

ASA • CSSA • SSSA
2017 MEETING

Oct. 22–25 | Tampa, FL

acsmeetings.org



EXHIBITOR & SPONSOR
Prospectus

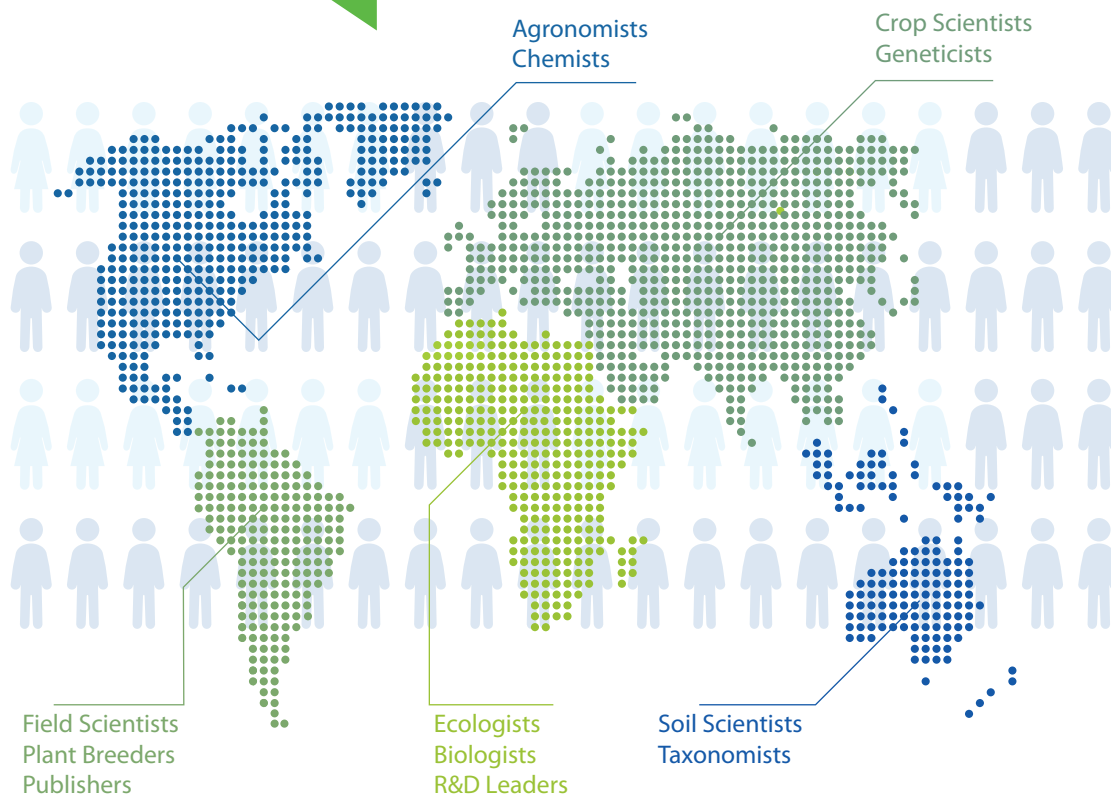


The American Society of Agronomy (ASA), Crop Science Society of America (CSSA), and Soil Science Society of America (SSSA) are thrilled to invite you to exhibit and sponsor at the 2017 Annual Meeting in Tampa, FL.

Position your organization in front of more than 4,200 attendees—including practicing, “in-field” professionals and leading scientists in industry, government, and academia—interested in the latest research, product development, and industry advances related to agricultural sciences.

Q: Who attends our Annual Meeting?

A: 4,200+ industry influencers from around the world.



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

2017 Meeting Exhibit Schedule

(SUBJECT TO CHANGE)

Move-in	Sunday, October 22	8:00 am–5:00 pm
Move-out	Wednesday, October 25	4:30 pm–8:00 pm

2017 Meeting Exhibit Hours

Welcome Reception (in Exhibit Hall)	Sunday, October 22	7:30 pm–9:30 pm
Exhibit Hours	Monday, October 23	9:00 am–6:00 pm
	Tuesday, October 24	9:00 am–6:00 pm
	Wednesday, October 25	9:00 am–4:30 pm

How Do We Drive Traffic to You?

