

November 4–7, 2018



Baltimore, MD

American Society of Agronomy
Crop Science Society of America
International Annual Meeting

**EXHIBITOR
& SPONSOR
PROSPECTUS
2018**

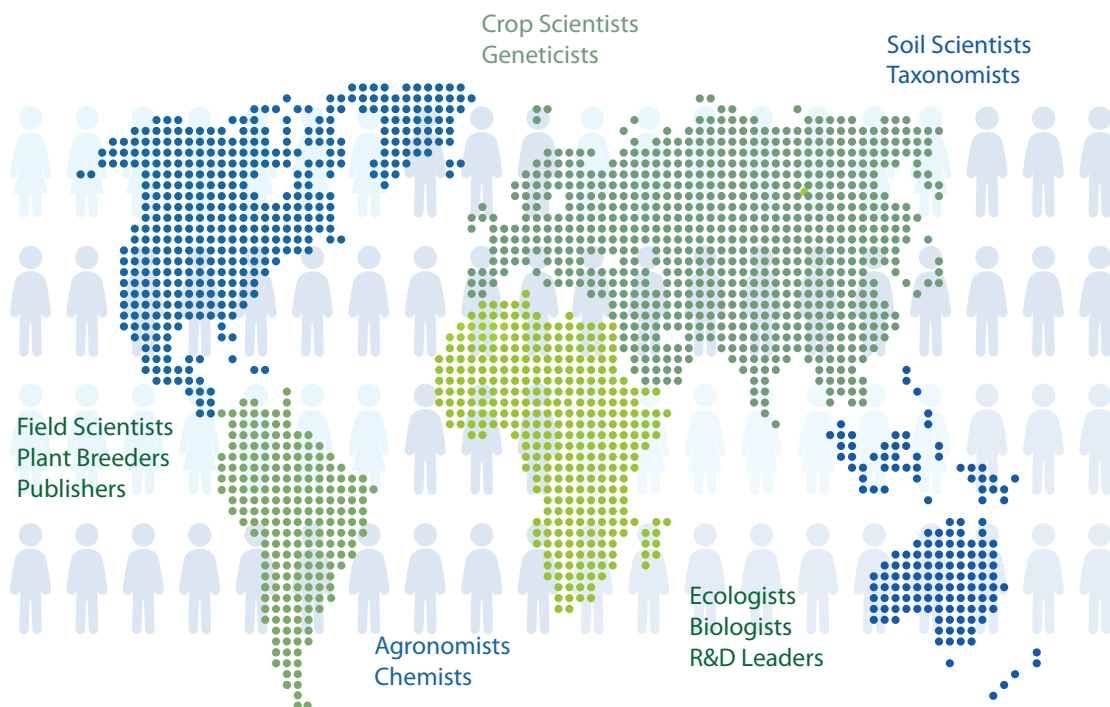
acsmeetings.org

The American Society of Agronomy (ASA) and Crop Science Society of America (CSSA) are thrilled to invite you to exhibit and sponsor at the 2018 Annual Meeting in Baltimore, MD.

Position your organization in front of more than 2,500 attendees—including practicing, “in-field” professionals and leading scientists in industry, government, and academia—all interested in the latest research, product development, and industry advances related to agricultural sciences.

Q: Who attends our Annual Meeting?

A: 2,500+ 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

2018 Meeting Exhibit Schedule

(SUBJECT TO CHANGE)

Move-in	Sunday, November 4	8:00 am–5:00 pm
Move-out	Wednesday, November 7	3:30 pm–8:00 pm

2018 Meeting Exhibit Hours

Welcome Reception (in Exhibit Hall)		
	Sunday, November 4	7:30 pm–9:30 pm
Exhibit Hours	Monday, November 5	9:00 am–6:00 pm
	Tuesday, November 6	9:00 am–6:00 pm
	Wednesday, November 7	9:00 am–3:30 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 & In Booth “Happy Hours”
- Regularly sponsored coffee breaks
- Poster sessions
- Cash-prize attendee drawings

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 conference app*

*If application and payment received prior to *September 6, 2018*

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.

Attendee Conference App — \$2,000

Opportunities available – 3

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.

~~Social Media Contest — \$2,500~~ **SOLD**

~~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.

