



# 2012 JAM

JOINT ANNUAL MEETING



## Exhibit & Sponsor Prospectus

**ADSA<sup>®</sup> · AMPA · ASAS · CSAS · WSASAS**  
July 15–19, Phoenix, Arizona

## Invitation to Exhibit and Sponsor

Scientists, educators, marketers, account representatives, and others in the animal and dairy industries—mark your calendars now for the 2012 Joint Annual Meeting (JAM) of the American Society of Animal Science (ASAS) and the American Dairy Science Association® (ADSA®). The 2012 JAM will be held July 15–19, in Phoenix, Arizona. Don't miss this opportunity to interact with the membership of these international associations. As a global 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 website: <http://adsa.asas.org/meetings/2012>.

## Tentative Meeting Schedule

(Please note Sunday thru Thursday schedule)

Sunday, July 15	Monday, July 16	Tuesday, July 17	Wednesday, July 18	Thursday, July 19
Registration Exhibit setup Triennial symposium Late-breaking abstracts Opening Session Opening reception	Registration Exhibits and posters Scientific sessions Exhibitors' reception ASAS awards program	Registration Exhibits and posters Scientific sessions ADSA awards program Ice cream social	Registration Exhibits and posters Scientific sessions Global networking reception	Registration Scientific sessions (8 am – noon) Post-meeting symposia

## 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](mailto:sponsorship@assochq.org); phone: (217) 621-4623

Peter Studney, ADSA; e-mail: [sponsorship@assochq.org](mailto:sponsorship@assochq.org); phone: (615) 333-5953

### 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 growth 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/2012/sponsorship> to complete your sponsorship information online or complete and fax/mail the following form.

Please accept the following donation in support of the ADSA®-ASAS 2012 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:

2012 ADSA®-ASAS Joint Meeting Sponsorship

2441 Village Green Place, Champaign, IL 61822

Fax: (217) 398-4119 | <http://adsa.asas.org/meetings/2012>

## 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
- Textbook or teaching aids
- Waste treatment products

## See & Be Seen!

### Phoenix Convention Center Exhibit Hall Floor Plan

## A Sampling of Past Exhibitors

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

# Exhibit Reservation Form

Reserve online at: <http://adsa.asas.org/meetings/2012/ExhibitRegistrationForm>  
 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, 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 2012 Joint Annual Meeting Program Book if received by April 5, 2012; please limit to 50 words—ADSA®-ASAS reserves the right to edit copy.

**Please go to <http://adsa.asas.org/meetings/2012/description> and enter the description online when you reserve your booth (last year's entry will show up and you have the option of editing or saving it) or e-mail the description to [exhibits@assoqh.org](mailto:exhibits@assoqh.org).**

## PAYMENT:

Payment may be made by credit card or check. Please make checks payable to 2012 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 \_\_\_\_\_

## EXHIBIT DETAILS

### August 16, 2011

Deadline for early reservation discount (\$100)

### April 5, 2012

Company descriptions for meeting program due

### Sunday, July 15

Exhibit Set Up  
10 am – 6 pm

### Monday, July 16

Exhibitor Reception  
4 pm – 6 pm

### Wednesday, July 18

Exhibit Dismantle  
2 pm – 5 pm

### Exhibit Hours

Monday, July 16  
8 am – 5 pm

Tuesday, July 17  
8 am – 5 pm

Wednesday, July 18  
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 \$1,350

Interior \$1,150

### Corporate Sustaining Member

Corner \$1,250

Interior \$950

### Nonprofit Organization

Interior \$750

## SUBMIT FORM

Duplicate both sides of this contract for your files and return with payment to:  
 2012 ADSA®-ASAS Exhibits, 2441 Village Green Place, Champaign, IL 61822.  
 Phone: (217) 356-2426, ext. 136, Fax: (217) 398-4119, email: [exhibits@assoqh.org](mailto:exhibits@assoqh.org)

## 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, 2012, 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, 2012.**
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 Phoenix 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 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, 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 American Dairy Science Association (ADSA), the Federation of Animal Science Societies (FASS), and the Phoenix 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 Phoenix Convention Center. In addition, the exhibitor acknowledges that ADSA, ASAS, and the Phoenix 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 5, 2012**

**Advertisement Copy Submission Deadline: April 5, 2012**

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/2012/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@assochoq.org](mailto:adsa@assochoq.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@assochoq.org](mailto:asas@assochoq.org)

**Thank you for your generous support of JAM 2012!**



**ADSA®-ASAS 2012 Joint Meeting**  
2441 Village Green Place  
Champaign, IL 61822

FIRST CLASS  
US POSTAGE  
PAID  
CHAMPAIGN, IL  
61822  
PERMIT #473

## Future Meeting Dates

**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/2012>