- Welcome Reception: more than 85% of all registrants are in attendance
- Exclusive exhibit hall hours
- Graduate School Forum, Career Center, Society Center, and special events are daily draws to Exhibit Hall
- Receptions & “Duelling Happy Hours”
- Regularly sponsored coffee breaks

Exhibit Pricing

Booth Type	Rate
10' x 10' Premium	\$2,500
10' x 10' Corner	\$2,200
10' x 10' Inline	\$2,000

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
- Access to Exhibitor Lounge (with refreshments)
- Listing in official program book*
- Listing on meeting website*
- Listing in attendee mobile app*

*If application and payment received prior to *August 10, 2017*

Drive Traffic to Your Booth

E-Blast — \$4,000 each

Opportunities available – 4

Pre-show email distributed directly to Annual Meeting attendees. A direct connect helps drive traffic to your booth.

Annual Meeting Mailing Lists

Mailing list of registered attendees are available for rent exclusively to the 2017 Annual Meeting exhibitors. A direct mail campaign can help attract qualified leads to your booth! (One-time use)

Attendee Mobile App — \$2,500 *Opportunities available – 4*

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

Social Media Contest — \$2,500

Sponsor the prize money and increase the use of your chosen hashtag. Raise awareness of your tradeshow presence as the prize must be picked up at your booth.

Program Book Advertising

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

Position	Price
Cover 2	\$2,000
Cover 3	\$1,500
Cover 4	\$2,800
Daily TAB — 4 available	\$2,500
Full page (B/W only)	\$1,000
1/2 page (B/W only)	\$500

Passport Game — \$500

Opportunities available – 12

Attendees will visit participating exhibitors to scan a QR code placed at your exhibit space. The game is designed to bring attendees and potential customers to your booth so you can get more personal time with your leads.

