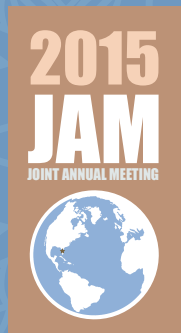


2015
ADSA® - ASAS



JOINT ANNUAL MEETING
July 12–16, ORLANDO, FLORIDA

EXHIBIT & SPONSOR
PROSPECTUS



www.jtmtg.org/2015

Invitation to Advertise, Exhibit, and Sponsor

Mark your calendars now for the 2015 Joint Annual Meeting (JAM) of the **American Dairy Science Association® (ADSA®)** and the **American Society of Animal Science (ASAS)**. As a global forum for professionals, educators, and students, the meeting will attract more than 3,000 of the world's leading animal and dairy scientists with diverse but common interests in the future of animal science. The 2015 JAM will be held at the Rosen Shingle Creek Resort in Orlando, Florida.

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	\$2,000
Inside covers	\$1,000

Non-Participating (not exhibiting or sponsoring) Company Rates

Full page (7.5" x 10")	\$1,000
Half page (7.5" x 4.5" horiz. only)	\$750
Quarter page (3.75" x 4.5")	\$350
Outside back cover	\$2,500
Inside covers	\$1,500

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

Advertisement Reservation Deadline: April 6, 2015

Advertisement Copy Submission Deadline: April 6, 2015

Payment is due at the time of reservation.

Please go online to reserve, pay for, and upload your ad at <http://www.JtMtg.org/2015/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 in raising awareness of your company with this international, highly qualified audience, please contact

Larry Miller, ADSA Sales Director; sponsorship@jtmgtg.org or (443) 262-8270

High-Profile Sponsorships (starting at Gold level)

JAM Abstracts on USB flash drive with your logo
and JAM logo (deadline for this commitment: April 1)
Cyber café
Hospitality room
Meeting tote bags (co-sponsored with JAM)
Onsite daily newsletter

Opening session and reception
Coffee and pastries in the exhibit hall
Registration desk area
Wireless computer lounge
Coffee and pastries (poster sessions)

Symposia, Triennial, Workshop, Pre- and Post-Event, Oral, and Poster Sessions Sponsorships

The sponsor will be recognised on signage outside the session room, on the presentation template, and in the final program (\$2,500, maximum of four sponsors). Each symposium is available for exclusive sponsorship (\$10,000). A final list of symposia will be available in January 2015.

Individual oral sessions may be sponsored. The sponsor will be recognised on signage outside the session room and in the final program (\$1,500 per oral session). Poster sessions may be sponsored. The sponsor will be recognised on signage in the poster section and in the final program (\$2,500 per poster session).

Cash and In-Kind Sponsors: Note: Only nonmember invited speakers may be sponsored, with expense reimbursement per JAM policy. No exceptions can be made.

Vendor-Sponsored Lunch Presentations Are Back!

To provide Joint Annual Meeting exhibitors with a powerful new sponsorship option designed to get the word out about their research and great products and services, the JAM is again offering a limited number of vendor-sponsored lunch presentations for 2015. For more information, please contact sponsorship@jtmgtg.org.

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 compilation
- 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 and 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 and 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 and 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 and 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 and 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 and recognition in *Taking Stock* and *ADSA News*

Sponsorship Reservation Form

Go to <http://www.JtMtg.org/2015/sponsorship.asp> to complete your sponsorship information online or complete and fax/mail the following form **no later than May 1, 2015, to receive recognition in the final program book.**

I understand that we will be invoiced for sponsorship of the 2015 Joint Annual Meeting 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/nonmember invited 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:

