

# SPONSOR PROSPECTUS



AMERICAN SOCIETY OF **ANIMAL SCIENCE**  
**MIDWEST**

**ASAS Midwest Section 2025 Meeting**  
**March 9-12, 2025 • Omaha, Nebraska**







# MIDWEST SECTION MEETING

## March 9-12 • Omaha, Nebraska

2025



Photo: Visit Omaha



Photo: Visit Omaha



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The 2025 American Society of Animal Science—Midwest Section Meeting provides industry-leading scientific sessions focused on emerging technologies and relevant science that links animal science, animal agriculture, and academia to industry. In addition to innovative and breakthrough research and scientific information, this Meeting offers many social and networking events to provide meaningful student-to-industry connections.

This meeting draws international attendance, with 1,000+ professional and graduate students from 25+ countries. It will be hosted at the CMI Health Center Convention Center, which is the centerpiece of downtown Omaha and the riverfront. From highly-rated restaurants to award-winning attractions, there's much to check out in the area. Be sure to visit The Old Market, Omaha's epicenter of activity, and the Capitol District, considered a modern town square.



AMERICAN SOCIETY OF ANIMAL SCIENCE

MIDWEST SECTION

Join us in 2026!

**ASAS returns to Omaha, NE**

**March 8-11, 2026**

### About American Society of Animal Science (ASAS)

The American Society of Animal Science (ASAS) began in 1908 and has developed into a diverse and dynamic membership program. It facilitates the growth of the premier Journal of Animal Science and Translational Animal Science and is also an industry leader in animal science meetings.

**MISSION:** To foster the discovery, sharing and application of scientific knowledge concerning the care and responsible use of animals to enhance animal and human health and well-being.

## LEVEL SPONSORSHIPS

LEVEL SPONSORSHIP INCLUDES COMPLIMENTARY*:	Diamond Level \$10,000+	Platinum Level \$7,500–\$9,999	Gold Level \$5,000–\$7,499	Silver Level \$3,500–\$4,999	Bronze Level \$2,000–\$3,499	Partner Level \$500–\$1,999
Recognition from the podium at the opening session	X	X				
Exhibit space	X	X				
Full meeting registrations	3	2	1			
Sponsors' reception – Number of company representatives	3	2	2	1	1	1
Discounted high-profile sponsorship	15%	10%	5%			
Discounted webinar** (using ASAS platform)	25%	15%	10%			
Post-meeting attendee mailing list	X	X	X	X	X	
Sponsorship signage at meeting and company listing on the meeting website and meeting app (includes link to your website)	X	X	X	X	X	X

## HIGH-PROFILE SPONSORSHIPS

High-profile sponsorship includes*:	\$12,500+	\$10,000	\$7,500	\$5,000	\$3,000
Recognition from the podium at the Business Meeting	X	X			
Full meeting registrations	2	1	1		
Sponsors' reception – Number of company representatives	3	2	2	1	1
Share company brochures and information with attendees***	X	X	X	X	
Specialty item****	X	X	X	X	X
Discounted webinar** (using ASAS platform)	25%	20%	10%		
Sponsorship signage at Meeting and company listing on the meeting website and meeting app (includes link to your website)	X	X	X	X	X

\* Benefits are based on the value of a single high-profile sponsorship and are not to be combined with other sponsorships. Additionally, sponsors from the previous year will have the first right of refusal for the same sponsorship the following year.

\*\* A webinar will be coordinated with ASAS and may be held from September 2025 to May 2026. The content must be approved by ASAS. Discount based on a \$3,500 webinar fee.

\*\*\* If available for the designated sponsorship.

\*\*\*\* If available for designated sponsorship, may include, but is not limited to, coffee wraps or napkins with company logo.

# SPONSORSHIP OPPORTUNITIES

The ASAS Midwest Section Meeting offers sponsorship opportunities for all companies. Recognition and benefits for sponsorship can be tailored to fit your company's goals and initiatives. If you are interested in sponsorship opportunities or would like to discuss a customized package, please contact Amy Brainard, e-mail: amyb@asas.org, phone: (217) 356-9050, or Justin Bartlett, e-mail: justinb@asas.org, phone (217) 621-7957.

## High-Profile Sponsorship Opportunities:

### \$15,000+

- Awards Reception (1)

### \$12,500

- Symposium (1/2 day) + Speaker Travel Expenses (\$1,500 per speaker, up to four speakers)
- Monday Evening Reception
- Arrival Bags with company logo

### \$10,000

- Coffee and Donut Breakfast (1)
- Plenary Speaker

### \$7,500

- Symposium (1/2 Day)
- Networking Reception – Student/Industry/Faculty Mixer (1)
- Registration Kiosk (1)
- AM or PM Coffee Break
- Graduate Student Lunch and Learn (1)
- Academic Quadrathlon Luncheon

### \$5,000

- Badge Lanyards
- WiFi Sponsor (1)
- Graduate Student Breakfast & Learn (1)
- Meeting App (1)
- Water Bottles (1)
- Notebook and Pen with company logo (1)

### \$3,000

- Poster Session
- Abstract Session
- Academic Quadrathlon Breakfast

### Speaker Travel Sponsor

- Varies, based on company's desired level of support.

## Exhibitor Booth - \$750\*

Share your company's vision, opportunities, and advancements for the industry while connecting with other industry leaders and engaging and recruiting animal scientists. Create that one-on-one connection with our members and meeting attendees.

\*All meeting attendees must be registered. Exhibitors will receive one discounted registration of \$500.

## Corporate Award Sponsor

The sponsorship amount varies based on the award. Sponsorship includes company recognition during the Awards Reception, and a company representative may present the award. In addition, the company will be on sponsorship signage at the meeting.

### **For sponsorship, please email Amy Brainard, amyb@asas.org, no later than January 15, 2025. Include:**

- Your name, email address and phone number
- Company name as you would like it to appear for sponsorship recognition
- Sponsorship choice and amount (Level and/or High-Profile sponsorship)
- Preferred logo and website link
- Company mailing address

With the company sponsorship, the company understands that it will be invoiced for the sponsorship and will receive all the benefits for sponsors at the level described above. Further, the company understands that once all the expenses are met for the event sponsored, any excess funds will be used to cover general meeting expenses.