



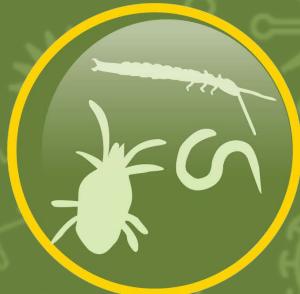
THE 4TH GLOBAL SOIL BIODIVERSITY CONFERENCE

Victoria, Canada
12-15 April 2026

The 4th Global Soil Biodiversity Conference | Victoria, BC, Canada
April 12th - 15th, 2026



SPONSORSHIP AND EXHIBITOR PROSPECTUS



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IN LOVING MEMORY OF DR. DIANA WALL



We are deeply saddened by the passing of Dr. Diana Wall, founder and Scientific Chair of the Global Soil Biodiversity Initiative (GSBI). A staunch champion for soil biodiversity science, Diana founded GSBI as a grassroots organization in 2011 together with Wim van der Putten, Richard Bardgett, Johan Six, and Luca Montanarella to connect scientists and inform policy, education, and the public on soil biodiversity. As the leader of GSBI, Diana prioritized the inclusion of scientists from underrepresented groups, the global South, and early career researchers, and advocated for their access to resources. There are very few scientists who have reached out with the intensity and breadth across their field as she did. Diana Wall placed soil biodiversity on the map.

Diana was tireless in her efforts to build up the GSBI and bring soil biodiversity onto the international policy stage. By 2012 she had secured funding from Colorado State University (CSU), hired an Executive Director, organized an international workshop, was invited to speak at the RIO+20 Convention, and initiated work on the Global Soil Biodiversity Atlas (published in 2016). Over the last decade, Diana encouraged the production of the first Global Soil Biodiversity Assessment (2020), secured GSBI participation in the UN's Convention on Biological Diversity-COP14 and international monitoring efforts such as the Soil Biodiversity Observation Network (SoilBON) and the UN Food and Agriculture Organization's (FAO) Global Soil Biodiversity Observatory (GLOSOB). She spearheaded the creation of the international Global Soil Biodiversity Conferences (Dijon, Nanjing, and Dublin), and during Covid produced 'GSBI Speaks' a series of online webinars to keep the global soil biodiversity community connected.

The 4th Global Soil Biodiversity Conference in 2026 in Victoria, Canada will celebrate both Diana's achievements and her spirit of community and collaboration. We hope you can join us.



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WELCOME FROM THE HOSTS

The Local Organizing Committee on behalf of the Global Soil Biodiversity Initiative (GSBI), and supported by the Biological Survey of Canada, takes pleasure in inviting you to participate in the **4th Global Soil Biodiversity Conference** held in Victoria, British Columbia, Canada from April 12th to April 15th, 2026.

The Global Soil Biodiversity Initiative (GSBI) was established to promote expert knowledge on soil biodiversity and to link this into environmental policy and sustainable land management with the aim of protecting and enhancing ecosystems services. The Global Soil Biodiversity Conferences organized under the auspices of the GSBI are now considered to be the premier global Conferences dealing with soil biodiversity. The 4th edition of the Global Soil Biodiversity Conference (GSB 2026) will bring together researchers, policy analysts, students, and practicing farmers to discuss soil biodiversity with the goals of informing the public, promoting this information into environmental policy, and overall creating a platform for the current and future sustainability of soils.

The Local Organizing Committee is preparing an exciting scientific program and is offering to partners, sponsors and exhibitors to enjoy the exceptional setting of the Victoria Conference Centre (**Victoria Conference Centre | Tourism Victoria**). Join us in making this extraordinary Conference a milestone event in soil biodiversity research!

We look forward to seeing you in Victoria, Canada for this exciting scientific and social event!
Sincerely,



Dr. Zoë Lindo
University of Western Ontario
GSB 2026 Conference Co-Chair



Dr. Carlos Barreto
Algoma University
GSB 2026 Conference Co-Chair



Dr. Leena Vilonen
Global Soil Biodiversity Initiative
Executive Director



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WHY SPONSOR/EXHIBIT?

We appreciate that the 4th Global Soil Biodiversity Conference would not be possible without the involvement and support of our important industry partners.

