20 EXHIBITOR AND
23 SPONSOR Prospectus

ASA, CSSA, SSSA INTERNATIONAL
ANNUAL MEETING
Oct. 29-Nov. 1, 2023 ★ St. Louis, MO
acsmeetings.org
The American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America invite you to exhibit and sponsor at the 2023 International Annual Meeting in St. Louis, MO.

Why Sponsor or Exhibit?  **Access and Engagement!**

Past years have averaged over 4,000 attendees! Join us and make valuable one-on-one connections with the top influencers in the fields of agronomy, plant, soil, and environmental sciences. The International Annual Meeting is one of the few gatherings that brings together scientific leaders in a unique buying environment.

**Attendees will include current and future decision-makers, in the fields of...**

AGRONOMISTS  CHEMISTS  CROP SCIENTISTS  GENETICISTS  
FIELD SCIENTISTS  PLANT BREEDERS  R&D LEADERS  
SOIL SCIENTISTS  ECOLOGISTS  PUBLISHERS  TAXONOMISTS

**Don't miss this opportunity to:**
Build brand awareness  |  Collect high-quality sales leads  
Launch new products & services  |  Cultivate customer relationships  
Expand your customer base to the next generation

SAVE THE DATE
Oct. 29-Nov. 1
2023
St. Louis, MO
2023 Exhibitor Schedule*

**Move-in**  Sunday  8:00 am–5:00 pm
**Move-out** Wednesday  4:30 pm–8:00 pm

**Welcome Reception (in Exhibit Hall)**
Sunday  7:00 pm–9:00 pm

**Exhibit Hours**
Monday  9:00 am–6:00 pm
Tuesday  9:00 am–6:00 pm
Wednesday  9:00 am–4:30 pm

*Times subject to change.

### Booth Rates

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Premium</td>
<td>$2,500</td>
</tr>
<tr>
<td>10’ x 10’ Corner</td>
<td>$2,200</td>
</tr>
<tr>
<td>10’ x 10’ Inline</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

**A 10’ x 10’ booth includes:**
- 8’-high draped back wall, 3’-high draped sidewalls
- 6’ skirted table & 2 contour chairs (per exhibiting company)
- Two complimentary booth personnel registrations (per 10’ X 10’ space)
- Booth identification sign
- Exhibitor lounge
- Listing on meeting website
- Listing in conference app

### Events that enhance your visibility:
- Welcome Reception: 85+% of all registrants are in attendance
- Graduate School Forum, Career Center, Society Center, and special events are daily draws to the Exhibit Hall
- Regularly sponsored coffee breaks*
- Poster sessions
- $1000 attendee drawings

### Drive Traffic to Your Booth

**E-Blast**

Estimated Price: $3,500 each

*Opportunities available – 4*

Pre-show email distributed directly to Annual Meeting attendees. This direct connection helps drive traffic to your booth ahead of other exhibitors.

**Extra Signage and Decals**

This unique opportunity offers you a chance to stand out from the crowd of exhibitors. Your brand will be hard for attendees to miss!

<table>
<thead>
<tr>
<th>Option</th>
<th>Estimated Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor Decal</td>
<td>Varies based on size</td>
</tr>
<tr>
<td>Column Wraps</td>
<td>$1,250 per column</td>
</tr>
<tr>
<td>Escalator Runners</td>
<td>$2,500 per Escalator</td>
</tr>
<tr>
<td>Entrance Rotunda Banner</td>
<td>$2,250</td>
</tr>
</tbody>
</table>

**Annual Meeting App Advertising**

Be at the top of each attendee's mind (and their phone or tablet) via premier advertising placement in the Annual Meeting App. Choose from one of the options featured below:

- **Footer** $2,500  *Opportunities Available—4*
  Always present at the bottom of the page and does not scroll out of view

- **Banner Top** $2,000  *Opportunities Available—4*
  Horizontal banner appears above the Annual Meeting banner

- **Tower** $2,000  *Opportunities Available—4*
  Right vertical column

- **Content Banner**  *Price Varies Based on Content*
  Displays beneath page title or above the content

**Extra Signage and Decals**

*Complete specification and location overview available upon request.*

acsmeetings.org/exhibitors-portal
Sample floor plan from 2022

2023 Floor Plan available March 2023
St. Louis, MO | Oct. 29-Nov. 1

acsmeetings.org | acsmeetings.org/exhibitors-portal
Complete your contract online: View floor plan, access the exhibitor kit, & more.

Contact Information: Please list your company name as you would like it to appear on printed promotional materials.

