Exhibit & Sponsor Prospectus

adsa.asas.org/meetings/2008/
Invitation to Exhibit and Sponsor

Scientists, educators, marketers, and others in the animal and dairy industries – mark your calendars now for the 2008 Joint Annual Meeting of the American Dairy Science Association™ (ADSA) and the American Society of Animal Science (ASAS). This annual event will be held July 7–11, 2008, in Indianapolis, Indiana, and it presents a tremendous opportunity to target the membership of these international associations.

The 2008 meeting will not only include the traditional fare, but also feature events and displays in celebration of the ASAS Centennial! Serving 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 3,000 scientists and researchers with varied yet common interests from around the globe. Over 2,200 oral and poster presentations, 90 exhibits, and 41 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, dairy, and food science specialists.

The site of the 2008 meeting and the nation’s 13th largest city, Indianapolis has gone through a dramatic revitalization and a stunning renaissance that makes it a different place than it was just a decade ago. Indy is the perfect balance of cosmopolitan style and small-town charm…offering big-city amenities in a convenient, easy-to-navigate package wrapped in a friendly, inviting atmosphere.

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/2008.

So, jump on board as we race to Indy in July 2008!

Tentative Meeting Schedule

<table>
<thead>
<tr>
<th>Monday, July 7</th>
<th>Tuesday, July 8</th>
<th>Wednesday, July 9</th>
<th>Thursday, July 10</th>
<th>Friday, July 11</th>
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<tr>
<td>Registration</td>
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<tr>
<td>Exhibit set up</td>
<td>Exhibits and posters</td>
<td>Exhibits and posters</td>
<td>Exhibits and posters</td>
<td>Scientific sessions</td>
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<td>Opening session</td>
<td>Scientific sessions</td>
<td>Scientific sessions</td>
<td>Scientific sessions</td>
<td>(8 am – noon)</td>
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<tr>
<td>ASAS Centennial</td>
<td>Exhibitors’ reception</td>
<td>ADSA awards program</td>
<td>ADSA awards program</td>
<td>Post-meeting symposia</td>
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<td>celebration</td>
<td>ASAS awards program</td>
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<td>ADSA Foundation</td>
<td>Triennial Lactation</td>
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<tr>
<td>Opening reception</td>
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<td>auction</td>
<td>Symposium</td>
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<td>Ice cream social</td>
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High-Profile Sponsorships

- Abstract CD
- ASAS Centennial celebration
- Closing reception
- Cyber café
- Hospitality room

- Ice cream social
- Meeting tote bags (co-sponsored with ADSA-ASAS)
- On-site daily newsletter
- Opening session and reception

- Poster sessions
- Refreshment breaks
- Registration desk area
- Symposium recordings

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. 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
- Nonruminant nutrition
- Physiology and endocrinology
- Production, management
- and the environment
- Ruminant nutrition
- Sheep
- Swine
- Teaching – graduate and undergraduate education
- Triennial lactation symposium

Peter Studney, ADSA; e-mail: sponsorship@assochq.org; phone: (708) 386-3274
Meghan Wulster-Radcliffe, ASAS; e-mail: sponsorship@assochq.org; phone: (217) 356-9050, ext. 18

Sponsorship Opportunities
Go to [http://adsa.asas.org/meetings/2008/sponsorship.asp](http://adsa.asas.org/meetings/2008/sponsorship.asp) 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 2008 Joint Annual Meeting. I understand that we will be invoiced for the sponsorship, with full payment made before the start of the conference, 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.

### Sponsorship Pledge Form

Go to [http://adsa.asas.org/meetings/2008/sponsorship.asp](http://adsa.asas.org/meetings/2008/sponsorship.asp) and complete your sponsorship information online or complete and fax/mail the following form.

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<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
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<tr>
<td><strong>Platinum Level: $20,000+</strong></td>
<td>Complimentary exhibit booth (includes two full meeting registrations)</td>
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<td>Two additional complimentary full meeting registrations</td>
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<td></td>
<td>Full-page advertisement in the program book</td>
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<td>Recognition from the podium at the opening session</td>
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<td>Event naming rights</td>
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<td></td>
<td>Company listing in the program book and abstract CD</td>
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<td></td>
<td>Signage at the meeting</td>
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<td>Post-meeting attendee list</td>
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<td>Company listing on the meeting web site</td>
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<td>Link to company web site from meeting web site</td>
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<td><strong>Gold Level: $10,000 to $19,999</strong></td>
<td>Complimentary exhibit booth (includes two full meeting registrations)</td>
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<td>One additional complimentary full meeting registration</td>
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<td>Half-page advertisement in the program book</td>
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<td><strong>Silver Level: $5,000 to $9,999</strong></td>
<td>One complimentary full meeting registration</td>
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<td><strong>Bronze Level: $2,500 to $4,999</strong></td>
<td>Quarter-page advertisement in the program book</td>
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<td>Company listing in the program book and abstract CD</td>
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<tr>
<td><strong>Donor Level: $1,500 to $2,499</strong></td>
<td>Quarter-page advertisement in the program book</td>
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<td><strong>Contributor Level: up to $1,499</strong></td>
<td>Company listing in the program book and abstract CD</td>
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Firm deadline for ad copy: April 21, 2008
If this is your line of business, you should exhibit!

