WHY EXHIBIT AT THE ASHS CONFERENCE?

About the ASHS Annual Conference

The ASHS Annual Conference is a showcase for the latest advances in science and technology related to horticulture and specialty crops. 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 and those in the early phases of their careers.

Exhibitor Benefits

- Two complimentary badges to the Conference.
- Participate in the annual Career Fair on July 31, 2023 at no cost.
- Make a 15-20 minute product presentation on the Demonstration Stage/HortTheater.
- Participate in the ASHS Industry Meet & Greet activities.
- Contact information, description, and company logo will be included on the Exhibitor page of the Conference Program and the Conference App.
- Attend sessions to learn about industry trends and continue networking with conference participants.
Exhibit Space Pricing
Early Bird Pricing (before January 15, 2023) – $995
General Pricing (after January 15, 2023) – $1,195

Add Ons (available only with exhibit space purchase)
- Company logo on Web Program & App homepage – $700
- Company logo on Conference Entrance Signage - $700
- Daily Coffee Break Sponsorship in Exhibit Area – $600

Tabletop Exhibit Specifications
- One six-foot draped table
- Two chairs
- Company name
Exhibits & Conferences

COLLATERAL & PROMOTIONS

Advertising in Conference Pamphlet & Digital (Full Color)

- Front, Inside Cover – $1,125
- Back, Inside Cover – $1,125
- Back Cover – $1,850

Conference Material
Include your brand's marketing materials and promotional items in bags that are handed out to all conference attendees.

- Promotional Items – $750

Conference Logo Placements (non-Exhibitors)

- Web Program & App homepage – $1,000
- Conference Entrance Signage - $1,000

For customized package pricing and information contact nmahdavian@ashs.org.
Exhibits & Conferences

STUDENT SPONSORSHIPS

Scholars Ignite Competition - $1,200

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 - $1,500

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

Undergraduate Student Oral and Poster Competitions - $600

Undergraduate Student Oral and Poster Competitions are open to Undergraduate students presenting at the conference. Students gain experience in concisely presenting their results to interested faculty judges.

Student Award and Trivia Night - $2,200

Students Award Night is the premier event of the conference to showcase student accomplishments. Winners of all student competitions will be recognized at this event. During each round of announcements, the Trivia contestants will put their horticultural knowledge to the test. Attendees can enter as teams or will be paired up into teams. Sponsor will be given the opportunity to make a brief (2-3 minute) presentation during this event and their logo will be prominently featured on trivia questions.

For customized package pricing and information contact nmahdavian@ashs.org.
Exhibits & Conferences

SESSION SPONSORSHIPS

Early Career Competition Sponsor - $1,200

Early Career Competition was developed to provide a platform for new scholars and professionals (postdocs, early-career faculty, industry, and government professionals within the first five 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.

HortTheater Sponsor - $1,500

HortTheater presents an opportunity for informal presentations on important topics not covered by oral or poster sessions. It offers a conversational style of presentation, often focusing on new and upcoming themes.

Keynote Sponsor - $2,500

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.

Workshop Sponsor - $2,500

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 for a constructive discussion on important topics.

For customized package pricing and information contact nmahdavian@ashs.org.
Student Education & Career Day - $2,000

Student Education & Career Day offers strategic career planning and an opportunity for 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, internships, and openings. The sponsor will be given the opportunity to make a brief, two-to-three-minute presentation during this event.

Coffee Break Sponsor (non-Exhibitor)- $1,200

Coffee Breaks are scheduled in the exhibit area to maximize opportunities for networking. Sponsors will have the coffee break set up in close proximity to the exhibit space to encourage attendees to interact while sipping on a beverage, talk to exhibitors, or catch up with old friends.

Welcome Reception Sponsor - $5,000

The Welcome Reception is a very popular networking and social event. Attendees catch up with friends and colleagues while enjoying delicious food and beverages.

For customized package pricing and information contact nmahdavian@ashs.org.
Open-Access Digital

PUBLICATIONS

HortTechnology

*HortTechnology* brings reliable, current, peer-reviewed technical information to help solve problems and deal with current challenges in production, education, and extension. *HortTechnology* is also one of the few journals that publish well-conducted cultivar trials.

HortScience

*HortScience* provides information on significant research, education, extension findings and methods, and developments and trends that affect the plant science professions.

