



**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

### POSTCONGRESO

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.**





**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 - Thailandia



XXVIII  
2013 - Brasil



XXVII  
2010 - México



XXVI  
2007 - Sudáfrica



XXV  
2005 - Guatemala



XXIV  
2001 - Australia



XXIII  
1999 - India



XXII  
1995 - Colombia

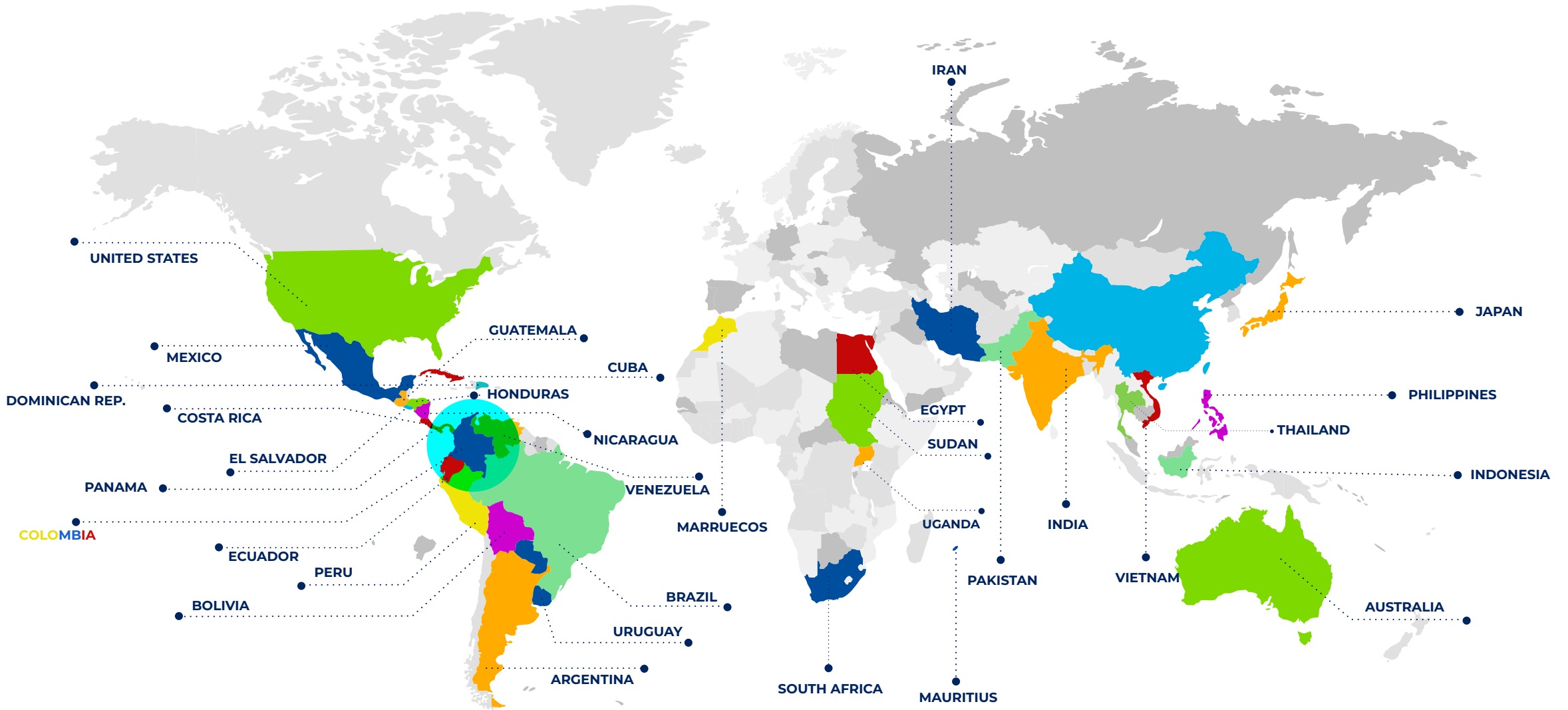


XXI  
1992 - Thailandia

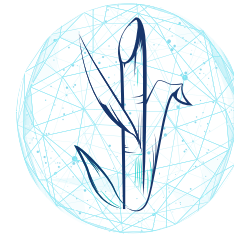
Average of Attendees  
**1.200 - 1.600**