See & Be Seen!

* 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

Indiana Convention Center Exhibit Hall Floor Plan

A Sampling of Past Exhibitors

- AAALAC International
- Acadian Agritech
- Adisseo
- Ajinomoto Heartland LLC
- Alltech
- ALOKA Ultrasound
- Alpharma Animal Health
- Alternative Design
- American Registry of Professional Animal Scientists (ARPAS)
- Amino Plus/Ag Processing
- ANKOM Technology
- APC, Inc.
- Archer Daniels Midland Company
- Arm & Hammer Animal Nutrition
- Baichem Corporation
- Bar Diamond, Inc.
- BASF Corporation
- Biomin
- Blackwell Publishing
- Brilliant Alternatives
- CABI Publishing
- Canadian Bio-Systems, Inc.
- Cargill Animal Health
- Chr. Hansen, Inc.
- Classic Ultrasound Equipment
- Cotton Incorporated
- Council for Agricultural Science and Technology
- Dairy Records Management Systems
- Dalex Computer Systems
- Danisco Animal Health
- Degussa Corporation
- Diamond V Mills
- Distillers Grains Technology Council
- DSM Nutritional Products
- Elanco Animal Health
- Elsevier
- Exseed/Division of BASF Plant Science
- FDA-CVM
- FeedAC (Feed Analysis Consortium)
- Feed Management Systems, Inc.
- Feedstuffs
- GrowSafe Systems, Ltd.
- Ice Robotics Limited
- International Ingredient Corporation
- Intervet, Inc.
- Katolight Corporation
- Kemin Americas, Inc.
- Lallemand Animal Nutrition
- Monsanto
- MS Specialty Nutrition/MSC
- National Institute for Animal Agriculture
- Novus International, Inc.
- Omega Protein, Inc.
- PetAg, Inc.
- Pfizer Animal Health
- Prentice Hall
- Probiotech International Inc.
- Quality Technology International, Inc.
- Ridley Feed Ingredients, Inc.
- Saf Agri/Lesaffre Feed Additives
- SoyBest
- Spotted Cow Press
- Syngenta Animal Nutrition, Inc.
- Trouw Nutrition USA
- Unity Scientific
- USDA/Animal-Welfare Information Center
- USDA/CREES
- Varied Industries Corporation
- Virtus Nutrition
- West Central
- Western Yeast Company
- Zinpro Corporation
Exhibit Reservation Form

You can reserve exhibit space in one of three ways:

1) PREFERRED: Reserve online at:  
http://adsa.asas.org/meetings/2008/exhibitors.asp
2) Complete the following form and fax to:  
(217) 398-4119, Attn: 2008 ADSA-ASAS Joint Meeting Exhibits
3) Complete the following form and mail to:  
2008 ADSA-ASAS Joint Meeting Exhibits
1111 N. Dunlap Avenue
Savoy, IL 61874

Confirmation of reservation and instructions on how to select your exhibit space will be  
e-mailed to you upon acceptance.

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: ______

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 2008 Joint  
Annual Meeting Program if received by April 1, 2008. After your booth reservation has  
been accepted, you will receive confirmation and directions on how to submit your company/  
product description.

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 2008 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:  
2008 ADSA-ASAS Exhibits, 1111 North Dunlap Avenue, Savoy, IL 61874.
Phone: (217) 356-2426, ext. 25, Fax: (217) 398-4119, E-mail: exhibits@assochq.org
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 1, 2008, 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 1, 2008.

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 materials in and out of the Indiana Convention Center facilities; 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, 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 strictly prohibited. All posters, signs, and similar advertisements should be posted on billboards designed for that purpose. Nails, hooks, tack, 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” (4.88 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 ADSA-ASAS 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 novelities, souvenirs, conduct of persons, etc.

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 flameproofed 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 Dairy Science Association (ADSA), American Society of Animal Science, 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 Indianapolis Convention Center. In addition, the exhibitor acknowledges that ADSA, ASAS and the Indianapolis 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.
American Dairy Science Association

Established in 1906, the American Dairy Science Association (ADSA) is an international organization of educators, scientists, and industry and government representatives who are committed to advancing the dairy industry. All 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. Please visit www.adsa.org for more information.

**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 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@assochq.org
Future Meeting Dates

ADSA-ASAS
July 12–16, 2009
Montreal, Quebec, Canada

ADSA-ASAS-PSA
July 11–15, 2010
Denver, Colorado

For the latest meeting news and updates, visit
http://adsa.asas.org/meetings/2008