Company Name: ________________________________________________________________
Street Address: ________________________________________________________________
City: _________________________________________________________________________
State, Zip Code: ________________________________________________________________
Country: _____________________________________________________________________
Phone: _______________________________________________________________________
Email: ______________________________________________________________________
Website: _____________________________________________________________________

2023 EXHIBITOR CONTRACT
Oct. 29-Nov. 1 • St. Louis, MO

ADMINISTRATIVE CONTACT
Name: ________________________________________________________________________
Email: ______________________________________________________________________
Phone: _______________________________________________________________________

Priority Points Placement
Complete your exhibitor booth contract prior to March 1, 2023, to be considered as a part of the Priority Points Placement. Priority placement begins with the top priority point earning organization. Points are calculated on the following criteria, which are all assigned a global numeric value:

• The total number and level of exhibit booths purchased
• Consecutive years exhibiting
• Corporate membership
• Advertising and sponsorship dollars spent
• Early payment of advertising and sponsorship (paid in full by March 1, 2023)

In order to earn more points to be ranked higher, please contact Shannon Bellis, sbellis@sciencesocieties.org to discuss opportunities that would help bring you up in the ranking. If your exhibitor booth contract is submitted after March 1, 2023, you will be placed based on a first-come, first-served basis.

Location | Cost | Quantity
--- | --- | ---
Premium | $2,500 | 
Corner | $2,200 | 
All Others | $2,000 | 

PAYMENT TERMS: Contracts submitted prior to June 14, 2023: payment is due in full, or a deposit of at least 50% of total booth fee, with the contract. Contracts submitted on or after June 14, 2023: the balance of payment is due. All checks must be payable to the American Society of Agronomy.

CANCELLATION: Submit booth space cancellations on or before September 30, 2023 for a full refund.

Want to talk about sponsorship/advertising opportunities? ___ Yes ___ No
Would you like to schedule a pre-show planning call? ___ Yes ___ No

PAYMENT INFORMATION
__ Check being sent within two weeks of contract date to American Society of Agronomy
__ Credit Card Payment  Card Number ________________________________   Exp. __________  Amount Authorized $ ________

Card Holder Name ___________________________   Card Holder Signature ___________________________   Card Billing Zip Code ___________________________

CONTRACT AGREEMENT
Application for exhibit is made with the understanding that the applicant company, its directors and employees agree to abide by the rules and regulations outlined in the Exhibit Contract and Information online, as well as additional rules and regulations management deems necessary for the success of the exposition, provided the latter does not materially alter the exhibit contractual rights. This includes the right to refuse ability to exhibit.

Name of Authorized Person (print please) ____________________________________________
Signature of Authorized Person ___________________________________________ Date

QUESTIONS? CONTACT: Shannon Bellis, sbellis@sciencesocieties.org | 5585 Guilford Rd. Madison, WI 53711-5801
**Sponsorship Opportunities**

Sponsorship dollars spent in total (not including booth) receive the corresponding extra benefits highlighted below.

<table>
<thead>
<tr>
<th>Benefits included at each level</th>
<th>Diamond $20,000+</th>
<th>Platinum $15,000+</th>
<th>Gold $10,000+</th>
<th>Silver $7,500+</th>
<th>Bronze $5,000</th>
<th>Patron</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium signage placement of logo (up to 2 locations)</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition at opening plenary sessions and keynote speaker address</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-page 4C ad in society publication of your choice</td>
<td>x x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre- and post-show attendee mailing lists</td>
<td>x x x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company name and logo on ACS Annual Meeting website</td>
<td>x x x x x x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logos on signs throughout meeting</td>
<td>x x x x x x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thank you recognition in mobile app and e-newsletter</td>
<td>x x x x x x x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Included annual meeting registrations</td>
<td>6 4 2 1 0 0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Recent Sponsors and Exhibitors**

**Exhibitor Portal**

For access to all Annual Meeting exhibit information. Visit our Exhibitor Portal and create an account to:

- Complete your contract
- View a checklist to know what you’ve submitted and when items are due
- View floor plans & helpful tools such as the Exhibitor Kit
- Access up-to-date with all the information you’ll need to exhibit!

acsmeetings.org/exhibitors-portal

**Contact Shannon Today for Exhibit and Sponsorship Information**

Shannon Bellis
sbellis@sciencesocieties.org
608-268-8081

acsmeetings.org | acsmeetings.org/exhibitors-portal
Reach our attendees with a custom sponsorship package

**Wi-Fi**  $15,000
Place your company logo in front of meeting attendees who utilize the complimentary Wi-Fi. Sponsorship includes rotating banner ad placements and push notifications through our mobile app as well as extra signage throughout the convention center.

