

**2013**  
**JAM**  
JOINT ANNUAL MEETING



**Advertiser, Exhibitor,  
and Sponsor  
Prospectus**

**ADSA®-ASAS**  
July 8–12, 2013, INDIANAPOLIS, INDIANA

[www.jtmtg.org/2013](http://www.jtmtg.org/2013)

## Invitation to Advertise, Exhibit, and Sponsor

Mark your calendars now for the 2013 Joint Annual Meeting (JAM) of the **American Society of Animal Science (ASAS)** and the **American Dairy Science Association® (ADSA®)**. As a global forum for professionals, educators, and students, the meeting will attract more than 2,700 of the world's leading animal and dairy scientists with diverse but common interests in the future of animal science.

## Advertising Opportunities in the JAM Program Book

### 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

Size of publication 8.5" x 11". All ads are grayscale/black and white; no bleeds; line screen: 133.

**Advertisement Reservation Deadline: April 5, 2013**

**Advertisement Copy Submission Deadline: April 5, 2013**

Payment is due at the time of reservation.

Please go online to reserve, pay for, and upload your ad at <http://www.JtMtg.org/2013/advertising.asp>

## Sponsorship Opportunities

The 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 sponsorship opportunities or if you would like for us to produce a customized package, please contact one of the following representatives:

Meghan Wulster-Radcliffe, ASAS; e-mail: [sponsorship@assochnq.org](mailto:sponsorship@assochnq.org); phone: (217) 621-4623

Peter Studney, ADSA; e-mail: [sponsorship@assochnq.org](mailto:sponsorship@assochnq.org); phone: (615) 776-1446

### High-Profile Sponsorship

Abstract CD  
Cyber café  
Hospitality room  
Ice cream social

Meeting tote bags  
(co-sponsored with ADSA-ASAS)  
Onsite daily newsletter  
Opening session and reception  
Poster session

Refreshment breaks  
Refreshment breaks in the exhibit hall  
Registration desk area  
Wireless computer lounge

### Symposia and Strand Sponsorships

Select from any of the following specialized symposia. 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  
Ruminant nutrition  
Sheep  
Swine  
Teaching: Graduate and undergraduate education  
Triennial growth symposium

# 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 (and link to your website) on the meeting website
- Recognition in Global Networking program
- 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
- Signage at the meeting
- Post-meeting attendee list
- Company listing (and link to your website) on the meeting website
- 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
- Signage at the meeting
- Post-meeting attendee list
- Company listing (and link to your website) on the meeting website
- 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
- Signage at the meeting
- Post-meeting attendee list
- Company listing (and link to your website) on the meeting website
- 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
- Signage at the meeting
- Company listing (and link to your website) on the meeting website
- Listing in onsite newsletter
- Listing & recognition in *Taking Stock* and *ADSA News*

## Contributor Level: up to \$1,499

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

## Sponsorship Pledge Form

Go to <http://www.JtMtg.org/2013/sponsorship.asp> to complete your sponsorship information online or complete and fax/mail the following form **no later than May 2, 2013 to receive recognition in the final program book.**

Please accept the following donation in support of the 2013 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.

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Platinum (\$20,000+)     | <input type="checkbox"/> Gold (\$10,000–\$19,999) | <input type="checkbox"/> Silver (\$5,000–\$9,999)    |
| <input type="checkbox"/> Bronze (\$2,500–\$4,999) | <input type="checkbox"/> Donor (\$1,500–\$2,499)  | <input type="checkbox"/> 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:

