

2025 SPONSOR & EXHIBITOR Prospectus



CANVAS

Where Crop, Agronomic, Environmental, and Soil Sciences Connect

Nov. 9-12, 2025 Salt Lake City, Utah

 **ASA** |  **CSSA** |  **SSSA**
American Society of Agronomy | Crop Science Society of America | Soil Science Society of America
sciencesocieties.org/canvas/business-opportunities

You are invited to sponsor and exhibit at **CANVAS 2025 in Salt Lake City, Utah**

Attendees will include current and future decision-makers, such as...

AGRONOMISTS Chemists CROP SCIENTISTS Geneticists
FIELD SCIENTISTS Plant Breeders R&D LEADERS
Soil Scientists ECOLOGISTS Publishers TAXONOMISTS

Why sponsor at our event?

Connect with more than more than 4,000 attendees to make valuable connections with key decision makers in agronomy, plant, soil, and environmental sciences.

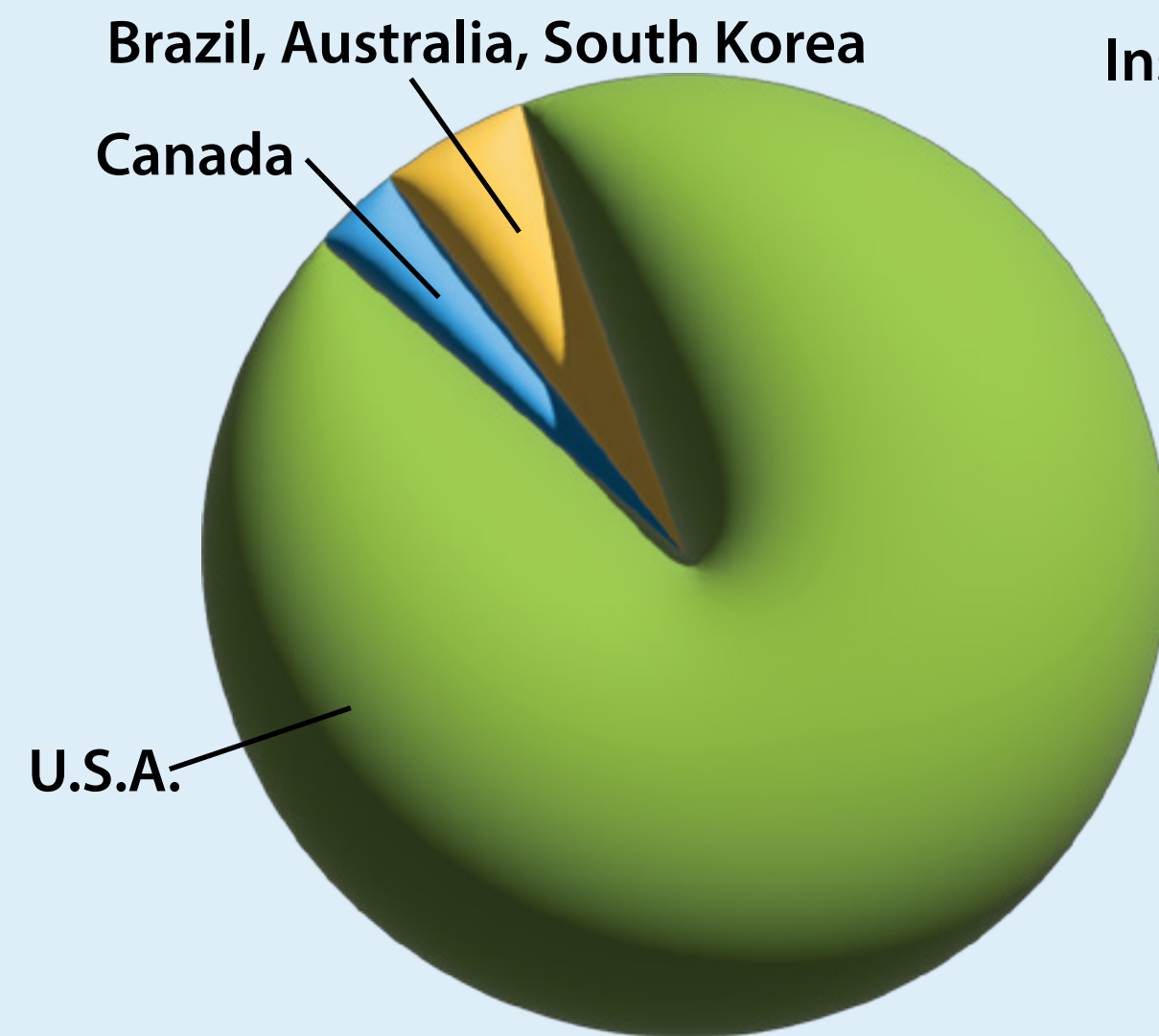
Don't miss this opportunity to:

