

**American Dairy Science Association  
American Society of Animal Science  
Canadian Society of Animal Science**

**July 24-28, 2005  
[www.fass.org/2005](http://www.fass.org/2005)**

**2005**

**Cincinnati, Ohio**



**EXHIBIT & SPONSOR PROSPECTUS**

## Tentative Meeting Schedule

### Sunday, July 24

Registration  
Exhibit set up  
Pre-meeting Symposia  
Opening Session  
Opening Reception

### Monday, July 25

Registration  
Exhibits & Posters  
Scientific sessions  
ASAS Awards Program

### Tuesday, July 26

Registration  
Exhibits & Posters  
Scientific sessions  
ADSA Awards Program  
ADSA Foundation Auction  
Joint Ice Cream Social

### Wednesday, July 27

Registration  
Exhibits & Posters  
Scientific sessions  
International/  
Closing Reception  
CSAS Banquet

### Thursday, July 28

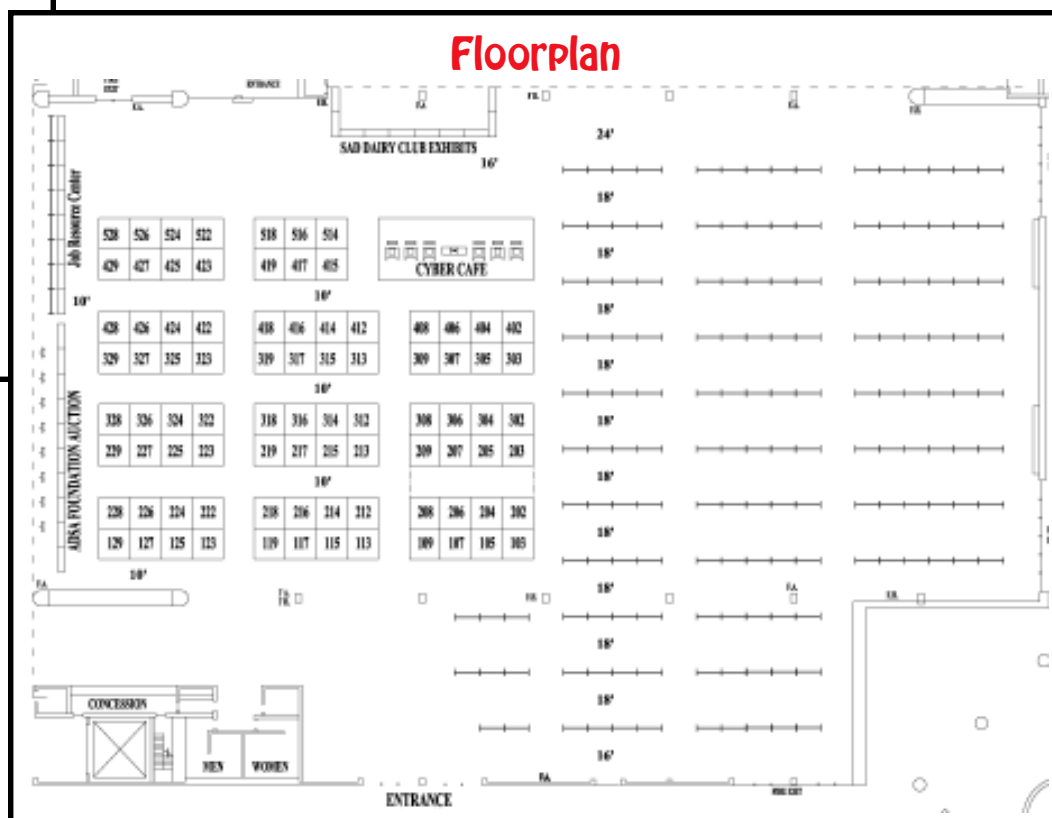
8 am - noon  
Registration  
Scientific sessions

## A Sampling of Past ADSA-ASAS-CSAS Exhibitors

Agriculture and Agri-Food  
Canada  
Alltech, Inc.  
ALOKA  
Alpharma Inc.  
Alternative Design  
Mfg. & Supply, Inc.  
AniGenics Inc.  
ANKOM Technology  
APC, Inc.  
Arm & Hammer Animal  
Nutrition Group  
Aventis Animal Nutrition  
Balchem Encapsulates  
Bar Diamond Inc.  
Biomim USA Inc.  
Bioproducts Inc.  
Biospherics Incorporated  
Biovance Technologies  
BioZyme Incorporated  
Blackwell Publishing  
CABI Publishing  
Chr. Hansen BioSystems

