Exhibit Options

ASHS Conference
August 5 – 9, 2021
Why Exhibit at the ASHS Conference?

ASHS Annual Conference is where the latest science and technology related to horticulture and specialty crops is showcased. The Conference brings together researchers, scientists, industry, academia, government, and students to cultivate ideas and share new techniques.

Why exhibit?

• Showcase your company as a leader in your discipline;

• Introduce your latest products and services;

• Connect with existing clients and develop new relationships;

• Gain cutting-edge research knowledge by attending presentations;

• Meet the future leaders in your field by developing relationships with students;
Exhibit Space:

Early Bird (before March 1, 2021) .................................................. $ 995
After March 1, 2021 ................................................................. $1,195

Ad-ons: (available only with an exhibit space purchase)

Company Logo on Conference Home Page......................$250
Company Logo on the onsite Entrance Unit...............$250
Daily Coffee Break Sponsorship in the Exhibit Area..$600

Exhibitor Benefits:

• Two complimentary badges to the Conference.

• Participate in the annual Career Fair on August 5, 2021 at no cost.

• Make a 15-20 minute product presentation on the Demonstration Stage.

• Participate in the ASHS Industry Meet & Greet meetings.

• Submit a 3 minute presentation to Industry Ignite! now in its second year.

• Contact information, description and company logo will be included on the Conference Program and the Conference App.

• Opportunity to take advantage of the group negotiated hotel rates during the Conference.

Booth Specification:

• One 6’ draped table
• 2 chairs
• Draped Backdrop
• Company Name
## Exhibit Schedule:

**Move In:**
- Thursday, August 5: 2:00 pm - 5:00 pm

**Advertised Exhibitor Hours**
- Friday, August 6: 8:00 am - 2:00 pm
- Saturday, August 7: 8:00 am – 2:00 pm
- Sunday, August 8: 8:00 am – 2:00 pm
- Monday, August 9: 8:00 am – 2:00 pm

**Move Out**
- Monday, August 9: 2:00 pm – 5:00 pm

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Examples of slides from the Virtual 2020 Industry Ignite!
Exhibitor Registration Form

Please email this form to meetings@ashs.org. You’ll be sent a link to purchase your exhibit area and submit payment online.

**Company Information**

Company Name: ______________________
Address: ______________________________ City: _________________
State/Province: _____ Country: _________________ Zip/Postal Code: _____
Phone: __________________________  Email: __________________________

**Contact Person:**

Name: ________________________________
Email: ______________________________  Phone: ______________________

Please sign me up for:

- ☐ Exhibit Purchase (before March 1, 2021) ..........$995
- ☐ Exhibit Purchase (After March 1, 2021) ..........$1,195

Ad-ons: (available only with an exhibit space purchase)

- ☐ Company Logo on Conference Home Page....$250
- ☐ Company Logo on Entrance Unit.................$250
- ☐ Daily Coffee Break Sponsorship ..................$600

Contact Negar Mahdavian at 703-836-4606 ext 107 or nmahdavian@ashs.org with any questions

Total: ____________
The American Society for Horticultural Science (hereinafter referred to as “ASHS”) will hold its Annual Conference on **August 5-9, 2021** at the Hyatt Regency Denver, in Denver, Colorado for education and information purposes. Should ASHS fail to hold the Annual Conference, conduct the exhibit, or furnish to exhibitor the space herein described, ASHS shall promptly refund the exhibitor the amounts paid and such refund shall be accepted by exhibitor in full settlement of all loss or damage suffered by exhibitor.

Each exhibit space includes two complimentary registration badges. Registration badges allow access to all non-ticketed sessions and areas of the Conference.

ASHS reserves the right to exercise its sole discretion in the acceptance or refusal of an application. The exhibitor authorizes ASHS and its employees or agents to use the exhibitor’s name to promote the event and to solicit other exhibitors for this and future events.

The space assigned is allocated to exhibitor for his or her exclusive use. Exhibitor may not assign or sublet any space allotted.

No part of an exhibit shall be removed during the exhibit hours without special permission from ASHS. However, all exhibits must be removed by the designated time. If exhibits are not removed by that time, ASHS reserves the right to remove exhibits and charge the expenses to the exhibitor. No exhibit shall be broken down or altered in any form during the show hours or operation.

Exhibitor shall comply with all exhibit area specifications furnished by ASHS to exhibitor. Exhibit display areas are 10 feet by 10 feet. The height of exhibitor’s display shall not exceed 8 feet in height.

Exhibitor understands that display area assignments will not be made until a signed agreement and full payment has been received by ASHS. Cancellations must be in writing and will be accepted up to April 1, 2021, with a 50% refund. After April 1, 2021, cancellation will result in forfeiture of all fees.

Exhibitor agrees that ASHS shall have the right to make such rules and regulations or changes in floor plan arrangements of display areas for said exhibit as shall be deemed necessary and to amend the same from time to time. All determinations by ASHS regarding the enforcement or rules, regulations, and conditions under this contract shall be final and binding upon exhibitor.

