

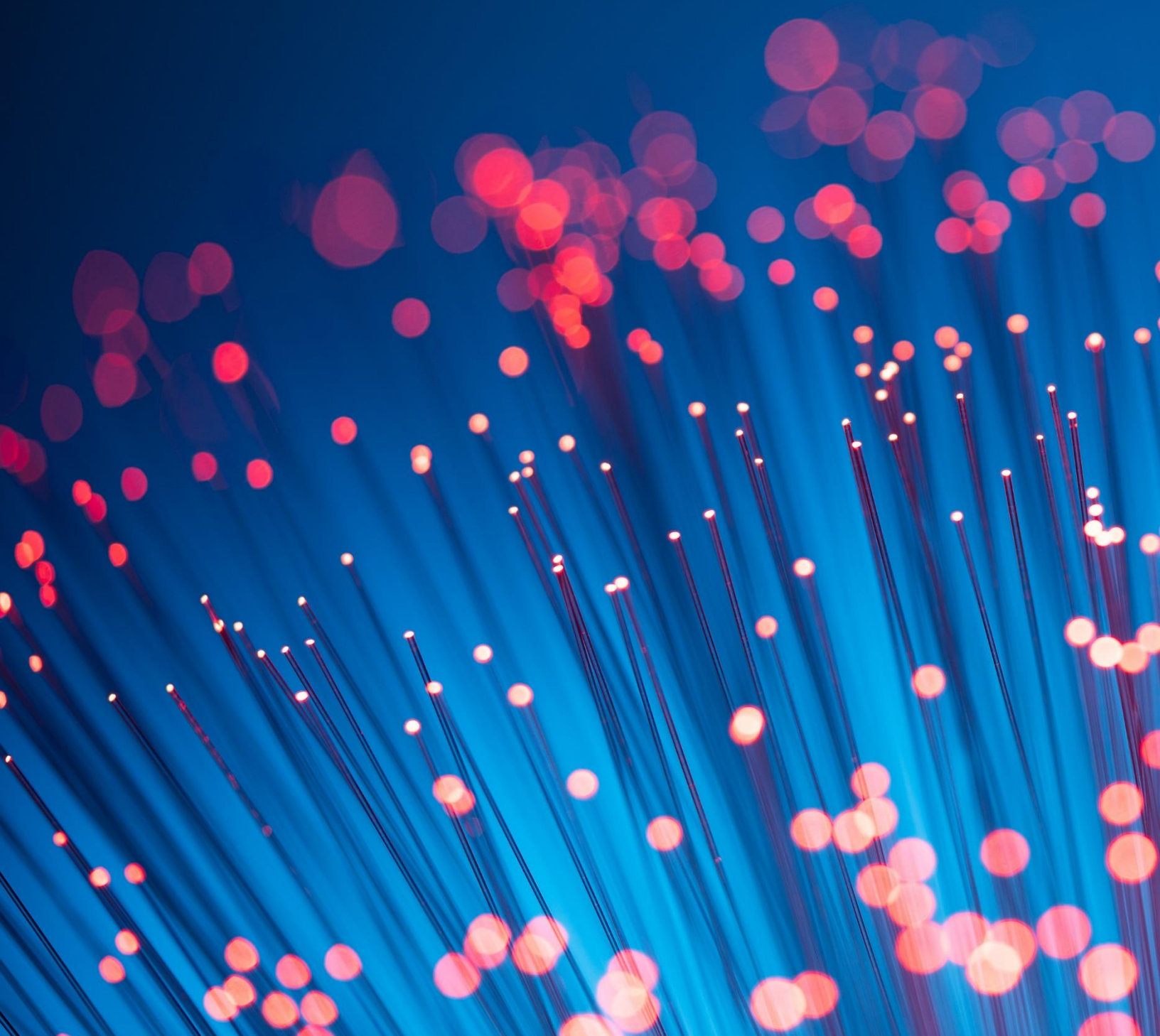


2020 VIRTUAL ANNUAL MEETING

Translating Visionary Science to Practice

NOVEMBER

9-13



ASA-CSSA-SSSA Virtual Annual Meeting Toolkit

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Introduction

Meeting Benefits

The latest discoveries in science will not only transform the future of tomorrow, but for years to come. The 2020 ASA-CSSA-SSSA Annual Meeting is one of the few times thousands of scientific leaders from industry, government agencies and academic institutions gather together to confront the global food and agronomic challenges facing our world. This year, more than any other, has shone a light on how critical it is for us to connect – *virtually*.

