



Where Crop, Agronomic, Environmental, and Soil Sciences Connect

Salt Lake City, Utah | Nov. 9-12, 2025  
Salt Palace Convention Center



2025

SPONSOR & EXHIBITOR  
**Prospectus**

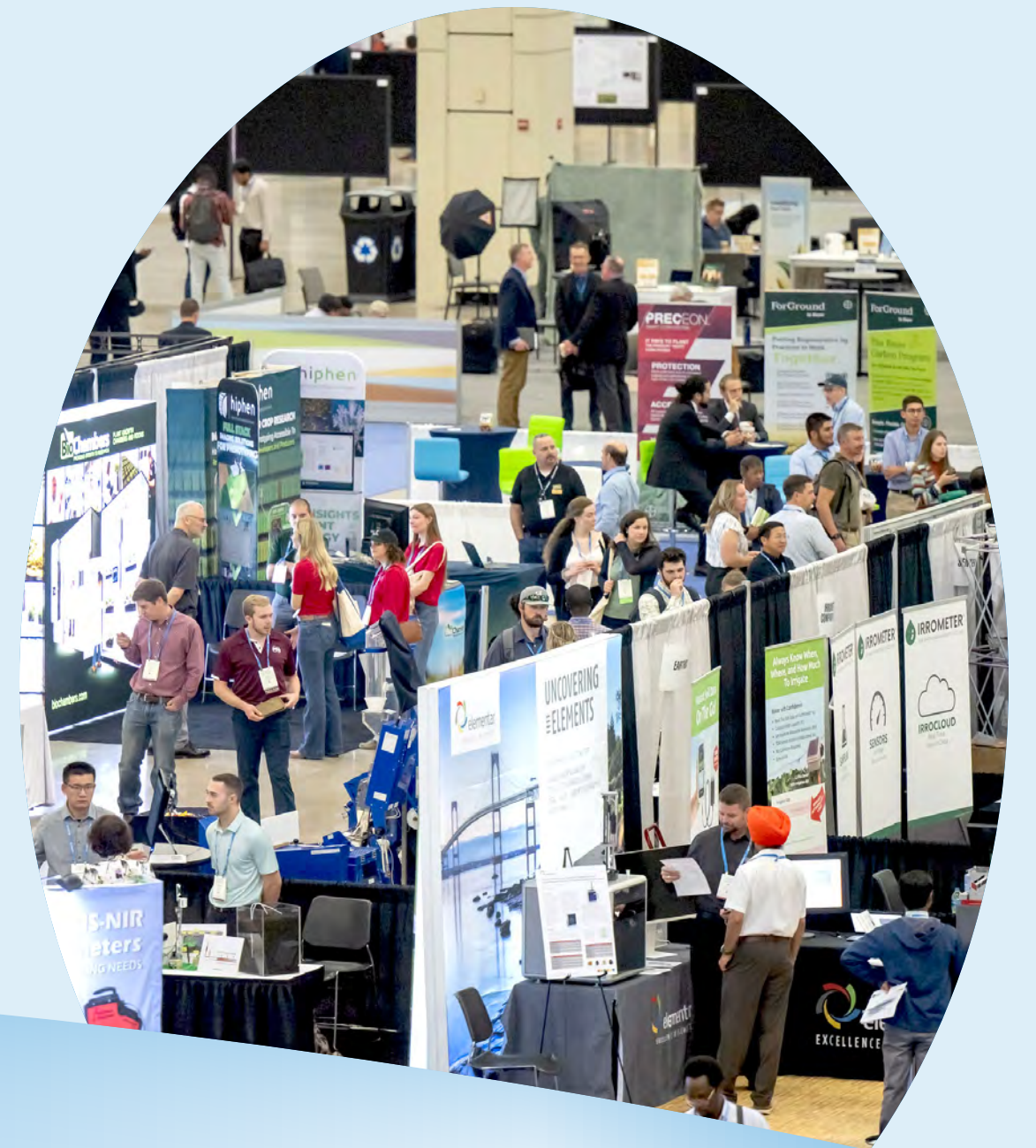


# SPONSOR OR EXHIBIT AT CANVAS 25

Connect with a dynamic, mission-driven audience shaping the future of environmental sciences. Whether your goal is brand visibility, talent recruitment, product promotion, or strategic partnerships our attendees, 70% of which are future leaders and academic influencers, offer unmatched value.

## Why Sponsor or Exhibit?

- Boost Brand Visibility among highly targeted academic and professional audiences
- Recruit Emerging Talent from a motivated student pool
- Showcase Your Innovation to decision-makers in research and education
- Build Relationships with top institutions, government agencies, and thought leaders
- Align Your Brand with the advancement of environmental sciences.