Exhibitor must make provision for the safeguarding of his or her goods from the time they are in the display area until the goods are removed. Neither ASHS, Hyatt Regency Denver, nor their agents or employees, shall be responsible for or guarantee to exhibitor the safety of exhibit material against fire, accident, theft, unauthorized inspection, photographing, copying, or any loss or injury whatsoever.
• Neither ASHS nor the Hyatt Regency Denver, its agents, or its employees shall be liable for injuries to exhibitor’s person, his or her agents, his or her employees or their persons no matter how sustained (from fire, theft, or other causes). All claims for such loss, damage, or injury are hereby being expressly waived by exhibitor. It is understood that neither the Hyatt Regency Denver nor the legal entities that own, lease, and/or operate the Hyatt Regency Denver nor their members, officers, directors, or employees shall be responsible or liable for injury to any person or persons or for loss or damage to any property belonging to the exhibitor or any person or persons while at the Hyatt Regency Denver or otherwise. The exhibitor assumes complete responsibility and liability for all loss, damage, or destruction of the property of the exhibitor, his guests, and all property of the Hyatt Regency Denver used by the exhibitor or brought upon the Hyatt Regency Denver premises in his or her behalf. The exhibitor also assumes full responsibility and liability for all injury to any and all persons or property in any way connected with the exhibitor’s display caused by the employees. The exhibitor indemnifies and agrees to hold harmless Hyatt Regency Denver and the legal entities that own, lease, and/or operate the Hyatt Regency Denver, their members and officers, and the Hyatt Regency Denver directors and employees against any and all liability whatsoever arising from any and all damage to property or personal injury caused by the exhibitor or his agents, representatives, employees, or other persons.

• Exhibitor shall assume all liability for damage to the facilities of Hyatt Regency Denver by reason of its exhibit and shall indemnify Hyatt Regency Denver for all liability that might ensue by reason of his or her exhibit or presence at the ASHS Annual Conference.

• Neither exhibitor nor his or her agents may allow any articles to be brought into the exhibition or any act done on the premises that will invalidate the insurance or increase the premium on the policies held by Hyatt Regency Denver and ASHS or permit anything to be done by their employees that would result in damage to the premises, property, or equipment of the exhibitors. No signs or articles can be affixed, nailed, or otherwise attached to walls, doors, etc., in such a manner as to deface or destroy them. Likewise, no attachments can be made to the floor by nails, screws, or any other devices that would cause damage. All space is allotted subject to these restrictions, and any violation by the exhibitor shall entitle ASHS to demand immediate correction thereof or immediate eviction of the exhibitor in addition to any other remedy available at law.

• Exhibitor shall not make use of any loud bells, sirens, or buzzers, or otherwise cause any loud noises as, in the opinion of ASHS, would interfere with the activities of the Annual Conference or neighboring exhibitors. All display material must be flameproof and subject to inspection by the appropriate fire department. No flammable fluids or substances may be used or shown in display areas.

• No activities in the exhibit hall shall be scheduled during the official program or exhibit hours except with expressed written permission of ASHS.

• Your company, your company representative, or your agent shall be held jointly, collectively, and individually responsible for any and all debts incurred for all exhibit costs, fees, or charges.
• **Insurance:** It is expressly acknowledged that the sponsor, their agents, or their representatives have neither purchased insurance of any kind for the benefit of the exhibitor nor is it under any obligation to do so. The exhibitor agrees to obtain the following insurance coverage during this event, including move-in and move-out days and will be prepared to furnish certificate of insurance if requested: a) comprehensive general liability insurance coverage, including protective and contractual liability coverage of $250,000/$500,000 property damage; b) employers liability insurance with minimum limits of $100,000 per accident; c) worker’s Compensation Comprehensive in full compliance with federal and state laws; d) general automobile liability insurance covering owned, non-owned, and hired vehicles, including loading/unloading hazards with bodily injury limits of $250,000/$500,000 and property damage limits of $1,000,000.

• Exhibitor agrees to pay when due all royalties, license fees, or other charges accruing or becoming due to any firm, person, or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played, staged, or produced by the exhibitor, its agents, employees, or subtenants within the premises covered by the License Agreement, including, but not limited to, royalties or licensing fees due to BMI, ASCAP, or SESAC. Exhibitor agrees to hold harmless this event, its agents, and its employees against any and all such claims and charges and to defend at its own expense any and all such claims and charges. Exhibitor shall have the right, however, to protest and, if desired, to litigate and adjudicate any and all such claims.

• Any points not covered herein are subject to settlement by ASHS.
Student-related Sponsorships

- Scholars Ignite Competition .................. $1200
- Graduate Student Poster Competition ...... $1500
- Student Awards Night .......................... $1800
- Student Education & Career Day............. $2000

For customized sponsorship opportunities and benefits, please contact: Negar Mahdavian 703-836-4606 ext 107 nmahdavian@ashs.org

**Scholars Ignite** offers graduate students the opportunity to share their discoveries and creations to a diverse, non-specialist audience in a three-minute presentation using no more than one slide. The purpose of the presentation is to generate awareness, stimulate thought, and inspire attendees to appreciate the breadth and depth of horticultural research and scholarly activities.

