



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

**Wednesday 10 June 2020**

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|--------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>12:30-13:30</b> | Registration of participants (other than workshop participants)<br>Informal Lunch (outside)<br>Group formation for demonstrations |
| <b>13:30-13:45</b> | Welcome to the afternoon – Presentation of ISTA<br><i>Rita Zecchinelli</i> , ISTA ECOM (IT)                                       |
| <b>13:45-14:00</b> | Seed industry meets technology: needs and requirements<br><i>Assosementi representative</i> , Assosementi (IT)                    |
| <b>14:00-15:00</b> | 2 rounds of 5-6 Practical demonstrations (30 min each)                                                                            |
| <b>15:00-15:30</b> | Coffee break                                                                                                                      |
| <b>15:30-17:00</b> | 3 rounds of 5-6 Practical demonstrations (30 mine each)                                                                           |
| <b>17:00-17:30</b> | 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](http://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,- €**