Featuring over 2,800 presentations and 350 innovative research sessions, the breadth and depth of cutting-edge, visionary science is unmatched. Plus, this year's virtual meeting on November 9-13 has more benefits than ever before:

- **More convenient** – with on-demand access to meeting content for three months and Q&A with speakers during and following the sessions
- **More customizable** – with networking pairings and an agenda customized just for you to foster your network and build deeper relationships
- **More affordable** – with reduced registration costs and no travel needed

How to Use this Toolkit

This toolkit includes sample content and assets that make it easier for you to ensure your members, networks and other key stakeholders can benefit from all the 2020 ASA-CSSA-SSSA Annual Meeting has to offer. This event brings together many of the scientific leaders from industry, government agencies and academic institutions solving our world's greatest food and agronomic challenges. The more attendees we have, the better we can solve these critical issues, ***because together, we are virtually unstoppable.***

Share with your networks today to encourage them to register and join you in Translating Visionary Science to Practice.

Your Chance to get 10% Off

For a limited time only, corporate members, sponsors and speakers who register between September 17 through October 9 will have the chance to receive **10% off your registration**. When registering, simply use the applicable promo code included below in order to receive the 10% discount.

- Corporate Members: Member10
- Sponsors: Sponsor10
- Speakers: Speaker10

Your Chance to Win a Free Registration for 2021

We need your help promoting the 2020 Annual Meeting! Organizations or attendees who promote the Annual Meeting via social media or to their members, networks or other key stakeholders can be entered for a chance to win 1 of **5 free registrations for next year's 2021 Annual Meeting**. To secure your chance to win, e-mail a screenshot of your outreach or social post about the Annual Meeting along with your first and last name to Mackenzie Sweat at



mackenzie.sweat@globalprairie.com. Submissions are due by **October 30**, and winners will be announced following the 2020 Annual Meeting.

Content & Assets

Social Media Sample Posts & Assets

We invite you to engage on your social media channels to share the benefits of the ASA-CSSA-SSSA Annual Meeting and encourage your members, networks and other key stakeholders to register. Please help us spread the word via your own social channels by following the steps below:

Steps to Publish

1. Utilize a key message from the sample social media posts below
2. Customize the post with your own personal message
3. Select an image from the [Facebook](#), [LinkedIn](#) or [Twitter](#) image banks to include
4. If you refer to one or three of the organizations within the tri-society (ASA/CSSA/SSSA), tag their respective page using the @ symbol
 - a. Facebook: [American Society of Agronomy](#), [Crop Science Society of America](#), [Soil Science Society of America](#)
 - b. LinkedIn: [American Society of Agronomy](#), [Crop Science Society of America](#), [Soil Science Society of America](#)
 - c. Twitter: [ASA/CSSA/SSSA](#), [Soil Science Society](#)
5. Include the Annual Meeting hashtag #ACSmtg and an additional hashtag or two per society focus, to increase your post's reach
 - a. ASA: #innovation #sustainability
 - b. CSSA: #crops #environment
 - c. SSSA: #science #research
6. Include the Annual Meeting registration link: <https://www.acsmeetings.org/register>
 - a. If posting on Twitter, include this bitly link: <https://bit.ly/32fW061>

