ADSA®
Annual Meeting
June 24-27, 2018
Knoxville, Tennessee
Exhibitor & Sponsor Prospectus
Invitation to Advertise, Exhibit, and Sponsor

Mark your calendars now for the 2018 Annual Meeting of the American Dairy Science Association® (ADSA®), the most comprehensive dairy science meeting in the world. As a global forum for professionals, educators, and students, the meeting will attract more than 1,500 dairy foods and production specialists with common but diverse interests in the future of dairy science.

Advertising Opportunities in the ADSA Program Book

Exhibitor and Sponsor Ad Rates

<table>
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<tr>
<th>Description</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Full page (7.5&quot; x 10&quot;)</td>
<td>$750</td>
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<tr>
<td>Half page (7.5&quot; x 4.5&quot; horiz. only)</td>
<td>$500</td>
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<tr>
<td>Quarter page (3.75&quot; x 4.5&quot;)</td>
<td>$250</td>
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<tr>
<td>Outside back cover</td>
<td>$2,000</td>
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<td>Inside covers</td>
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Ad Rates for Companies Not Exhibiting or Sponsoring

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Size of publication 8.5” x 11”. All ads are grayscale/black and white; no bleeds; 600 dpi (ppi) at final size.

Advertisement Reservation Deadline: March 9, 2018
Advertisement Copy Submission Deadline: March 9, 2018
Payment is due at the time of reservation.

Please go online to reserve, pay for, and upload your ad at https://www.adsa.org/2018

Sponsorship Opportunities

The ADSA Annual Meeting offers numerous sponsorship opportunities for all companies, large and small. If you are interested in raising awareness of your company with this international, highly qualified audience, please contact Larry Miller, ADSA Sales Director; sponsorship@adsa.org or (443) 262-8270

High-Profile Sponsorships (starting at Gold level)

<table>
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<tr>
<td>Cyber café</td>
<td>Opening session and reception</td>
</tr>
<tr>
<td>Hospitality room</td>
<td>Coffee and pastries in the exhibit hall</td>
</tr>
<tr>
<td>Meeting tote bags (co-sponsored with ADSA)</td>
<td>Registration desk area</td>
</tr>
<tr>
<td>Onsite daily newsletter</td>
<td>Wireless computer lounge</td>
</tr>
</tbody>
</table>

Symposia, Workshops, Pre- and Post-Meeting Events, and Oral and Poster Session Sponsorships

Each sponsor will be recognized on signage outside the session room, on the presentation template, and in the final program ($2,500, maximum of four sponsors per symposium). Each symposium is available for exclusive sponsorship ($10,000). A final list of symposia will be available in October 2018.

Individual oral sessions may be sponsored. The sponsor will be recognised on signage outside the session room and in the final program ($2,500 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 Please Note: Only nonmember invited speakers may be sponsored, with expense reimbursement per ADSA policy. No exceptions can be made.
Benefits of Being a Sponsor

**Platinum Level: $15,000+**
- 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
- Listing in onsite newsletter
- Listing and recognition in *ADSA News*

**Gold Level: $10,000 to $14,999**
- 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 *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 *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 *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 *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 *ADSA News*
Sponsorship Reservation Form

Go to https://www.adsa.org/2018 to complete your sponsorship information online and upload your company logo (high-res logos required) or complete and fax/mail the following form no later than March 1, 2018, to receive recognition in the final program book.

I understand that we will be invoiced for sponsorship of the 2018 ADSA 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 ($15,000+)
- Gold ($10,000–$14,999)
- 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:

2018 ADSA Annual Meeting Sponsorship
1800 South Oak St., Suite 100,
Champaign, IL 61820

Fax: (217) 398-4119 | https://www.adsa.org/2018

If this is your line of business, you should exhibit!

- Dairy feed or additives
- Dairy health products
- Dairy 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 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

2017 Exhibitors Include

- Acumen Detection LLC
- Adifo NV
- Adisseo
- Ag Processing Inc.
- Agri-King Inc.
- Ajinomoto Heartland Inc.
- American Dairy Science Association (ADSA)
- American Registry of Professional Animal Scientists (ARPAS)
- ANKOM Technology
- Arm & Hammer Animal Nutrition
- Balchem
- Bar Diamond Inc
- BCF Technology
- BIOMIN America Inc.
- Bioprocess Control AB
- BioZyme Inc.
- Bruker Optics Inc.
- Central Life Sciences
- Chr. Hansen
- Cumberland Valley Analytical Services
- Dairy Nutrition Plus
- Dairy One Forage Lab
- Dairy Records Management Systems
- DASCOR Inc.
- Diamond V
- E.I. Medical Imaging
- Elsevier
- FASS
- Feed Components
- Feedstuffs
- Grober Nutrition
- HerdStrong
- Innovative Additives Inc.
- King Techina Group
- Novus International
- Origination Inc.
- PortaCheck Inc.
- Poultry Protein and Fat Council
- SoyBest
- Stuhr Enterprises LLC
- Topcon Agriculture
- VetAgro Inc.
Exhibit Reservation Form

Please go to https://www.adsa.org/2018 to access the online exhibit management system. This site will allow you to select booths, register exhibit staff, update your company description, and make payment or request an invoice.

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 (https://www.adsa.org/2018)

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 ________________________________________________________
Contact on site ________________________________________________________________
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 2018 ADSA Annual Meeting Program Book if received by March 9, 2018; please limit to 50 words—ADSA® reserves the right to edit copy. Please submit via our exhibit website or e-mail the company description to exhibits@adsa.org.

