



THE WORLD FOOD PRIZE

2020 Norman E. Borlaug International Symposium Side Events Breaking New Ground:

Building Resilience Today for Improved Global Food Systems Tomorrow

SIDE EVENT STRUCTURE

FEES

Base Fee (\$250) + Time

30 MINUTES | \$500

60 MINUTES | \$1,000

90 MINUTES | \$1,500

INCLUSIONS

- **1 free Borlaug Dialogue registration**
- **Side Event details fully listed on conference website and in official Borlaug Dialogue agenda**
- **Side Event details in two e-blasts to all participants**
Mid-September
One week out | Week of October 5
- **Weekly attendee list of those consenting to be contacted about Side Events**
Beginning September 7
- **Side Event materials on exclusive Borlaug Dialogue Attendee Event Hub**
Materials may include:
 - Reports
 - Videos
 - Flyers
 - Articles
 - Podcasts
 - Other digital materials welcome



VIRTUAL FORMATS

Potential Side Event session styles can include:

- **Roundtable/Panel Discussions**
- **Networking/Reception Events**
- **Report/Project Presentations or Announcements**
- **Award/Recognition Presentations**
- **Keynote Presentations**
- **Demonstration Presentations**

Other Formats welcome + Hosting of any In-Person Events will be considered on a case by case basis

OUTLINE OF PARTNER RESPONSIBILITIES

Creation of Content

- Host organizers have sole responsibility to cultivate and execute the Side Event, including oversight of the virtual platform the day of the Side Event. World Food Prize Foundation staff can assist in development of the content of Side Events.

Platform And Registration

- Procurement of a technological platform is the responsibility of the Side Event host organizer.
- Expenses incurred related to technical support also are the sole responsibility of the Side Event host organizer.
- Side Event Hosts are encouraged and welcome to use a registration platform of their choice.

Communications

- Direct correspondence with attendees, per the weekly attendee list, is the responsibility of the Side Event host organizer.
- Any additional promotion or cross-promotion with the Borlaug Dialogue is welcomed.

2020 Norman E. Borlaug International Symposium

BREAKING NEW GROUND

Building Resilience Today for Improved Global Food Systems Tomorrow

WWW.WORLDFOODPRIZE.ORG/SIDEEVENTS

TIMELINE

Early August	Borlaug Dialogue Registration Open
Mid-August	Suggested: Interest Form Submitted
September 10	Side Event details provided to WFPF
Mid-September	First Side Event E-blast
Week of October 5	Second Side Event E-blast
Week of October 12	Borlaug Dialogue International Symposium

INTEREST FORM

We ask that all interested partners provide the preliminary details of their event via our Interest Form. We understand that the submitted items are subject to change, but we ask that you provide elementary details regarding the direction of your proposed Side Event.



SIDE EVENT TIME SLOTS | Central Daylight Time

MONDAY, OCTOBER 12	TUESDAY, OCTOBER 13	WEDNESDAY, OCTOBER 14	THURSDAY, OCTOBER 15	FRIDAY, OCTOBER 16
5:00 AM - 8:45 AM 1:00 PM - 8:00 PM	5:00 AM - 8:45 AM 10:00 AM - 8:00 PM	5:00 AM - 8:45 AM 1:00 PM - 8:00 PM	5:00 AM - 8:45 AM 10:00 AM - 8:00 PM	5:00 AM - 8:45 AM 1:00 PM - 8:00 PM


BORLAUG DIALOGUE AGENDA | Central Daylight Time

MONDAY, OCTOBER 12	WEDNESDAY, OCTOBER 14	FRIDAY, OCTOBER 16
9:00 AM - 1:00 PM	9:00 AM - 1:00 PM	9:00 AM - 1:00 PM

CONTACTS |

SIDE EVENT CONTACT
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BORLAUG DIALOGUE CONTACT
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