- **Become a valued Sponsor or Exhibitor at GSB 2026 and participate in the premier international event for the global soil biodiversity community**
- **Gain significant brand exposure to over 700 key customers**
- **Receive maximum exposure through the combined exhibition, refreshment and poster area**
- **Increase awareness and exposure of your organization via a variety of marketing media**
- **Develop business connections and strengthen relationships through face-to-face engagement**
- **Exhibit and generate new leads, develop your brand or launch a new product through the exhibition**
- **Maximize your time and resources by showcasing your organization to a relevant and influential audience in an environment away from the competition of everyday distractions**
- **Ensure your organization stays abreast of current developments and research in the field and use this information to stay ahead of the market**
- **See how your contribution directly influences the industry by participating in this important and exciting event**



LOCATION

Victoria, Canada, is a true one-of-a-kind land on the Pacific coast. Surrounded by water and full of adventure, Victoria finds itself nestled between the tranquil waters of the Salish Sea and the mighty rainforests of Vancouver Island. Discover boutique hotels, outdoor activities, world-class attractions, and fresh farm-to-table dining that's measured on a scale of metres, not miles. Annually, approximately 4 million people visit Victoria to experience some of the best that Canada has to offer. We would like to take this opportunity to invite you to come to Canada, to come to British Columbia, and especially to come to Victoria and see for yourself why people from all around the world choose to visit and, in some cases, stay.



VENUE

GSB 2026 will be hosted at the Victoria Conference Centre (VCC). A stunning homage to the cultures and traditions that make Victoria a great place to connect, VCC is the city's largest Conference facility with 77,000 square feet of meeting space, 21 multi-purpose meeting rooms, a large exhibit hall and 400-seat lecture theatre.

VCC is an ideal place to host eco-friendly meetings with a great effort to reduce their environmental impact, from energy efficiency to water conservation and waste management. The VCC is Carbon Neutral and Biosphere Certified. Located in the downtown core of Victoria and within walking distance from shops, restaurants, hotels, and attractions, VCC provides the perfect location for what will be a truly amazing Conference.



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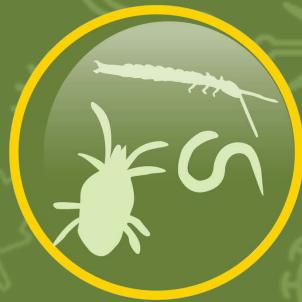
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ABOUT THE GSBI

The GSBI was formed in 2011 by founders Drs. Richard Bardgett, Luca Montanarella, Johan Six, Wim van der Putten and Diana Wall, with the goal of uniting scientists across disciplines (soil ecology, soil science, biogeochemistry, agroecology, policy) to convey soil biodiversity research to policy and land managers for global sustainability of ecosystem services. The GSBI looks to link science and policy through the application of rapidly expanding knowledge of soil biodiversity. As the first step, the GSBI hosted an open meeting in London, in March 2012, following the Planet Under Pressure Conference. Attendees, from 13 countries (across 5 continents), agreed on the urgency to disseminate current knowledge of soil biodiversity to both policy and land management sectors. From this meeting the GSBI White Paper was produced, describing a global goal for managing soil biodiversity for ecosystem services, and the scientific challenges, including harmonization of methods, required to bring soil biodiversity into policy.

The GSBI has since attended Rio+20 Earth Summit 2012, hosted numerous events, workshops, and webinars, supported the launch of a Soil Biodiversity Observation Network (SoilBON), and contributed to several global policy reports related to soil biodiversity working closely with partners such as the United Nations Food and Agriculture Organization (UN-FAO), the Convention on Biological Diversity (CBD), the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), and the European Commission.

A grassroots scientific collaboration now with nearly 4,000 members from 134 countries, the GSBI was designed to create a global collaboration of scientists, all with the goals of informing the public, promoting this information into environmental policy, and overall creating a platform for the current and future sustainability of soils. The GSBI has hosted three previous Conferences in Dijon, France (2014), Nanjing, China (2017) and Dublin, Ireland (2023) each with 700-1000 delegates attending. The 4th Global Soil Biodiversity Conference in Victoria, Canada, will serve as a pivotal platform for international collaboration and knowledge exchange. As we convene to delve into the intricate ecosystems beneath our feet, the Conference aims to unite researchers, policymakers, and practitioners from diverse backgrounds and geographies. Join us in Victoria as we chart a course towards a more resilient and biodiverse future for our planet.



