Demo-day of (advanced) imaging equipment and analysis for application to seeds *

Wednesday 10 June 2020

12:30-13:30
Registration of participants (other than workshop participants)
Informal Lunch (outside)
Group formation for demonstrations

13:30-13:45
Welcome to the afternoon – Presentation of ISTA
*Rita Zecchinelli*, ISTA ECOM (IT)

13:45-14:00
Seed industry meets technology: needs and requirements
*Assosementi representative*, Assosementi (IT)

14:00-15:00
2 rounds of 5-6 Practical demonstrations (30 min each)

15:00-15:30
Coffee break

15:30-17:00
3 rounds of 5-6 Practical demonstrations (30 min each)

17:00-17:30
Feedback and conclusions (if more time needed, we will include on more round of demonstrations)

*Attached and included in the ISTA ATC Workshop on Seed Image Analysis.
Location: CREA DC, Via di Corticella 133, 40128 Bologna, Italy*
Participants aimed for (65) are:

- Participants in the ISTA ATC workshop (30)
  - Organizers and lecturers of the ISTA ATC workshop (10)
  - Interested researchers/seed technologists/policy makers from Seed Industry, Seed testing stations, Institutes in the region (Bologna and beyond) (20)
  - Interested researchers/seed technologists/policy makers from Seed Industry, Seed testing stations, Institutes from further away (5)
- Participants will be divided into groups and visit each demonstration by the companies in a schedule ensuring everybody visit all demonstrations. Demonstration time is about 25 minutes.
- Demonstrating companies will be offered a sponsoring package.
- Non ISTA ATC workshop participants need to register for the Demo-day.

Registration fee: **50,- €** (including lunch and coffee break).
Sponsorship packages for the Demo-day

“Imaging equipment and analysis for application to seeds”

Gold Package

- Demonstration of equipment at the ISTA ATC workshop 2020 in Bologna
- Distribution of marketing materials to participants in the workshop
- Free advertisement in Seed Testing International (STI) (1/4 page). STI is widely distributed and read by all ISTA members, printed in a quantity of 2500 copies and published on the ISTA website (www.seedtest.org/STI)

Cost: 950,- €

Silver Package

- Demonstration of equipment at the ISTA ATC workshop 2020 in Bologna
- Distribution of marketing materials to participants in the workshop

Cost: 750,- €

Bronze Package

- Distribution of marketing materials to participants at the ISTA ATC workshop 2020 in Bologna

Cost: 150,- €