

SPONSORSHIP PROSPECTUS



AMERICAN SOCIETY OF ANIMAL SCIENCE **SOUTHERN SECTION MEETING**

Practical Science. Real-World Solutions.

FEBRUARY 7-9, 2027 • KNOXVILLE, TN



Practical Science. Real-World Solutions.



SOUTHERN SECTION MEETING

February 7–9, 2027

Knoxville Convention Center / Knoxville, TN

The 2027 ASAS Southern Section Meeting brings together the researchers, educators, students, and industry professionals advancing animal agriculture across the southern region and beyond.

Why Sponsor?

- Connect with a highly engaged audience of animal science professionals
- Strengthen relationships with researchers, educators, and industry partners
- Recruit tomorrow's leaders in animal agriculture
- Showcase your commitment to advancing animal science
- Gain targeted brand exposure before, during, and after the meeting

Meeting Highlights

- Practical research addressing today's industry challenges
- Emerging technologies and innovative solutions
- From networking receptions to hallway conversations, the Southern Section Meeting is known for creating meaningful connections that extend well beyond the meeting.

Be more than a sponsor. Be a partner in progress.

Increase your visibility while investing in the relationships and research shaping the future of animal agriculture.



Fuel Innovation. Build Connections. Make an Impact.



Photo: Steven Bearden Photography

Knoxville, Tennessee

Nestled near the Great Smoky Mountains, Knoxville blends Southern hospitality with a vibrant downtown featuring award-winning restaurants, live music, and a walkable Market Square just steps from the convention center.



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BENEFITS OF BEING A SPONSOR

LEVEL SPONSORSHIPS (General Support)

LEVEL SPONSORSHIP INCLUDES COMPLIMENTARY*:	Platinum Level \$5,000+	Gold Level \$3,500–\$4,999	Silver Level \$2,500–\$3,499	Bronze Level \$1,500–\$2,499	Partner Level \$500–\$1,499
Recognition from the podium at the Business Meeting	✓	✓	✓	✓	✓
Complimentary meeting registration(s)	2	1	1		
Discounted high-profile sponsorship	15%	10%	5%		
Sponsorship signage at meeting and company listing on the meeting website and meeting app (includes link to your website)	✓	✓	✓	✓	✓

HIGH-PROFILE SPONSORSHIPS (High-Profile Sponsorships options are on the next page)

High-profile sponsorship includes*:	\$10,000	\$7,500	\$5,000	\$4,000	\$3,000
Recognition from the podium at the Business Meeting	✓	✓	✓	✓	✓
Complimentary meeting registration(s)	2	1	1		
Share company brochures and information with attendees**	✓	✓	✓	✓	✓
Specialty item***	✓	✓	✓	✓	✓
Sponsorship signage at Meeting and company listing on the meeting website and meeting app (includes link to your website)	✓	✓	✓	✓	✓

* Level Sponsorships and High-Profile Sponsorships are separate sponsorship opportunities with distinct benefits. The combined value of multiple High-Profile Sponsorships does not result in eligibility for the benefits associated with a Level Sponsorship unless a Level Sponsorship has also been selected.

**If available for the designated sponsorship, may include, but is not limited to, symposium and abstract session(s)

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

SPONSORSHIP OPPORTUNITIES

The ASAS Southern 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.

High-Profile Sponsorship Opportunities:

\$10,000+

- Awards Celebration (1)
- Pre-Meeting Symposia

\$7,500

- Coffee and Donut Breakfast (1)
- Networking Reception (1)
- Plenary Speaker

\$5,000

- Academic Quadrathlon Luncheon (1)
- AM Coffee Break
- Extension Breakfast (1)
- PM Snack Break
- Student Lunch and Learn (1)

\$4,000

- Academic Quadrathlon Grab-N-Go Breakfast (1)
- WiFi Sponsor (1)

\$3,000

- Abstract Session
- Water Bottles (1)
- Badge Lanyards (1)

Speaker Travel Sponsor

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

Corporate Award Sponsor

Undergraduate • Graduate • Professional

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



AMERICAN SOCIETY OF ANIMAL SCIENCE

For sponsorship, please email Amy Brainard, amyb@asas.org, no later than November 20, 2026. 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

Sponsorships must be paid in full by December 18, 2026, unless an exception has been made with ASAS. With the company sponsorship, the company understands that it will be invoiced for the sponsorship and will receive all the benefits of a sponsor 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.

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 association. 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.