## OUR ATTENDEES

**70%** of our attendees are future leaders and academic influencers.



### Exhibit Hall Delivers Results

**96%** of attendees visited the exhibit hall — ensuring excellent visibility and high traffic.

**69%** actively engaged with exhibitors — not just passing through but making meaningful contact.

### Reach an Engaged, Audience

**84%** of attendees reported satisfaction with their CANVAS experience — a strong indicator of return attendance and positive association with your brand.

**57%** would recommend CANVAS to a colleague — your presence here carries beyond the conference and into labs, universities, and field stations across the globe.

### Drive Real Scientific & Professional Impact

**96%** of attendees learned something they can apply to their research or environmental work — your products, tools, or services could be part of that.

**59%** discovered a new tool or product to enhance their research — a direct opportunity for exhibitors to be the solution they find.

**73%** made valuable professional connections — with your brand present, you'll be aligned with the collaborations that shape the field.



# EXHIBITOR OPPORTUNITIES AND INFORMATION

CANVAS is your opportunity to connect with thousands of scientists, researchers, and educators who make and influence purchasing decisions. CANVAS is the foremost event bringing together scientific leaders to share and learn about innovative products, solutions, and research outcomes that drive change.

## Each Booth Includes

- One 6’ skirted table and two chairs
- 8’ draped back wall, 3’ side rails and booth ID sign
- Two complimentary in-person meeting registrations (per 10’x10’ booth purchased) for your booth representatives
- An online listing of your booth and a mobile app listing

## Exhibitor Fees

For booths exceeding 10’ x 10’, multiply the rates below by the number of booths. Please refer to the **Floorplan** for locations of premium booths.

Booth Type	Size	Rate
Premium	10’ x 10’	\$3,000
Corner	10’ x 10’	\$2,850
Inline	10’ x 10’	\$2,600
Island	20’ x 20’	\$10,500





# EXHIBIT SCHEDULE\*

<b>Exhibitor Move-In</b>	Sunday, Nov 9	8:00 AM – 5:00 PM	
<b>Exhibit Dates &amp; Hours</b>	Sunday, Nov 9	7:00 PM – 9:00 PM	Opening Reception
	Monday, Nov 10	9:00 AM – 6:00 PM	<ul style="list-style-type: none"><li>• Society Center<ul style="list-style-type: none"><li>▪ Create a Soil Painting</li></ul></li><li>• Headshot Lounge</li><li>• Poster Sessions</li><li>• \$1,000 Drawing at Bayer Booth 5:00 PM - 5:15 PM</li></ul>
	Tuesday, Nov 11	9:00 AM – 6:00 PM	<ul style="list-style-type: none"><li>• Society Center<ul style="list-style-type: none"><li>▪ Book Raffle: 3:00 PM - 3:15 PM</li><li>▪ Create a Soil Painting</li></ul></li><li>• Headshot Lounge</li><li>• Career Fair: 9:00 AM - 6:00 PM</li><li>* Poster Sessions: 4:00 PM - 6:00 PM</li></ul>
	Wednesday, Nov 12	9:00 AM – 4:30 PM	<ul style="list-style-type: none"><li>• Society Center<ul style="list-style-type: none"><li>▪ Create a Soil Painting</li></ul></li><li>• Headshot Lounge</li><li>• Poster Sessions: 2:30 PM - 4:30 PM</li></ul>
<b>Exhibitor Move-Out</b>	Wednesday, Nov 12	4:30 PM – 8:00 PM	

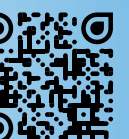
\*Schedule subject to change



# BENEFITS INCLUDED AT EACH LEVEL

	SPONSORSHIP LEVEL		
	Diamond \$20,000+	Gold \$10,000+	Silver \$7,500+
<b>Exhibit Hall</b>			
10' x 10" Booth	<b>4</b>	<b>2</b>	<b>1</b>
8'-high draped back wall, 3'-high draped sidewalls	X	X	X
6' skirted table & 2 chairs (per exhibiting company)	X	X	X
Booth identification sign	X	X	X
<b>Number of Full Conference Registrations</b>	<b>8</b>	<b>4</b>	<b>2</b>
Advertisement with tracking in mobile conference app	X	X	
Email Blast – pre-event, during, and post-event	X	X	
Pre- and post-show attendee mailing lists	X		
Attendee \$1000 Drawing Event	X		
Thank you recognition in E-newsletter	X	X	X
Logos on signs throughout entire meeting space	X	X	X
Company name and logo on ACS Annual Meeting website	X	X	

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



## SPONSORSHIP OPPORTUNITIES

### Lanyards—~~\$15,000~~ [SOLD]

Imagine 4,000+ attendees sporting your company logo.