Sample Social Posts

- [I'm/we're] honored to [speak at/sponsor] this year's 2020 ASA-CSSA-SSSA [insert details]. Now more than ever, it's critical we come together to confront the global #food and agronomic challenges confronting our world. Hope to "see" you there virtually! <https://www.acsmeetings.org/register> #ACSmtg #innovation
- Have you registered for the 2020 ASA-CSSA-SSSA Virtual Annual Meeting? Not only does this year's meeting bring the cutting-edge, visionary #science you've come to expect, it's more affordable, convenient and customizable than ever. Join me, and register today! <https://www.acsmeetings.org/register> #ACSmtg #sustainability
- The ASA-CSSA-SSSA 2020 Virtual Annual Meeting just got even better. Register today to receive an agenda and networking groups customized to your interests, and on-demand access to over 2,800 presentations and 350 research sessions. Plus, Q&As with speakers during and after their sessions. Don't miss your chance to register today. <https://www.acsmeetings.org/register> #ACSmtg #soil #research



- It's now more affordable than ever to attend the 2020 ASA-CSSA-SSSA Virtual Annual Meeting – reduced registration costs, no travel and additional discounts for members. Check it out: <https://www.acsmeetings.org/register> #ACSmgt #innovation
- From virtual roundtables and lounges to group chats, networking with the world's scientific leaders has never been easier than at the 2020 ASA-CSSA-SSSA Virtual Annual Meeting. Grow your network by registering today: <https://www.acsmeetings.org/register> #ACSmgt #research #environment
- Early career scientists: get your foot in the door at the 2020 ASA-CSSA-SSSA Virtual Annual Meeting. From networking opportunities with scientific leaders and the cutting-edge research to discounted registrations and no travel costs, now's the time to build your network and your career. <https://www.acsmeetings.org/register> #ACSmgt #science #research
- Register for the 2020 Virtual Annual Meeting and learn from industry leaders as they discuss cutting-edge science that is transforming our industry and world for the better: <https://www.acsmeetings.org/register> #ACSmgt #science #soil
- Time is running out to register for the 2020 Virtual Annual Meeting! Register today for an experience like never before with access to over 3,500 technical resources: <https://www.acsmeetings.org/register> #ACSmgt #science #research

Sample Social Assets

A snapshot of social assets is below, and you can find the full-resolution versions [here](#).



E-Blast Copy and Asset

We invite you to engage your members, networks and other key stakeholders by sending out this sample email copy to your email distribution lists.

Sample E-blast

Headline: Together we are virtually unstoppable

The 2020 ASA-CSSA-SSSA Annual Meeting is one of the few times thousands of scientific leaders from industry, government agencies and academic institutions gather together to confront the global food and agronomic challenges facing our world. This year, it has never been more critical to connect – *virtually*.

Featuring over 2,800 presentations and 350 innovative research sessions, the breadth and depth of cutting-edge, visionary science is unmatched. Plus, this year's virtual meeting on November 9-13 has more benefits than ever before:

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- **More affordable** – with reduced registration costs and no travel needed

Additionally, for a limited time only, those who register by October 9 can receive **10% off their registration**. Simply use promo code [INSERT – Member10, Sponsor10 or Speaker10] when registering at acsmeetings.org/register to receive the 10% discount.

Register today for the 2020 Virtual Annual Meeting and join us in *Translating Visionary Science to Practice*.

Sample E-blast Asset

A snapshot of the e-blast asset is below, and you can find the full-resolution version [here](#).



Meeting Agenda

We invite you to share the meeting agenda with your members, networks and other key stakeholders. Spotlights from the Annual Meeting are highlighted below, and additional details are available [on our website](#).