Classic Ultrasound  
Equipment  
Cotton Incorporated  
Dairy One Forage Lab  
Dairy Records  
Management Systems  
Degussa Corporation  
Diamond V Mills  
Easy Systems, Inc.  
Elanco Animal Health  
Elsevier Science Canada  
FARME Institute  
Genex Swine Group  
Griffin Industries, Inc.  
InnoFeed, Inc.  
International Ingredient  
Jefo Nutrition Inc.  
Leco Corporation  
LignoTech USA, Inc.  
Lotek Wireless Inc.  
Loveland Industries, Inc.  
Midland BioProducts Corp.  
Milk Products, Inc.

Milk Specialties Company  
Monsanto Company  
Mosdal Scale Systems  
Nottingham University  
Press  
Novus International, Inc.  
Nutra-Flo Protein Products  
Omega Protein  
Omion, Inc.  
OXIS Research  
PetAg  
Pfizer  
Prentice Hall  
Purdue University Press  
Quali Tech, Inc.  
Roche Vitamins Inc.  
Saf Agri  
SAS Institute  
SODA Feed Ingredients  
Soy Best  
Universal Ultrasound  
West Central Soy  
Zinpro



## Companies Who Provide The Following Should Exhibit:

- Animal feed or additives
- Animal health products
- Animal production equipment and housing
- Artificial insemination or embryo transfer equipment
- Dairy food ingredients and additives
- Dairy food processing equipment
- Food products or additives
- Food packaging supplies
- Industry & research publications
- Information technology
- Laboratory equipment, instrumentation/ supplies
- Pharmaceuticals
- Publication services for research, instruction, or industry
- Textbook or teaching aids



**EXHIBIT DETAILS**

July 25-27  
Cincinnati, Ohio  
Cincinnati Convention Center  
Exhibit Hall 5

**Exhibit Set Up**

Sunday, July 24  
8 am - 5 pm

**Exhibit Hours (tentative)**

Monday, July 25  
7:30 am - 5 pm

Tuesday, July 26  
7:30 am - 5 pm

Wednesday, July 27  
7:30 am - 5 pm

**Exhibit Tear Down**

Wednesday, July 27  
5 pm - 8 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  
\$1200

Non-Corner  
\$1000

Corporate Sustaining  
Member  
\$800

**Agreement To Reserve Exhibit Space**

We agree to abide by all regulations outlined on the reverse side, which we accept as part of the contract. To reserve exhibit space, please complete the following information in full. Written confirmation of space assignment will be mailed to you upon acceptance. Please print or type all information.

**FOR PUBLICATION (Program, Signs, etc.)**

Name of Firm/Organization\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_ Zip/Postal Code\_\_\_\_\_

Country\_\_\_\_\_ Web Site\_\_\_\_\_

Phone\_\_\_\_\_ Fax\_\_\_\_\_

**CONTACT TO WHOM SUBSEQUENT MATERIALS SHOULD BE SENT**

Contact Name\_\_\_\_\_ E-mail\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_ Zip/Postal Code\_\_\_\_\_

Phone\_\_\_\_\_ Fax\_\_\_\_\_

**COMPANIES WHICH YOU DO NOT WISH TO EXHIBIT NEAR\_\_\_\_\_**

**BOOTH SELECTION**

Choice #1\_\_\_\_\_ #2\_\_\_\_\_ #3\_\_\_\_\_ #4\_\_\_\_\_ #5\_\_\_\_\_

**PRODUCT DESCRIPTION**

The product descriptions of exhibiting companies/organizations will be published in the Meeting Program if received by May 16, 2005. Please limit to 50 words. ADSA and ASAS reserves the right to edit copy. E-mail the copy to exhibits@assochoq.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 2005 ADSA-ASAS Joint Meeting.