### Coffee Break—\$5,000 (3 available) [1 SOLD]

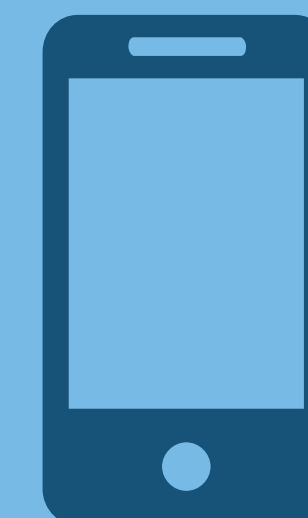
Host one or all of the three Coffee with the Presidents events. Your company logo will be on napkins and signage, and your company reps can greet attendees as they arrive.

### Society Awards Luncheon—\$20,000

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

### Soil Painting Artist and Scientist Kirsten Kurtz—\$15,000

Bring CANVAS to life by sponsoring soil painting stations in the Society Center. Participants will collaborate to paint the conference's name, CANVAS, on multiple canvases using paint derived from Utah's local soils, emphasizing the deep connection between art, science, and place. There is a unique benefit for the sponsor of this activity! Please inquire for more details.





# SPONSORSHIP OPPORTUNITIES (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

## Opening Reception — \$30,000

Welcome attendees to the Exhibit Hall during Sunday night Opening Reception! We'll handle all the planning and logistics, and your company can enjoy networking with conference attendees. Benefits include your logo on signage throughout the Opening Reception, the ability to provide a giveaway of your choice, your logo on cocktail napkins and your logo on promotional emails and website.

## Registration — \$8,000

No one gets into the show without first going through registration. Get maximum exposure by being the CANVAS Registration sponsor! Benefits include your logo on signage in the registration area, and your logo on promotional emails and website.





# SPONSORSHIP OPPORTUNITIES *(CONTINUED)*

## **Charging Lounge — \$8,000**

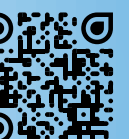
Help participants power up their smart phones, laptops and other devices while relaxing in the lounge area in the exhibit hall. Benefits include your logo on the charging station and lounge signage in the exhibit hall.

## **Closing Reception — \$25,000**

Promote your company and network with attendees during this reception. Benefits include your logo on signage throughout the Closing Reception, your logo on cocktail napkins and your logo on promotional emails and website.

## **WI-FI — \$15,000**

This sponsorship makes your company a real hero. Benefits include logo on signage, promotional emails and website and sponsor may have input on the WI-FI password.





# SPONSORSHIP OPPORTUNITIES *(CONTINUED)*

## Headshot Lounge — \$6,500

First impressions are everything and professional headshots are a must in today's digital world. Sponsoring this valuable, highly sought after attendee perk is sure to put you in the spotlight. Benefits include logo on signage, promotional emails and website.

## Water Stations — \$7,500

Boost your brand as attendees stay hydrated for the sessions ahead. Benefits include logo on signage, promotional emails and website.





# SPONSORSHIP OPPORTUNITIES (CONTINUED)

## Student After Party — \$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 tri-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~~ [SOLD]

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 Tri-Societies' Early Career Committee to choose the content. Sponsor will receive recognition via signage and all promotional materials.



# STUDENT FOCUSED





# SPONSORSHIP MENU

## Student Focused Opportunities

### 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.

### 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 officers. (Students of Agronomy, Soil & Environmental Sciences) 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.





# SPONSORSHIP MENU (CONTINUED)

## Student Focused Opportunities

### 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

agronomy.org | 6,000+ Members | 13,500 Certified Crop Advisers

ASA advances the field of agronomy through research, education, and practice. Members focus on areas like production systems, environmental quality, climatology, and land management.



## Crop Science Society of America

crops.org | 4,500+ Members

CSSA fosters innovation in plant science. Areas of focus include crop breeding and genetics, genomics, turfgrass, forage systems, and nutrition-enhanced crops.



## Soil Science Society of America

soils.com | 6,000+ Members | 650+ Certified Professional Soil Scientists

SSSA promotes the exchange of knowledge in soil science. Key areas include soil physics and chemistry, fertility and nutrition, water management, and conservation.

To sponsor and/or exhibit at CANVAS, please contact:

**David Kathe**

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