- Build brand awareness | Collect high-quality leads
- Launch new products & services | Cultivate steward relationships

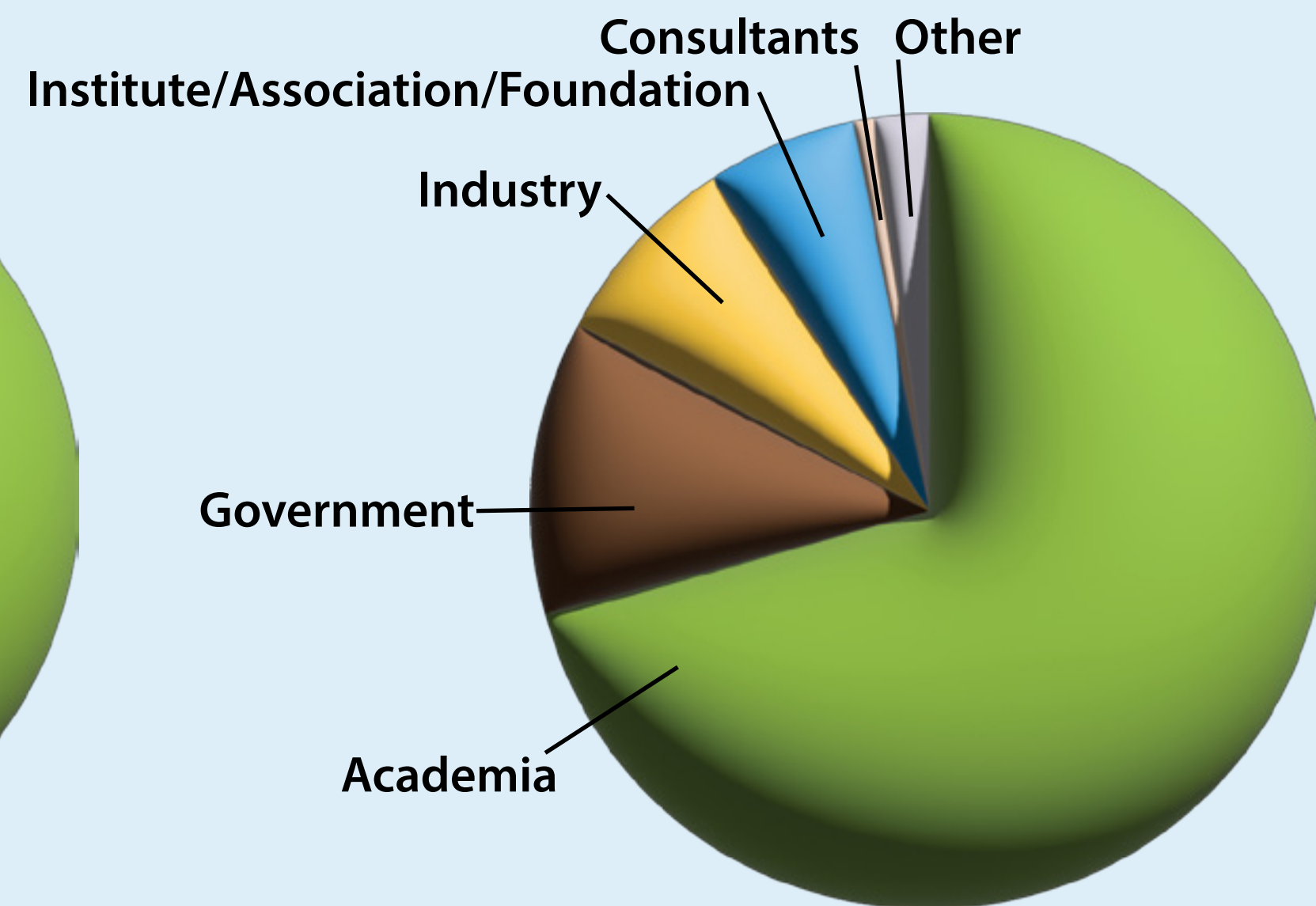


WHO IS ATTENDING?

