



**Biocontrol
Summit**
by informa...

30 November - 2 December 2026

SAFE Credit Union Convention Center,
Sacramento, California, USA

**From Discovery to
Delivery: Where
Biocontrol Science
Becomes Business**

Co-located with

Biostimulants World Congress

**Sponsorship
& Exhibition
Opportunities**

#biocontrolsummit

www.newaginternational.com

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Biocontrol Summit 2026

The Biocontrol Summit (formerly Biocontrol & Biomes) is the USA's premier event dedicated to bridging the gap between cutting-edge biocontrol science and commercial reality. Renamed and returning to Sacramento in 2026, the summit connects researchers, manufacturers, regulators, investors and growers across the complete biocontrol value chain. Here's what sets it apart and why exhibiting or sponsoring can be key for you and your organisation.

1. Complete Value Chain Integration

Unlike competitor events that focus predominantly on either science or commercialisation, the Biocontrol Summit dedicates 50% of its programme to economic realities, market access and farmer adoption - ensuring attendees gain both cutting-edge scientific insight and actionable commercial strategy.

2. California Market Access with Global Regulatory Intelligence

Positioned in Sacramento, the heart of California's \$50+ billion agricultural industry, the summit offers unparalleled access to the USA's most innovative agricultural market, alongside comparative regulatory intelligence spanning the USA, Brazil and Europe.

3. Dual-Event Exhibition with Biostimulants World Congress

Shared exhibition space with BSWC gives sponsors and attendees access to **300-400+** participants across complementary biological solutions sectors, creating unprecedented crosssector networking opportunities.

4. Real Grower Validation

Dedicated 'Grower Truth' sessions bring California farmers to the stage to share unfiltered feedback on what actually works.

5. First-Mover Advantage

As the foundational edition of Informa's premier biocontrol commercialisation platform in the USA, this is a unique opportunity to establish category leadership from day one.

We very much look forward to welcoming you to Sacramento for the Biocontrol Summit.

NAOMI BROOKER

Portfolio Director



Key Themes for 2026

This year we are set to explore the following:

1. Market Trends & Industry Dynamics

Pricing pressures, M&A activity and growth trajectories reshaping the biocontrol sector, plus investment trends and market opportunities in California and beyond.

2. Biocontrol R&D – Scientific Discoveries & Field Trial Results

Microbial mechanisms, next-generation peptide and RNAi breakthroughs, and field trial results from California's diverse agricultural systems.

3. Biocontrol Formulation

Formulation breakthroughs (nanoemulsions, encapsulation, stabilisation), delivery systems and application technology, and overcoming shelf life and field life challenges.

4. Biocontrol Regulation & Policy in the USA

EPA registration pathways and FIFRA requirements, regulatory strategies for complex products, and how Brazil & LATAM best practice can accelerate innovation.

5. From Research to Commercialisation

Bridging the 'Valley of Death' between research and market reality: scaling production, building efficacy evidence, partnership models, and investment intelligence.

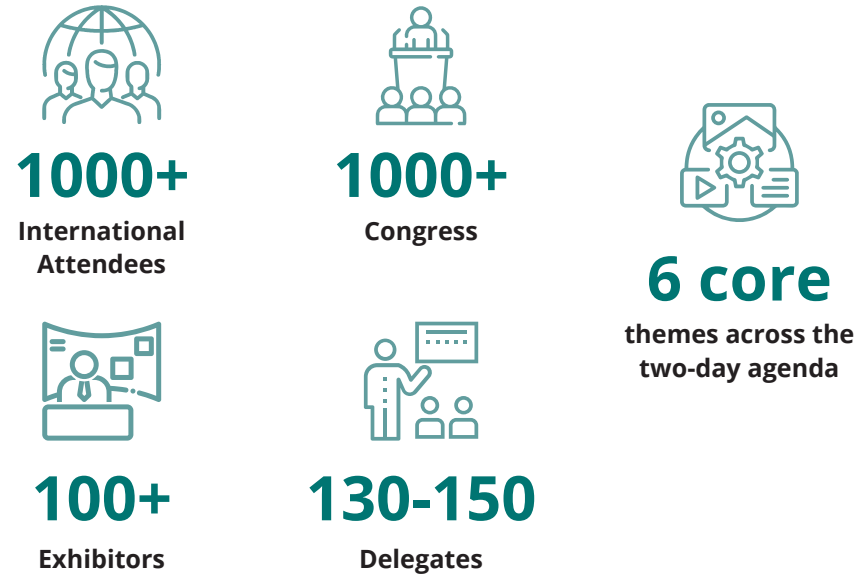
6. Biocontrol Farmer Feedback & Adoption

'Grower Truth' sessions with California farmers, understanding adoption barriers, and a vision for a biocontrol-friendly farming system by 2035.

