

# 2024 SPONSORSHIP Prospectus



ASA, CSSA, SSSA INTERNATIONAL  
**ANNUAL MEETING**  
Nov. 10-13, 2024 ★ San Antonio, Texas



[acsmeetings.org/exhibitors-portal](https://acsmeetings.org/exhibitors-portal)

You are invited to exhibit and sponsor at the  
**2024 International Annual Meeting in San Antonio, TX**

Attendees will include current and future decision-makers, in the fields of...

**AGRONOMISTS Chemists CROP SCIENTISTS Geneticists**  
**FIELD SCIENTISTS Plant Breeders R&D LEADERS**  
**Soil Scientists ECOLOGISTS Publishers TAXONOMISTS**

**Why Sponsor or Exhibit? Access and Engagement!**

Join more than 4,000 attendees to make valuable connections with influencers in agronomy, plant, soil, and environmental sciences.

**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



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# 2024 ANNUAL MEETING THEME

## AI Innovations for a Changing Climate

Rapidly changing climate is one of the greatest challenges for modern agriculture around the world. But there is hope! By leveraging advanced modeling tools, remote sensing, machine vision, autonomous machinery, and robots, AI enables improved soil management, climate-smart farming, and accurate forest mapping. Together, let's harness the power of AI to revolutionize the future of agriculture at the 2024 ASA, CSSA, SSSA International Annual Meeting.



**WHEN:** November 10-13, San Antonio, Texas

**WHERE:** Henry B. González Convention Center

## 2024 Exhibitor Schedule\*

**Move-in** Sunday 8:00 am–5:00 pm  
**Move-out** Tuesday 6:00 pm–9:00 pm

### Exhibit Hours

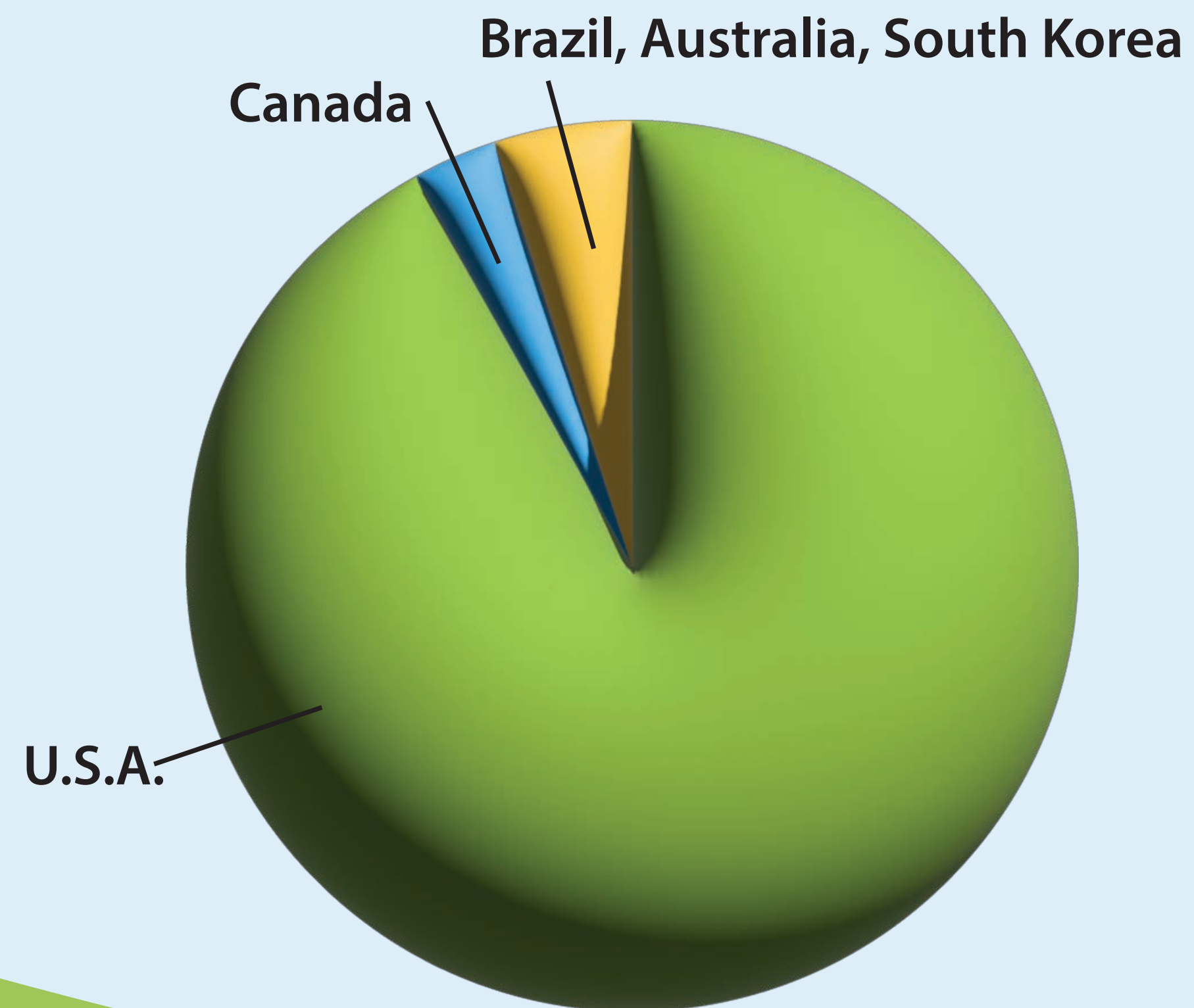
Welcome Reception (in Exhibit Hall)	Sunday	7:00 pm–9:00 pm
	Monday	9:00 am–6:00 pm
	Tuesday	9:00 am–6:00 pm