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SPONSORSHIP OPPORTUNITIES

Prices in Canadian Dollars <i>5% GST will be applied to registration/booth value</i>	Platinum 2 Available	Gold 4 Available	Silver Unlimited	Bronze Unlimited
	\$15,000	\$12,000	\$8,000	\$5,000
Logo with link on sponsors page of Conference website and Mobile App	✓	✓	✓	✓
Logo displayed on homepage of the Conference website	✓	✓		
Opportunity to introduce and thank a plenary speaker	✓			
Complimentary full Conference registrations	4	3	2	1
Complimentary exhibit space (10'x10')	✓	✓		
Priority in selecting exhibit location and sponsoring additional items	1 st Priority	2 nd Priority	3 rd Priority	4 th Priority
Verbal recognition of your organization during the opening ceremony	✓	✓	✓	
Company logo and acknowledgement on Sponsor signage	✓	✓	✓	✓
Complimentary tote bag insert (to be provided by sponsor)	✓	✓	✓	✓
60-second video ad to be played during session breaks	✓	✓		
Logo on footers of marketing emails sent by the Conference	✓	✓	✓	

Please note: Marketing obligations will be fulfilled once payment has been received in full.



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Prices in Canadian Dollars

Social Event Opportunities

Welcome Reception Sponsor - \$5,000

Exclusive Opportunity

The Welcome Reception is included in all full delegate Conference registrations. Sponsorship provides you with brand visibility as well as acknowledgment in speeches. As the Welcome Reception Sponsor of GSB 2026 you will benefit from the following entitlements:

- Signage at the entrance to the Welcome Reception (additional branding can be done at Sponsor's expense)
- Acknowledgement from the Conference Chair
- Company logo with link on the sponsor page of the Conference website and mobile app acknowledging this sponsorship





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Educational Opportunities

Lunch Symposium/Workshop Sponsor - \$7,000

Multiple Opportunities

There is an opportunity to organize a “lunch and learn” on each day of the Conference for up to 1 hour for a limited number of conference attendees. GSB will provide the room and basic AV such as lectern, microphone, projector, and screen. Speaker honorariums, food and beverage and any additional AV requirements are paid by the Sponsor. The topic and speaker(s) must be submitted for approval to the GSB Conference Committee. The Sponsor takes on the development of the program and organization of the session. The Sponsor will receive recognition and promotion in the program, on the website, and through signage.

Poster Session Sponsor - \$3,000

2 Opportunities

One of the busiest and most popular areas at the Conference, the poster session is an ideal opportunity to promote your brand. As a Poster Session Sponsor of GSB 2026 you will benefit from the following entitlements:

- Signage will be displayed featuring the Sponsor's logo
- Opportunity for the Sponsor to purchase snacks and drinks from the in-house caterer for attendees of the poster session
- Company logo with link on the sponsor page of the Conference website and mobile app acknowledging this sponsorship

Conference Poster Awards Sponsor - \$2,000

Multiple Opportunities

Support excellence and invest in the future! As one of our GSB 2026 Awards Sponsors, you will receive branding and recognition at the Student Poster Awards, as well as your company logo with link on the sponsor page of the Conference website and mobile app acknowledging this sponsorship.

Conference Talk Awards Sponsor - \$2,000

Multiple Opportunities

Support excellence and invest in the future! As one of our GSB 2026 Awards Sponsors, you will receive branding and recognition at the Student Talk Awards, as well as your company logo with link on the sponsor page of the Conference website and mobile app acknowledging this sponsorship.

Student Travel Awards Sponsor - \$2,000

Multiple Opportunities

Sponsor travel and registration for a selected group of students. Company logo with link on the sponsor page of the Conference website and mobile app acknowledging this sponsorship.



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Catering Opportunities

Water Stations - \$4,000

Exclusive Opportunity

Water stations are placed in convenient locations providing participants with complimentary access to fresh drinking water. As the Water Stations Sponsor of GSB 2026 you will benefit from the following entitlements:

- Sponsor logo displayed at all water stations
- Company logo with link on the sponsor page of the Conference website and mobile app acknowledging this sponsorship

Coffee Break Sponsor - \$2,500

Multiple Opportunities

Align your brand with the daily catering of delicious morning and afternoon breaks served to all participants. As a Coffee Break Sponsor of GSB 2026 you will benefit from the following entitlements:

- Signage for each catering station will be displayed featuring the Sponsor's logo
- Company logo with link on the sponsor page of the Conference website and mobile app acknowledging this sponsorship

Advertising Opportunities

Charging Station Sponsor - \$6,000 CAD

Exclusive Opportunity

Facilitate the opportunity for participants to be able to charge their devices to ensure they can remain in communication throughout the Conference.

- Company logo displayed on the charging station that will be placed in a high-traffic area
- Opportunity to place company literature (ex. flyers, brochures) at the charging station (to be provided by the Sponsor)
- Company logo with link on the sponsor page of the Conference website and mobile app acknowledging this sponsorship



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Mobile App Sponsor - \$5,000

Exclusive Opportunity

Place your brand in every attendee's hand by exclusively sponsoring the Conference mobile app!

