Exhibitor and Sponsor
PROSPECTUS

annualmeeting.aocs.org/sponsors
**Who is AOCS?**

The American Oil Chemists’ Society (AOCS) is a community of scientists, technicians, nutritionists, researchers, and other industry professionals advancing the science and technology of oils, fats, proteins, surfactants and related materials. Today, AOCS is the leading international society with more than 2,000 members around the world.

AOCS Divisions give members with similar technical interests a forum to exchange professional information, develop programs and maintain open lines of communication with peers. The Annual Meeting’s technical programming is divided into these same interest areas:

- Analytical
- Biotechnology
- Edible Applications Technology
- Health and Nutrition
- Industrial Oil Products
- Lipid Oxidation and Quality
- Phospholipid
- Processing
- Protein and Co-Products
- Surfactants and Detergents
The AOCS Annual Meeting & Expo

The AOCS annual meeting is a premier international science and business forum on oils, fats, proteins, surfactants, lipids and related materials. Known globally for its extensive technical program, the annual meeting attracts more than 3,000 attendees from over 80 countries, representing the industry’s most prestigious corporate, government and academic institutions.

40% first-time attendees

65 exhibiting companies

50:1 attendee-to-exhibiting company ratio

A complete list of organizations in attendance in 2020 begins on page 10.

Strength in diversity

Attendees at the AOCS annual meeting represent organizations from around the world and come from a variety of employment settings.

Registrants’ country of origin

North America 55%
Europe 19%
Asia and Oceania 17%
South America 8%
Middle East and Africa 1%

Registrants’ employment affiliation

Industry 68%
Academia 21%
Government 6%
Other 5%

Registrants’ areas of interest

Analytical
Animal Feed
Biochemistry
Biofuels
Biorenewables
Biotechnology
Cannabinoids
Cannabis and Hemp Processing
Cosmetics
COVID-19 and Lipids
Edible Applications
Technology
Food and Feed
Food Structure and Functionality
Green Chemistry
Health and Nutrition
Industrial Oil Products
Lipid Oxidation and Quality
Microscopy and Imaging
Oilseeds and Fats
Oleochemicals
Personal Care
Phospholipids
Processing
Protein and Co-Products
Renewable Fuels
Specialty Oils
Surfactants and Detergents
Sustainability

Contact Felipe Reyes at Felipe.Reyes@aocs.org or +1 312-925-3069.
Make the AOCS annual meeting YOUR stage

Increase your visibility among more than 3,000 attendees with successful participation in the 2021 AOCS annual meeting.

Sponsorship Benefits

How much value can we pack into a partnership?

- Meaningful access to thousands of professionals across the fats and oils industries
- Promotional, advertising, and sponsorship opportunities galore
- Ability to chat and schedule meetings with attendees
- Up to 12 months of visibility!
- Use of official AOCS show branding to use in your marketing materials
- Company listing on the AOCS Virtual Meeting Platform with a link to your website
- Complimentary attendee registrations
- Easy to do business
- Large visibility to all meeting participants
- Brand building opportunities
- Great value for investment

Why be a partner of the AOCS annual meeting?

- Increase sales by reaching 3,000+ scientists, technicians, nutritionists, researchers and other industry professionals
- Announce new products at one of the most prestigious scientific conferences in the world
- Get leads and gain exposure for your brand, products and services
- Build relationships with attendees, speakers, industry leaders and press
- Gain exposure to thousands in the global AOCS audience
- Get to know your competition in a comfortable environment, and develop business contacts

Looking to showcase your company, introduce a product or service, generate new sales leads or strengthen existing business relationships? Your peers and competitors know the meeting is a must-attend event. Reserve your spot early for the best promotional opportunities.

Contact Felipe Reyes at Felipe.Reyes@aocs.org or +1 312-925-3069.

Choose the partnership level that is right for you.

Most of the annual meeting’s funding comes directly from sponsorships, so the participation of every organization really counts. Whether it is a $2,500 contributing partnership or a $15,000 innovator partnership, the support of our corporate partners makes everything we do possible. In turn, every participation level offers not only a vast range of tangible benefits, but some intangible ones such as brand recognition and customer relationships – which can be some of the most meaningful aspects of being an AOCS annual meeting partner.

Build your brand awareness, increase traffic to your website and supercharge your presence at the 2021 AOCS Annual Meeting & Expo. As a meeting partner, your company name will be seen in several places throughout the annual meeting, increasing your exposure to critical decision makers, purchasers and influencers. Should you not see a package that meets your needs, please let us know and we will tailor a sponsorship for you.
INNOVATOR | US $15,000

You are a titan of the industry and a true inspiration to all of us. Show your commitment to AOCS and everything that we stand for in the most profound way.

Each INNOVATOR will receive:

Opportunity to give live presentations by subject matter experts within the meeting program. Maximum of three (3), 20-minute presentations.

Opportunity to host and moderate live discussions with attendees on industry topics of your choosing. This is a new, exciting way to engage with attendees on topics that your company is the expert on or lead a discussion where you have the solution/answer to an industry challenge/question. Maximum of three (3), 30-minute events.

Opportunity to host a live networking event with the entertainment of your choosing. Maximum of one (1), 45-minute event.

50-word promo and image included in one program preview email sent to all registered attendees.

