



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

Monday, July 7

Registration
Exhibit set up
Opening session
ASAS Centennial celebration
Opening reception

Tuesday, July 8

Registration
Exhibits and posters
Scientific sessions
Exhibitors' reception
ASAS awards program

Wednesday, July 9

Registration
Exhibits and posters
Scientific sessions
ADSA awards program
ADSA Foundation auction
Ice cream social

Thursday, July 10

Registration
Exhibits and posters
Scientific sessions
Closing reception

Friday, July 11

Registration
Scientific sessions (8 am – noon)
Post-meeting symposia
Triennial Lactation Symposium

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:

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

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

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
- Full-page advertisement in the program book
- 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

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

- Complimentary exhibit booth (includes two full meeting registrations)
- One additional complimentary full meeting registration
- Half-page advertisement in the program book
- 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

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

- One complimentary full meeting registration
- Half-page advertisement in the program book
- 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

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

- Quarter-page advertisement in the program book
- 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

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

- Quarter-page advertisement in the program book
- 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

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

===== Sponsorship Pledge Form =====

Go to <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.

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 register online (<http://adsa.asas.org/meetings/2008/sponsorship.asp>), or contact ADSA/ASAS headquarters for assistance. You may also fax or mail your sponsorship form to: 2008 ADSA-ASAS Joint Annual Meeting Sponsorship, 1111 N. Dunlap Ave., Savoy, IL 61874. Fax: (217) 398-4119; Phone: (217) 356-3182.

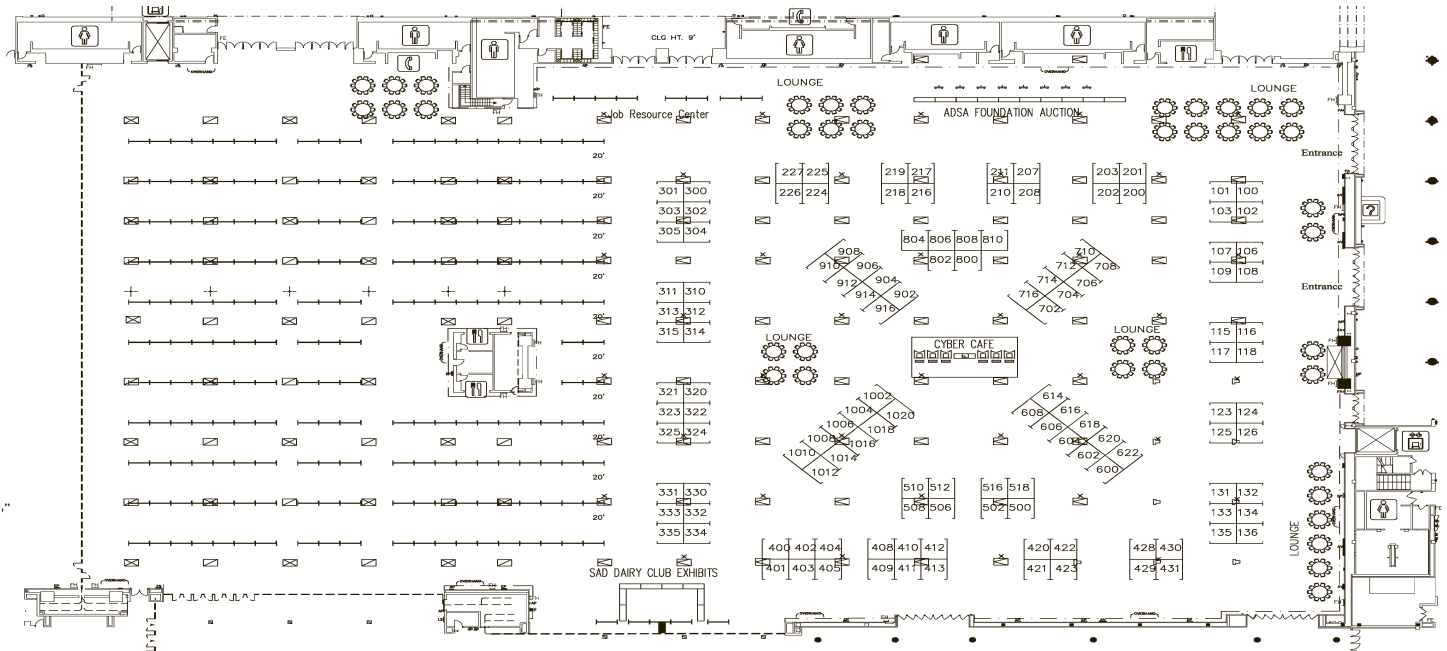
Firm deadline for ad copy: April 21, 2008

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!

Indiana Convention Center Exhibit Hall Floor Plan



A Sampling of Past Exhibitors

AAALAC International
 Acadian Agritech
 Adisseo
 Ajinomoto Heartland LLC
 Alltech
 ALOKA Ultrasound
 Alpha 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
 Balchem 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.
 H.J. Baker & Bro.
 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@assochoq.org



EXHIBIT DETAILS

July 7-11, 2008
Indianapolis, Indiana
Indiana Convention Center
Exhibit Hall C-D-E

Exhibit Set Up
Monday, July 7
10 am – 7 pm

Exhibit Hours
Tuesday, July 8
8 am – 6 pm
Wednesday, July 9
8 am – 5 pm
Thursday, July 10
8 am – 3 pm

Exhibitor Reception
Tuesday, July 8
4 pm – 6 pm

Exhibit Tear Down
Thursday, July 10
3 pm – 6 pm

Booth Specifications
10' x 10' booth spaces
Each space has standard 8' backdrop 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
Non-Corner \$1,100

Corporate Sustaining Member
Corner \$1,200
Non-Corner \$900

Rules and Regulations for Exhibiting at the 2008 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 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 costs involved. Exhibitors may handle their own hand-carry 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, 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, 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 novelties, 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.

About Each Society

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@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. Please visit www.asas.org for more information.

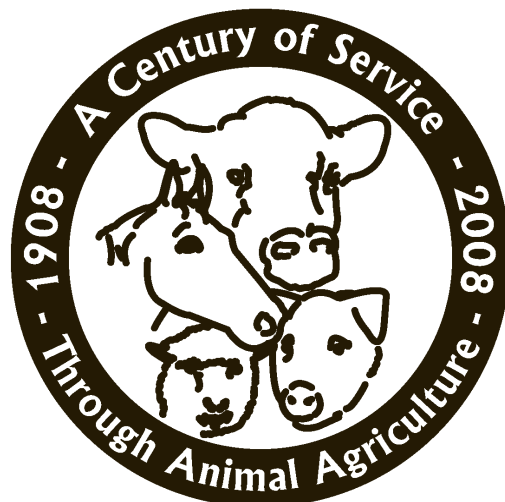
ASAS Mission: *To discover, disseminate and apply knowledge for sustainable use of animals for food and other human needs.*

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

Contact information

Phone: (217) 356-9050

E-mail: asas@assoqh.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>



ADSA-ASAS 2008 Joint Meeting
1111 North Dunlap Avenue
Savoy, IL 61874

PRESORTED
STANDARD
U.S. Postage
PAID
Indianapolis, IN
Permit No. 7867