Journal of the American Society for Horticultural Science

The *Journal of the American Society for Horticultural Science* features mission-oriented, fundamental research on various aspects of horticultural science, and is considered by many to be the flagship journal for horticultural science.
Digital Advertising
ONLINE PUBLICATIONS

Article, Issue, or Journal Page Side Banner Ad
Size: 300x250 px
(Refer to page 10 for more details)

- 1 month - $715
- 3 months - $1,855
- 6 months - $3,175
- 12 months - $5,265

For a 2-week free trial, customized package pricing and more information contact nmahdavian@ashs.org.
Membership E-Newsletter
Size: 600x100 px
(Refer to page 10 for more details)

Distributes on the 15th and last day of each month to more than 2,500 members per email distribution.

- $350 per E-News issue
- $330 per issue for all 12 months

For customized package pricing and information contact nmahdavian@ashs.org.
Please complete this form and email it to meetings@ashs.org. A link will be sent to finalize your purchase of the exhibit area and submit payment online.

**ORGANIZATION INFORMATION**

Organizations Name: 
Address: 
State/Province: 
Zip/Postal Code: 
Email: 
City: 
Country: 
Phone: 

**POINT OF CONTACT INFORMATION**

First: 
Last: 
Email: 
Phone: 

**EXHIBITOR REGISTRATION**

Exhibit Space: 
Add-Ons: 
- Early Bird (Before Jan. 15) $995
- General (After Jan. 15) $1,195
- Logo on web Program and App Homepage $700
- Logo at Conference Entrance Signage $700
- Coffee Break $600

**COLLATERAL & PROMOTIONAL**

Advertising in conference pamphlet and digital: 
- Front, Inside Cover $1,125
- Back, Inside Cover $1,125
- Back Cover $1,850

Conference Material: 
- Promotional Items $750

For customized package pricing and information contact nmahdavian@ashs.org.
SPONSORSHIPS

STUDENT SPONSORSHIP

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship</th>
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<tbody>
<tr>
<td>Undergraduate Student Competitions</td>
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<td>Keynote Sponsor</td>
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<td>Workshop</td>
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ENTERTAINMENT SPONSORSHIP

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<tbody>
<tr>
<td>Coffee Break Sponsor in Exhibit Area</td>
<td>$1,200</td>
</tr>
<tr>
<td>Welcome Reception Sponsor</td>
<td>$5,000</td>
</tr>
<tr>
<td>Student Education &amp; Career Day</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Thank you for your registration. Please email this completed form to meetings@ashs.org. A link will be sent to finalize your purchase of the exhibit area and submit payment online.

For customized package pricing and information contact nmahdavian@ashs.org.
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 one-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 in 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.

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 therefrom 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 the previous copy if a 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 & ACCEPTANCE

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

For questions, contact nmahdavian@ashs.org.
EXHIBITOR SPECIFICATIONS & RESPONSIBILITIES

- The American Society for Horticultural Science (hereinafter referred to as “ASHS”) will hold its Annual Conference on July 31- August 4, 2023, at the Caribe Royale Orlando in Orlando, Florida 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 tabletop 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 their 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. 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, 2023, with a 50% refund. After April 1, 2023, 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 the said exhibit as shall be deemed necessary and to amend the same from time to time. All determinations by ASHS regarding the enforcement of 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, Caribe Royale Orlando, 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.

For questions, contact nmahdavian@ashs.org.
Neither ASHS nor the Caribe royale Orlando, 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 expressly waived by exhibitor. It is understood that neither the Caribe Royale Orlando nor the legal entities that own, lease, and/or operate the Caribe royale Orlando 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 Caribe Royale Orlando 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 Caribe Royale Orlando used by the exhibitor or brought upon the Caribe Royale Orlando 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 Caribe Royale Orlando and the legal entities that own, lease, and/or operate the Caribe Royale Orlando, their members and officers, and the Caribe Royale Orlando 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 Caribe Royale Orlando by reason of its exhibit and shall indemnify Caribe Royale Orlando for all liability that might ensue by reason of his or her exhibitor 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 Caribe Royale Orlando 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.

For questions, contact nmahdavian@ashs.org.
Neither ASHS nor the Caribe Royale Orlando, its agents, or its employees shall be liable for 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 a 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.

For questions, contact nmahdavian@ashs.org.