Attendees from 47 countries:



Industries:



ATTENDEES THOUGHTS

Satisfied with Program Content

70%

Satisfied with Exchange of Ideas

88%

Satisfied with Networking Opportunities

86%

Attended Previous Meeting

61%

0 20 40 60 80 100%

WHEN: November 9-12, 2025

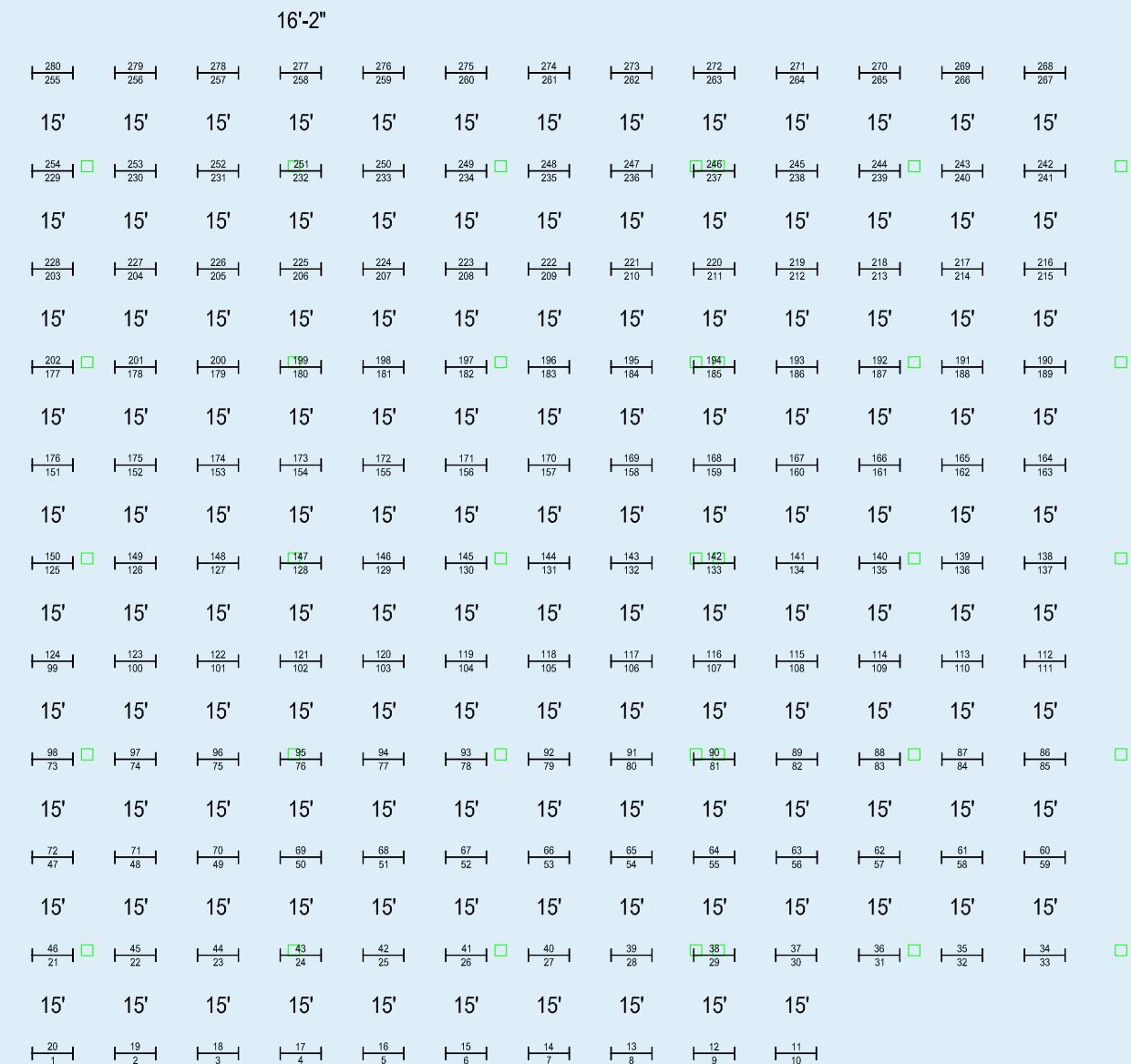
WHERE: Salt Palace Convention Center, Salt Lake City, Utah