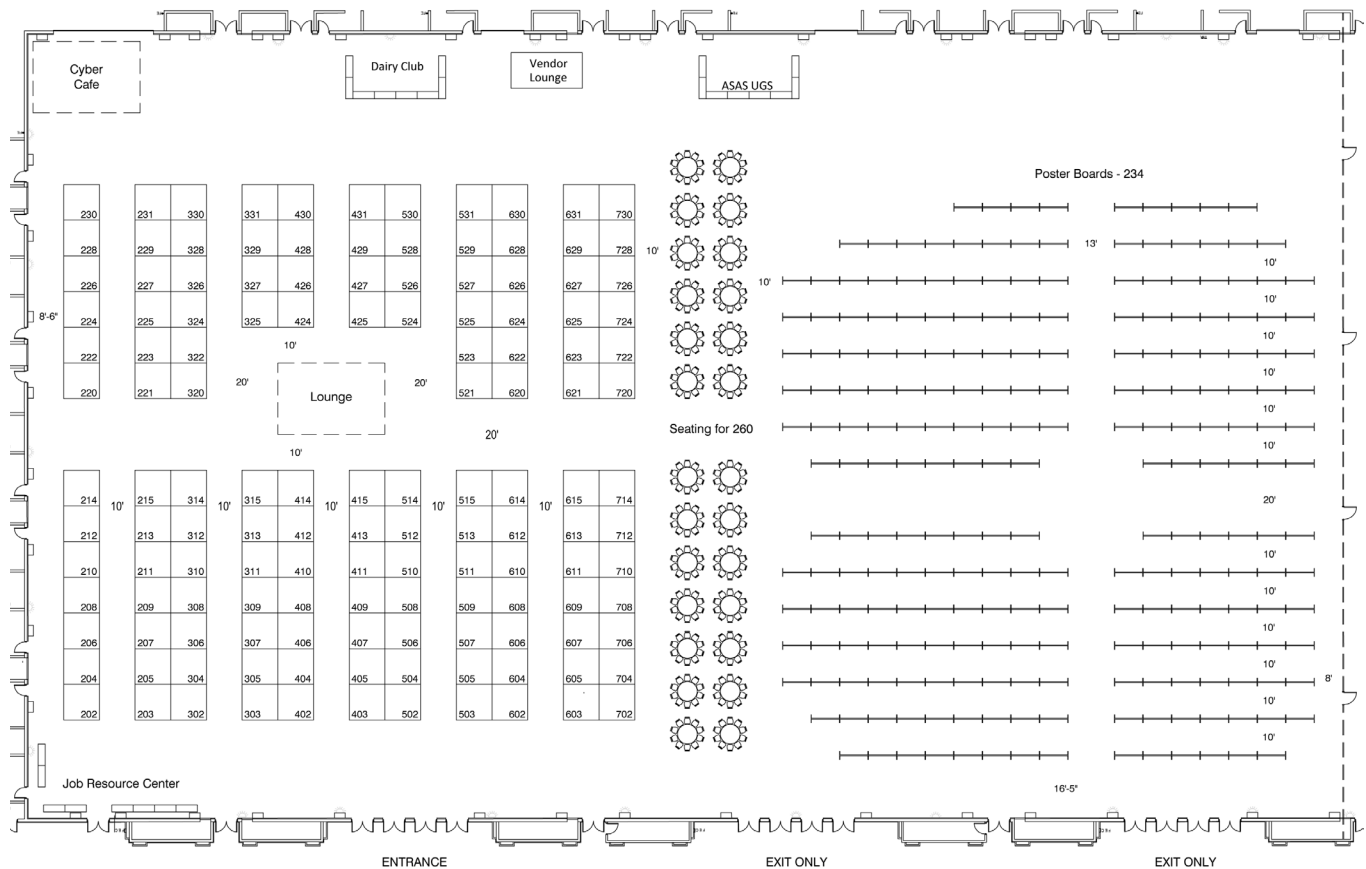
2015 Joint Annual Meeting Sponsorship
1800 South Oak St., Suite 100, Champaign, IL 61820
Fax: (217) 398-4119 | <http://www.JtMtg.org/2015>

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!

