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
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>
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</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**  
*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>
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<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

**Complete specification and location overview available upon request.**
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: ____________________  _________________________

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

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

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: Alex Priester, apriester@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>SPONSORSHIP LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium signage placement of logo (up to 2 locations)</td>
<td>Diamond $20,000+</td>
</tr>
<tr>
<td>Recognition at opening plenary sessions and keynote speaker address</td>
<td>Platinum $15,000+</td>
</tr>
<tr>
<td>Full-page 4C ad in society publication of your choice</td>
<td>Gold $10,000+</td>
</tr>
<tr>
<td>Pre- and post-show attendee mailing lists</td>
<td>Silver $7,500+</td>
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<tr>
<td>Company name and logo on ACS Annual Meeting website</td>
<td>Bronze $5,000</td>
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<tr>
<td>Logos on signs throughout meeting</td>
<td>Patron</td>
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<tr>
<td>Included annual meeting registrations</td>
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<table>
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<tr>
<th>Spent Amount</th>
<th>Diamond</th>
<th>Platinum</th>
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Contact Alex Priester Today for Exhibit and Sponsorship Information

Alex Priester  
apriester@sciencesocities.org  
608-268-4967

## 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
Reach our attendees with a custom sponsorship package

**FEATURED SPONSORSHIPS**

- **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
  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.

- **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.

- **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.

- **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.

  Competitions include: Speech, Club Poster, Research Symposium (Oral & Poster Available), and Crops Judging.

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.
Contact: Alex Priester
Sales Coordinator
apriester@sciencesocieties.org
608-268-4967

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 agriculture, land management, and conservation.

[agronomy.org](http://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](http://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, forest/range/wildland soils, consulting soil scientists, and soil education and outreach.

[soils.org](http://soils.org)