EXHIBITOR AND SPONSOR Prospectus

ANNUAL MEETING
Nov 8-11, 2020 * Phoenix, AZ
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 2020 Annual Meeting in Phoenix, AZ.

Join more than 4,000 attendees 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.

Attendees will include:

AGRONOMISTS  CHEMISTS  CROP SCIENTISTS
GENETICISTS  FIELD SCIENTISTS  PLANT BREEDERS
ECOLOGISTS  R&D LEADERS  SOIL SCIENTISTS
TAXONOMISTS  PUBLISHERS  ECOLOGISTS
DECISION-MAKERS
## 2020 Exhibitor Schedule*

**Move-in**  
Sunday, Nov. 8  
8:00 am–5:00 pm

**Move-out**  
Wednesday, Nov. 11  
4:30 pm–8:00 pm

**Welcome Reception (in Exhibit Hall)**  
Sunday, Nov. 8  
7:00 pm–9:00 pm

**Exhibit Hours**
- Monday, Nov. 9  
  9:00 am–6:00 pm
- Tuesday, Nov. 10  
  9:00 am–6:00 pm
- Wednesday, Nov. 11  
  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 (with refreshments)
- Listing in official program book*
- Listing on meeting website*
- Listing in conference app

*If application and payment received prior to August 10, 2020

## 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

$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.

### Electronic Advertising

These new and unique opportunities are strategically placed throughout the meeting, allowing you to showcase your brand.

- **Advertising Monitors**  
  $300 per day/per screen
- **Video Wall**  
  $650 per wall, for run of the show

### 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

### Attendee Conference App

$2,000  
**Opportunities available – 4**

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.

### Program Book Advertising

Reach attendees by advertising where they look for program information multiple times throughout the day.

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$2,000</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$1,800</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$2,800</td>
</tr>
<tr>
<td>Daily TAB (4 available)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Full page</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

acsmeetings.org/exhibitors-portal
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:____________________________________________

ADMINISTRATIVE CONTACT
Name:______________________________________________
Email:______________________________________________
Phone:_____________________________________________

PAYMENT TERMS:
Contracts submitted prior to June 1, 2020: 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, 2020: the balance of payment is due. All checks must be payable to the American Society of Agronomy.

CANCELLATION:
Prior to June 1, 2020: an administrative fee of $100 is charged for any booth cancellation received in writing before June 1, 2020. June 1, 2020 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

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.

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></td>
<td>Diamond $20,000+</td>
</tr>
<tr>
<td>Premium signage placement of logo</td>
<td>x</td>
</tr>
<tr>
<td>(up to 2 locations)</td>
<td>x</td>
</tr>
<tr>
<td>Recognition at opening plenary</td>
<td>x</td>
</tr>
<tr>
<td>sessions and keynote speaker</td>
<td></td>
</tr>
<tr>
<td>address</td>
<td></td>
</tr>
<tr>
<td>Full-page 4C ad in society</td>
<td>x</td>
</tr>
<tr>
<td>publication of your choice</td>
<td>x</td>
</tr>
<tr>
<td>Pre- and post-show attendee</td>
<td>x</td>
</tr>
<tr>
<td>mailing lists</td>
<td></td>
</tr>
<tr>
<td>Company name and logo on ACS</td>
<td>x</td>
</tr>
<tr>
<td>Annual Meeting website</td>
<td></td>
</tr>
<tr>
<td>Logos on signs throughout</td>
<td>x</td>
</tr>
<tr>
<td>meeting</td>
<td></td>
</tr>
<tr>
<td>Thank you recognition in mobile</td>
<td>x</td>
</tr>
<tr>
<td>app, program book, and e-newslet</td>
<td></td>
</tr>
<tr>
<td>Included annual meeting</td>
<td>6</td>
</tr>
<tr>
<td>registrations</td>
<td></td>
</tr>
</tbody>
</table>

### Recent Sponsors and Exhibitors

- **Bayer**
- **The Climate Corporation**
- **Syngenta**
- **NOBLE Research Institute**
- **Mosaic**
- **The Nature Conservancy**
- **FMC**
- **MicaSense**
- **Koch Agronomic Services**
- **Nutrien**
- **Bayer CropScience**
- **Corteva Agriscience**
- **Wilbur-Ellis**
- **Simplot**
- **LI-COR**

### Contact Eric Today for Exhibit and Sponsorship Information

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

### Exhibitors 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 over 4,000 attendees with a custom sponsorship package

**FEATURED SPONSORSHIPS**

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wi-Fi</td>
<td>$15,000</td>
</tr>
<tr>
<td>Attendee Lanyards</td>
<td>$10,000</td>
</tr>
<tr>
<td>Hotel Keycards</td>
<td>$12,500</td>
</tr>
<tr>
<td>ASA, CSSA, SSSA Technical Sessions</td>
<td>Contact for Pricing</td>
</tr>
<tr>
<td>Attendee Drawings</td>
<td>$2,000</td>
</tr>
<tr>
<td>SASES Quiz Bowl</td>
<td>$5,000</td>
</tr>
<tr>
<td>SASES Awards Banquet or Breakfast &amp; Keynote Speaker</td>
<td>$10,000 ea</td>
</tr>
<tr>
<td>Coffee Breaks</td>
<td>$5,000</td>
</tr>
<tr>
<td>Water Stations</td>
<td>$3,500</td>
</tr>
<tr>
<td>Charging Stations</td>
<td>$4,000</td>
</tr>
<tr>
<td>Graduate Student Leadership Conference</td>
<td>$7,500</td>
</tr>
<tr>
<td>Graduate Student Social</td>
<td>$7,500</td>
</tr>
<tr>
<td>Undergraduate Student Social</td>
<td>$7,500</td>
</tr>
<tr>
<td>SASES Tour Buses</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

- **Wi-Fi**
  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, and extra signage throughout the convention center.

- **Attendee Lanyards**
  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**
  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.

- **ASA, CSSA, SSSA Technical Sessions**
  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 Drawings**
  One winner a day, (Mon & Tue) attendees must be present to win—guaranteed traffic! Prominent recognition throughout the meeting. $1,000 Cash Prize to Winner.

- **Connect with Student Members**

  - **Graduate Student Leadership Conference**
    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**
    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**
    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 Tour Buses**
    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.

- **SASES Quiz Bowl**
  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**
  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**
  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.

  - **Student Competitions**
    $2,500 (per contest)
    **Competitions include**: Speech, Club Poster, Oral, Research Symposium (Oral & Poster Available), and Crop Judging.

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

American Society of Agronomy
6,500+ 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, and land management.
agronomy.org

Crop Science Society of America
5,000+ 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 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.
soils.org

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