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.

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*

<table>
<thead>
<tr>
<th>Move-in</th>
<th>Sunday</th>
<th>8:00 am–5:00 pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Move-out</td>
<td>Wednesday</td>
<td>4:30 pm–8:00 pm</td>
</tr>
</tbody>
</table>

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.

### Booth Rates

<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>

### 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

### Drive Traffic to Your Booth

**E-Blast**

**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.

**$3,500 each**

**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:

<table>
<thead>
<tr>
<th>Option</th>
<th>Estimated Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Footer</td>
<td>$2,500</td>
</tr>
<tr>
<td>Banner Top</td>
<td>$2,000</td>
</tr>
<tr>
<td>Tower</td>
<td>$2,000</td>
</tr>
<tr>
<td>Content Banner</td>
<td>Price Varies Based on Content</td>
</tr>
</tbody>
</table>

**Footer**

Options Available — 4

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

**Banner Top**

Options Available — 4

Horizontal banner appears above the Annual Meeting banner

**Tower**

Options Available — 4

Right vertical column

**Content Banner**

Options Available — 4

Displays beneath page title or above the content

**Complete specification and location overview available upon request.**

acsmeetings.org/exhibitors-portal
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: ________________________________________________

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

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
• Corporate membership
• Advertising and sponsorship dollars spent
• 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.

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 ___________________________

LOCATION  COST  QUANTITY
Premium $2,500
Corner $2,200
All Others $2,000

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.

<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>X</td>
</tr>
<tr>
<td>Recognition at opening plenary sessions and keynote speaker address</td>
<td>x</td>
</tr>
<tr>
<td>Full-page 4C ad in society publication of your choice</td>
<td>x x</td>
</tr>
<tr>
<td>Pre- and post-show attendee mailing lists</td>
<td>x x x x</td>
</tr>
<tr>
<td>Company name and logo on ACS Annual Meeting website</td>
<td>x x x x x x</td>
</tr>
<tr>
<td>Logos on signs throughout meeting</td>
<td>x x x x x x</td>
</tr>
<tr>
<td>Thank you recognition in mobile app and e-newsletter</td>
<td>x x x x x x x</td>
</tr>
<tr>
<td>Included annual meeting registrations</td>
<td>6 4 2 1 0 0</td>
</tr>
</tbody>
</table>

Contact Eric Today for Exhibit and Sponsorship Information

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

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.

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.

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.

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.

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.

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.

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.

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

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