ABOUT ASABE
For over 100 years, the American Society of Agricultural and Biological Engineers (ASABE) has been the premier educational and scientific organization dedicated to the advancement of engineering applicable to agricultural, food, and biological systems. Agricultural, Food, and Biological Engineers develop efficient and environmentally sensitive methods of producing food, fiber, timber, and renewable energy sources for an ever-increasing world population. Founded in 1907, ASABE comprises nearly 7000 members in more than 100 countries.

ABOUT THE ASABE 2021 ANNUAL INTERNATIONAL MEETING
The ASABE Annual International Meeting will provide a forum for 1500+ attendees to expand awareness of current industry trends, promote and acknowledge innovations in design and technology, and provide opportunities for professional development— all with a focus on the economic, political and societal impacts facing the industry.

SPONSORSHIP OPPORTUNITIES
The below sponsorship opportunities are available during the ASABE Annual International Meeting— full descriptions to follow.

- 2021 Title Conference Sponsor - $20,000
- Official Green Partner - $10,000
- Awards Lunch Sponsor - $10,000
- General Session Sponsor - $10,000
- Gold Sponsor - $5,000
- Tabletop Exhibitor - $1,000

WHAT IS HAPPENING IN THE EXHIBIT HALL?
The following activities will generate traffic throughout exhibitor tables:

- Daily Coffee Breaks
- Cyber Café
- Poster Sessions
- Member Services
- ASABE Bookstore
- Exhibits
- Sunday Afternoon Welcome Reception
- ¼ Scale Tractor Display

EXHIBIT SCHEDULE
- Sunday, July 11 – Exhibits Set-up by 2:30pm / Welcome Reception at 4:30pm in Exhibit Hall
- Monday, July 12 – Exhibits Open – 8am – 5pm
- Tuesday, July 13 – Exhibits Open – 8am – 5pm
- Wednesday, August 14 – Exhibits Open, breakdown at 1pm

Exhibitors are not required to staff their booth during the full exhibit hours. They can attend sessions/activities during the conference.

HOW DO I BECOME A SPONSOR OR EXHIBITOR?
Complete the registration form on the last page of this prospectus. Questions - contact Corinne Connor at cconnor@helmsbriscoe.com.
2021 TITLE CONFERENCE SPONSOR $20,000 - (limit 1)
- Named 2021 Title Sponsor of The ASABE Annual International Meeting
- Extensive co-branding with conference logo on web site, signs, program, entryways
- Your XL logo prominently featured on mailers & e-blasts
- Named Official Host of the Welcome Reception with extensive branding
- 5 complimentary conference registrations
- 5-minute speaking opportunity during Opening General Sessions
- Full-page article about your company in Conference Program
- Prominent tabletop space in Exhibit Hall
- Your logo & 75-word profile featured on conference Website

OFFICIAL GREEN PARTNER SPONSOR - $10,000 - (limit 1)
- Named The Official Green Partner of The ASABE Annual International Meeting
- 3-minute speaking opportunity to address attendees during the luncheon
- Your logo featured in electronic pre-conference e-blast to all invitees
- Prominent tabletop space in Exhibit Hall
- 3 complimentary conference registrations
- Full-page ad in official Conference Program
- Your logo & 50-word profile featured on conference Website
- Extensive branding on conference signs, mailers & e-blasts

GENERAL SESSION SPONSOR - $10,000 - (limit 1)
- Named Exclusive Sponsor of Opening General Session
- 3-minute speaking opportunity during the Opening General Session
- Prominent tabletop space in Exhibit Hall
- 3 complimentary conference registrations
- Half-page ad in official Conference Program
- Your logo & 25-word profile featured on conference website
- Extensive branding on conference signs, mailers & e-blasts
- Extensive branding in opening general session ballroom

AWARDS LUNCHEON – $10,000 - (limit 1)
- 3-minute speaking opportunity at your sponsored function
- Prominent tabletop space in Exhibit Hall
- 2 complimentary conference registrations
- Quarter-page ad in official conference program
- Your logo on conference website
- Branding on conference signs, mailers & e-blasts

GOLD SPONSOR – $5,000
- Choice of sponsoring one of the following: name badge lanyards, cyber café, conference bag
- Prominent tabletop space in Exhibit Hall
- 1 complimentary conference registration
- Quarter-page ad in official conference program
- Your logo on conference website
- Branding on conference signs, mailers & e-blasts

TABLETOP EXHIBIT – $1,000 – most popular option!
- 10x10 Tabletop Exhibit Area – includes table, 2 chairs, wastebasket
- 1 complimentary conference registration

ADDITIONAL BRANDING OPPORTUNITIES
- Pens w/ Your Logo, distributed at registration (limit 1) $2000
- Water Bottle w/ Your Logo, distributed at registration (limit 1) $5000
- 1-page 8.5x11 Brochure Inserted in Conference Bag $2000
EXHIBITOR AND SPONSORSHIP FORM

Complete all sections of the agreement below. Sign and return the agreement with credit card information or check made payable to ASABE. Payment in full must accompany your agreement and sponsorship opportunities will be confirmed on a first-come, first-assigned basis. Return one registration form for each attendee that will attend the meeting according to the level of sponsorship selected.

CONTACT INFORMATION

Company Name ____________________________________________________________

Contact ___________________________ Contact Email __________________________

Address ___________________________________________________________________

City/State/Zip ___________________________________________________________________

Phone ___________________________ Fax __________________________

SPONSORSHIP CONFIRMATION

___ Title Conference Sponsor $20,000   ___ Pen Sponsor $2,000
___ Official Green Sponsor $10,000   ___ Water Bottle Sponsor $5,000
___ General Session Sponsor $10,000   ___ 1 Page Insert $2,000
___ Luncheon Sponsors $10,000

EXHIBITOR CONFIRMATION

Includes 6 foot tabletop in an approximate 10x10 exhibit area – includes table, 2 chairs, wastebasket and one (1) complimentary conference registration. Please forward a logo and brief description of your company for advertising in the program.

___ Tabletop Exhibit $1,000

PAYMENT INFORMATION

___ Check   ___ Visa   ___ American Express   ___ MasterCard   AMOUNT TO CHARGE ____________

Card Number ____________________________________ Exp Date_________

Cardholder Name _______________________________________________________

Signature __________________________________________________________ Date_________

TERMS

- Once payment is received, there will be no refunds for cancellation.
- I agree to pay the amount listed above as a sponsorship fee for ASABE 2021
- Facsimile or scanned email copy of this agreement bearing a signature shall be deemed delivery of a signed agreement.

PAYMENT BY CREDIT CARD - Email completed forms to bell@asabe.org.

PAYMENT BY CHECK – Please email the completed form to Jessica Bell at bell@asabe.org, however mail the check with a copy of the registration form to ASABE, Attn: Jessica Bell, 2950 Niles Road, St Joseph, Michigan, 49085.