2025 Exhibitor Schedule*

Move-in	Sunday	8:00am–5:00pm
Move-out	Wednesday	4:30pm–8:00pm
Exhibit Hours	Sunday	7:00pm–9:00pm
	Monday	9:00am–6:00pm
	Tuesday	9:00am–6:00pm
	Wednesday	9:00am–4:30pm

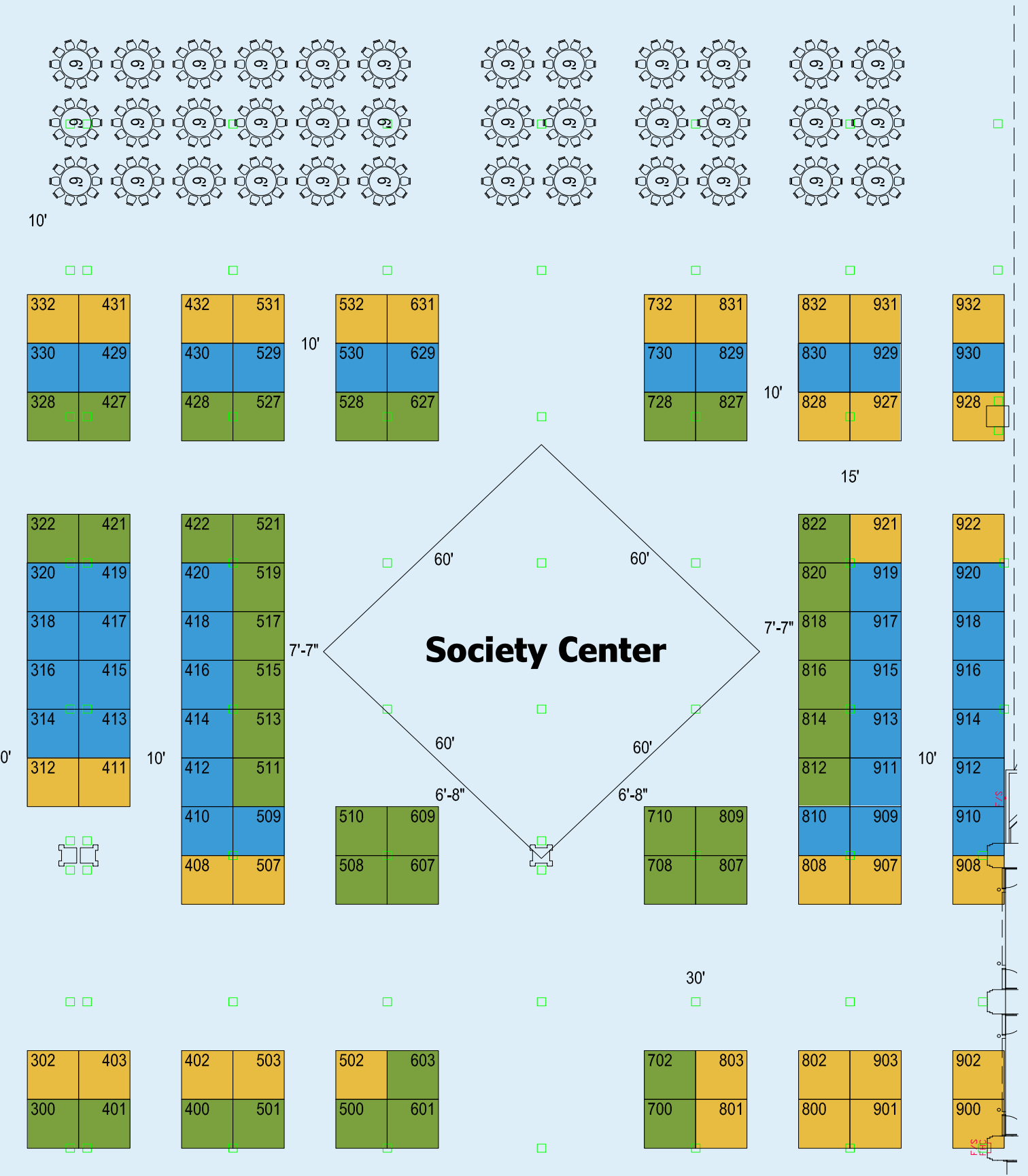
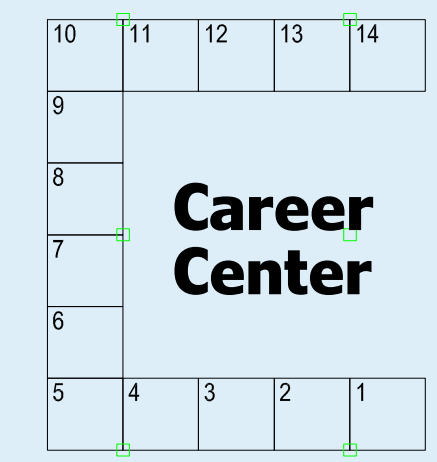