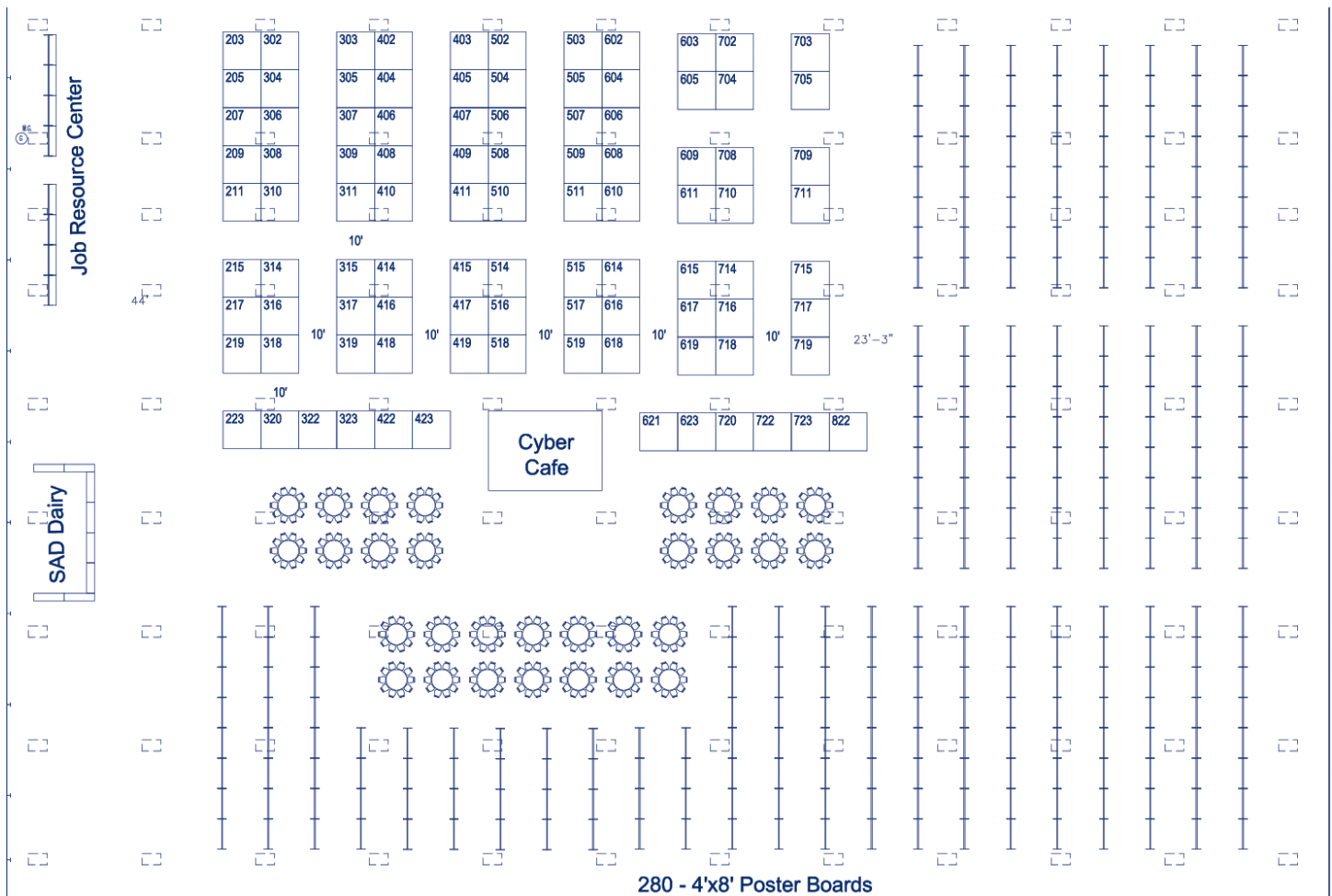
2013 Joint Annual Meeting Sponsorship  
1800 South Oak St., Suite 100, Champaign, IL 61820  
Fax: (217) 398-4119 | <http://www.JtMtg.org/2013>

## 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
- Dairy science and animal science consultants
- 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
- Textbooks or teaching aids
- Waste treatment products

## See & Be Seen!

### Indiana Convention Center Exhibit Hall Floor Plan



## Past Exhibitors Include

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.  
 Kemira

Lallemand Animal Nutrition  
 Monsanto  
 P&G  
 Pancosma  
 Pfizer  
 SoyPLUS/Soy Chlor  
 USDA-ARS  
 VetAgro  
 West Central  
 Zinpro

# Exhibit Reservation Form

Reserve online at: <http://www.JtMtg.org/2013/Exhibit.asp>  
You may pay by credit card or request an invoice when you go online to reserve your booth.