**Attendee Lanyards**  $10,000
Have every attendee wear your company logo around their neck! Your company logo will be printed on the meeting lanyards which are distributed to each attendee.

**Hotel Keycards**  $12,500
Stay at the top of the minds of Annual Meeting attendees by putting your logo on the hotel keycards of top host hotels. Every time they enter their hotel rooms, your logo will be seen.

**Meeting App**  $10,000
Position your organization as the provider of the “go to” resource for all attendees. The meeting app is the only spot for attendees to view the entirety of the Annual Meetings program. Sponsorship includes having your logo viewed upon opening the App and rotating banner ad placements, and extra signage throughout the convention center.

**Society Awards**

**Breakfast & Plenary**  $7,500
*Opportunities available—3*
Each society recognizes award recipients at their awards breakfasts featuring a lectureship speaker. Prominent signage, front-of-room screen recognition, and an opening mention by Society president are all included.

**Coffee Breaks**  $3,000
*Opportunities available—3*
Be remembered for providing the wake-up call to attendees on Monday, Tuesday, or Wednesday morning! Your company name will be on signage in the area and your company representative can greet attendees in the break area conveniently located on the exhibit floor.

**SASES Quiz Bowl**  $5,000
Besides meals, this is the most well attended SASES event for both students and their advisors. Opening recognition and banner signage is just the start. Every single slide projected on the giant Quiz Bowl screen will have your logo.

**SASES Awards Banquet or Breakfast & Keynote Speaker**  $5,000
Put your logo/messaging in front of one of the most elite pools of potential employees/interns in agronomy, soil science, and crop science.

**SASES Tour Buses**  $4,000
Provide transportation for every undergraduate student attendee to participate in valuable educational tours. Use this opportunity to position your organization as a partner in their future careers.

**Undergraduate Student Social**  $3,000
Undergraduates come out in full-force to take part in the SASES networking and social event at the Annual Meeting. Have them remember your company by helping provide the food, beverages, and entertainment during the reception.

**ASA, CSSA, SSSA Technical Sessions**

*Contact for Pricing*
Each Society has technical sessions focused on a variety of scientific and practical disciplines. These sessions attract focused audiences of a few hundred attendees at a time.

**SASES Tour Buses**  $4,000
Provide transportation for every undergraduate student attendee to participate in valuable educational tours. Use this opportunity to position your organization as a partner in their future careers.

**Graduate Student Leadership Conference**  $5,000
*Opportunities available—3*
Elite graduate students selected for the program spend two days developing their leadership, networking, and professional skills. Help shape their future while positioning your organization as a trusted resource and potential future employer.

**Student Competitions**  $2,500 (per contest)
Provide prize money and support for our undergraduate students. Position your logo and message in front of the most elite students in our sciences. You may even find a potential new hire in the group.

**Graduate Student Social**  $3,000
This event is one that the students don’t miss and look forward to every year. Have them remember your company by helping provide the food, beverages, and entertainment during the reception.

acsmeetings.org | acsmeetings.org/exhibitors-portal
About the Societies

American Society of Agronomy
6,000+ Members
13,500 Certified Crop Advisors
ASA is dedicated to sustaining and advancing the field of agronomy. For more than 110 years, ASA has provided a scientific and professional home for agronomists around the world. Focus areas include agronomic production systems, biometry and statistical computing, climatology and modeling, education and extension, environmental quality, global agronomy, land management, and conservation.
agronomy.org

Crop Science Society of America
4,500+ Members
CSSA fosters the mission of plant science for a better world and strives to be the proactive leader in influencing policy and creating cooperative partnerships to advance crop science. Founded in 1955, focus areas include crop breeding and genetics, physiology and metabolism, seed production/technology, turfgrass science, forage & grazinglands, genomics, plant genetic resources, and biomedical/health-beneficial/nutritionally-enhanced plants.
crops.org

Soil Science Society of America
6,000+ Members
650+ Certified Professional Soil Scientists
SSSA seeks to advance soils as fundamental to life. For over eight decades, SSSA has provided members with resources to exchange information and make professional connections. Focus areas include soil physics, chemistry, mineralogy, biology and biochemistry, and pedology; soil fertility and plant nutrition, nutrient management, soil and water management and conservation, environmental quality, wetland soils, urban & anthropogenic soils, and forest/range/wildland soils, consulting soil scientists, and soil education and outreach.
soils.org

Contact:
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Associate Director of Business Relations
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