EXHIBIT FLOOR LAYOUT



Scientific Posters

- Premium** \$3,000
- Corner** \$2,850
- Inline** \$2,600
- Island** \$10,500



SPONSORSHIP PACKAGES

Benefits Included at Each Level

Exhibit Hall

10' x 10" Booth

8'-high draped back wall, 3'-high draped sidewalls

6' skirted table & 2 chairs (per exhibiting company)

Booth identification sign

Number of Full Conference Registrations

Advertisement with tracking in mobile conference app

Email Blast – pre-event, during, and post-event

Pre- and post-show attendee mailing lists

Attendee \$1000 Drawing Event

Thank you recognition in E-newsletter

Logos on signs throughout entire meeting space

Company name and logo on ACS Annual Meeting website

SPONSORSHIP LEVEL

	Diamond \$20,000+	Gold \$10,000	Silver \$7,500+
	4	2	1
	X	X	X
	X	X	X
	X	X	X
	8	4	2
	X	X	
	X	X	
	X		
	X		
	X	X	X
	X	X	X
	X	X	

*If contract and payment is received prior to October 1, 2025.

SPONSORSHIP MENU

Lanyards — \$15,000

Imagine 4,000+ attendees sporting your company logo.

Coffee Break — \$5,000 (3 available)

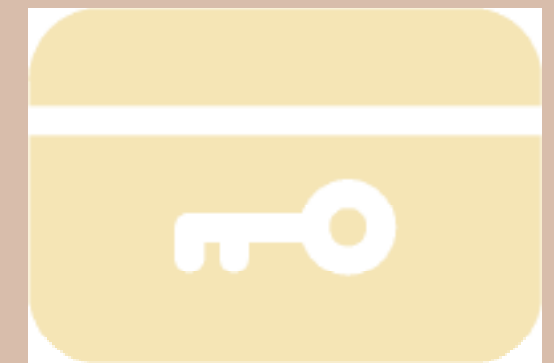
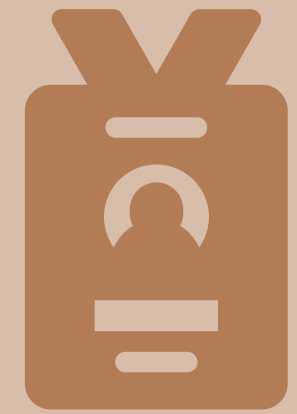
Host one or all of the three Coffee with the Presidents events. Your company logo will be on napkins and signage, and your company reps can greet attendees as they arrive.

Society Awards Luncheon — \$20,000

Be part of the celebration by sponsoring this event that recognizes the hard work of our society members.

Art Lounge — \$40,000

Join us in bringing the Art Lounge to life. Your support will help create an unforgettable experience for conference attendees while promoting creativity and collaboration in the scientific community.



SPONSORSHIP MENU *(Continued)*

Plenary Speaker — \$5,000 per speaker

Show your support by sponsoring a society speaker. Your company will have prominent signage at the podium, opening welcome, and listing in the meeting app.

Symposiums/Session Sponsorship with Inline Ad — \$3,000

Each Society has technical sessions focused on a variety of scientific and practical disciplines. These sessions attract potentially hundreds of focused attendees at a time. Utilize the inline ad placed above your session to build brand awareness and your support for the session.



