EXHIBITOR AND SPONSOR Prospectus

ANNUAL MEETING
Nov. 7-10, 2021 ★ Salt Lake City, UT
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 2021 Annual Meeting in Salt Lake City, UT.

Attendees will include:

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

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 unique show floor will be filled with leading scientists in industry, government and academia who are interested in the latest research, product development, and industry advancements.

Don't miss this opportunity to build brand awareness and expand your customer base.
**2021 Exhibitor Schedule***

*Due to unknown safety measures and protocols that will apply for our November 2021 Annual Meeting, the 2021 Exhibitor Schedule and details will be announced closer to that time. The 2019 Exhibitor Schedule was as follows, but we cannot guarantee it will match. Once we are able to confirm details we will make that announcement to all exhibitors.*

**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.*

**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

*Subject to change based on currently unknown safety measures and protocols that will apply for our November 2021 Annual Meeting.

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**Drive Traffic to Your Booth**

**E-Blast**  $3,500 each

*Opportunities available – 5*

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

**Meeting Conference App**  $2,500

Be at the top of each attendee’s mind (and their phone or tablet) via premier logo placement on the conference app. Your ad will appear at the bottom of the screen and will rotate in sequence with other sponsors.

**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! Options Available: banners, floor decals, column wraps, escalator runners.

*Prices vary based on selected option

**NEW***

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**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*

acsmeetings.org/exhibitors-portal
2021 Floor Plan | Salt Lake City, UT | Nov. 7-10

Plan subject to change

For a full map, visit: acsmeetings.org/exhibit-page
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: __________________________________________________________________

2021 EXHIBITOR CONTRACT
Nov. 7-10 • Salt Lake City, UT

ADMINISTRATIVE CONTACT
Name: ____________________________________________________________
Email: ____________________________________________________________
Phone: __________________________________________________________________

PAYMENT TERMS: Contracts submitted prior to June 1, 2021: 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 1, 2021: the balance of payment is due. All checks must be payable to the American Society of Agronomy.

CANCELLATION: Prior to June 1, 2021: an administrative fee of $100 is charged for any booth cancellation received in writing before June 1, 2021. June 1, 2021 or after: no refund will be provided.

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

Priority Points Placement
Complete your exhibitor booth contract prior to March 31, 2021, 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
- Advertising and sponsorship dollars spent
- Corporate membership
- Early payment of advertising and sponsorship (paid in full by March 31, 2021)

In order to earn more points to be ranked higher, please contact Eric Welsh (608) 273-8081 to discuss opportunities that would help bring you up in the ranking. If your exhibitor booth contract is submitted after March 31, 2021, you will be placed based on a first-come, first-served basis.

NOTE: If the Annual Meeting shifts to a hybrid format (combination of in-person and virtual components), booth selection will not occur until late Summer/Early-Fall of 2021.

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Corner</td>
<td>$2,200</td>
<td></td>
</tr>
<tr>
<td>All Others</td>
<td>$2,000</td>
<td></td>
</tr>
</tbody>
</table>

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: Eric Welsh—ewelsh@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>x</td>
</tr>
<tr>
<td>Full-page 4C ad in society publication of your choice</td>
<td>x</td>
</tr>
<tr>
<td>Pre- and post-show attendee mailing lists</td>
<td>x</td>
</tr>
<tr>
<td>Company name and logo on ACS Annual Meeting website</td>
<td>x</td>
</tr>
<tr>
<td>Logos on signs throughout meeting</td>
<td>x</td>
</tr>
<tr>
<td>Thank you recognition in mobile app and e-newsletter</td>
<td>x</td>
</tr>
<tr>
<td>Included annual meeting registrations</td>
<td>6</td>
</tr>
</tbody>
</table>

## Contact Eric Today for Exhibit and Sponsorship Information

- **Eric R. Welsh**
  - Program Manager—Marketing & Business Relations
  - 608-273-8081
  - ewelsh@sciencesocieties.org

## 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
- Up-to-date with all the information you’ll need to exhibit!

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

NOTE: If the Annual Meeting shifts to a hybrid format (combination of in-person and virtual components), hybrid sponsorship package will be made available.

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.

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. In 2021, we will not be printing a physical program book. This means that 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, 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 $5,000
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 [

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 putting your organization in position as a trusted resource and potential future employer.

Graduate Student Social $5,000
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, beverage, and entertainment during the reception.

Undergraduate Student Social $5,000
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, beverage, and entertainment during the reception.

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 $10,000 ea
Put your logo/messaging in front of one of the most elite pools of potential employees/interns in agronomy, soil science, plant breeding, and crop science.

Student Competitions
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, Oral, Research Symposium (Oral & Poster Available), and Crop Judging.

SASES Tour Buses $7,500
Provide transportation for every student attendee to participate in valuable educational tours. Use this opportunity to position your organization as a partner in their future careers.

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 100 years, ASA has provided a scientific and professional home for agronomists around the world. Focus areas include agronomic productions systems, biometry and statistical computing, climatology and modeling, education and extension, environmental quality, global agronomy, 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 seven 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](http://soils.org)

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Program Manager-Marketing and Business Relations
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