July 10-14,
New Orleans,
Louisiana

ADSA®

ASAS

2011
JAM
JOINT ANNUAL MEETING

Exhibit & Sponsor Prospectus

http://adsa.asas.org/meetings/2011

Invitation to Exhibit and Sponsor

Scientists, educators, marketers, account representatives, and others in the animal and dairy industries – mark your calendars now for the 2011 Joint Annual Meeting (JAM) of the American Society of Animal Science (ASAS) and the American Dairy Science Association® (ADSA®). The 2011 JAM will be held July 10–14, in New Orleans, Louisiana. Don't miss the opportunity to interact with the membership of these international associations. As an international forum for professionals, educators, and students to gather vital information for the future of animal agriculture, the meeting will attract more than 2,700 scientists and researchers with diverse but common interests from around the globe. Over 2,000 oral and poster presentations, 85 exhibits, and 35 symposia relating to food science, dairy production, animal and human nutrition, livestock transport, food safety, and production and management will be sought out by the world's leading animal and dairy scientists. Take advantage of the opportunity to be a very visible part of this well-attended gathering—make your decision to sponsor and exhibit today. You can find additional information about the meeting on the official meeting web site: http://adsa.asas.org/meetings/2011.

Tentative Meeting Schedule

(Please note Sunday thru Thursday schedule)

Sunday, July 10	Monday, July 11	Tuesday, July 12	Wednesday, July 13	Thursday, July 14
Registration	Registration	Registration	Registration	Registration
Exhibit setup	Exhibits and posters	Exhibits and posters	Exhibits and posters	Scientific sessions
Triennial symposium	Scientific sessions	Scientific sessions	Scientific sessions	(8 am – noon)
Late-breaking abstracts	Exhibitors' reception	ADSA awards program	Global networking	Post-meeting symposia
Opening Session	ASAS awards program	Ice cream social	reception	
Opening reception				

Sponsorship Opportunities

The ADSA®-ASAS Joint Annual Meeting offers numerous sponsorship opportunities for all companies, large and small. Recognition and benefits for sponsorship can be tailored to fit your company's needs. If you are interested in any of the following sponsorship opportunities, please contact one of the following representatives:

Meghan Wulster-Radcliffe, ASAS; e-mail: sponsorship@assochq.org; phone: (217) 621-4623
Peter Studney, ADSA; e-mail: sponsorship@assochq.org; phone: (708) 386-3274

High-Profile Sponsorship

Abstract CD
Global networking reception
(Gold sponsorship required)
Cyber café
Exhibit hall reception
Hospitality room
Ice cream social
Meeting tote bags
(co-sponsored with ASAS-ADSA)
Onsite daily newsletter
Opening session and reception
Poster session
Refreshment breaks
Refreshment breaks in the exhibit hall
Registration desk area
Symposium recordings
Wireless computer lounge

Symposia and Strand Sponsorships

Select from any of the following specialized symposia to showcase your involvement in a specific research area. Each symposium is available for exclusive sponsorship ($10,000).

Additionally, strand sponsorships ($2,000 each) are available in these areas:

Animal behavior and well-being
Animal health
Beef
Bioethics
Breeding and genetics
Companion animals
Cell and molecular biology
Dairy foods
Extension education
Food safety
Forages and pastures
Goats
Growth and development
Horses
International animal agriculture
Lactation biology
Meat science and muscle biology
Milk proteins and enzymes
Mixed models
Nonruminant nutrition
Physiology and endocrinology
Production, management and the environment
Reviewers' workshop
Ruminant nutrition
Sheep
Swine
Teaching: Graduate and undergraduate education
Triennial lactation symposium

Enjoy the Benefits of Being a Sponsor

Platinum Level: $20,000+

- Complimentary exhibit booth (includes two full meeting registrations)
- Two additional complimentary full meeting registrations
- Recognition from the podium at the opening session
- Event naming rights
- Company listing in the program book and abstract CD
- Signage at the meeting
- Post-meeting attendee list
- Company listing on the meeting web site
- Link to company web site from meeting web site
- Listing in onsite newsletter
- Listing & recognition in *Taking Stock* and *ADSA News*