\*Times and dates subject to change.

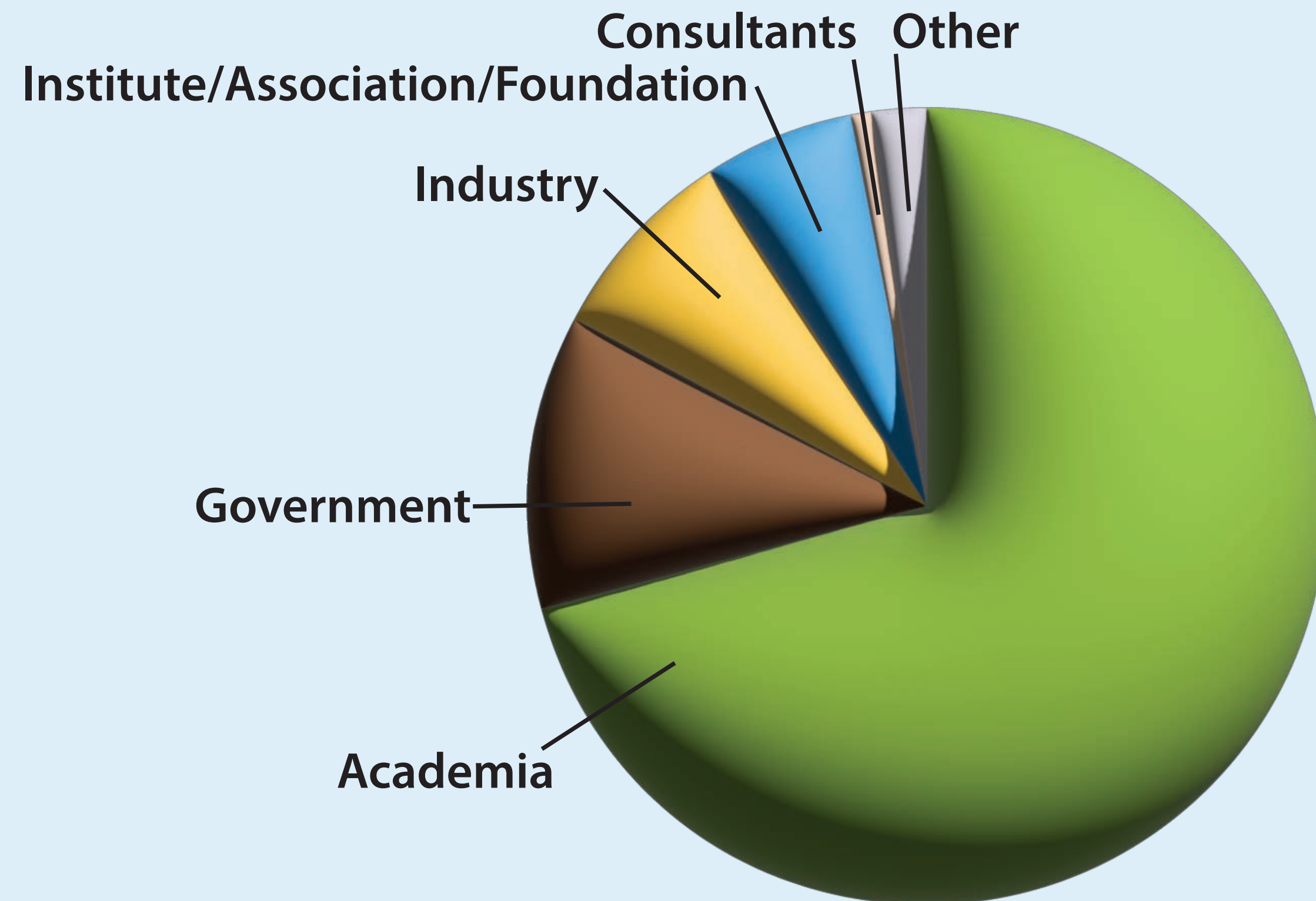


# WHO IS ATTENDING?

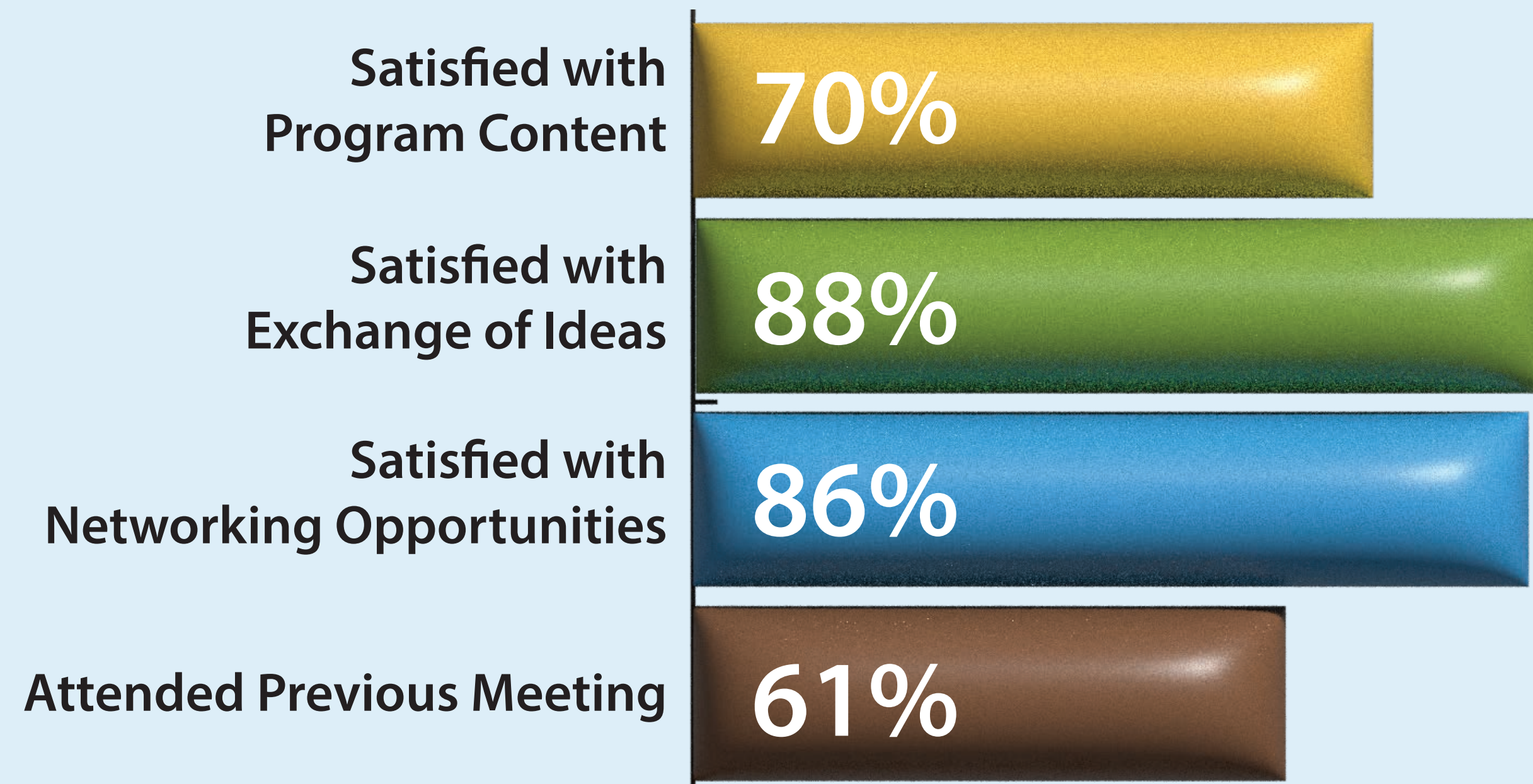
Attendees from 47 countries:



Industries:



# ATTENDEES THOUGHTS



# SPONSORSHIP PACKAGES

Benefits Included at Each Level	SPONSORSHIP LEVEL				
	DIAMOND \$20,000+	GOLD \$10,000+	SILVER \$7,500+	BRONZE \$5,000+	EXHIBITORS \$2,200+
<b>Exhibit Hall</b>					
10' x 10" Booth (Premium, Corner, Inline)	X	X	X	X	X
8'-high draped back wall, 3'-high draped sidewalls	X	X	X	X	X
6' skirted table & 2 contour chairs (per exhibiting company)	X	X	X	X	X
Booth identification sign	X	X	X	X	X