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

Please charge \$\_\_\_\_\_ to my credit card

AMEX  MasterCard  VISA

Card Number\_\_\_\_\_ Exp. Date\_\_\_\_\_

Signature\_\_\_\_\_

**SUBMIT FORM**

Duplicate both sides of this contract for your files and return with payment to:  
ADSA-ASAS 2005 Exhibits, 1111 North Dunlap Avenue, Savoy, IL 61874  
Phone: 217.356.3182, Fax: 217.398.4119, E-mail: exhibits@assochoq.org

**Visit us at [www.fass.org/2005](http://www.fass.org/2005)**

# Rules & Regulations for Exhibiting at the 2005 ADSA-ASAS-CSAS Joint Meeting

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1. Payment for exhibit booths must accompany the application for exhibit spaces to be reserved or assigned.
2. All booths must be set up and ready for the official opening of the Exhibit Hall at the time specified in the exhibit prospectus. All exhibits shall be adequately staffed during show hours. Exhibits shall not be removed until the conclusion of the show. Upon the conclusion of 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.
3. Exhibiting firms wishing to cancel space or reduce the size of their exhibit space are required to notify the Exhibits Coordinator in writing no later than May 16, 2005 to receive a 50% refund. It is the responsibility of the exhibitor to confirm that the cancellation has been received by the ADSA and ASAS office. 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 16, 2005.
4. ADSA and ASAS will attempt to assign the Exhibitor to one of its requested spaces. Notwithstanding these requests, ADSA and ASAS reserves the right to make its allocation of exhibit space or to change the space allocation at any time based upon space availability or other considerations. The failure to allocate to an Exhibitor its requested space will not in any way affect the enforceability of this Agreement. The floor plan submitted by ADSA and ASAS is believed to be generally accurate, but ADSA and ASAS makes no warranties or representations with respect to actual measurements.
5. ADSA and ASAS reserves the right to direct the show decorator to uncrate and set up any exhibit display that is on the floor, in its booth, but has not been uncrated by the hour before the opening time. This does not apply to unpacking boxes of the exhibitor's product but to booth structures (shelving, backdrops, lights, and the like). The exhibitor will be billed for labor and other costs involved. Exhibitors may handle their own hand-carry materials in and out of the Cincinnati Convention Center facilities. However, any materials requiring the use of equipment for delivery, e.g. dollies, fork lifts, hand trucks, will be handled by the local union.
6. Exits and aisles must be clear of boxes and materials during show hours. Electrical lines must be accessible at all times.
7. Nothing shall be attached to any of the pillars, walls, doors, floors, etc. 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 specifically 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, floors, etc.
8. 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 the back 50% of the booth area and 4'0" in height in 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 and ASAS.
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. Character of the exhibits is subject to approval of the ADSA and ASAS Board of Directors. The right is reserved 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, etc.
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 all hangings must clear the floor. Electrical wiring must conform with National Electrical Code Safety Rules.
13. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and hold harmless the American Dairy Science Association (ADSA), American Society of Animal Science (ASAS), and Federation of Animal Science Societies (FASS), and the Cincinnati 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 Cincinnati Convention Center. In addition, the exhibitor acknowledges that ADSA, ASAS, FASS, and the Cincinnati 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 and property damage insurance covering such losses by the exhibitor.

# Advertising Opportunities

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## 2005 ADSA-ASAS-CSAS Joint Annual Meeting Program

This year the Exhibit Directory will be combined with the Meeting Program, and great advertising opportunities are available. The Meeting Program contains all relevant conference information and the scientific program. The program will be available online prior to the meeting and distributed to over 3000 attendees on site, making it their complete guide to the joint annual meeting. Give your company additional exposure and enjoy the benefits of reaching every attendee as they reference their daily guide to the meeting activities.

### Exhibitor Rates

Full Page	\$750
Half Page	\$500
Outside Back Cover	\$2000
Inside Covers	\$1000

### Non-Exhibitor Rates

Full Page	\$1000
Half Page	\$750
Outside Back Cover	\$2500
Inside Covers	\$1500

### Specifications

Size of Publication	8.5" x 11"
Full Page	7.5" x 10"
Half Page Ad	7.5" x 4.5" (horizontal only)
All ads are black & white.	
No bleeds; Line Screen: 133	

### Deadlines

Ad Reservation	May 2
Ad Copy	May 16
Send ad copy as a .pdf, .tif, or .eps file to exhibits@assoqhq.org. Call 217.356.3182 for information regarding other accepted formats.	