Gold Level: $10,000 to $19,999

- Complimentary exhibit booth (includes two full meeting registrations)
- One additional complimentary full meeting registration
- Event naming rights
- Company listing in the program book and abstract CD
- Signage at the meeting
- Post-meeting attendee list
- Company listing on the meeting web site
- Link to company web site from meeting web site
- Listing in onsite newsletter
- Listing & recognition in *Taking Stock* and *ADSA News*

Silver Level: $5,000 to $9,999

- One complimentary full meeting registration
- Company listing in the program book and abstract CD
- Signage at the meeting
- Post-meeting attendee list
- Company listing on the meeting web site
- Link to company web site from meeting web site
- Listing in onsite newsletter
- Listing & recognition in *Taking Stock* and *ADSA News*

Bronze Level: $2,500 to $4,999

- Company listing in the program book and abstract CD
- Signage at the meeting
- Post-meeting attendee list
- Company listing on the meeting web site
- Link to company web site from meeting web site
- Listing in onsite newsletter
- Listing & recognition in *Taking Stock* and *ADSA News*

Donor Level: $1,500 to $2,499

- Company listing in the program book and abstract CD
- Signage at the meeting
- Company listing on the meeting web site
- Link to company web site from meeting web site
- Listing in onsite newsletter
- Listing & recognition in *Taking Stock* and *ADSA News*

Contributor Level: up to $1,499

- Company listing in the program book and abstract CD
- Signage at the meeting
- Company listing on the meeting web site
- Listing in onsite newsletter
- Listing & recognition in *Taking Stock* and *ADSA News*

Sponsorship Pledge Form

Go to **http://adsa.asas.org/meetings/2011/sponsorship** and complete your sponsorship information online or complete and fax/mail the following form.

Please accept the following donation in support of the ADSA®-ASAS 2011 Joint Annual Meeting. I understand that we will be invoiced for the sponsorship and will receive all of the benefits for sponsors at the level described above. Further, I understand that once all of the expenses are met for the event sponsored, any excess funds will be used to cover general meeting expenses.

☐ Platinum ($20,000+) ☐ Gold ($10,000–$19,999) ☐ Silver ($5,000–$9,999)
☐ Bronze ($2,500–$4,999) ☐ Donor ($1,500–$2,499) ☐ Contributor (up to $1,499)

