2020 Virtual Annual Meeting
November 9-13
Translating Visionary Science to Practice

Exhibitor and Sponsor Prospectus
Welcome!

I hope you, your family, and friends are staying well and healthy during the COVID-19 pandemic. The American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America are committed to your health and wellness while supporting the translation of visionary science to practice.

Earlier this year, the ASA, CSSA, and SSSA Boards voted unanimously to open new opportunities by transitioning our 2020 Annual Meeting to a virtual format. This change represents a significant opportunity to grow and engage across agricultural and environmental professionals. We have the chance to fully connect with individuals and organizations on a global basis. This means opening new doors to invite in attendees that have previously not attended our annual meetings while also addressing the key diversity issues that have continued to affect our ability to spread our visions and missions as science societies.

I am excited by the tools at our fingertips to ramp up networking. I am also excited by the new predictive software to help attendees navigate the breadth and depth of our content. I am hopeful that we can embrace this opportunity to strengthen our connections to one another—and to the tens of thousands of agricultural and environmental scientists and other key audiences across the planet.

Your participation now is more important than ever!

Nicholas J. Goeser, Ph.D.,
Chief Executive Officer, ACSESS
Benefits of Virtual Format

**Lasting Power**
Attendees can access sessions and exhibitors for 3 months. A sponsor’s placement has a longer-lasting impact. Attendees will have the ability to engage/message exhibitors and sponsors during that time period as well.

**Easier to Attend & Higher Attendance**
With virtual events, more people can attend worldwide—opening up a new audience to our sponsors.

**Deeper Level of Engagement**
Virtual sponsorships allow the sponsor the opportunity to provide attendees with immersive and engaging videos, product information, live chat, and lead capture.

**Know Your ROI**
The ability to evaluate and measure attendee data directly will provide sponsors with valuable information on attendee interest and intent.

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**Want to become a virtual sponsor/exhibitor?**
Contact Eric Welsh
Program Manager-Marketing and Business Relations
ewelsh@sciencesocieties.org
608-273-8081

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship</th>
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</thead>
<tbody>
<tr>
<td>DIAMOND</td>
<td>$15,000</td>
</tr>
<tr>
<td>GOLD</td>
<td>$7,500</td>
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<tr>
<td>SILVER</td>
<td>$2,000</td>
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<tr>
<td>BRONZE</td>
<td>$500</td>
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# Sponsor/Exhibitor Packages*

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Diamond</th>
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<tbody>
<tr>
<td>Logo on Exhibitor and Sponsor Hall</td>
<td>⬝</td>
<td>⬝</td>
<td>⬝</td>
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</tr>
<tr>
<td>Company Description</td>
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<tr>
<td>Roundtable Meetings at Booth</td>
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<td>⬝</td>
<td>⬝</td>
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</tr>
<tr>
<td>Booth Reps (includes full meeting registration)</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Playlist (# of media items)</td>
<td>3</td>
<td>6</td>
<td>10</td>
<td>Unlimited</td>
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<tr>
<td>Lead Generation with Custom Forms</td>
<td>⬝</td>
<td>⬝</td>
<td>⬝</td>
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<tr>
<td>Leads Dashboard (visitors &amp; email list)</td>
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<td>⬝</td>
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<tr>
<td>ABM Dashboard (booth Visitors by company and engagement score)</td>
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<td>⬝</td>
<td>⬝</td>
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<tr>
<td>Placement on Event Home Page</td>
<td>⬝</td>
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<tr>
<td>Session Sponsor Banner</td>
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<tr>
<td>Roundtable Sponsor</td>
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<tr>
<td>Sponsor Happy Hour</td>
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<tr>
<td>Networking Lounge Sponsor</td>
<td>⬝</td>
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<tr>
<td>“Elevator” Speech Video Pre-session</td>
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<tr>
<td>E-Blast or Push Notification</td>
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<td>⬝</td>
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</tbody>
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*Custom sponsorships available for Gold & Diamond Level Sponsors
To update your existing exhibitor contract or to discuss custom sponsorship opportunities contact:

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

For access to all virtual Annual Meeting exhibit information visit the Exhibitor Portal: https://www.acsmeetings.org/exhibitors-portal

For the 2020 Virtual Annual Meeting, we have invested in a dynamic platform—Social27—to provide you with a highly interactive virtual experience. To learn more about the Social27 Virtual Events platform, you can view an overview video through the following link: https://vimeo.com/408246330

On the Social 27 platform, attendees and exhibitors can message, live chat, or have roundtable discussions.
Bronze Package

- Organization Logo
- Company Description
- Up to 2 Booth Reps
- Playlist with up to 3 Media Options
- Lead Dashboard (visitors & email list)
Silver Package

- Organization Logo
- Company Description
- Up to 3 Booth Reps
- Playlist with up to 6 Media Options
- Lead Dashboard (visitors & email list)
- Lead Generation with Custom Forms
Gold Package

- Organization Logo
- Company Description
- Roundtable Meetings at Booth
- Up to 6 Booth Reps
- Playlist with up to 10 Media Options
- Lead Generation with Custom Forms
- Lead Dashboard (visitors & email list)
- ABM Dashboard (Booth visitors by company and engagement scores)
- Placement on Event Home Page
- Session Sponsor Banner
- Roundtable Sponsor
- Sponsor Happy Hour
- “Elevator Speech” Video Pre-session
Diamond Package

- Organization Logo
- Company Description
- Roundtable meetings at Booth
- Pre-arranged Roundtable Meetings
- Up to 10 Booth Reps
- Playlist with unlimited Media Options
- Lead Generation with Custom Forms
- Lead Dashboard (visitors & email list)
- ABM Dashboard (Booth visitors by company and engagement scores)
- Placement on Event Home Page
- Session Sponsor Banner
- Roundtable Sponsor
- Sponsor Happy Hour
- Networking Lounge Sponsor
- “Elevator Speech” Video Pre-Session
- E-Blast or Push Notification
Exhibitor & Sponsor Hall

The Exhibitor & Sponsor Hall page will list sponsors by the package purchased. Visitors can choose which sponsor profile to explore. Sponsors can have their logo displayed or an image as well.
Playlist

Playlists are an easy way for visitors to your sponsor page to find resources. Content can include videos, blog posts, or PDFs. Videos will be hosted on YouTube or Vimeo.
Roundtable

Incorporate your sponsor logo into an individual roundtable. In addition to the logo, have sponsor staff moderate your roundtable as a way to network with attendees throughout the event.
Dashboard
The dashboard comes with insights on various data such as:

- Total number of Booth visits
- Locations of visitors
- Top areas of Interest
- Most popular media on Playlist
- User engagement
- Account engagement
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

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 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

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