2017 Floor Plan

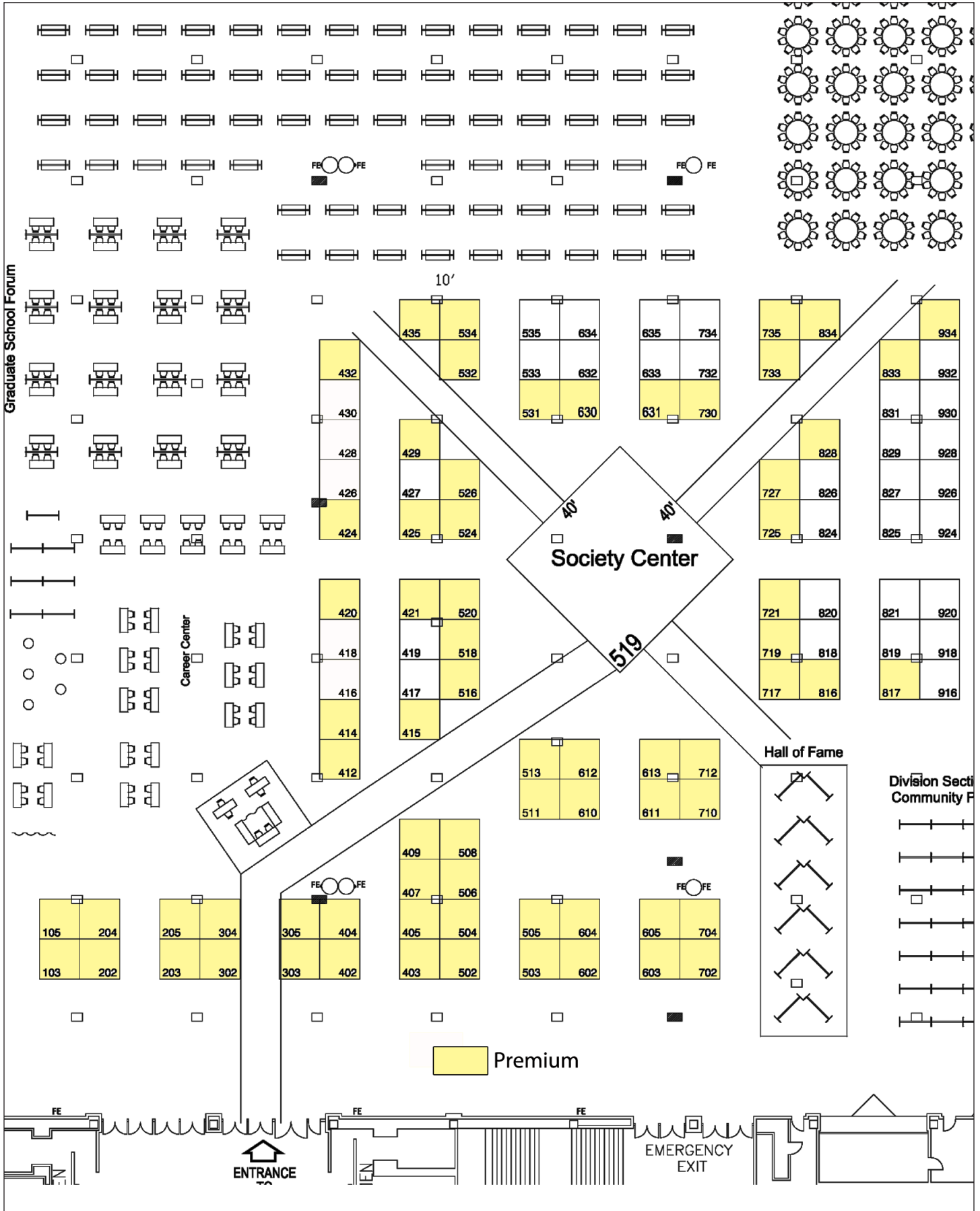


Exhibit Booth Contract



**2017 ASA • CSSA • SSSA
International Annual Meeting
Oct. 22–25 • Tampa, FL**

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: _____

Exhibit Name Badges and Booth Description

Two badges included per 10x10 booth.

Additional badges are available at the prevailing rate.

A company or product description of 50 words or less will be printed in the program book if provided via email to: jpluemer@sciencesocieties.org by **August 10, 2017**.

PAYMENT TERMS: Contracts submitted **prior** to June 1, 2017: 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, 2017: the balance of payment is due. All checks must be payable to the American Society of Agronomy.

CANCELLATION: Prior to June 1, 2017: an administrative fee of \$100 is charged for any booth cancellation received in writing before June 1, 2017. June 1, 2017 or after: no refund will be provided.

Want to talk about sponsorship or 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	

Booth Number Preference

View all available booths at: www.acsmeetings.org/expo

1	2	3	4
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List competitors you do not wish to be near:

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 Prospectus online, as well as additional rules and regulations management deems necessary for the success of the exposition, provided the later does not materially alter the exhibit contractual rights.

Name of Authorized Person (print please)

Signature of Authorized Person

Date

Send completed contract to: 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.

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

Past Sponsors & Exhibitors

- AAAS Science & Technology Policy Fellowships
- AgEagle
- Agri Drain Corp.
- Agriculex Inc.
- Agronomix Software Inc.
- ALMACO
- Alpha Resources Inc.
- American Geosciences Institute
- AMS, Inc.
- Apogee Instruments
- Aquatrols
- Bio Chambers
- Bruker
- CABI/CSIRO/FAO
- Campbell Scientific Inc
- CHS
- CID Bio-science
- Conviron
- Cotton, Inc.
- CPS
- Daiki Rika Kogyo Co, Ltd.
- DairyOne/Agron-One
- Decagon Devices, Inc.
- Delta-T Devices
- Dow AgroSciences
- DuPont Pioneer
- Dynamax, Inc.
- EA Consumables
- Ecosystems Exchange Services
- Elementar Americas
- Elsevier
- FarmLink
- FIAlab Instruments Inc.
- Forestry Suppliers, Inc.
- Gasmet Technologies Inc.
- Gylling Data Management
- Gypsoil
- HALDRUP USA
- Harvest Master
- Holland Scientific
- International Marketing & Design
- International Plant Nutrition Institute
- IRROMETER Company, Inc.
- John Deere Intelligent Solutions Group
- Kincaid Equipment
- LECO Corporation
- LI-COR Biosciences
- MicaSense, Inc.
- Midco Global, Inc
- MIDI, Inc.
- Midland Scientific
- Minnesota Dept. of Agriculture
- Minnesota Valley Testing Labs
- MO BIO Laboratories, Inc.
- Monsanto
- MorphH2O AG, LLC
- MP Biomedicals
- Netafim USA
- Picarro, Inc.
- Polytec, Inc.
- PP Systems
- SAS Institute Inc., JMP Division
- Seed Research Equipment Solutions (SRES)
- Sentek Technologies
- Sigma-Aldrich
- Soil Measurement Systems LLC
- SoilMoisture Equipment Corp.
- Spectral Evolution
- Spectrum Technologies
- Stevens Water Monitoring Systems, Inc.
- STI Biosafe
- Surface Optics Corporation
- Syngenta
- Tessenderlo Kerley, Inc.
- The Climate Corporation
- The Mosaic Co.
- Toro
- Trimble
- Truax Company Inc
- Union of Concerned Scientists
- University of Florida
- USDA-NRCS
- Western Ag Innovations Inc
- Wintersteiger
- ZURN Harvesting