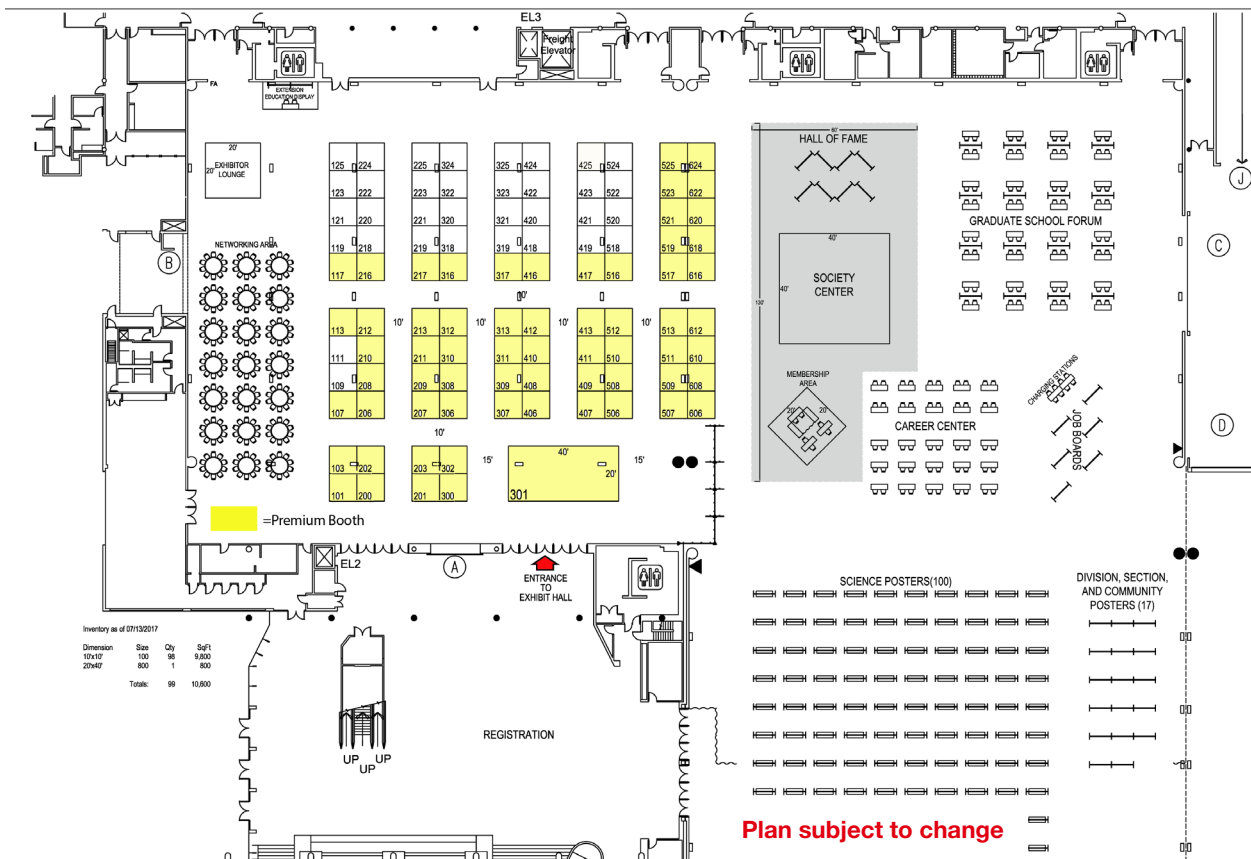
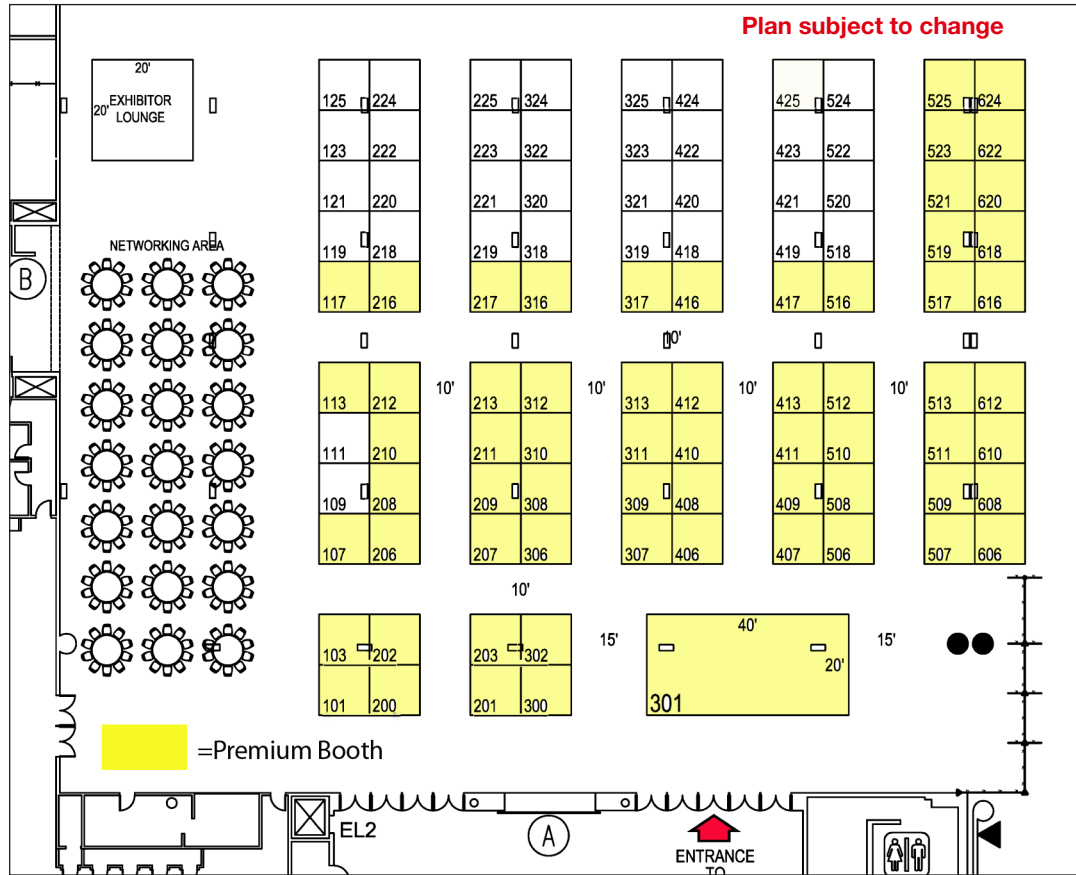
Elevator, Escalator or Window Decals