# CANE PRODUCING COUNTRIES



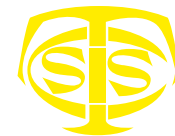
# About the XXXII ISSCT Centennial Congress 2025



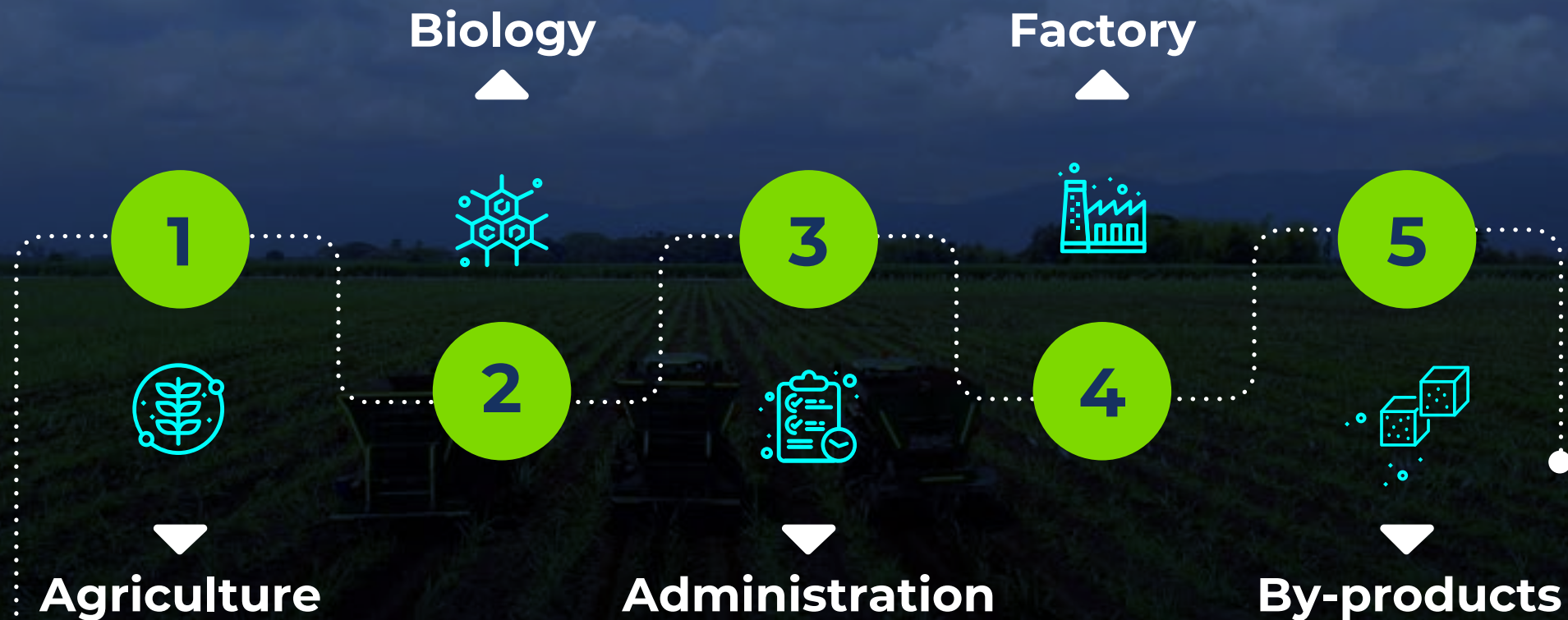
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The next **Congress of the International Society of Sugar Cane Technologists (ISSCT)** will focus on sustainability, innovation and digitalisation, bringing together experts, professionals and technicians from around the world. This significant event 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.