## Advertising Reservation Form

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We wish to place an advertisement in the 2005 ADSA-ASAS-CSAS Joint Annual Meeting Program.

Please reserve a \_\_\_\_\_ page for our company.

Company \_\_\_\_\_

Contact Name \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

### Payment

- Check enclosed (must be drawn on US bank in US funds) - or -  
 Please charge \$\_\_\_\_\_ to my credit card       AMEX       MasterCard       VISA

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**Please send the advertising reservation form with payment to ADSA-ASAS 2005 Joint Meeting,  
Exhibits Coordinator, 1111 N. Dunlap Ave., Savoy, IL 61874 or Fax: 217.398.4119**

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**FOR THE LATEST MEETING NEWS & UPDATES  
VISIT [WWW.FASS.ORG/2005](http://WWW.FASS.ORG/2005)**

## Sponsorship Benefits

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### Platinum Level - \$20,000+

- Complimentary exhibit booth (includes 2 registrations)
- Two complimentary meeting registrations
- Full page advertisement in the Program
- Complimentary job postings on the online Job Resource Center (no limit)
- Post meeting attendee list
- Signage at the event
- Company listing in the Program
- Naming rights with complete sponsorship of an event
- Company listing on the meeting web site

### Gold Level - \$10,000 - \$19,999

- Complimentary exhibit booth (includes 2 registrations)
- One complimentary meeting registration
- Half page advertisement in the Program
- Company listing in the Program
- Signage at the event
- Post meeting attendee list
- Company listing on the meeting web site

### Silver Level - \$5,000 - \$9,999

- One complimentary meeting registration
- Half page advertisement in the Program
- Company listing in the Program
- Signage at the event
- Post meeting attendee list
- Company listing on the meeting web site

### Bronze Level - \$2,500 - \$4,999

- Company listing in the Program
- Company listing on the meeting web site
- Post meeting attendee list
- Signage at the event

### Donor Level - up to \$2,499

- Company listing in the Program
- Company listing on the meeting web site
- Signage at the event

## Sponsorship Pledge Form

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Please accept the following donation in support of the ADSA-ASAS-CSAS 2005 Joint Annual Meeting. I understand that we will be invoiced for the sponsorship and that we will receive all of the benefits for sponsors at our level described in the sponsor brochure. Further, I understand that once all of the expenses for the event we wish to sponsor are met, any possible 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 up to \$2,499

I would like to make the following contribution \$\_\_\_\_\_

Event/Symposia/Speaker I wish to sponsor\_\_\_\_\_

Company (as it will appear when listed)\_\_\_\_\_

Contact Name\_\_\_\_\_ E-mail\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_ Zip/Postal Code\_\_\_\_\_

Phone\_\_\_\_\_ Fax\_\_\_\_\_

Web Site www.\_\_\_\_\_

**Please send the sponsorship pledge form to ADSA-ASAS 2005 Joint Meeting,  
Sponsorship Coordinator, 1111 North Dunlap Avenue, Savoy, IL 61874 or Fax: 217.398.4119**

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**Questions Regarding ADSA-ASAS-CSAS Sponsorship?**  
Contact Jerry Baker or Brenda Carlson at [sponsorship@assochoq.org](mailto:sponsorship@assochoq.org) or 217.356.3182

## Sponsorship Opportunities

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The ADSA-ASAS-CSAS Joint Annual Meeting offers numerous sponsorship opportunities for companies large and small. As a sponsor, you can improve and enhance your image within the animal and food science scientific communities through sponsorship of symposia, general events, publications, or strands of oral or poster presentations. Recognition and benefits for high profile sponsorships will include additional perks, dependent upon your company's needs. If you are interested in any of the following sponsorships, please contact Jerry Baker or Brenda Carlson at [sponsorship@assoqh.org](mailto:sponsorship@assoqh.org) or 217.356.3182. Sponsorships can be tailored to fit the needs of your company.

