

The [British Society of Soil Science](#) (BSSS) was founded in 1947 and is an established international membership organisation and charity committed to the study of soil in its widest aspects. The Society brings together those working within academia, practitioners implementing soil science in industry and all those working with, or with an interest in soils.

Research on soils and enhanced understanding and engagement with soils is essential for agricultural, landscaping, construction, remediation, conservation and archaeological projects, as well as policy direction on critical topics such as climate change.

We promote research and education, both academically and in practice, and build collaborative partnerships to help safeguard our soil for the future. This includes hosting our Annual Conference in Cardiff, where those with an interest in soil science can meet to discuss the critical issues relating to soil.

## Annual Conference 2024

The British Society of Soil Science Annual Conference 2024 will take place from **Wednesday 4 to Friday 6 December** in Cardiff, with a theme of *Sustainable Soils for People and Planet*. The packed multi-disciplinary event spanning the built, natural environment and agricultural sectors, set at the Glamorgan Cricket Club in Cardiff, will provide delegates with a fantastic opportunity to see the latest research and developments within soil science.

Following inquiries and studies into soil health in the UK and across the world, many authorities, including the UK EFRA Committee, is calling for soil health to be put on the same footing as water and air. The BSSS Annual Conference will coincide with World Soil Day (5 December) which highlights the importance of healthy soil and advocates for the sustainable management of soil resources. We understand how vital soil is to sustaining life on Earth, producing our food and sustaining rich ecosystems. With schemes such as the Sustainable Farming Incentive, there is an ever increasing development of policy and commitment to put this into practice to help with the long-term productivity and resilience of the soil, particularly to benefit food production. The BSSS Conference will also endeavour to explore further benefits, such as mitigating flooding, adapting to climate change and increasing biodiversity.

Representatives from all UK nations and Ireland will take part in our keynote policy session on **Wednesday 4 December** will provide an overview of the key activities being undertaken in each of the nations to monitor and manage soils at a governmental level.

Wednesday evening will also see delegates gather together for our gala dinner at Cardiff Castle, where our 100 delegates will have the opportunity to participate in the Welsh experience evening entertainment schedule, enjoy a four course dinner with colleagues, and be entertained by cultural delights.

On the evening of **Thursday 5 December**, we will be holding a match your employer event, enabling you to connect with Early Career practitioners, who are actively looking to develop their careers with prospective employers.

The morning of **Friday 6 December** will provide an opportunity for delegates to visit a field site just outside of Cardiff, as part of a scientific tour led by representatives from Natural Resources Wales and the Soils Team at the Welsh Government. This will showcase a specific project in Wales, highlighted the soil management and restoration practices that will be explored in the conference. There will also be a cultural tour of Cardiff city centre.

The exciting and diverse programme will also feature keynote speakers and oral presenters on Wednesday and Thursday, and we invite abstract submissions for oral and poster presentations on: Soil Health and Soil Biodiversity; Soils for Net Zero; Nutrient and Water Management; Technology and Innovation; and Soil, Social Sciences and Culture

We will also be livestreaming the main stage throughout this event to an international audience virtually. This will be the first of it's kind for the Society and will enable practitioners and members access the conference and engage with its sponsors and partners.

This a pivotal time to hear from experts, practitioners and policy makers about the latest developments in soil monitoring and management and engage with fellow soil scientists and policymakers across related disciplines.

## Key Information



Event Dates  
4 - 6 December 2024

Full details of the conferences can be found on the event pages:  
[Annual Conference](#)



Who's Attending?  
100 - 120 attendees per event

Research scientists, soil practitioners, policy makers, regulators, NGOs and anyone with an interest in the sustainable management and monitoring of soils



Venue  
Glamorgan County Cricket Club

Sophia Gardens, Cardiff, CF11 9XR

t: +44 (0)2920 409 380  
w: [www.glamorgancricket.com](http://www.glamorgancricket.com)



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## Why sponsor our events?

- **Reaching your market**  
*Our conferences will allow your company to meet potential business partners, generate new ideas, gather new knowledge, foster collaborations and meet a very defined professional community.*
- **Targeted audience**  
*Promote your specialist products and services by targeting your ideal market of soil science professionals.*
- **Adding credibility**  
*Add credibility to your brand by being associated with the eminent organisation of professional soil scientists in the UK.*
- **Connecting with the community**  
*Sponsorship at our conferences will be a key step for your company in fostering relationships with our community.*
- **Supporting your industry**  
*Support BSSS and encourage other contacts and members to engage with soil, to raise your profile, along with that of the Society.*
- **Advertising to your future employees!**  
*Our conferences will allow your company, product and brand to be uniquely and actively showcased, with access to the upcoming generation of soil scientists.*

## Sponsorship Packages

### Annual Conference Sponsor: £3,000

As a main sponsor, you will enjoy the highest level of visibility pre, during and post event.

Included in the package would be:

- Acknowledgement as a sponsor in all communications and marketing material to our 900 members
- Two complimentary tickets to the conference and gala dinner, including the scientific or cultural tour on Friday morning
- Featured advert on showreel between breaks
- Acknowledgement as a sponsor on the conference slides, programme and online event page
- Dedicated Blog hosted on our soils.org.uk website
- Specific thank you from the conference Chair
- Exhibitor table at the conference
- Logo on all delegate name badges
- Email delegate correspondence post event follow up via BSSS (subject to GDPR regulations and BSSS approval of content)
- Match your employer exhibitor table and engagement as a featured employer
- Discount on any additional delegate tickets.

