

XV INTERNATIONAL PEAR SYMPOSIUM

30 MAY - 3 JUNE 2027

LLEIDA, SPAIN

SPONSORSHIP BROCHURE

IRTA Institute of Agrifood Research and Technology

Generalitat de Catalunya
Government of Catalonia

ISHS International Society for Horticultural Science

Introduction and Welcome

The **XV International Pear Symposium** offers companies and organisations a valuable opportunity to connect with an international community of researchers, growers, technical experts and industry professionals. The Symposium will take place in **Lleida, Catalonia (Spain), from 30 May to 3 June 2027.**

Located in the heart of the Ebro Valley, Lleida is one of Spain's leading fruit-growing regions, with a long-standing tradition of pear production and other fruit crops. This setting provides the ideal backdrop for an international meeting dedicated to the future of pear research and production.

The Symposium will be held under the auspices of the **International Society for Horticultural Sciences (ISHS)** and coordinated by **IRTA (Institute of Agrifood Research and Technology)**. It will bring together researchers, growers, technical experts, companies, government organisations and other professionals from around the world to exchange knowledge, share experiences and foster collaboration within the pear industry.

The scientific programme will address the main challenges and advances in pear research and production, with sessions dedicated to:

- Pear biology, genetics and biotechnology
- Rootstock and cultivar breeding and evaluation
- Orchard design and training and pruning systems
- Plant nutrition and soil and water management
- Fruit set control and plant growth regulators
- Plant protection and the biology of pests and diseases
- Fruit quality and management
- Postharvest physiology and technology

In addition to the scientific programme, the Symposium will feature **oral and poster presentations, workshops, technical visits, a gala dinner and other social activities,** providing valuable opportunities for professional exchange, networking and collaboration.

Becoming a Symposium sponsor offers companies the opportunity to:

- **Showcase their products, technologies** and services to a specialised international audience.
- **Establish valuable connections** with researchers, growers, technical experts and industry professionals.
- **Increase brand visibility and recognition** within the international pear and fruit production sectors.
- **Associate their company with scientific progress, innovation and collaboration** in pear research and production.

We invite you to join us in Lleida and become part of this international gathering, contributing to the exchange of knowledge and the development of new solutions for the future of the pear industry.

We look forward to welcoming you to **Lleida from 30 May to 3 June 2027**.

Kind regards,

The Symposium Organising Committee

General Information

Dates
30 May - 3 June 2027

Venue
La Llotja Conference Centre - Lleida

Expected number of participants
150

Symposium website
www.pearsymposium2027.com

Contact
pearsymposium2027@irta.cat



Symposium Venue

La Llotja de Lleida will host the XV International Pear Symposium, welcoming an international community of researchers, growers, technical experts and industry professionals to the city.

Located on the banks of the River Segre, La Llotja is one of Lleida's leading venues for conferences and cultural events. Its contemporary architecture and versatile facilities provide an ideal combination of functionality and comfort for an international scientific meeting.

The venue offers a range of spaces suited to the different activities of the Symposium, including scientific sessions, poster presentations, exhibitions, networking activities and social gatherings. Furthermore, its modern technical facilities provide all the necessary resources to host a high-quality international conference.

Beyond its facilities, La Llotja's location in the heart of Lleida offers participants the opportunity to discover a city surrounded by one of Catalonia's most important agricultural areas. This setting makes La Llotja a particularly suitable venue for a symposium focused on research, innovation and the future of pear production.

La Llotja de Lleida combines a modern conference environment with the agricultural identity of the region, providing an inspiring setting for the XV International Pear Symposium.

Scientific Topics

1. Pear biology, genetics and biotechnology
2. Rootstock and cultivar breeding and evaluation
3. Orchard design and training and pruning systems
4. Plant nutrition and soil and water management
5. Fruit set control and plant growth regulators
6. Plant protection and the biology of pests and diseases
7. Fruit quality and management
8. Postharvest physiology and technology

Programme

Sunday 30 May	Monday 31 May	Tuesday 1 June	Wednesday 2 June	Thursday 3 June
Welcome Reception	Opening Plenary Session	Field Day	Opening Plenary Session	Plenary Session
Registration	Coffee Break		Coffee Break	Coffee Break
	Parallel Sessions and Posters		Parallel Sessions and Posters	Young Mind Awards
	Lunch		Lunch	Closing Ceremony
	Parallel Sessions and Posters *(including coffee break)*		Parallel Sessions and Posters *(including coffee break)*	
	Social-Cultural Event		ISHS Business meeting	
			Gala Dinner	

Committees

Coordinator

Luis Asín, IRTA, Spain

Local Organising Committee

Luis Asín, IRTA, Spain

Estanis Torres, IRTA, Spain

Carla Roman, IRTA, Spain

Georgina Alins, IRTA, Spain

Jaume Lordan, IRTA, Spain

Miquel Peris, IRTA, Spain

Veronica Tijero, IRTA, Spain

Rosario Torres, IRTA, Spain

Lidia Lozano, IRTA, Spain

Victor Blanco, IRTA, Spain

M. José Aranzana, IRTA - CRAG, Spain

Maria Dolors Bosch, IRTA, Spain

Luis Gonzalez, IRTA, Spain

Committees

Scientific Committee

Stefano Musacchi
Washington State University (WSU), USA

Todd Einhorn
Michigan State University (MSU), USA

Kate Evans
Washington State University (WSU), USA

Sara Serra
Pennsylvania State University (Penn State), USA

Cristina Oliveira
University of Lisbon - Instituto Superior de Agronomia (ISA), Portugal