PAYMENT:
Payment may be made by credit card or check. Please make checks payable to ADSA 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:

2018 ADSA® Exhibits, 1800 South Oak St., Suite 100, Champaign, IL 61820.
Phone: (217) 356-2426, Fax: (217) 398-4119, e-mail: exhibits@adsa.org

EXHIBIT DETAILS
Please note: Exhibit hall functions are subject to change.

August 17, 2017
Deadline for early reservation discount ($125).

March 9, 2018
Company descriptions for meeting program due

Sunday, June 24
Exhibit set-up
10 am – 6 pm

Monday, June 25
Exhibit hours
8 am – 6 pm
Coffee and pastries in exhibit hall
8 am – 9 am

Tuesday, June 26
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 $895
Interior $750

Corporate Sustaining Member
Corner $795
Interior $650

Nonprofit Organization
Interior $500
(limit one per FEIN)
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 **March 1, 2018**, to receive a 50% refund. It is the responsibility of the exhibitor to confirm that the ADSA Annual Meeting 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 March 1, 2018.**

3. ADSA will attempt to assign the exhibitor to one of its requested spaces. Notwithstanding these requests, ADSA 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 is believed to be generally accurate. ADSA offers booth dimensions based on industry standards, but makes no guarantees or representations with respect to actual space measurements.

4. ADSA 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 83” (2.1 m) in height and island booths do not exceed 160” (4.8 m) in height, including hanging signs and graphics. Inline and peninsula booths and all their contents are limited to 83” in height for the back 50% of the booth area and 40” 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 160” 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 ADSA.

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 ADSA at least 60 days prior to installation. Drawings should be available for inspection. Please contact ADSA 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 ADSA, 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 and 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 ADSA 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 ADSA 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.
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 are keenly aware of the vital role the dairy sciences play in fulfilling the economic, nutritional and health requirements of the world's population. Together, ADSA members have discovered new methods and technologies that have revolutionized the dairy industry.

**ADSA Vision:** Science, education, and service for the global dairy sector.

**ADSA Mission:** The American Dairy Science Association promotes the creation, dissemination, and exchange of scientific and technical knowledge to improve and sustain the global dairy sector to the benefit of humankind.

**Contact information**
Phone: (217) 356-5146  
E-mail: adsa@adsa.org

**Benefits of ADSA Membership**

**Journal of Dairy Science®**
There is no better way to remain up to date on important advances in the dairy industry than having electronic access to JDS. The journal publishes original research, technical notes, current news items, and articles of general interest to leaders in the global dairy industry. Every issue of JDS, starting with the first issue published in 1917 and continuing up to the present, is available as part of the ADSA membership package.

**ADSA Annual Meeting**
https://www.adsa.org

ADSA members from around the world attend the Annual Meeting at a discounted member registration rate. Symposia, oral, and poster presentations; exhibits; and the opportunity to interact and network with leading scientists make this the comprehensive dairy meeting not to be missed. Participate once and you will know why several members have not missed a single meeting in decades!

**ADSA Discover Conference Series**
https://www.adsa.org/discover/

Established in 1997, ADSA’s Discover Conferences offer an informal environment and format that encourages candid interactions among scientists to improve learning and understanding of timely topics in the science of food animal agriculture. ADSA members attend this highly regarded conference at discounted member rates.

**S-PAC®**
(Searchable Proceedings of Animal Conferences)  
https://spac.adsa.org/

S-PAC is the most comprehensive database of animal production and management conference proceedings in the world. This unique collection of conference proceedings and presentations is a must-have resource for animal scientists, veterinarians, academicians, consultants, and members of industry around the world. New conference proceedings are added frequently. If you can’t attend the multitude of conferences that S-PAC covers, do the next best thing: subscribe to S-PAC today! Members receive free access to Joint Annual Meeting and ADSA abstracts housed in S-PAC, and deeply discounted subscription rates to the full proceedings and presentation database. Subscriptions at the deeply discounted ADSA member rate are available for individuals, corporate sustaining members, and institutions.

**Recorded Symposia Library**
ADSA individual members enjoy access to a large and growing password protected library of recorded symposia.

**Newsletters**
Members start each week “in the know” with ADSA’s industry e-newsletter Dair-e-News. From timely topics and important announcements, to the best industry calendar of events, dairy industry professionals turn to Dair-e-News. News of the association is published each April and October in ADSA News.

**Member Directory**
ADSA makes it easy for its members to stay in touch with professional colleagues by publishing an online directory of ADSA members. Beyond helping you stay in touch, this unique database is highly searchable for those times when you need to reach out to members with specific expertise.

**ADSA Website**
The ADSA website has the latest association and industry information including national and branch meeting plans; board, committee, and staff listings; JDS author instructions; job postings; dairy publications listings; and more. These areas of the home page are accessible to all visitors.

**Your Voice of Science**
ADSA advocates on matters of importance to dairy scientists, as well as through ADSA’s participation and support of the FASS Science Policy program.

Thank you for your generous support of ADSA’s 2018 meeting!
For the latest meeting news and updates, visit
https://www.adsa.org/2018

Please join us for our next meetings

2019 ADSA® Annual Meeting
June 23–26, 2019
Cincinnati, Ohio

2020 ADSA® Annual Meeting
June 14–17, 2020
Ft. Lauderdale, Florida