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**Workshop or site visit bolt-on option: £500**

If you would be interested in providing a dedicated workshop or site visit during the Annual Conference, the Working Group would be keen to discuss ideas with you and arrange a sponsored workshop delivered by your specialist team.

**Annual Conference Exhibitor: £1,500**

Included in the package would be:

- Acknowledgement as an exhibitor in communications and marketing material to our 900 members
- One complimentary ticket to the conference
- Acknowledgement as an exhibitor on the programme and online event page
- Exhibitor table at the conference
- Discount on any additional delegate tickets.

**Live Stream Sponsor: £3,000**

As a main sponsor of the livestream, you will enjoy the highest level of visibility pre, during and post event.

Included in the package would be:

- Acknowledgement as a sponsor in all communications and marketing material to our 900 members
- Featured logo on live broadcast
- Featured advert during live stream breaks
- Exposure to international virtual audience
- Two complimentary tickets to the conference and gala dinner, including the scientific or cultural tour on Friday morning
- Acknowledgement as a sponsor on the conference slides, programme and online event page
- Dedicated Blog hosted on our soils.org.uk website
- Specific thank you from the conference Chair
- Exhibitor table at the conference
- Logo on all delegate name badges
- Email delegate correspondence post event follow up via BSSS (subject to GDPR regulations and BSSS approval of content)
- Match your employer exhibitor table and engagement as a featured employer
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**Workshop bolt-on option: £500**

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#### **Gala Dinner Sponsor: £1,500**

The Gala Dinner, held on the evening of **Tuesday 5 December** at Cardiff Castle will provide an excellent opportunity to meet new contacts while setting the foundations for future business partnerships.

Included in the package would be:

- Acknowledgement as the Gala Dinner sponsor in all communications and marketing material to our 900 members
- Acknowledgement as the Gala Dinner sponsor on the programme and online event page
- Four complimentary tickets to the Gala Dinner
- Specific thank you as the Gala Dinner sponsor from the conference Chair
- Sponsor signage (pop-up banner or similar) displayed at entry to dinner venue (supplied by the sponsor).

#### **Drinks Reception Sponsor: £750**

The Gala Dinner, held on the evening of **Tuesday 5 December** at Cardiff Castle will start with a drinks reception for delegates. If you are considering sponsoring the Gala Dinner, why not have full exclusivity and sponsor the drinks reception too?

Included in the package would be:

- Acknowledgement as the Drinks Reception sponsor in all communications and marketing material to our 900 members
- Acknowledgement as the Drinks Reception sponsor on the programme and online event page
- Two complimentary tickets to the Gala Dinner
- Sponsor signage (pop-up banner or similar) displayed next to the drinks reception (supplied by the sponsor).

#### **Delegate Lanyard Sponsor: £750**

Each delegate will receive a lanyard to hold their name badge when they arrive at registration. Your logo will be printed alongside the Society's branding on the lanyard and delegates will be required to wear

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their badge at all times ensuring a high profile for your organisation. Your company logo will also be included on the online event page.

### Reusable Water Bottle Sponsor: *from £1,000*

Each delegate will receive a branded reusable water bottle upon registration check-in. Your logo will be printed alongside the Society's branding on the water bottle. Most delegates use and refill this throughout the conferences and beyond the events, ensuring a high profile for your organisation. Your company logo will also be included on the online event page.

The final cost would be agreed with you based on the type of bottle you choose. Please note that any bottle chosen will need to be plastic-free and meet our [Environmental Policy](#).

## Terms & Conditions

### Payment Terms

- All prices are quoted exclusive of VAT, unless otherwise stated
- The total balance of 100% will be due for payment upon receipt of the invoice to guarantee the reservation
- Registration fees must be paid separately in all cases.

### Cancellation Policy

In the event of cancellation by BSSS, all sponsorship fees will be reimbursed.

In the event of cancellation by a sponsor, the following charges will apply:

More than 12 weeks before conference start date	90% refund of sponsorship fee
8 - 12 weeks before course start date	50% refund of sponsorship fee
4 - 8 weeks before course start date	25% refund of sponsorship fee
Less than 4 weeks before conference start date or failure to attend	No refund given

All requests for cancellations must be received in writing and will become effective on the date that it is received by the Society.

### Staffing of Exhibitor Tables

Exhibitors will be required to ensure that their stands are staffed during the opening hours of the conferences and must not dismantle their stands before the published closing time.

### Product Disclaimer

The Society do not, in any manner, endorse any of the products or services related to the exhibitions which have been accepted for display during the conferences.

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## Security and Insurance

The organisers will not be held responsible for any loss or damage to exhibitor's goods and exhibitors are reminded that they should undertake the arrangement a public liability insurance policy providing cover for any/all loss/damage caused to third parties for which it is liable (including all regular and temporary staff). The policy shall include a 'rental risks' clause to cover loss, theft, damage to all/any equipment that it is the custodian. Upon request, the Society will be provided with copies of such policies.

## Contact Details

**To book your sponsorship package or discuss further opportunities, please contact:**

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