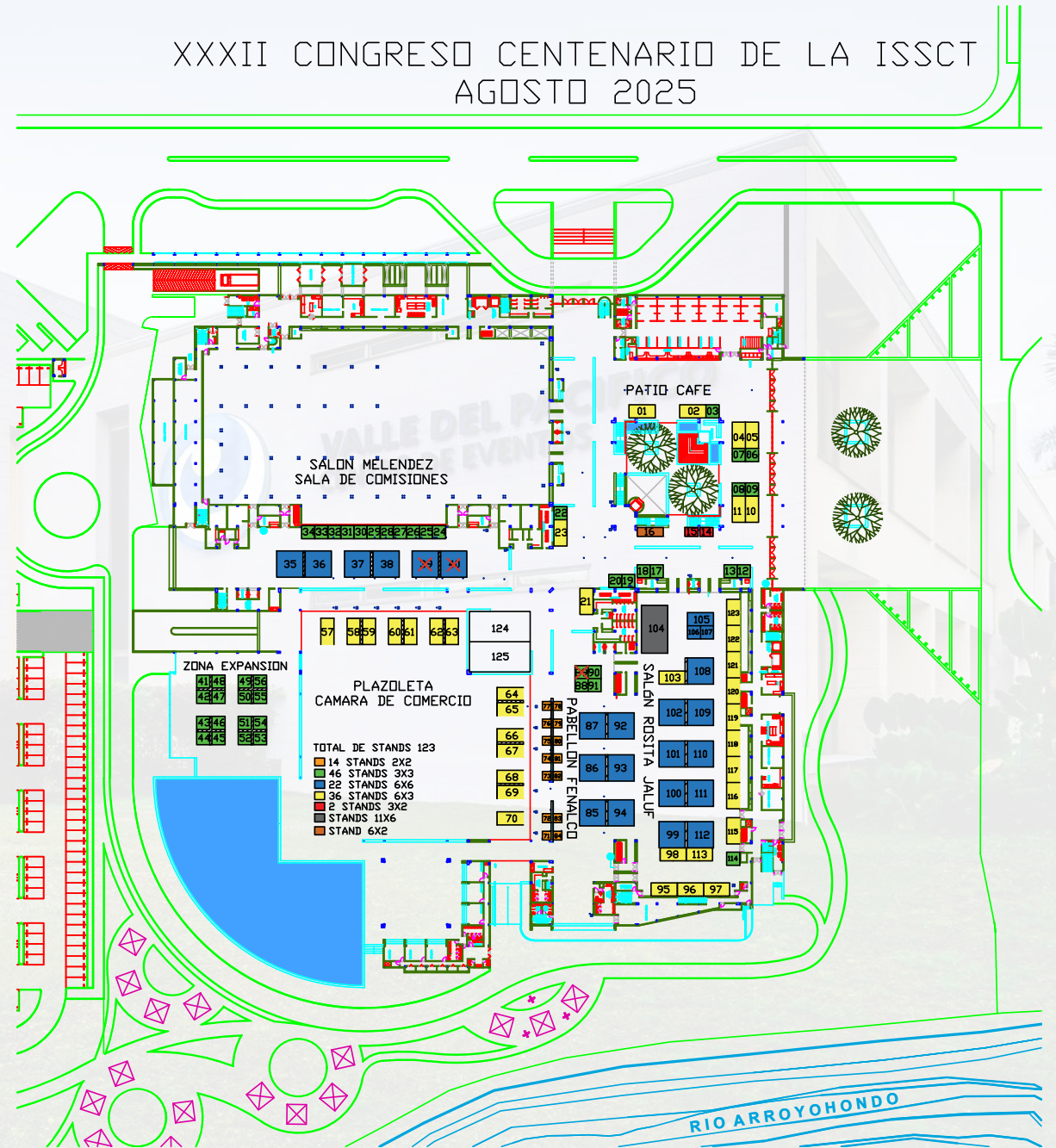


CONGRESS

VENUE



XXXII CONGRESO CENTENARIO DE LA ISSCT AGOSTO 2025





CORAZÓN
DE CAÑA

SPONSORSHIP OPPORTUNITIES



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SPONSORSHIP PACKAGES



PLATINUM
SPONSORSHIP



GOLD
SPONSORSHIP



SILVER
SPONSORSHIP



BRONZE
SPONSORSHIP



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SOME SPONSORS

FROM PREVIOUS TECNICAÑA EVENTS





YOU CAN PARTICIPE TOO!