Exhibit Hall Floor Plan



Past Exhibitors Include

Adisseo
ADSA
Akey
Alltech
Alpharma
AMPA
Argentine Association of Animal Production
ASAS
ASAS Foundation
Biomim
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.
Kemin

Lallemand Animal Nutrition
Monsanto
Procter and Gamble
Pancosma
Qualitech
SoyPLUS/Soy Chlor
USDA-ARS
VetAgro
Vi-Cor
West Central
Zoetis
Zinpro

Exhibit Reservation Form

Reserve online at: <http://www.JtMtg.org/2015/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 rules and 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 _____

E-mail _____ Website _____

COMPANY/PRODUCT DESCRIPTION:

The company/product descriptions of exhibitors will be published in the 2015 Joint Annual Meeting Program Book if received by **April 6, 2015**; please limit to 50 words—ADSA®-ASAS reserves the right to edit copy.

Please go to <http://www.JtMtg.org/2015/exhibit.asp> to enter the online exhibit management system. This system will allow you to select your booth, register your exhibit staff, update your existing company description, and upload your company logo (sponsors only). You may also e-mail your description to exhibits@jtmgtg.org.

PAYMENT:

Payment may be made by credit card or check. Please make checks payable to **Joint Annual 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 _____

Printed name _____ E-mail _____

SUBMIT FORM

Duplicate both sides of this contract for your files and return with payment to:

2015 ADSA®-ASAS Exhibits, 1800 South Oak St., Suite 100, Champaign, IL 61820.

Phone: (217) 356-2426, Fax: (217) 398-4119, email: exhibits@jtmgtg.org

EXHIBIT DETAILS

Please note: Exhibit hall functions are subject to change.

August 17, 2014

Deadline for early reservation discount (\$100).

April 6, 2015

Company descriptions for meeting program due

Sunday, July 12

Exhibit set-up
10 am – 6 pm

Monday, July 13

Exhibit hours
8 am – 6 pm

Coffee and pastries
in exhibit hall
8 am – 9 am

Tuesday, July 14

Exhibit hours
8 am – 5 pm

Coffee and pastries
in exhibit hall
8 am – 9 am

Wednesday, July 15

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 includes standard 8' backdrop drapes with 3' dividers and basic booth furniture (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
(limit one per FEIN)

Rules and Regulations for Exhibitors and Sponsors at the 2015 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 1, 2015](#), to receive a 50% refund. It is the responsibility of the exhibitor to confirm that the Joint Annual Meeting (JAM) 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, 2015.**
3. JAM will attempt to assign the exhibitor to one of its requested spaces. Notwithstanding these requests, JAM 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 JAM is believed to be generally accurate. JAM offers booth dimensions based on industry standards, but makes no guarantees or representations with respect to actual space measurements.
4. JAM 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 (e.g., shelving, backdrops, lights). The exhibitor will be invoiced for labor and other costs involved. Exhibitors may handle their own hand-carry materials in and out of the 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 m) in height and island booths do not exceed 16'0" (4.8 m) 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 JAM.
8. Hanging signs and graphics should be set back 10' (3.05 m) 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 JAM at least 60 days prior to installation. Drawings should be available for inspection. Please contact JAM 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 JAM, which reserves 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 ADSA, JAM, and the Federation of Animal Science Societies (FASS), and the 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 convention center. In addition, the exhibitor acknowledges that JAM and the 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 and sponsor activities not described in this prospectus are prohibited during conference hours (7 am to 5 pm; 7 am to noon on the final day of the conference). Sponsors and exhibitors are asked to avoid scheduling events that coincide with evening award programs, whenever possible.
15. Exhibitors and sponsors agree that failure to comply with the foregoing rules and regulations will cause harm to JAM and may result in a fine or denial of participation in one or more future meetings. Applications from exhibitors and sponsors with a balance due will not be accepted until all amounts owing are paid in full.

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/Membership/BenefitsofMembership.aspx> 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@adsa.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 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

Thank you for your generous support of JAM 2015!



ADSA®-ASAS 2015 Joint Meeting

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

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For the latest meeting news and updates, visit

<http://www.JtMtg.org/2015>

Please join us for our next meeting

ADSA®-ASAS-CSAS-WSASAS

With pre- and post-conference partners GLNC and ISAG

July 19–23, 2016

Salt Lake City, Utah