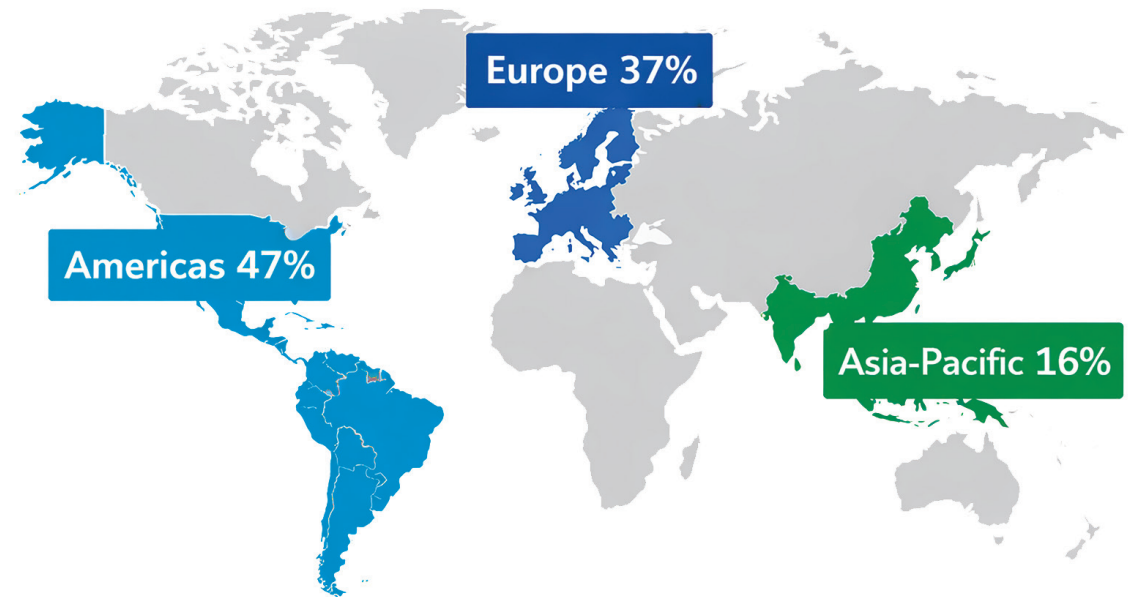


Who Will You Meet?

Co-located with Biostimulants World Congress



Regional Distribution



Who Attends

Sectors which attend

- Biocontrol Producers & Product Development Professionals
- Regulatory Affairs & Compliance Professionals
- Business Development & Investment Professionals
- Agricultural Researchers & Academics
- California Growers & Agronomists
- Service Providers & Technology Innovators



- USA, South Korea, Netherlands, Italy, France, Chile, Peru, Ecuador, Lithuania, Belgium and Mexico
- Regional split: Europe 40%+, Americas 30%+, Asia-Pacific 20%+
- 70%+ senior decision-makers with purchasing authority, including CEOs, COOs/VPs, CTOs, CCOs, Global Heads and Directors

Key functional areas represented:

Regulatory Affairs & Compliance, R&D and Technical Leadership, Commercial & Sales Strategy, Laboratory & Product Development

Special Features at Biocontrol Summit



Pre-Conference Workshop Sponsor

Sponsor the exclusive 'Biologics in Wine' workshop at Great Bear Vineyard - a specialised, 70person session pairing wine tasting with technical content and a separate ticket for an intimate, high-value networking environment.



Branding Opportunities

Choose from conference bags, lanyards/badges, reusable water bottles and phone chargers for memorable, keepable branded items.



Dual-Event Exhibition

Shared exhibition space with Biostimulants World Congress delivers exposure to 300-400+ attendees across both events, maximising ROI without additional booth costs.



Sustainability / Carbon Offset Sponsor

Align your brand with Informa's journey to net zero by sponsoring carbon offset for unavoidable event- and travel-related emissions.



Speaking Opportunities

Shape the future of the industry across all six core themes on the Strategy & Commercial track.



Wellbeing Sponsor

Associate your brand with healthy initiatives including a morning fun run or yoga session, and healthy nutrition refreshment stations.



Structured Networking

Day 1 evening reception (18:30-19:30) and Day 2 networking drinks (17:55-18:55), positioned after high-content sessions for quality engagement.



Mobile App / Digital Agenda Sponsor

No printed agendas – the app places your brand at the centre of the onsite digital experience.

Image Gallery



Branding & Thought Leadership Packages

	Gold	Silver	Bronze
Speaking Opportunities			
Solo or panel slot (Strategy & Commercial track)	✓	At additional cost	At additional cost
Pre-Conference Workshop speaking slot	At additional cost	-	-
Welcome evening reception host	✓	-	-
Lunch sponsor	-	✓	-
Coffee break sponsor	-	-	✓
Sponsor stand	24 m ²	12 m ²	6 m ²
Exhibitor stand only	-	-	6 m ²
Lead retrieval (badge scanning)	✓	✓	✓
Private meeting room	At additional cost	At additional cost	At additional cost
Logo on website (incl. shared BSWC pages)			
Logo on website	✓	✓	✓
Micropage on website	✓	✓	✓
Logo on email footers	✓	✓	✓
Logo on mobile app	✓	✓	✓
Social Media Kit	✓	✓	✓
Social Media on New AG International channels	✓	✓	✓
Content Promotion			
Post-show e-book	✓	-	-
New AG International Yearbook	At additional cost	At additional cost	At additional cost
Special New AG International magazine issue	✓	✓	✓

Branding & Thought Leadership Packages

	Gold	Silver	Bronze
Filming & Video			
Pre event interview	At additional cost	At additional cost	At additional cost
Pre event short promo video	✓	-	-
Onsite interview	✓	At additional cost	At additional cost
Complimentary & discounted passes			
Delegate registrations included	8	4	2
Discount to colleagues/associates	15%	15%	15%
Pre-Conference Workshop passes	15%	15%	15%
Onsite Branding			
Logo on conference stage	✓	-	-
Logo on holding slides	✓	✓	✓
Logo on signage around the exhibition hall	✓	✓	✓
Logo on thank you email	✓	✓	✓



Put Your Company at the Head of the USA's Definitive Biocontrol Event

The Biocontrol Summit connects the entire biocontrol ecosystem - researchers, manufacturers, regulators, investors and growers - in one forum in California's agricultural heartland.

Let's Talk!

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