TYPES

OF COMMERCIAL SPACES



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Predecorated Stand



01

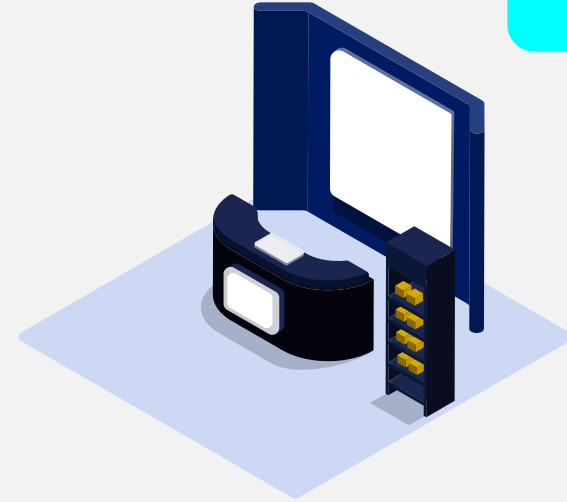


2x2 (4 m²)

USD 5.500

Includes: 1 panel - 1 bar table - 2 bar stools - 1 counter - 1 electrical outlet (110V) - lunch and refreshments for (1) one person during the four days of the event.

02



3x3 (9 m²)

USD 9.000

Includes: 2 panels - 1 bar table - 3 bar stools - 1 counter - 1 electrical outlet (110V) - lunch and refreshments for (1) one person during the four days of the event.

*Reference images

Raw Stand Space



01



6x3 m (18m2)

USD 13.000

Includes: 1 electrical outlet (110V) - lunch and refreshments for 2 people during the four days of the event.

02



6x6 m (36m2)

USD 20.000

Includes: 1 electrical outlet (110V) - lunch and refreshments for 2 people during the four days of the event.

Machinery Exhibition



01



USD 10.000

Includes : 1 electrical outlet (110V) - lunch and refreshments for (1) one person during the four days of the event.

02



5x5 (25 m2)

Experience Centers



01



REALITY GLASSES

COMING SOON

02



INTERACTIVE ROBOT

USD 2.000

*Reference images

Experience Centers



01



CAR SIMULATOR

COMING SOON

02



360° CAMERA

USD 6.200

*Reference images

BRANDING



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Welcome
Tunnel

USD 1.000

*Sponsoring Companies



Charging
points

USD 18.000

*Only one company

BRANDS

EXHIBITIONS



USD 2.000

*Only one company

*Reference images

LED TOTEMS



USD 1.300



DIGITAL STAND



USD 800

LED SCREEN



USD 1.800

*Sponsoring Companies

*Reference images

*Only one company



USD 18.000

NOTEBOOK (1.500)

Logos of the sponsor
and Congress

POP MATERIAL

Logos of the sponsor
and Tecnicaña

BRIEFCASE (1.500)



USD 37.000



USD 11.000

THERMOS (1.500)

Logos of the sponsor
and Congress

Logos of the sponsor
and Tecnicaña

PEN (1.500)



USD 2.600

*Only one company

*Reference images

*Only one company



USD 5.200

BADGE
Logos of the sponsor
and Congress



USD 8.500

TRAVEL TOILETRY BAG
Logos of the sponsor
and Congress

PROMOTIONAL MATERIAL

TECNICAÑA DIGITAL MAGAZINE



*Reference images

ADVERTISING OF

Octopus Force
Research and Technology
Development Center



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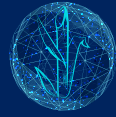
Hotels Venue



**Welcome gift in a
hotel room**



ADVERTISING OF THE CONGRESS AND THE TECNICAÑA WEBSITE



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TECNICAÑA WEBSITE

Superior
Banner

728 x 90



USD 230

Side
Banner

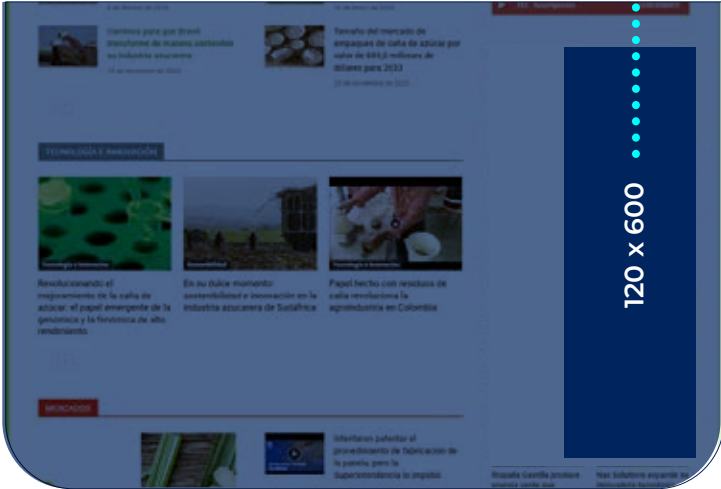
300 x 250



USD 282

Skyscraper

120 x 600



USD 384

*Valid until 31 december 2024





SOCIAL EVENTS SPONSORSHIP OPPORTUNITIES



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WELCOME COCKTAIL

SUNDAY
24 August 2025

- Sponsor's logo – Congress logo on napkins
- Logo on drink stirrers
- Brand visibility on typical regional characters
- Sponsor mention during musical entertainment between pavilions
- Branding on table decorations
- Advertising on commercial exhibition screens: video without audio, image and logo



