

2027 ASHS EXHIBITOR & SPONSOR PACKAGE



ASHS ANNUAL CONFERENCE

San Diego, California

July 26-30, 2027



American Society for Horticultural Science



1018 Duke Street, Alexandria, VA 22314

703.836.4606 | www.ashs.org

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 (2) complimentary registrations to the Conference.
- Participate in the annual Career Fair on Tuesday, July 27, at no additional cost.
- Make a 15-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 online Exhibitor page of the Conference Program and the Conference App.
- Attend sessions to learn about industry trends, the latest research, and continue networking with conference participants.

Exhibits & Conferences

EXHIBITOR OPTIONS



Exhibit Space Pricing

- Early Bird Pricing (before January 15, 2027) – \$1,250
- General Pricing (after January 15, 2027) – \$1,450

Tabletop Exhibit Specifications

- One six-foot draped table
- Two chairs



Exhibits & Conferences

SPONSORSHIPS – PROMOTE YOUR BRAND



- **Student and Early Career Professional Development Sponsor – \$2,000**

Career and Professional Development sessions offer strategic career planning and an opportunity for students and early faculty to explore educational and career options in agriculture, plant sciences, and related fields. It is followed by a Career Fair that brings academic and industry representatives together to showcase their programs, internships, and openings.

- **Coffee Break Sponsor – \$1,200**

Coffee Breaks are scheduled in Conference Central to maximize opportunities for networking. The coffee break is set up in close proximity to the exhibit space and Collaboration Center to encourage attendees to interact with each other, talk to exhibitors, or catch up with old friends.

- **Welcome Reception Sponsor – \$3,500**

The Welcome Reception is a very popular networking and social event that kicks off the Annual Conference. Attendees catch up with friends and colleagues and meet new contacts while enjoying delicious food, beverages, and local entertainment.

- **Conference Material – \$750**

Include your brand's marketing materials and/or promotional items to be handed out to all conference attendees.

Exhibits & Conferences

STUDENT COMPETITION SPONSORSHIPS

**Scholars Ignite Competition Sponsor – \$1,500**

Scholars Ignite offers graduate students the opportunity to share their discoveries and creations to a diverse 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 Sponsor – \$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. Prizes are awarded in both MS and PhD categories.

Undergraduate Student Oral Competition Sponsor – \$600

Undergraduate Student Oral Competition is open to Undergraduate students presenting at the conference. Students gain experience in concisely presenting their results to a panel of judges.

Undergraduate Student Poster Competition Sponsor – \$600

Undergraduate Student Poster Competition is open to Undergraduate students presenting at the conference. Students gain experience in concisely presenting their results to a panel of judges.

Student Award and Trivia Night Sponsor – \$1,800

Student Awards 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. 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 event promotions and slides.

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 presentations on important topics not covered by oral or poster sessions, including exhibitor presentations, recruiting talks, and more. It offers a conversational style of presentation, often focusing on new and upcoming ideas.



Keynote Sponsor – \$2,500

Keynote speakers 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.





EXHIBITOR SPECIFICATIONS & RESPONSIBILITIES

- The American Society for Horticultural Science (hereinafter referred to as “ASHS”) will hold its Annual Conference on July 26–30, 2027, at the Town and Country Resort San Diego for education and information purposes. Should ASHS fail to hold the Annual Conference, conduct the exhibit, or furnish to exhibit 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 (2) 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 authorize 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 of 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, 2027, with a 50% refund. After April 1, 2027, 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, Town and Country Resort San Diego, 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 Town and Country Resort San Diego, 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 Town and Country Resort San Diego nor the legal entities that own, lease, and/or operate the Town and Country Resort San Diego nor their members, officers, directors, or employees shall be responsible or liable for injury to any person or persons for loss or damage to any property belonging to the exhibitor or any person or persons while at the Town and Country Resort San Diego 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 Town and Country Resort San Diego used by the exhibitor or brought upon the Town and Country Resort San Diego 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 Town and Country Resort San Diego and the legal entities that own, lease, and/or operate the Town and Country Resort San Diego, their members and officers, and the Town and Country Resort San Diego 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 Town and Country Resort San Diego by reason of its exhibit and shall indemnify Town and Country Resort San Diego 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 Town and Country Resort San Diego 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.
- Neither ASHS nor the Town and Country Resort San Diego, its agents, or its employees shall be liable for Insurance.
- The exhibitor agrees to obtain the following insurance coverage during this event, including move-in and move-out days : a) comprehensive general liability insurance coverage, including protective and contractual liability coverage of \$1,000,000 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 coverage of \$1,00,000 and property damage coverage 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.

Exhibitor/Sponsor

REGISTRATION

2027 ASHS Conference

July 26-30 | Town and Country Resort | San Diego

Please complete this form and email it to meetings@ashs.org. A link will be sent to finalize your purchase of the exhibit space and submit payment online.

By submitting this form you agree to all terms of the Exhibitor Specifications and Responsibilities.

DATE OF REGISTRATION



ORGANIZATION INFORMATION



Organization Name :

Address :

City :

State/Province :

Zip/Postal Code :

Country :

Email :

Phone:



POINT OF CONTACT INFORMATION



First Name :

Last Name :

Email :

Phone :



EXHIBITOR ITEMS



Exhibit Space :

☐

Early Bird (before Jan. 15)
\$1,250

☐

General (after Jan. 15)
\$1,450

SPONSORSHIPS

PROMOTIONAL

Conference Material: ☐ Promotional Items \$750

STUDENT SPONSORSHIP

Undergraduate Student Competitions ☐ \$600

Scholars Ignite Competition ☐ \$1,500

Graduate Student Poster Competition ☐ \$1,500

Student Awards Night/Trivia Night ☐ \$1,800

SESSION SPONSORSHIP

Early Career Competition ☐ \$1,200

HortTheater ☐ \$1,500

Keynote Sponsor ☐ \$2,500

Workshop ☐ \$2,500

ENTERTAINMENT SPONSORSHIP

Coffee Break Sponsor in Conference Central ☐ \$1,200

Student and Early Career Professional Development Sponsor ☐ \$2,000

Welcome Reception Sponsor ☐ \$3,500

\$ _____
Total to be billed

Thank you for your registration and sponsorship.

Please email this completed form to meetings@ashs.org.

A link will be sent to finalize your purchase of the exhibit space/sponsorship and submit payment online.