STUDENT-FOCUSED SPONSORSHIP OPPORTUNITIES

Student Keynote Afterparty – \$25,000

This event immediately follows the Keynote Address on the first night of the conference at an off-site venue. The sponsor will help to choose the location each year. Over 400 graduate and undergraduate members of the Societies are invited to network, socialize, and enjoy themselves. Sponsor will receive recognition as THE sole sponsor of the event via signage, listing in all promotional materials, and more.

Graduate Student Leadership Conference - \$25,000

This event will see approximately 100 graduate students from across the country get together to network and learn over numerous sessions. Sponsors will receive recognition as THE sole sponsor of the event via signage, listing in all promotional materials and more. The sponsor will also be included in post-conference communications to graduate students.

Early Career/Recent Graduate Session Sponsor - \$5,000

This is your chance to sponsor a workshop for early career students and recent graduates and work with the Societies' Early Career Committee to choose the content. Sponsor will receive recognition via signage and all promotional materials.

STUDENT-FOCUSED SPONSORSHIP OPPORTUNITIES

(Continued)

Graduate Student Networking - \$3,000 (2 available)

Make a great impression with 80-100 graduate students from the Societies during this high-impact professional networking event. Sponsors are invited to give a brief overview of the importance of professional networking and have a rep participate in roundtable “speed-networking” conversations with small groups of graduate students. Session sponsorship will be displayed in the meeting program, on signage in the room, and on the opening slide of the session.

Undergrad Industry Networking – \$2,500

Make excellent associations in the mind of roughly 200 undergraduate meeting attendees by sponsoring the Industry Networking Session. As a sponsor, you’ll earn your rep a place at a table as well as the opportunity to make brief opening remarks about the importance of networking. Session sponsorship will be displayed in the meeting program, on signage in the room, and on the opening slide of the session.

Undergraduate Tour Sponsor - \$5,000 each (2 available)

As a sponsor of one or both tours you would help to choose the tour location with undergraduate SASES (Students of Agronomy, Soil & Environmental Sciences) officers. Each sponsor will be allowed two representatives to tour with the students and provide collateral materials/goodie bags as take aways. Sponsors will receive recognition on signage and promotional materials.

STUDENT-FOCUSED SPONSORSHIP OPPORTUNITIES

(Continued)

Undergraduate Awards Banquet Sponsor - \$5,000 (6 available)

Each sponsor will be recognized via signage and promotional materials, as well as having 2 representatives in attendance. Sponsors have the opportunity to provide collateral materials/goodie bags for students.

Undergraduate Pedology Contest - \$2,500 (2 available)

Each sponsor will be recognized as the session sponsor via signage and/or promotional materials. Sponsors will also be recognized at the start of the contest and have the opportunity to hand out collateral materials to the students.

Undergraduate Crops Judging Contest - \$2,500 (3 available)

Each sponsor will be recognized as the session sponsor via signage and/or promotional materials. Sponsors will also be recognized at the start of the contest and have the opportunity to hand out collateral materials to the students.



ABOUT THE SOCIETIES

American Society of Agronomy

6,000+ Members; 13,500 Certified Crop Advisers

ASA is dedicated to sustaining and advancing the field of agronomy. For more than 110 years, ASA has provided a scientific and professional home for agronomists around the world. Focus areas include agronomic production systems, biometry and statistical computing, climatology and modeling, education and extension, environmental quality, global agronomy, land management, and conservation.

Crop Science Society of America

4,500+ Members

CSSA fosters the mission of plant science for a better world and strives to be the proactive leader in influencing policy and creating cooperative partnerships to advance crop science. Founded in 1955, focus areas include crop breeding and genetics, physiology and metabolism, seed production/technology, turfgrass science, forage & grazinglands, genomics, plant genetic resources, and biomedical/health-beneficial/nutritionally-enhanced plants.

Soil Science Society of America

6,000+ Members; 650+ Certified Professional Soil Scientists

SSSA seeks to advance soils as fundamental to life. For over eight decades, SSSA has provided members with resources to exchange information and make professional connections. Focus areas include soil physics, chemistry, mineralogy, biology and biochemistry, and pedology; soil fertility and plant nutrition, nutrient management, soil and water management and conservation, environmental quality, wetland soils, urban & anthropogenic soils, and forest/range/wildland soils, consulting soil scientists, and soil education and outreach.

Visit www.sciencesocieties.org for more information.

Contact

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