<b>Included annual meeting registrations</b>	<b>8</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>2</b>
Listing in conference app	X	X	X	X	X
<b>Publication</b>					
Full-page 4C ad in society publication of your choice	X				
Pre- and post-show attendee mailing lists	X	X			
<b>Branding</b>					
Premium Signage	X				
Recognition at Opening Keynote	X				
Logos on signs through-out meeting	X	X	X	X	
Company name and logo on ACS Annual Meeting website	X	X	X	X	
Thank you recognition in E-newsletter	X	X	X	X	X
Mobile App Ad of Choice (Banner, Footer, Tower)	X	X	X		
Attendee Drawing	X				

\*If application and payment is received prior to October 1, 2024.\*



# SPONSOR THE FUTURE OF ASA, CSSA, SSSA PACKAGES

## Graduate Student Sponsor Package – \$5,000 x6

Graduate student social

Sponsor graduate student competition or tours includes inline ad

Industry networking happy hour

Name on banner for companies hiring



# SPONSOR THE FUTURE OF ASA, CSSA, SSSA PACKAGES

## SASES Sponsor Package — \$5,000

- Sponsor a tour or competition includes inline ad
- SASES awards banquet—recognition as sponsor at event
- SASES keynote speaker
- Sponsor and participate in Quiz Bowl (rep is part of draft for students)
- Participate in industry networking session