Event/symposium/speaker I wish to sponsor _____

Company name (as it is to appear when listed) _____

Contact name _____ E-mail _____

Address _____

City _____ State/province _____

Country _____ Zip/postal code _____

Phone _____

Fax _____

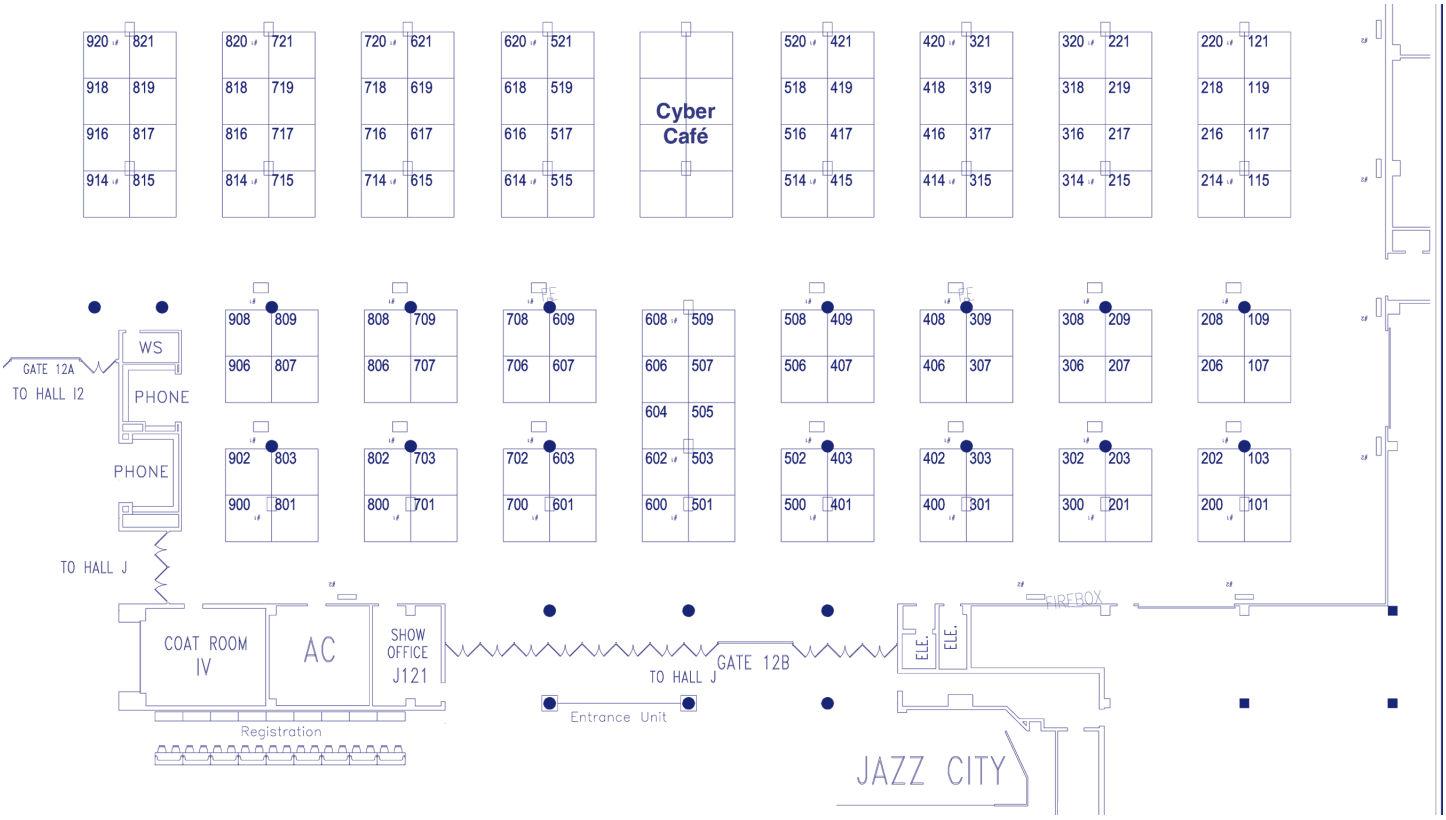
Please fax or mail your sponsorship form to:
2011 ADSA®-ASAS Joint Meeting Sponsorship
2441 Village Green Place, Champaign, IL 61822
Fax: (217) 398-4119 | http://adsa.asas.org/meetings/2011

If this is your line of business, you should exhibit!

- Animal feed or additives
- Animal health products
- Animal production equipment and housing
- Artificial insemination and embryo transfer equipment
- Computer software and programming
- Dairy food ingredients and additives
- Dairy food processing equipment
- Food packaging supplies
- Food products and additives
- Industry and research publications
- Information technology
- Laboratory equipment, instrumentation, and supplies
- Pharmaceuticals
- Publication services for research, instruction, or industry
- Textbook or teaching aids
- Waste treatment products
- Dairy science and animal science consultants

See & Be Seen!