### High Profile Sponsorships

Opening Session & Reception

Refreshment Breaks

ADSA-ASAS-CSAS Joint Ice Cream Social

Cyber Café

Registration

Abstract Book

International/Closing Reception

Poster Session

Meeting Portfolios

Hospitality Room

Hotel Key Cards

Symposium Recording

### Symposia & Strand Sponsorships

Select from any of the following specialized symposia to showcase your commitment to a specific research area. Each symposium is available for exclusive sponsorship.\* Strand Sponsorships (\$2000) are available in each of the following areas:

Animal Behavior & Well Being

Animal Health

Bioethics

Breeding and Genetics

Companion Animals

Dairy Foods

Extension Education

Food Safety

Forages and Pastures

Goats

Graduate & Undergraduate Education

Growth & Development

Horses

International Animal Agriculture

Lactation Biology

Meat Science & Muscle Biology

Milk Proteins and Enzymes

Nonruminant Nutrition

Physiology

Production & Management

Rabbits

Ruminant Nutrition

Sheep

Swine

Teaching

Women and Minority Issues

## About Each Society

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### American Dairy Science Association

Established in 1906, the American Dairy Science Association (ADSA) is an international organization of educators, scientists, and industrialists who are committed to advancing the dairy industry. They are 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.

#### ADSA Mission

To provide leadership in scientific and technical support to sustain and grow the global dairy industry through generation, dissemination, and exchange of information and services.

#### ADSA Vision

Science, education, and service for the dairy industry

#### Contact Information

Phone: 217.356.5146

E-mail: [adsa@assoqh.org](mailto:adsa@assoqh.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.

#### ASAS Mission

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

#### ASAS Vision

Leading source of new knowledge and perspectives in animal science

#### Contact Information

Phone: 217.356.9050

E-mail: [asas@assoqh.org](mailto:asas@assoqh.org)

### Canadian Society of Animal Science

The Canadian Society of Animal Science originated from Eastern and Western sections formed over 70 years ago. The Western Canadian Society of Animal Production was organized in 1925 and the following year saw the formation of the Eastern Society of Animal Production. A national executive was established in 1951, and in 1971, the name of the Society was changed to the Canadian Society of Animal Science. The Society was incorporated in 1985.

#### CSAS Mission

To facilitate the discovery and dissemination of knowledge in animal science for the benefit of society.

#### Contact Information

E-mail: [info@csas.net](mailto:info@csas.net)

## Invitation to Exhibit, Sponsor, and Advertise with ADSA, ASAS, and CSAS

Opportunity: a favorable combination of circumstances or events. Opportunity is what awaits those that participate in the 2005 Joint Annual Meeting of the world's three leading professional animal science societies. Members of the American Society of Animal Science (ASAS), American Dairy Science Association (ADSA) and the Canadian Society of Animal Science (CSAS) will join together in Cincinnati, Ohio from July 24 –28, 2005 to exchange and apply knowledge for sustainable use of animals for food and other human needs. This will be the second joint meeting of these three great associations so mark your calendars now and don't miss this opportunity to target these associations in one location. Participation at the ADSA/ASAS/CSAS 2005 Joint Meeting will bring you closer to the leaders in the animal science community. This meeting will serve as an international forum to gather vital information for the future of animal agriculture and will attract over 3000 scientists with diverse and common interests from around the globe. Interests include food science, dairy production, animal & human nutrition, food safety, animal genetics, genomics, growth & reproductive physiology, animal well-being and management, companion animals, meat and muscle biology, animal behavior and technology transfer. It is anticipated that there will be over 1500 scientific presentations, 75 exhibits, and 30 symposia to stimulate and motivate the world's leading animal, dairy, and food scientists.

### Three proven ways to get involved:

**Exhibit** at the Joint Meeting in the Exhibit Hall where once again poster presentations will be displayed, along with the Cyber Café, Job Placement Center, ADSA Foundation Auction Preview and ADSA-SAD displays.

**Sponsor** an event, symposia, or one of the high profile opportunities described elsewhere in this prospectus.

**Advertise** your company in the ADSA/ASAS/CSAS Joint Meeting Program or Abstract Book.

# 05

## ADSA-ASAS-CSAS

1111 North Dunlap Avenue, Savoy, IL 61874  
phone: (217) 356-3182 - fax: (217) 398-4119

First Class  
U.S. Postage  
**PAID**  
Permit No. 113  
Savoy, IL 61874