*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 (see page 4 for exhibit hall floor plan):

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):

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 2013 Joint Annual Meeting Program Book if received by April 5, 2013; please limit to 50 words—ADSA®-ASAS reserves the right to edit copy.

**Please go to <http://www.JtMtg.org/2013/exhibit.asp> to enter the online exhibit management system. This system will allow you to select your booth, update your existing company description, and upload your company logo. You may also e-mail your description to: [exhibits@assoqh.org](mailto:exhibits@assoqh.org).**

### PAYMENT:

Payment may be made by credit card or check. Please make checks payable to 2013 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:  
2013 ADSA®-ASAS Exhibits, 1800 South Oak St., Suite 100, Champaign, IL 61820.  
Phone: (217) 356-2426, Fax: (217) 398-4119, email: [exhibits@assoqh.org](mailto:exhibits@assoqh.org)

## EXHIBIT DETAILS

### August 16, 2012

Deadline for early reservation discount (\$100)

### April 5, 2013

Company descriptions for meeting program due

### Monday, July 8

Exhibit set up  
10 am – 6 pm

### Tuesday, July 9

Exhibit hours  
8 am – 6 pm

Coffee and pastries in exhibit hall  
8 am – 9 am

### Wednesday, July 10

Exhibit hours  
8 am – 5 pm

Coffee and pastries in exhibit hall  
8 am – 9 am

### Thursday, July 11

Exhibit hours  
8 am – 2 pm

Coffee and pastries in exhibit hall  
8 am – 9 am

Exhibit dismantle  
2 pm – 5 pm

### Booth Specifications

10' x 10' booth spaces  
Each space has standard 8' backdrop drapes with 3' dividers and basic booth furniture to include table, 2 chairs, wastebasket, and carpet.

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

### Exhibit Booth Rates

(per 10' x 10' space)  
Corner \$1,350  
Interior \$1,150

### Corporate Sustaining Member

Corner \$1,250  
Interior \$1,050

### Nonprofit Organization

Interior \$750

## Rules and Regulations for Exhibiting at the 2013 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. 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, 2013, 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, 2013.**
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 guarantees 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 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 Indiana 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 16'0" (4.8 meters) in height, including hanging signs and graphics. 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, except that hanging signage and graphics over a peninsula booth, not to exceed 16'0" in height, is permitted. End cap booths do not qualify for hanging signs. Limitations 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.
8. Hanging signs and graphics should be set back 10' (3.05 meters) from adjacent booths and be directly over contracted space only. Approval for the use of hanging signs and graphics, at any height, must be received from ADSA-ASAS at least 60 days prior to installation. Drawings should be available for inspection. Please contact ADSA-ASAS for information on banners.
9. Audiovisual and other noise-emitting equipment used in exhibits may not be operated in a manner that will disturb other exhibitors.
10. 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.
11. 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.
12. 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.
13. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and hold harmless ASAS, ADSA, the Federation of Animal Science Societies (FASS), and the Indiana 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 Indiana Convention Center. In addition, the exhibitor acknowledges that ADSA, ASAS, and the Indiana 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.
14. 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.

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## About Each Society

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### 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@assochnq.org](mailto:adsa@assochnq.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](http://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@asas.org](mailto:asas@asas.org)

**Thank you for your generous support of JAM 2013!**



**ADSA®-ASAS 2013 Joint Meeting**

1800 South Oak St., Suite 100  
Champaign, IL 61820

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CHAMPAIGN, IL  
61821  
PERMIT #473

**Be sure to join us for our next meeting**

**ADSA®-ASAS**

July 20–24, 2014

Kansas City, Missouri

For the latest meeting news and updates, visit

**<http://www.JtMtg.org/2013>**