Ernest N. Morial Convention Center Exhibit Hall Floorplan



A Sampling of Past Exhibitors

Adisseo
ADSA
Akey
Alltech
Alpharma
AMPA
Argentine Association of Animal Production
ASAS
ASAS Foundation
Biomin
CSREES
Dairy Management Inc.
Dairy Records Management
Danisco
Diamond V
DSM
EAAP
Elanco Animal Health
Elsevier
Evonik
Feedstuffs
Hill's Science Diet
H.J. Baker & Bro. Inc.
Kemin
Lallemand Animal Nutrition
Monsanto
P&G
Pancosma
Pfizer
Soy PLUS, Soy Chlor
USDA-ARS
VetAgro
West Central
Zinpro

Exhibit Reservation Form

You can reserve exhibit space in one of three ways:

1) Reserve online at:
http://adsa.asas.org/meetings/2011/ExhibitRegistrationForm
2) Complete the following form and fax to:
(217) 398-4119, Attn: 2011 ADSA®-ASAS Joint Meeting Exhibits
3) Complete the following form and mail to:
2011 ADSA®-ASAS Joint Meeting Exhibits
2441 Village Green Place
Champaign, IL 61822

For options 2) and 3) above, confirmation of reservation and instructions on how to select your exhibit space online will be e-mailed to you upon acceptance. If you sign up before August 17, 2010, you will receive a $100.00 discount.

Please print clearly or type all information

PRIMARY EXHIBITOR CONTACT:

Company/organization _____

Contact name _____

E-mail _____

Address _____

City _____ State/province _____

Country _____ Zip/postal code _____

Phone _____ Fax _____

We agree to abide by all regulations outlined on the reverse of this form, which we accept as part of the contract.

BOOTH SELECTION:

Number of interior booths desired: _____ Number of corner booths desired: _____

Booth number desired:

Choice 1 _____ Choice 2 _____ Choice 3 _____

Please check the following, if applicable: ☐ Corporate Sustaining Member

FOR PUBLICATION (program book, signage, etc.):

Company/organization _____

Address _____

City _____ State/province _____

Country _____ Zip/postal code _____

Phone _____ Fax _____

COMPANY/PRODUCT DESCRIPTION:

The company/product descriptions of exhibitors will be published in the 2011 Joint Annual Meeting Program Book if received by April 7, 2011. Please limit to 50 words; ADSA®-ASAS reserves the right to edit copy. Please go to http://adsa.asas.org/meetings/2011/description and enter the copy online when you reserve your booth (last year's entry will show up and you have the option of editing or saving last year's copy) or e-mail the copy to exhibits@assochq.org.

PAYMENT:

Booth spaces will not be reserved or assigned until payment is received in full. Payment may be made by credit card or check. Please make checks payable to 2011 ADSA®-ASAS Joint Meeting.

☐ Check enclosed (must be drawn on US bank in US funds)

☐ Please charge my credit card ☐ AMEX ☐ MasterCard ☐ VISA ☐ Discover

Card Number _____

Exp. Date _____

Signature _____

SUBMIT FORM

Duplicate both sides of this contract for your files and return with payment to:
2011 ADSA®-ASAS Exhibits, 2441 Village Green Place, Champaign, IL 61822.
Phone: (217) 356-2426, ext. 136, Fax: (217) 398-4119, E-mail: exhibits@assochq.org

EXHIBIT DETAILS

August 17, 2010
Cut-off date for early reservation discount ($100)

April 7, 2011
Company descriptions for meeting program due

Sunday, July 10
Exhibit Set Up
10 am – 6 pm

Monday, July 11
Exhibitor Reception
4 pm – 6 pm

Wednesday, July 13
Exhibit Dismantle
2 pm – 5 pm

Exhibit Hours
Monday, July 11
8 am – 5 pm

Tuesday, July 12
8 am – 5 pm

Wednesday, July 13
8 am – 2 pm

Booth Specifications
10' x 10' booth spaces
Each space has standard 8' back-drop drapes with 3' dividers

With each 10' x 10' space reserved, you receive 2 full meeting registrations

Exhibit Booth Rates
(per 10' x 10' space)