# CONGRESS COMMITTEES



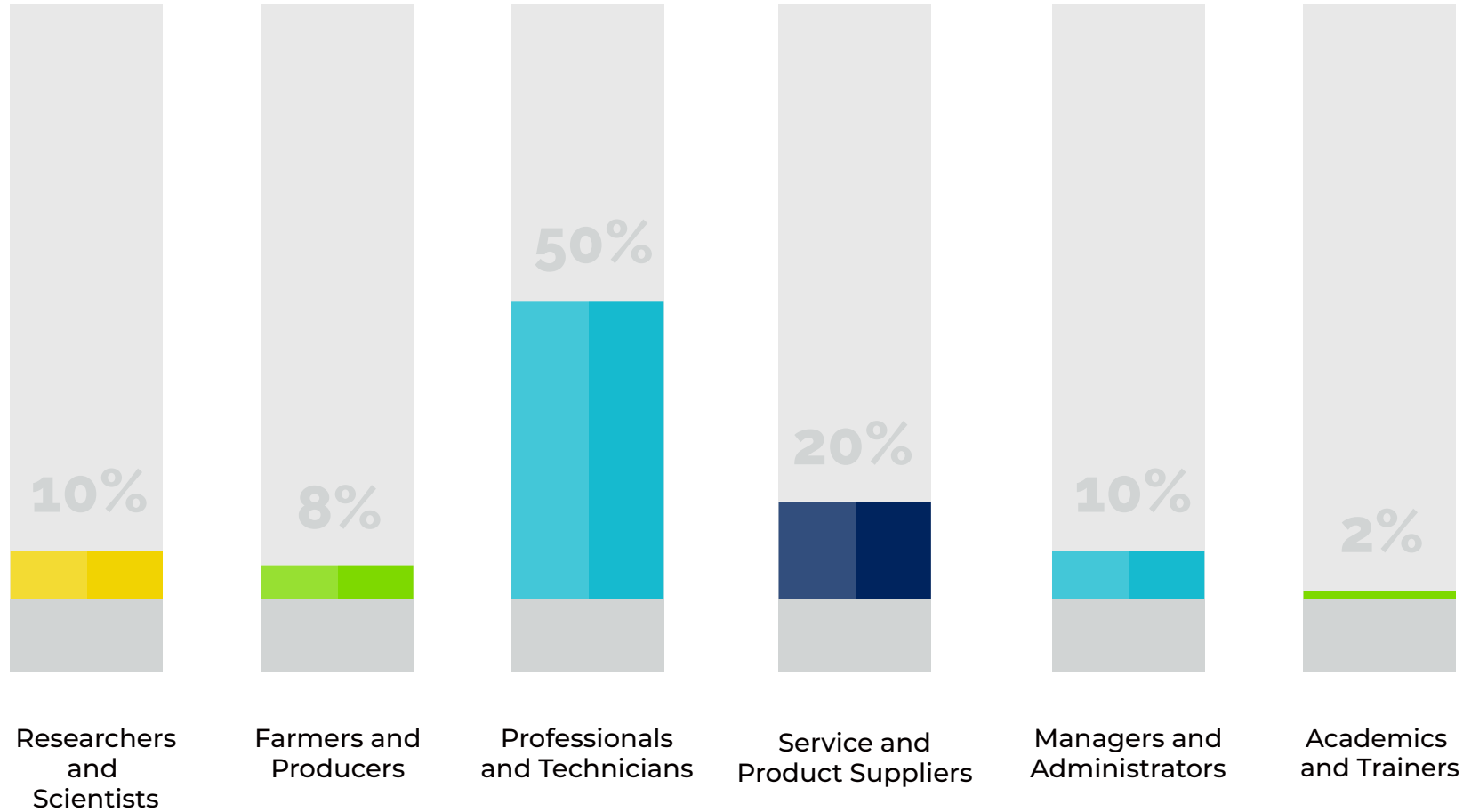


# EXPECTED ATTENDEES





# PROFILE OF ATTENDEES

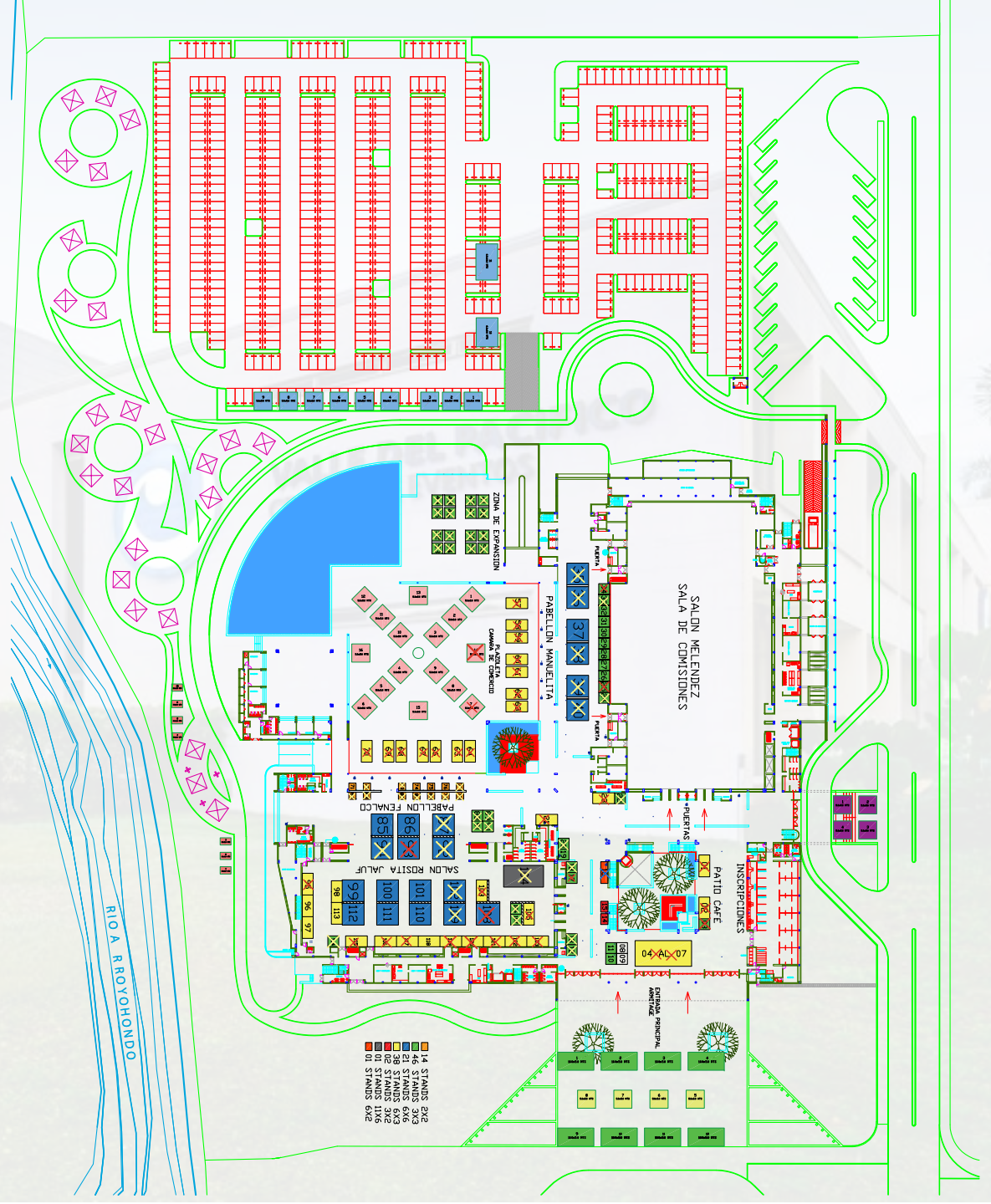


# CONGRESS

## VENUE



VALLE DEL PACÍFICO  
CENTRO DE EVENTOS





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



**USD 5.500 2x2 (4 m2)**

**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



**USD 9.000 3x3 (9 m2)**

**Includes:** 1 panel - 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.

# Free Setup Stand



01



6x3 m (18m<sup>2</sup>)

**USD 13.000**

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

02



6x6 m (36m<sup>2</sup>)

