Last 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 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.
Booth Rates

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*

<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>

2021 Exhibitor Schedule*

Due to unknown safety measures and protocols that will apply for our November 2021 Annual Meeting, the 2021 Exhibitor Schedule and details will be announced closer to that time. The 2019 Exhibitor Schedule was as follows, but we cannot guarantee it will match. Once we are able to confirm details we will make that announcement to all exhibitors.

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

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

* Subject to change based on currently unknown safety measures and protocols that will apply for our November 2021 Annual Meeting.

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!

<table>
<thead>
<tr>
<th>Option</th>
<th>Estimated Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor Decal</td>
<td>Varies based on size</td>
</tr>
<tr>
<td>Column Wraps</td>
<td>$1,250 per column</td>
</tr>
<tr>
<td>Escalator Runners</td>
<td>$2,000 per Escalator</td>
</tr>
<tr>
<td>Lobby Window Clings</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

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  $1,500  Opportunities Available—4
Horizontal banner appears above the Annual Meeting banner

Tower  $1,500  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.

acsmeetings.org/exhibitors-portal
2021 Floor Plan  |  Salt Lake City, UT  |  Nov. 7-10

Plan subject to change

For a full map, visit: acsmeetings.org/exhibitors-portal
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: ___________________________________________

2021 EXHIBITOR CONTRACT
Nov. 7-10 • Salt Lake City, UT

ADMINISTRATIVE CONTACT
Name: _____________________________________________
Email: _____________________________________________
Phone: _____________________________________________

PAYMENT TERMS: Contracts submitted prior to June 1, 2021: 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, 2021: 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 October 6, 2021 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

Priority Points Placement
Complete your exhibitor booth contract prior to March 31, 2021, 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
- Consecutive years exhibiting
- Advertising and sponsorship dollars spent
- Corporate membership
- Early payment of advertising and sponsorship (paid in full by March 31, 2021)

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 March 31, 2021, you will be placed based on a first-come, first-served basis.

NOTE: If the Annual Meeting shifts to a hybrid format (combination of in-person and virtual components), booth selection will not occur until late Summer/Early-Fall of 2021.

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Corner</td>
<td>$2,200</td>
<td></td>
</tr>
<tr>
<td>All Others</td>
<td>$2,000</td>
<td></td>
</tr>
</tbody>
</table>

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 | 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>Premium signage placement of logo (up to 2 locations)</td>
<td>Diamond $20,000+</td>
</tr>
<tr>
<td>Recognition at opening plenary sessions and keynote speaker address</td>
<td>Platinum $15,000+</td>
</tr>
<tr>
<td>Full-page 4C ad in society publication of your choice</td>
<td>Gold $10,000+</td>
</tr>
<tr>
<td>Pre- and post-show attendee mailing lists</td>
<td>Silver $5,000+</td>
</tr>
<tr>
<td>Company name and logo on ACS Annual Meeting website</td>
<td>Bronze $2,500</td>
</tr>
<tr>
<td>Logos on signs throughout meeting</td>
<td>Patron $5,000</td>
</tr>
<tr>
<td>Thank you recognition in mobile app and e-newsletter</td>
<td></td>
</tr>
<tr>
<td>Included annual meeting registrations</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>0</td>
</tr>
</tbody>
</table>

**Contact Eric Today for Exhibit and Sponsorship Information**

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>Recent Sponsors and Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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
- Up-to-date with all the information you’ll need to exhibit!

acsmeetings.org/exhibitors-portal

---

Eric R. Welsh | Program Manager—Marketing & Business Relations
608-273-8081 | ewelsh@sciencesocieties.org
Reach our 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>Water Stations</td>
<td>$3,500</td>
</tr>
<tr>
<td>Attendee Drawings</td>
<td>$2,000</td>
</tr>
<tr>
<td>Hotel Keycards</td>
<td>$12,500</td>
</tr>
<tr>
<td>Meeting App</td>
<td>$10,000</td>
</tr>
<tr>
<td>Society Awards Breakfast &amp; Plenary</td>
<td>$7,500</td>
</tr>
<tr>
<td>Coffee Breaks</td>
<td>$5,000</td>
</tr>
<tr>
<td>Coffee Breaks</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

**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**

**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 putting your organization in position as a trusted resource and potential future employer.

**Graduate Student Social** $5,000

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** $5,000

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, beverage, and entertainment during the reception.

**SASES Quiz Bowl** $5,000

Besides meals, this is the most well attended SASES event! The students and their advisors are at the start. Every single slide projected on the giant Quiz Bowl screen will have your logo.

**SASES Awards Banquet or Breakfast & Keynote Speaker** $10,000 ea

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** $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, Oral, Research Symposium (Oral & Poster Available), and Crop Judging.

acsmeetings.org | acsmeetings.org/exhibitors-portal
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 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 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

Contact: Eric Welsh
Program Manager-Marketing and Business Relations
ewelsh@sciencesocieties.org
608-273-8081 | acsmeetings.org