**Graduate Student Poster Competition** is open to Graduate students presenting posters at the conference. Students gain experience in concisely presenting their results to interested faculty judges.

**Students Award Night** is the premiere event of the conference to showcase student accomplishments. Winners of all student competitions will be recognized at this event.

**Student Education & Career Day** offers strategic career planning and opportunity to students and early faculty to explore educational and career options in horticulture, plant sciences and related fields. It is followed by a Career Fair where educational and industry representatives showcase their programs, internship and openings.
Session Sponsorship

Early Career Competition Sponsor ............ $1000
Demonstration Area Sponsor ...................... $1000
Keynote Sponsor ..................................... $1500
Workshop Sponsor ................................... $2500

• **Early Career Competition** was developed to provide a platform for new scholars and professionals (postdocs, early career faculty, industry and governmental professionals within the first 5 years of service at their current position) to communicate the impact of their extension, research, teaching, and other scholarly activities. It provides them with an opportunity to advance their work and reputation in addition to helping facilitate peer-reviewed extension, teaching, and/or research from a wide range of horticultural professionals.

• **Demonstration Area** presents opportunity for informal presentation on important topics not covered by oral or poster sessions. It offers a conversational style of presentation, often focus on new and upcoming themes.

• **Keynotes** offer perspectives on one or more of the main underlying themes of the conference and/or establish the framework for a large idea at the conference.

• **Workshops** emphasize participation and group discussion, often with problem-solving or hands-on efforts. Developed by ASHS Professional Interest Groups, they bring together an array of experts from multidisciplinary fields of experts for a constructive discussion on important topics.

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Advertising Opportunities

ASHS Membership Newsletter E-News

1st and 15th of each month
575 w x 75 h

$330 per issue

Conference-related Advertising:

Back Cover of Print and PDF ................................. $1850
(Full Color)

Inside Front or Back Cover of Print and PDF ...... $1225
(Black and White)

Conference Bag Stufflers ................................. $ 750

Company Logo on Conference Home Page......... $ 500

Company Logo on the onsite Entrance Unit....... $ 500

Please contact nmahdavian@ashs.org for a customized pricing package.
Level 1: Index page Side Banner Ad (300 x 250 px)

1 month = $330
3 months @ $300/month = $900
6 months @ $265/month = $1,590
12 months @ $230/month = $2,760

Add-ons:

Level 2: Level 1 plus Issue page Side Banner Ad (300 x 250 px)

Additional cost:
1 month with additional $220 for a total of $550
3 months with an additional $560 for a total of $1,460
6 months with an additional $925 for a total of $2,515
12 months with an additional $1,450 for a total of $4,210

Level 3: Level 2 plus Article page Side Banner Ad (300 x 250 px)

Additional cost:
1 month for an additional $165 for a total of $715
3 months with an additional $395 for a total of $1,855
6 months with an additional $660 for a total of $3,175
12 months with an additional $1,055 for a total of $5,265

Please contact nmahdavian@ashs.org for a customized pricing package.
General Ad Guidelines

• Ads must be submitted in either .png or .jpg format.
• Animated ads must be approved by ASHS ahead of publication.
• Transparent backgrounds are not allowed.
• No borders: a 1 pixel border will be automatically added.
• Content must occupy the entire space of the ad.
• All text must be easy to read, with edges that are crisp and smooth and a legible font size.
• Ads should be in keeping with the clean look of the ASHS website.
• Ads must contain your company logo or some text (for example, the company name, a tagline, the product name); photo-only ads are not permitted.
• All ad images allow a maximum 50K file size for standard sized images, and 100K file size for retina display sized images.
• We reserve the right to refuse advertisements for any reason.
• Ads may run concurrently with other ads during the placement period.

General Policy

• ASHS shall not be responsible for errors in any advertisement due to errors in ad copy or artwork furnished by the advertiser. In the event of any error in any advertisement not caused by errors in ad copy or artwork furnished by the advertiser, the liability of the Publisher shall be limited to the return of any charges paid by the advertiser to the Publisher.
• Advertisers and agencies representing the advertiser assume liability for all ad contents, text, photos, illustrations, representations, and advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. The Publisher reserves the right to reject any advertising which is not in keeping with the publication’s standards. We reserve the right to repeat previous copy if new copy is not received by the space reservation deadline.
• The advertiser agrees to honor any offers specified in its advertisement as per its terms and conditions. The advertiser assumes full responsibility that the advertiser’s advertisement, business operations, services and products comply with all applicable laws.

Collection Policy/Terms

• Total payment due with contract for one-time ads. Multiple-run ads will be billed, and invoice is due on receipt. No one-time ads will be published without payment in full in advance.

Acceptance

• Submission of any advertisement, space reservation or position commitment constitutes acceptance of all the foregoing general conclusions.

For questions, please contact nmahdavian@ashs.org.