Monday, November 9th

- Keynote Address, **Scott Hutchins** 10:00 – 11:00 AM
- Sergei A. Wilde Distinguished Lectureship on Forest Soils, **Thomas DeLuca** 2:00 – 3:00 PM

Tuesday, November 10th

- CSSA Plenary / Betty Klepper Endowed Lectureship, **Nora Lapitan** 9:00 – 10:30 AM
- Francis E. Clark Distinguished Lectureship on Soil Biology, **Francesca Cotrufo** 11:30 AM – 12:30 PM
- Martin and Ruth Massengale Lectureship, **Andrew Leakey** 2:30 – 3:30 PM

Wednesday, November 11th

- SSSA Plenary / Nyle C. Brady Frontiers of Soil Science Lectureship, **Jayne Belnap** 9:00 – 10:30 AM
- William H. Patrick, Jr. Memorial Lectureship, **Scott Bridgham** 11:30 AM – 12:30 PM
- Ron Phillips Plan Genetics Lectureship, **P. Stephen Baenziger** 2:30 – 3:30 PM

Thursday, November 12th

- ASA Plenary / E.T. & Vam York Distinguished ASA Lectureship, **Deanna Osmond** 9:00 – 10:30 AM
- Calvin Sperling Memorial Biodiversity Lectureship, **Jeffrey Ross-Ibarra** 11:30 AM – 12:30 PM
- Leo M. Walsh Soil Fertility Distinguished Lectureship, **Richard Ferguson** 2:30 – 3:30 PM

Frequently Asked Questions

Where and when is the 2020 Annual Meeting?

The 2020 International Annual Meeting is fully virtual and takes place from November 9-13, 2020. All recorded sessions will be available to registrants for three months after the meeting.

Do I need to be a member to attend?

No, you do not need to be a member to attend. However, registration rates are reduced for members.

What does my registration include?

Access to the opening keynote, sessions, exhibit hall, and more. Certain aspects of the Annual Meeting will be scheduled allowing for real-time networking with your colleagues. The majority of the Annual Meeting will be available on-demand for you to watch at a time that is convenient for you. No topical overlap! All recorded sessions will be available to registrants for three months after the meeting.

Can I earn Continuing Education Units (CEUs) at the Annual Meeting?

Yes. You can earn CEUs toward your Certified Crop Adviser (CCA), Certified Professional Agronomist (CPAg), Certified Professional Soil Scientist (CPSS), or Certified Professional Soil Classifier (CPSC) certifications. [See pre-approved sessions for CEUs here.](#)

What are some of the student events at the meeting?

A full list of undergraduate activities is [available here.](#)

A full list of graduate student-specific activities is [available here.](#)

All students are strongly encouraged to attend all parts of the [professional program](#) that interest them.

Is there a meeting app?

No, the virtual meeting is fully responsive and can be viewed on any platform.

How can I follow meeting news on Twitter?

Follow @ASA_CSSA_SSSA on Twitter for news and updates. Posts about the Annual Meeting will use the hashtag, #ACSMtg.

For more FAQs, visit our [website](#).



Contact Details

QUESTIONS ABOUT:	PLEASE CONTACT:
<ul style="list-style-type: none"> This Toolkit 	Emma Brooke Global Prairie Send Message
<ul style="list-style-type: none"> Annual Meetings Registration Payments Receipts 	Lynne Navis Accounting Manager Send Message
<ul style="list-style-type: none"> Specialized Meetings Annual Meeting Manager Exhibit Management 	Jeanne Pluemer, CMP Senior Meeting Manager Send Message
<ul style="list-style-type: none"> Tours & Workshops 	Stacey Giesen, CMP Meetings Manager Send Message
<ul style="list-style-type: none"> Abstracts Invited Speakers Program Enhancement Funds 	Nate Ehresman Technical Program Manager Send Message
<ul style="list-style-type: none"> Advertising Exhibit Sales Sponsorships 	Eric Welsh Program Manager-Marketing and Business Relations Send Message
<ul style="list-style-type: none"> Career Center, Job Postings Interviews, Career Fair Graduate School Forum ASA Communities 	Rebecca Polk Manager - Membership Programs, Marketing and Communications Send Message
<ul style="list-style-type: none"> Undergraduate Student Program Graduate Student Program Early Career Program 	Susan Chapman Director of Member Services Send Message
<ul style="list-style-type: none"> Events and Sessions for Journalists Newsroom Registration 	Susan Fisk Director of Public and Science Communications Send Message

Thank You 2020 Sponsors

DIAMOND



GOLD



SILVER