**USD 20.000**

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

# Machinery



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**

# Experience Centers



01



**CAR SIMULATOR**  
**COMING SOON**

02



**360° CAMERA**  
**USD 6.200**

\*Reference images

# LED TOTEMS



**USD 1.300**



\*Sponsoring Companies

# DIGITAL STAND



**USD 800**

# LED SCREEN



**USD 1.800**



# BRANDING



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Welcome Tunnel

**USD 1.000**

\*Sponsoring Companies



Charging points

**USD 18.000**

\*Only one company

BRANDS  
**EXHIBITIONS**

Signals



**USD 2.000**

\*Only one company







**USD 18.000**



**USD 11.000**

**NOTEBOOK (1.500)**  
Logos of the sponsor  
and Congres

**THERMOS (1.500)**  
Logos of the sponsor  
and Congres

# MATERIALPOP

Logos of the sponsor  
and Congres  
**BRIEFCASE (1.500)**

Logos of the sponsor  
and Congres  
**PEN (1.500)**



**USD 37.000**



**USD 2.600**

\*Only one company





USD 5.200

### BADGE

Logos of the sponsor  
and Congres



USD 8.500

### TRAVEL TOILETRY BAG

Logos of the sponsor  
and Congres

# PROMOTIONAL MATERIAL

## TECNICAÑA DIGITAL MAGAZINE



# ADVERTISING OF



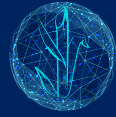
## Hotels Venue



Welcome gift in a  
hotel room



# AVERTISING OF THE CONGRESS AND THE TECNICAÑA WEBSITE



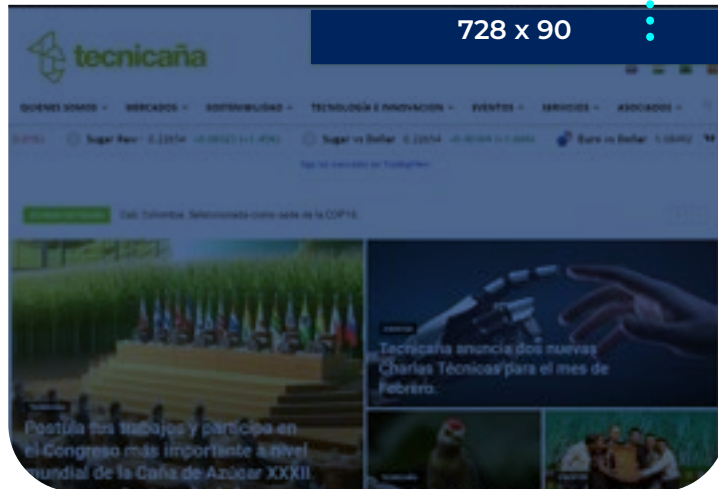
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# TECNICAÑA WEBSITE