This unique opportunity offers you a chance to stand out from the crowd of exhibitors. Your brand would be hard for attendees to miss! *Prices vary.*

Position	Price
Cover 2	\$2,000
Cover 3 SOLD	\$1,500
Cover 4 SOLD	\$2,800
Daily TAB — <i>2available</i>	\$2,500
Full page	\$1,500
1/2 page	\$1,000

2018 Floor Plan

Detail



Inventory as of 07/13/2017

Dimension	Size	Qty	SqFt
10'x10'	100	56	9,800
20'x40'	800	1	800
Totals:	99	57	10,600

Visit the **NEW Exhibitors' Portal** • www.acsmeetings.org/exhibitors-portal

Complete your contract online, view floor plan, access the Exhibitor Kit, and more.

2018 EXHIBITOR CONTRACT ASA • CSSA International Annual Meeting Nov. 4–7 • Baltimore, MD



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: _____

Priority Points Placement

Complete your exhibitor booth contract prior to **January 26, 2018**, 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
- Advertising and sponsorship dollars spent
- Early payment of advertising and sponsorship
- Consecutive years exhibiting
- Corporate membership

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 **January 26, 2018**, you will be placed based on a first-come, first-served basis.

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

PAYMENT TERMS: Contracts submitted **prior** to June 4, 2018: 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 4, 2018: the balance of payment is due. All checks must be payable to the American Society of Agronomy.