- Logo on the splash screen of the mobile app
- Company logo with link on the sponsor page of the Conference website and mobile app acknowledging this sponsorship

Wi-Fi Sponsor - \$5,000

Exclusive Opportunity

Be the exclusive Sponsor of the GSB 2026 Wi-Fi available in the common areas and session rooms of the Victoria Conference Centre.

- Customized Wi-Fi login password
- Company logo with link on the sponsor page of the Conference website and mobile app acknowledging this sponsorship

Supporter Spotlight Ad - \$2,500

Multiple Opportunities

Ad at the bottom of ONE (1) of our pages on the Conference Website. Pages where we can place the Ad are: Speakers, Program, FAQ and Registration. Ad to be designed by the sponsor as per specifications provided and can include:

- Company Name
- 150 Words
- Video - 2 min. max
- URL Link

Email Ad - \$1,500

A one-time ad to be included in one (1) of our marketing emails going to potential attendees. Ad to be designed by the sponsor as per specifications provided and can include:

- 75 Words
- 1 Image
- 2 Hyperlinks



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Further Opportunities

Lanyards - \$6,000

Exclusive Opportunity

Your organization's logo and the GSB 2026 logo prominently displayed around every attendee's neck! Sponsor to provide logo - Conference organizers produce the lanyards.

Delegate Bags - \$6,000

Exclusive Opportunity

Your logo and the GSB 2026 logo on the re-usable bag given to all Conference delegates. These eco-friendly satchels are provided by the organizers and designed to be used after the Conference to further promote branding. Sponsor to provide logo - Conference organizers select and produce the bags.

Pads and Pens - \$3,000

Exclusive Opportunity

Include your logo on pads and pens provided to all Conference delegates. Eco-friendly pads and pens are to be paid for and shipped to the venue by the Sponsor on top of sponsorship price. Final design to be approved by the organizer.

Water Bottles - \$3,000

Exclusive Opportunity

Sponsorship is sought to provide water bottles for every registered delegate to be given out in the Registration area. The bottle is the perfect travel and work companion after the Conference and can be filled at the various water stations throughout the venue. Opportunity to provide water bottles that can be branded with your company logo along with the GSB 2026 logo. Sponsor to pay sponsorship price, production and shipping to the venue. Final design to be approved by the committee. In keeping with the goal of making this Conference as green as possible, the bottles are not to be made of plastic.

Volunteer T-Shirts - \$3,000

Exclusive Opportunity

All front-line volunteer staff at the Conference will wear specially designed and easily recognizable shirts with the GSB 2026 logo and the Sponsor's logo. Sponsor to provide their logo - organizers will produce the T-shirts.

EXHIBITOR OPPORTUNITIES

The GSB 2026 exhibition has been designed to provide a strong value proposition for all exhibitors.

Located in the Victoria Conference Centre, in the same area as the plenary sessions, the Exhibit Hall will be fully integrated into the Conference program with great opportunities for networking.

Exhibition Booth

Prices are in Canadian Dollars and subject to GST 5%

\$3,000

10' x 10' draped booth or equivalent space only for a custom-built stand.

Included in the cost of exhibiting is one (1) exhibition booth which will include the following:

- 8' high draped back wall
- 3' high draped side walls
- 2 chairs
- One 6' x 2' skirted table
- 1 waste basket
- 1 standard power outlet
- Booth ID sign printed with company name

Registration

- Two (2) x complimentary exhibitor registrations per booth. All additional exhibitor badges will cost \$400 plus tax each.

The exhibitor badge provides:

- Full access to the exhibition area and to your company's own sponsored sessions (if applicable)
- Access to the Welcome Reception and Coffee breaks

Company promotion

- Company name and booth number (when allocated) on Exhibitor page of the Conference website
- Company name and acknowledgement in the designated Exhibitor section of the Conference mobile app
- Company logo and acknowledgement on Sponsor/Exhibitor signage in the exhibition area

Note: Any extra services / furniture must be arranged by the exhibitor and will be charged directly by the facility or show decorator.

Logistics

Exhibitor move-in and move-out dates as well as detailed shipping instructions and more will be communicated to all exhibitors in the exhibitor manual closer to the Conference start.



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CONTACT INFORMATION

Please contact the Conference Secretariat if you wish to book a sponsorship package or exhibit space, if you require a customized sponsorship package or have any other queries.

GSB 2026 Secretariat

c/o Global Planning Solutions

Mike Daugulis

#449-1231 Pacific Boulevard

Vancouver, BC V6Z 0E2 Canada

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E: GSB-2026-sponsorship@globalplanning.ca



Dr. Diana Wall in Antarctica