Contact Me Today for Exhibit and Sponsorship Information

Eric Welsh

Program Manager-Marketing & Business Relations

ewelsh@sciencesocieties.org

608-273-8081

Create a Custom Sponsorship Package

Sponsorship ideas to get you started:

CONNECT WITH MEMBERS

Welcome Reception — \$10,000

Opportunities available—4

Make a splash at the Annual Meeting's most highly attended event. Includes:

- Prominent signage (entrance & buffets)
- 10' x 10' Exhibit Booth
- Keg/wine & snacks, in booth during Welcome Reception
- Gold Level sponsor benefits

Stand out from the crowd right away on opening night.

Wi-Fi — \$15,000

Opportunities available—2

Place your company logo and website in front of meeting attendees who utilize the complimentary Wi-Fi. Sponsorship also includes rotating banner ad placements on the mobile app.

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 — \$10,000

Stay at the top of the minds of Annual Meeting attendees by putting your logo on the hotel keycards of all of our host hotels. Every time they enter their hotel rooms, your logo will be seen.

Society Awards Breakfast & Plenary — \$7,500



Opportunities available—3

Each society (ASA, CSSA, SSSA) recognizes award and scholarship recipients at their prestigious Awards breakfasts featuring a plenary lecture 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 tradeshow floor.

Water Stations — \$3,500

Put your company name in front of attendees as they rehydrate throughout the day. Your company logo will be printed on signs at each water station, located throughout the convention center.

Fun Run — \$500

Multiple opportunities available.

Make sure to be part of the annual fun run! Hundreds of attendees gather for this social and often competitive 5K run. The exclusive sponsorship includes your logo on the official t-shirt, signage at the event, and a special mention at the start of the race.

ASA, CSSA & SSSA Technical Sessions

Contact for Pricing

Each Society has a series of sections, divisions, and communities focused on a variety of scientific and practical disciplines. These groups host technical sessions that attract focused audiences of a few hundred attendees at a time.



CONNECT WITH STUDENT MEMBERS

Graduate Student Social — \$15,000

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 — \$15,000

2 Available, Saturday & Monday

Undergraduates come out in full-force to take part in the two largest SASES networking and social events at the Annual Meeting. Have them remember your company by helping provide the food, beverage, and entertainment during the reception.

SASES Tour Buses — \$10,000

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.

Graduate Student Lounge — \$10,000

All students are invited to relax and unwind in the graduate student lounge which will be located in the exhibit hall. Computers, beverages, and lounge furniture will be provided.

SASES T-Shirt — \$5,000

Stay relevant with undergraduate students by sponsoring the Annual Meeting t-shirt. This features an excellent branding opportunity that is sure to have a long shelf life.

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 each

Put your logo/messaging in front of one of the most elite pools of potential employees/interns in agronomy.

Student Competitions — \$1,500 (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).

New for 2018!

The ASA & CSSA 2018 annual meeting will be held November 4-7, in Baltimore.
The SSSA 2018 annual meeting will be held *January 6-9, 2019*, in San Diego.



**SAVE
THE DATE(S)**

About the Societies

The American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America are independent, progressive international scientific societies. They foster the transfer of knowledge and practices to sustain their sciences. Based in Madison, WI, the three Societies feature society specific programs and collaborate to provide services to members and stakeholders. These include publications, meetings, advocacy, student development (undergraduate and graduate), K12 activities, and science communications.

American Society of Agronomy

8000+ members
14,000+ 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 production systems, biometry & statistical computing, climatology & modeling, education & extension, environmental quality, global agronomy, and land management.

www.agronomy.org



Crop Science Society of America

5000+ 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, turf-grass science, forage & grazinglands, genomics, plant genetic resources, and biomedical/health-beneficial/nutritionally enhanced plants.

www.crops.org



Soil Science Society of America

6000+ members
700+ 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 & biochemistry, and pedology; soil fertility & plant nutrition, nutrient management, soil & water management and conservation, environmental quality, wetland soils, urban & anthropogenic soils, and forest/range/wildland soils.

www.soils.org



Contact:

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www.acsmeetings.org