



EXHIBITOR AND SPONSOR Prospectus

ASA, CSSA, SSSA INTERNATIONAL
ANNUAL MEETING
November 6-9, 2022 ★ Baltimore, MD

acsm meetings.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 2022 International Annual Meeting in Baltimore, MD.



Attendees will include:
AGRONOMISTS CHEMISTS CROP SCIENTISTS GENETICISTS
FIELD SCIENTISTS PLANT BREEDERS R&D LEADERS
SOIL SCIENTISTS ECOLOGISTS PUBLISHERS TAXONOMISTS
★ DECISION MAKERS AND INFLUENCERS ★

Why Sponsor or Exhibit?

Access and Engagement!

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 International Annual Meeting is one of the few gatherings that brings together scientific leaders in a unique buying environment.



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



2022 Exhibitor Schedule*

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
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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

Booth Rates

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
- Exhibitor lounge
- Listing on meeting website
- Listing in conference app

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.

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!

Option	Estimated Price
Floor Decal	Varies based on size
Column Wraps	\$1,250 per column
Escalator Runners	\$2,000 per Escalator
Lobby Window Clings	\$5,000

Annual Meeting App Advertising

Be at the top of each attendee's mind (and their phone or tablet) via premier advertising placement in the Annual Meeting App. Choose from one of the options featured below:

Footer **\$2,500** *Opportunities Available—4*

Always present at the bottom of the page and does not scroll out of view

Banner Top **\$2,000** *Opportunities Available—4*

Horizontal banner appears above the Annual Meeting banner

Tower **\$2,000** *Opportunities Available—4*

Right vertical column

Content Banner *Price Varies Based on Content*

Displays beneath page title or above the content

**Complete specification and location overview available upon request.

Complete your contract online: acsmeetings.org/exhibitors-portal

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: _____

2022 EXHIBITOR CONTRACT

Nov. 6-9 • Baltimore, MD

ADMINISTRATIVE CONTACT

Name: _____

Email: _____

Phone: _____

Priority Points Placement

Complete your exhibitor booth contract prior to **January 26, 2022**, to be considered 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 January 26, 2022)

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, 2022**, 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 8, 2022: 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 8, 2022: the balance of payment is due. All checks must be payable to the American Society of Agronomy.

CANCELLATION: Submit booth space cancellations on or before **September 30, 2022** for a full refund.

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. 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

Mail form to: Eric Welsh, 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 key-note speaker address	X					
Full-page 4C ad in society publication of your choice	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 and e-newsletter	X	X	X	X	X	X
Included annual meeting registrations	6	4	2	1	0	0

Recent Sponsors and Exhibitors



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
- Access up-to-date with all the information you'll need to exhibit!

acsmeetings.org/exhibitors-portal

Reach our attendees with a custom sponsorship package

FEATURED SPONSORSHIPS

Wi-Fi \$15,000

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 as well as extra signage throughout the convention center.

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 2022, 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 \$3,000

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 exhibit 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.

Attendee Drawings \$2,000

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.**

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.

Connect with Student Members

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

Put your logo/messaging in front of one of the most elite pools of potential employees/interns in agronomy, soil science, and crop science.

SASES Tour Buses \$4,000

Provide transportation for every undergraduate student attendee to participate in valuable educational tours. Use this opportunity to position your organization as a partner in their future careers.

Undergraduate Student Social \$3,000

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, beverages, and entertainment during the reception.

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 positioning your organization as a trusted resource and potential future employer.

Graduate Student Social \$3,000

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, beverages, and entertainment during the reception.

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, Research Symposium (Oral & Poster Available), and Crops Judging.



BALTIMORE, MD

Contact: Eric Welsh

Program Manager-Marketing and Business Relations

ewelsh@sciencesocieties.org

608-273-8081 | acsmeetings.org

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 110 years, ASA has provided a scientific and professional home for agronomists around the world. Focus areas include agronomic production 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 eight 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