Serge Remy
PC Fruit - Research & Development Centre for Fruit Growing, Belgium

Danilo Christen
Agroscope, Switzerland

Marcel Wenneker
Wageningen University & Research (WUR), The Netherlands

Claudia Sánchez
INIAV - National Institute for Agrarian and Veterinary Research, Portugal

Luca Corelli
University of Bologna, Italy

Giuseppina Caracciolo
CREA - Research Centre for Olive, Fruit and Citrus Crops, Italy

Bruno Carra
INIA - National Institute for Agricultural Research, Uruguay

M. Dolores Raffo
INTA - National Institute of Agricultural Technology, Argentina

Mayte Espiau
CITA - Agrifood Research and Technology Centre of Aragon, Spain

Carlos Miranda
Public University of Navarre (UPNA), Spain

Karen Theron
Stellenbosch University, South Africa

Wiehann Sthein
Hortgro Science, South Africa

Ben van Hooijdonk
Bioeconomy Science Institute (BSI), New Zealand

Ian Goodwin
Agriculture Victoria Research - Tatura SmartFarm, Australia

Akihiro ITAI
Kyoto Prefectural University, Japan

Maria José Aranzana
IRTA - Centre for Research in Agricultural Genomics (CRAG), Spain

Kelsey Galimba
Oregon State University, USA

Francesco Spinelli
University of Bologna, Italy

Elke Crouch
Stellenbosch University, South Africa



Sponsorship Packages

Benefits	GOLD	SILVER	BRONZE
Complimentary registrations	3	2	1
Complimentary gala dinner tickets	2	1	–
Exhibition space	Stand / table in a prominent location in the coffee break area	Meeting point in the coffee break area	–
Logo visibility	Prominent visibility across all event materials (photocall, website, banners, slides and programme)	Photocall, website and programme	Photocall, website and programme
Advertisement in the programme and Book of Abstracts	Full page	Half page	Logo only
Website presence	Prominent logo with hyperlink on the homepage and sponsors' landing page	Logo with hyperlink on the sponsors' landing page	Logo with hyperlink on the sponsors' landing page
Company profile on the sponsors' landing page	500 words	300 words	100 words
On-site branding	Logo on the registration desk and conference bags	Logo on the registration desk	Logo on the registration desk
Promotional materials	Leaflet or gift included in the welcome bag, plus sponsor recognition on the badge	Leaflet or gift included in the welcome bag	–
Sponsor logo on all event emails	✓	✓	✓
Fee	**€5.000**	**€3.500**	**€1.500**

** The sponsorship packages are not limited to a specific number of companies.*

Exclusive Sponsorship Opportunities

Gala Dinner Sponsorship

€3.000

Benefits:

- Exclusive sponsorship of the Gala Dinner.
- Prominent company logo placement on the Gala Dinner menu, tables and signage.
- 3 complimentary Gala Dinner tickets.
- Prominent company logo with hyperlink on the homepage and sponsors' landing page.
- Company profile of up to 250 words on the sponsors' landing page.
- Sponsor acknowledgement during the Gala Dinner.

Lunch Sponsorship

€1.000 per lunch (2 available)

Benefits:

- Prominent company logo placement on lunch menus, tables and signage.
- Company logo with hyperlink on the sponsors' landing page.
- Company profile of up to 150 words on the sponsors' landing page.

Exclusive Sponsorship Opportunities

Field Day Sponsorship

2.000€

Benefits:

- Sponsor logo printed on the dedicated Field Day bag distributed to all participants.
- A maximum of 5 sponsor logos will be included on the bag, allocated on a first-come, first-served basis according to sponsorship confirmation date. Once the maximum number of logos has been reached, additional sponsors may provide promotional materials to be included inside the Field Day bag.
- Possibility of setting up a roll-up banner or information point at one of the stops along the route or in the lunch area, subject to logistical feasibility.
- Company logo featured on the official website and in the programme.
- Company profile of up to 100 words on the sponsors' landing page.

All promotional materials must be approved by the Organising Committee and supplied in a practical, easy-to-handle format (e.g. leaflet, catalogue, pen, etc.).

Scientific Awards Sponsorship

800€ (2 available)

Support the recognition of scientific excellence by sponsoring one of the Symposium's Scientific Awards.

Two sponsorship opportunities are available:

- Best Poster Award
- Best Oral Presentation Award

Benefits:

- Sponsor logo featured on the official website and in the programme.
- Sponsor logo included on the corresponding award certificate.
- Company logo with hyperlink on the sponsors' landing page.
- Sponsor acknowledgement during the awards ceremony.



Additional Information for Sponsors

Application Procedure

Sponsorship and/or exhibition applications must be submitted by email to pearsymposium2027@irta.cat.

Upon request, IRTA will provide the Sponsorship Application Form together with the applicable General Terms and Conditions. Both documents must be signed and returned by email.

Once the completed and signed documentation has been received, the requested sponsorship and/or exhibition items will be reserved. Submission of the signed application form constitutes a binding commitment on the part of the sponsor to purchase the selected items.

Payment

Once the completed application has been received, an invoice for the full sponsorship amount (100%) will be issued. Payment must be made upon receipt of the invoice.

Cancellation Policy

Sponsorship payments are non-refundable. In the event of cancellation, the sponsor must notify IRTA by email at pearsymposium2027@irta.cat.

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