Superior  
Banner

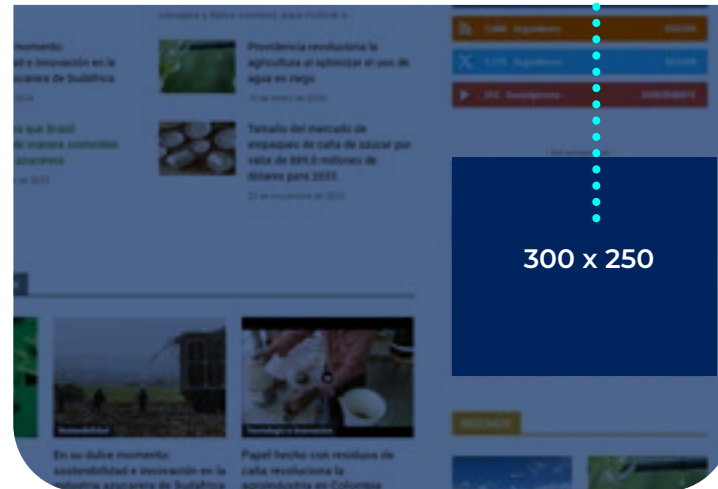
728 x 90



USD 230

Side  
Banner

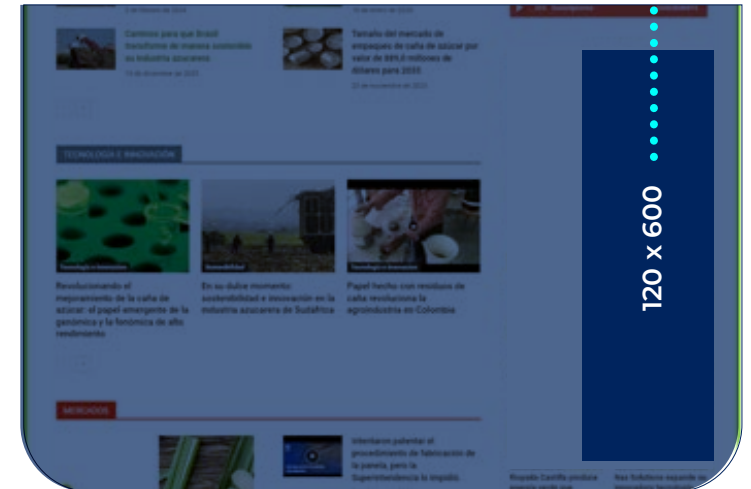
300 x 250



USD 282

Skyscraper

120 x 600

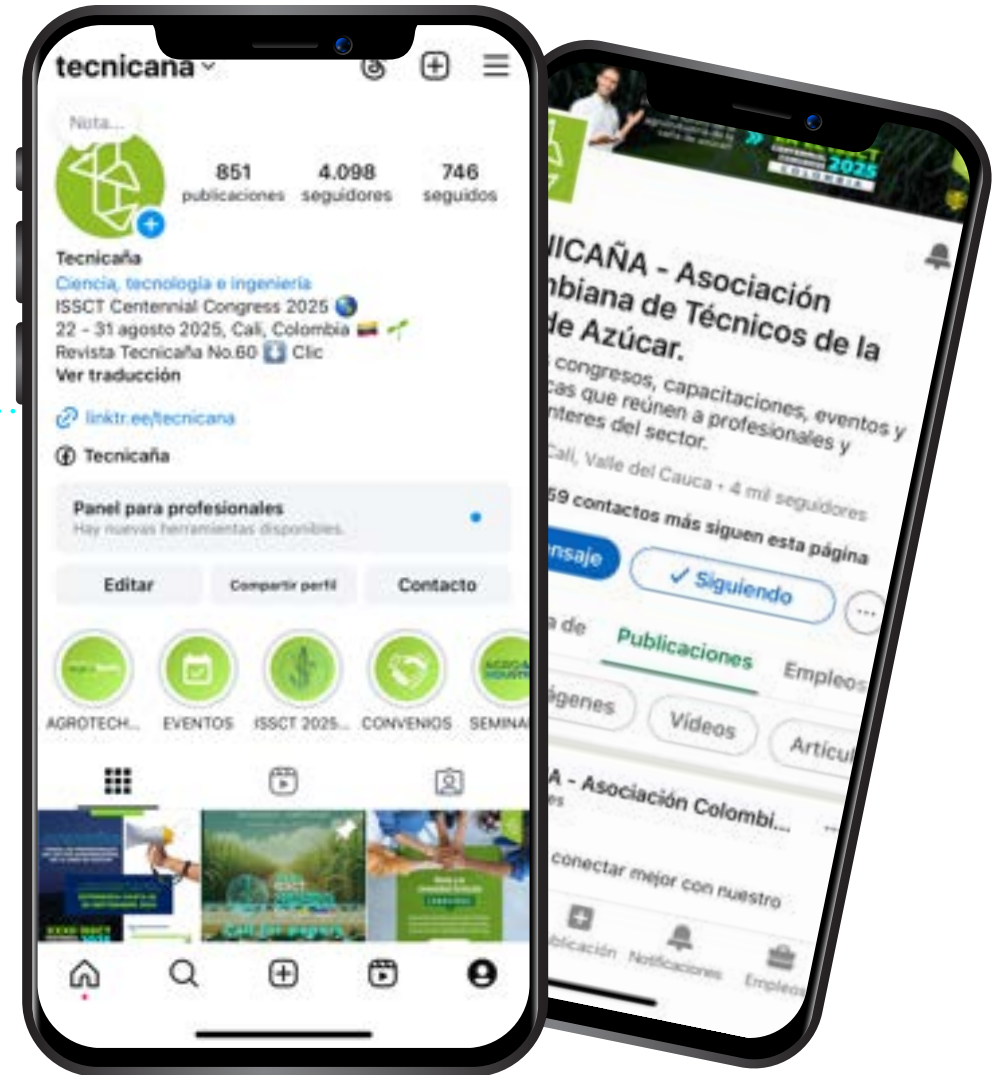


USD 384



# SPONSORSHIP Benefits

- Social Media
- Website
- Tecnicaña APP



# SPONSORSHIP OPPORTUNITY IN:



## WELCOME COCKTAIL

SUNDAY  
24 August 2025



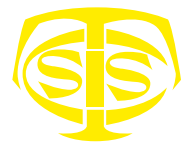
## REGIONAL FESTIVAL

TUESDAY  
26 August 2025



## CLOSING DINNER

THURSDAY  
28 August 2025



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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

## 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

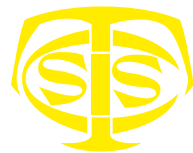
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