REGIONAL FESTIVAL

TUESDAY
26 August 2025

- Sponsor's logo – Congress logo on napkins
- Logo on drink stirrers
- Brand visibility on typical regional characters
- Sponsor's logo – Congress logo on coasters
- Projection of sponsor's logo and/or image on tent
- Branding on table decorations
- Logo on photo backdrop
- Projection of promotional video on screen
- Exhibition of dummies
- Sponsor mention by presenter



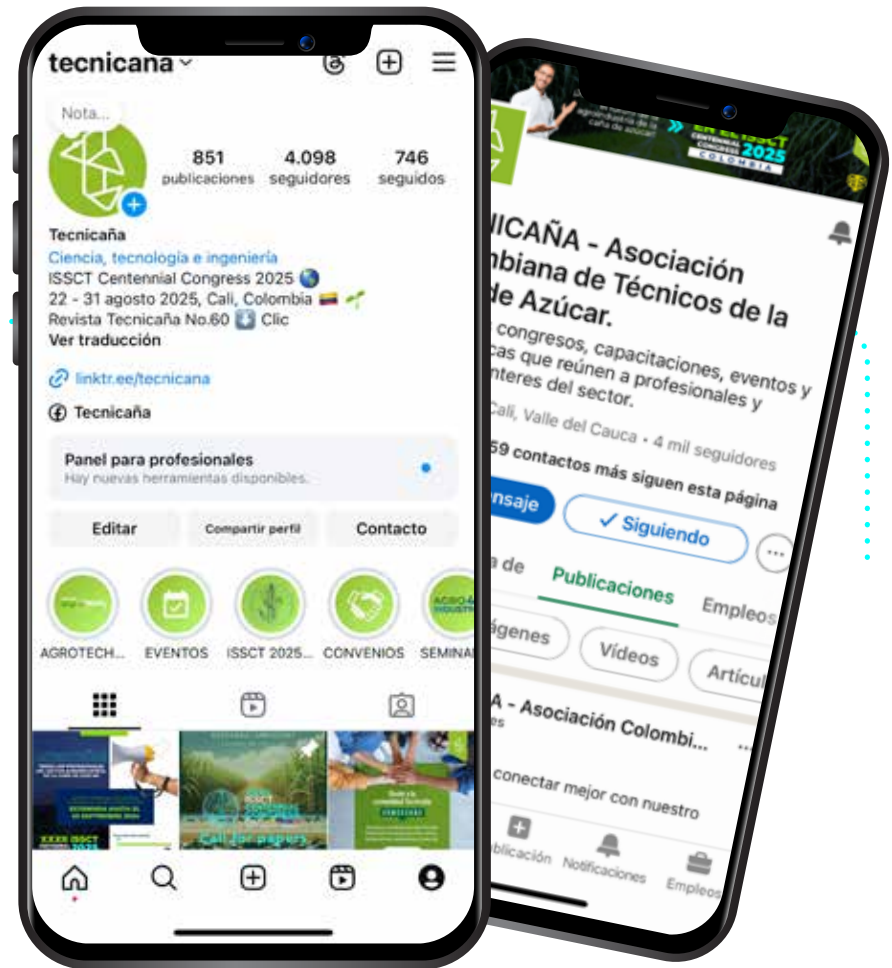
CLOSING DINNER

THURSDAY
28 August 2025

- Sponsor's logo – Congress logo on napkins
- Logo on drink stirrers
- Sponsor branding on DJ booth
- Branding on table decorations
- Projection of promotional video on screen
- Logo on photo backdrop
- Exhibition of dummies
- Sponsor's logo – Congress logo on coasters
- Sponsor mention by presenter

SPONSORSHIP Benefits

- Social Media
- Website
- Tecnicaña APP



SPONSORSHIP

PARTICIPATION REQUIREMENTS

To participate as a sponsor in this congress you must be a **Corporate Member of the ISSCT:** Industrial and commercial organizations associated with the sugar agroindustry that support the Society's objectives.

Membership Fee: \$2.000 USD

[APPLY FOR YOUR MEMBERSHIP HERE](#)





CONTACT US AT

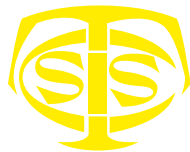
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