Corner $1,300
Interior $1,100

Corporate Sustaining Member
Corner $1,200
Interior $900

Nonprofit Organization
Interior $700

Rules and Regulations for Exhibiting at the 2011 ADSA®-ASAS Joint Annual Meeting

1. All booths must be set up and ready for the official opening of the Exhibit Hall. Opening time is specified in the exhibit prospectus. All exhibits shall be adequately staffed during show hours. **Due to liability considerations, exhibits cannot be removed or dismantled before the conclusion of the show, and/or while attendees are present**. Following the show, all exhibits and related materials must be removed promptly and no later than the time specified in the prospectus. Any exhibit material or property remaining shall be packed, shipped, or stored at the discretion of the Official Service Contractor at the expense of the exhibitor.

2. Exhibiting firms that decide to cancel space or reduce the size of their exhibit space are required to notify the Exhibits Coordinator in writing no later than **May 2, 2011**, to receive a 50% refund. It is the responsibility of the exhibitor to confirm that the ADSA-ASAS office has received the cancellation. Reduction after space assignments have been made may result in relocation of the exhibit booth. **There will be no refunds for cancellations received after May 2, 2011**.

3. ADSA-ASAS will attempt to assign the exhibitor to one of its requested spaces. Notwithstanding these requests, ADSA-ASAS reserves the right to make its allocation of exhibit space or to change the space allocation at any time. The failure to allocate to an exhibitor the requested space will not in any way affect the enforceability of this agreement. The floor plan submitted by ADSA-ASAS is believed to be generally accurate. ADSA-ASAS offers booth dimensions based on industry standards, but makes no warranties or representations with respect to actual space measurements.

4. ADSA-ASAS reserves the right to direct the show decorator to uncrate and set up any exhibit display that is on the floor in the booth but not uncrated by one hour before opening time. This does not apply to unpacking boxes of the exhibitor's product, but rather to booth structures (shelving, backdrops, lights, etc.). The exhibitor will be invoiced for labor and other costs involved. Exhibitors may handle their own hand-carry materials in and out of the Ernest N. Morial Convention Center; however, any materials requiring the use of equipment for delivery (e.g., dollies, forklifts, hand trucks) will be handled by local union personnel.

5. Exits and aisles must be clear of boxes and materials during show hours. Electrical lines must be accessible at all times.

6. Nothing shall be attached to any of the pillars, walls, doors, floors, et cetera, in such a manner as to deface or destroy the property. The use of cellophane or masking tape or similar products on painted or papered surfaces is strictly prohibited. All posters, signs, and similar advertisements should be posted on billboards designed for that purpose. Nails, hooks, tacks, and screws must not be driven into pillars, walls, doors, or floors.

7. Exhibits must be designed and erected in such a manner as to avoid blocking the view of adjacent exhibits. Booths shall be constructed so that inline and peninsula booths do not exceed 8'3" (2.5 meters) in height and island booths do not exceed 12'0" (3.7 meters) in height. Inline and peninsula booths and all their contents are limited to 8'3" in height for the back 50% of the booth area and 4'0" in height for the front 50% of the booth area. No part of a booth or any attachment, sign, or extension of a booth may exceed these limitations, which will be strictly enforced. No booth shall be bridged or connected across the aisle in any way to an adjacent booth without the prior written consent of ADSA-ASAS. Banners may be allowed at the discretion of the societies. Please contact the ASAS-ADSA office if you are interested in hanging a banner.

8. Audiovisual and other noise-emitting equipment used in exhibits may not be operated in a manner that will disturb other exhibitors.

9. All demonstrations or other sales activities in the Exhibit Hall must be confined to the limits of an exhibitor's own exhibit booth. Distribution of literature may be done only from within the booth assigned to the exhibitor presenting such materials. Firms or organizations not assigned space in the Exhibit Hall will not be permitted to solicit business within the Exhibit Hall.