## Sponsor SASES Social — \$5,000

- Name and help plan the social for SASES students

## Early Career/Recent Graduates — \$2,500

- Sponsor sessions includes inline ad and program recognition
- Reception networking event—recognition as sponsor at event

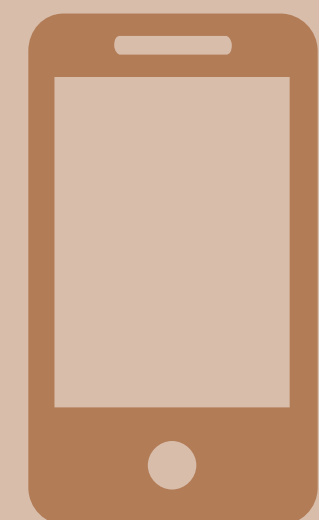
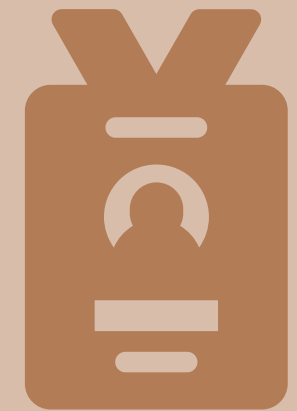


# A LA CARTE

**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 Key Cards — \$12,500** Keep your brand on the minds of Annual Meeting attendees by placing your logo on keycards for the top host hotels. Your logo will greet them every time they unlock their hotel room.

**Meeting App — \$10,000** Be the top resource for all attendees by sponsoring the meeting app. Your logo will be seen when they open the app, and you'll have rotating banner ads and extra signage throughout the convention center.



# A LA CARTE

**Awards Luncheon — \$7,500** Each society recognizes award recipients. Prominent signage, front-of-room screen recognition, and an opening mention by Society president are all included.

**Lectureship Speaker — \$5,000 x3** Each Society has a prominent Lectureship Speaker. Prominent signage, front-of-room screen recognition, and an opening mention are all included

**Water Station — \$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 water stations located throughout the convention center.



# A LA CARTE

**Coffee Break — \$4,000 x3** Coffee with the Presidents; 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.

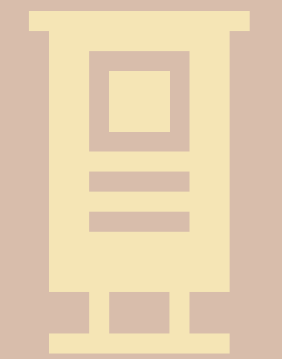
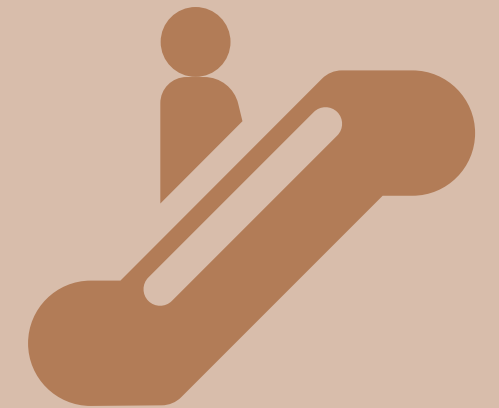
**E-Blast — \$3,500 x4** Pre-show email distributed directly to Annual Meeting attendees. This direct connection helps drive traffic to your booth ahead of other exhibitors.



# A LA CARTE

Column Wrap	\$5,000
Escalator Wrap	\$5,000
Banner	\$3,000
Wall Cling	\$1,500
Signage	\$1,500
Stair Cling	\$1,000

\*Estimated prices\*



# A LA CARTE

## Undergrad Industry networking – \$500

Reserve table at 1 hour industry networking event with undergraduate students in agronomy, crops, and soil science.