CANCELLATION: Prior to June 4, 2018: an administrative fee of \$100 is charged for any booth cancellation received in writing before June 4, 2018. June 4, 2018 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

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

Send completed contract to: **Eric Welsh**—ewelsh@sciencesocieties.org | 5585 Guilford Rd. Madison, WI 53711-5801

or simply go online: www.acsmeetings.org/exhibitors-portal

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

Contact Eric Today for Exhibit and Sponsorship Information



Past Sponsors & Exhibitors

AAAS Science & Technology Policy Fellowships	Kincaid Equipment
AgEagle	LECO Corporation
Ag Retailers Assoc.	LI-COR Biosciences
Agri Drain Corp.	Meter
Agriculex Inc.	MicaSense, Inc.
Agronomix Software Inc.	Midco Global, Inc
ALMACO	MIDI, Inc.
Alpha Resources Inc.	Midland Scientific
American Geosciences Institute	Minnesota Dept. of Agriculture
AMS, Inc.	Minnesota Valley Testing Labs
Apogee Instruments	MO BIO Laboratories, Inc.
Aquatrols	Monsanto
Bio Chambers	Morph20 AG, LLC
Bruker	MP Biomedicals
CABI/CSIRO/FAO	Netafim USA
Campbell Scientific Inc	Picarro, Inc.
CHS, Inc.	Polytec, Inc.
CID Bio-science	PP Systems
Conviron	SAS Institute Inc., JMP Division
Cotton, Inc.	Seed Research Equipment Solutions (SRES)
CPS	Sentek Technologies
Daiki Rika Kogyo Co, Ltd.	Sigma-Aldrich
DairyOne/Agron-One	Soil Measurement Systems LLC
Delta-T Devices	SoilMoisture Equipment Corp.
Dow AgroSciences	Spectral Evolution
DuPont Pioneer	Spectrum Technologies
Dynamax, Inc.	Stevens Water Monitoring Systems, Inc.
EA Consumables	STI Biosafe
Ecosystems Exchange Services	Surface Optics Corporation
Elementar Americas	Syngenta
Elsevier	Tessenderlo Kerley, Inc.
Environmental Defense Fund	The Climate Corporation
FarmLink	The Mosaic Co.
FLI Lab Instruments Inc.	The Fertilizer Institute
Forestry Suppliers, Inc.	The Nature Conservancy
Gasmet Technologies Inc.	Toro
Gyilling Data Management	Trimble
Gysoil	Truax Company Inc
HALDRUP USA	Union of Concerned Scientists
Harvest Master	University of Florida
Holland Scientific	USDA-NRCS
International Marketing & Design	Western Ag Innovations Inc
International Plant Nutrition Institute	WinField Solutions
IRROMETER Company, Inc.	Wintersteiger
John Deere Intelligent Solutions	ZURN Harvesting

New Exhibitors Portal

www.acsmeetings.org/exhibitors-portal

NEW

For access to all Annual Meeting exhibit information visit our new 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 and helpful tools such as the Exhibitor Kit
- Stay up-to-date with all the information you'll need to exhibit!

Please visit www.acsmeetings.org/exhibitors-portal today.

Create a Custom Sponsorship Package

Sponsorship ideas to get you started:

CONNECT WITH 2,500 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)
- 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 top host hotels. Every time they enter their hotel rooms, your logo will be seen.

One sponsorship gives you exposure at both Meetings: ASA-CSSA (Baltimore, MD) and SSSA (San Diego, CA).

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.

ASA & CSSA 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.

Monday & Tuesday Attendee Drawings — \$2,000



One winner a day, attendees must be present to win—guaranteed traffic! Prominent recognition throughout the meeting. \$1,000 Cash Prize to Winner.

Tuesday still available.

Featured Sponsorships

Society Awards Breakfast & Plenary — \$7,500

Opportunities available—3

Each society (ASA and CSSA) recognize award and scholarship recipients at their prestigious Awards breakfasts featuring a plenary lectureship speaker. Prominent signage, front-of-room screen recognition, and an opening mention by Society president are all included.



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.

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, Plant breeding, and crop science.

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, and Research Symposium (Oral & Poster Available).

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

8,000+ 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

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

www.crops.org



Soil Science Society of America

6,000+ 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

**SAVE
THE DATE(S)**



Contact: Eric Welsh

Program Manager-Marketing and Business Relations
ewelsh@sciencesocieties.org
607-273-8081 | www.acsmeetings.org