10. The character of the exhibits is subject to approval of the executive directors of ADSA, ASAS, who reserve the right to refuse applications of unmet required or expected standards, as well as the right to curtail or to close exhibits, or parts of exhibits, that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, et cetera.

11. Each exhibitor is charged with knowledge of and compliance with all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety. All booth decorations must be flame proofed and comply with local fire codes, and all hangings must clear the floor. Electrical wiring must conform to National Electrical Code Safety Rules.

12. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and hold harmless the American Society of Animal Science (ASAS), the Dairy Science Association (ADSA) the Federation of Animal Science Societies (FASS), and the Ernest N. Morial Convention Center and its employees and agents from any and all claims, losses, and damages to persons or property; governmental charges or fines; and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibiting premises or a part thereof, excluding any such liability caused by the sole negligence of the Ernest N. Morial Convention Center. In addition, the exhibitor acknowledges that ADSA, ASAS, and the Ernest N. Morial Convention Center do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption, theft and property damage insurance covering such losses by the exhibitor.

13. Exhibitor agrees that failure to comply with the foregoing rules and regulations will cause harm to ADSA-ASAS and may result in a fine or denial of participation in one or more future meetings. Applications from exhibitors with a balance due will not be accepted until all amounts owing are paid in full.

Advertising Opportunities in the JAM Program Book

Size of publication 8.5" x 11"

Exhibitor and Sponsor Ad Rates

Full page (7.5" x 10")	$750
Half page (7.5" x 4.5" horiz. only)	$500
Quarter page (3.75" x 4.5")	$250
Outside back cover	$2000
Inside covers	$1000

Non-Participating (not exhibiting or sponsoring) Company Rates

Full page (7.5" x 10")	$1000
Half page (7.5" x 4.5" horiz. only)	$750
Quarter page (3.75" x 4.5")	$350
Outside back cover	$2500
Inside covers	$1500

All ads are grayscale/black and white; no bleeds; line screen: 133.

Advertisement Reservation Deadline: April 7, 2011
Advertisement Copy Submission Deadline: April 7, 2011
Payment is due at the time of reservation.

Please go online to reserve, pay for, and upload your ad at http://adsa.asas.org/meetings/2011/advertising.asp

About Each Society

American Dairy Science Association

The American Dairy Science Association (ADSA) is an international organization of educators, scientists and industry representatives who are committed to advancing the dairy industry, and keenly aware of the vital role the dairy sciences play in fulfilling the economic, nutritive and health requirements of the world's population. Together, ADSA members have discovered new methods and technologies that have revolutionized the dairy industry. Please visit http://www.adsa.org/membenefit.asp for the many benefits of membership.

ADSA Vision: Science, education and service for the dairy industry

ADSA Mission: The American Dairy Science Association provides leadership in scientific and technical support to sustain and grow the global dairy industry through generation, dissemination, and exchange of information and services.

Contact information
Phone: (217) 356-5146
E-mail: adsa@assochq.org

American Society of Animal Science

Established in 1908, The American Society of Animal Science (ASAS) is a professional organization for animal scientists designed to help members provide effective leadership through research, extension, teaching, and service for the dynamic and rapidly changing livestock and meat industries. Please visit www.asas.org for more information.

ASAS Vision: Leading source of new knowledge and perspectives in animal science

ASAS Mission: To discover, disseminate and apply knowledge for sustainable use of animals for food and other human needs.

Contact information
Phone: (217) 356-9050
E-mail: asas@assochq.org

Thank you for your generous support of JAM 2011!

ADSA®-ASAS 2011 Joint Meeting
2441 Village Green Place
Champaign, IL 61822

FIRST CLASS
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61822
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Future Meeting Dates

ADSA®-ASAS
July 15–20, 2012
Phoenix, Arizona

ADSA®-ASAS
July 8–12, 2013
Indianapolis, Indiana

ADSA®-ASAS
July 20–24, 2014
Kansas City, Missouri

For the latest meeting news and updates, visit
http://adsa.asas.org/meetings/2011