## Symposiums/Session Sponsorship with Inline Ad – \$3,000

Each Society has technical sessions focused on a variety of scientific and practical disciplines. These sessions attract potentially hundreds of focused attendees at a time. Utilize the inline ad placed above your session to build brand awareness and your support for the session

## Room Rentals – \$1,600

- 10x10,20 Meeting Room Rental
- Hotel Meeting Room
- 40 minute breakout session (100 or more people, includes a projector, screen, laptop, microphone, and speakers each)



# A LA CARTE — ENTICE ATTENDEES

## Add Something Sweet or Savory to Your Booth

Wine & Cheese

Margaritas

Espresso

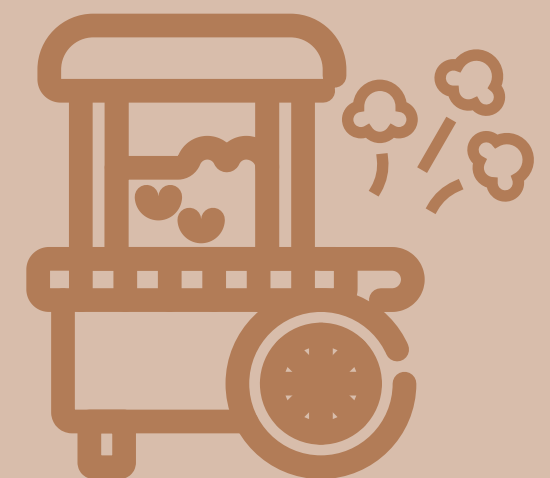
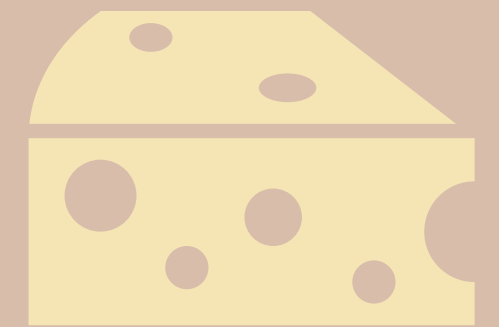
Popcorn Cart

Fresh Cookies

Ice cream

Pretzels

**Contact Alex Priester  
for pricing**  
[sales@sciencesocieties.org](mailto:sales@sciencesocieties.org)  
608-268-4967





# EXHIBIT BOOTH OPTIONS

Inline 10x10	\$2,200
Corner 10x10	\$2,400
Premium 10x10	\$2,750
Island 20x20	\$10,000



# SIGN UP TO EXHIBIT ONLINE

View floor plan, access the exhibitor kit, & more  
[acsmeetings.org/exhibitors-portal](https://acsmeetings.org/exhibitors-portal)

## Priority Points Placement

Complete your exhibitor booth contract prior to March 1, 2024, 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 1, 2024)

In order to earn more points to be ranked higher, please contact Alex Priester, [apriester@sciencesocieties.org](mailto:apriester@sciencesocieties.org) to discuss opportunities that would help bring you up in the ranking. If your exhibitor booth contract is submitted after March 1, 2024, you will be placed based on a first-come, first-served basis.

**Payment Terms:** Contracts submitted prior to June 14, 2024: 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 14, 2024: the balance of payment is due. All checks must be payable to the American Society of Agronomy.

**Cancellation:** Prior to June 14, 2024, an administrative fee of \$100 is charged for any booth cancellation received in writing. After June 14, 2024, no refund will be provided.



# ABOUT THE SOCIETIES

## **American Society of Agronomy** [agronomy.org](http://agronomy.org)

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.

## **Crop Science Society of America** [crops.org](http://crops.org)

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.

## **Soil Science Society of America** [soils.org](http://soils.org)

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.

**Alex Priester**  
**Sales Coordinator**

[sales@sciencesocieties.org](mailto:sales@sciencesocieties.org)

608-268-4967