Attendee list (in electronic format) for both pre-meeting and post-meeting marketing.*

Two (2) full meeting registrations with access to the live presentations and on-demand for at least 30 days.

One premium virtual booth. See page 9 for details.

Banner ad with hyperlink on the annual meeting home page. 3,500 pages views per day in 2020!

Visibility with hyperlinked logo on:
- Weekly preview email sent to all registered attendees
- Annual meeting sponsor page
- Abstract Guidelines and CadmiumCD User Guide used extensively by all Annual Meeting presenters

Sponsorship recognition through all AOCS social media platforms including Facebook, Twitter, and LinkedIn. All posts can also include a desired hashtag.

Acknowledgement in in all media materials—like media advisories, press releases and blog posts—about the annual meeting.

Opportunity to host a 60-minute, highly interactive live webinar on the topic of your choice within the next 12 months.
- Webinar to serve as a tutorial for a specific product, best practices seminar or a solutions-based information session related to your company and its products.
- Attendee list (in electronic format) for post-webinar marketing.

Access to the full-service Exhibitor Success and ROI Center, as well as an opportunity for a one-on-one consultation with the AOCS Brand and Digital Strategy team to maximize your organization’s participation in the AOCS Annual Meeting & Expo.

*Attendees will have the ability to opt-out from partner communications and will not be included on this list.
LEADER | US $10,000

You have earned your place as a leader of the fats and oils industry and are serious about your commitment to the growth of the global community. Reflect your seriousness in your level of support and help lead AOCS forward.

Each LEADER will receive:

Opportunity to give live presentations by subject matter experts within the meeting program. Maximum of two (2), 20-minute presentations.

Opportunity to host and moderate live discussions with attendees on an industry topic of your choosing. This is a new, exciting way to engage with attendees on a topic that your company is the expert on or lead a discussion where you have the solution(answer to an industry challenge/question. Maximum of two (2), 30-minute events.

50-word promo and image included in one program preview email sent to all registered attendees.

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SUPPORTER | US $5,000

You are a seasoned contributor committed to advancing science and technology, and you would like to invest in the future of the fats and oils industry in a more substantial way. This is the level for you!

Each SUPPORTER will receive:

Opportunity to give a live presentation by a subject matter expert within the meeting program. Maximum of one (1), 20-minute presentation.

Logo included in one program preview email sent to all registered attendees.

Hyperlinked company listing on the annual meeting website and program webpage.

Attendee list (in electronic format) for post-meeting marketing.*

One (1) full meeting registration with access to the live presentations and on-demand for at least 30 days.

One premium virtual booth. See page 9 for details.

Access to the full-service Exhibitor Success & ROI Center, as well as an opportunity for a one-on-one consultation with the AOCS Brand & Digital Strategy team to maximize your organization's participation in the AOCS Annual Meeting & Expo.

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CONTRIBUTOR | US $2,500

If you are just starting out, a committed collaborator, or an educational institution with limited means, this partnership level may be right for you. We want you on our team!

Each CONTRIBUTOR will receive:

- One basic virtual booth. See page 8 for details.
- Hyperlinked company listing on the annual meeting website and program webpage.
- Access to the full-service Exhibitor Success and ROI Center, as well as an opportunity for a one-on-one consultation with the AOCS Brand and Digital Strategy team to maximize your organization’s participation in the AOCS Annual Meeting & Expo.

Elevate your partnership by adding:

- **Facebook Live/LinkedIn Live interview** with an Annual Meeting Program Committee member or AOCS staff member.  ■ **US $500/each**

- **60-second commercial** played before the live session of your choosing.  ■ **US $750/each**

- **Exclusive sponsorship of the Meeting Guide PDF**, a universal reference guide for annual meeting attendees and presenters.  ■ **US $750**

- **Exclusive sponsorship of the Annual Meeting Tutorial Video**, a universal reference guide for annual meeting attendees and presenters.  ■ **US $1,000**

- **Exclusive sponsorship of the 5K Fun Run/Walk**. Walk, jog or run; be part of the fun! Featured in at least two program preview emails sent to all registered attendees. Opportunity to supply a video welcoming all participants to the 5K and explaining the process to be shared on all social channels. Your company logo appears on the race bib that is designed by AOCS and made available to all pre-registered race participants.  ■ **US $1,500**

Contact
Sterling Bollman
sterling.bollman@aocs.org
+1 217-693-4901

annualmeeting.aocs.org/sponsors  7  Felipe.Reyes@aocs.org
A basic booth includes:

**More time to connect** with prospects without spatial constraints! Long gone are the days of designated expo hours; attendees can peruse the expo hall at their leisure, 24/7.

**Brand your booth** with a customized booth banner, introduction video (20–180 seconds) and company description (1,000 characters max).

**Company resource center.** Share your company offerings by uploading up to two (2) useful files or resources for attendees to download.

**Ability to link externally.** Bring a captive audience to your company website, surveys, webinars or other URL of your choice.

**Detailed staff profiles.** Put a face to a name! Introduce your staff to meeting attendees by uploading photos and extensive contact information. Maximum of three (3) staff profiles.

For more information and customized packages, please contact **Felipe Reyes** at Felipe.Reyes@aocs.org or +1 312-925-3069.
A premium booth package includes everything from the basic booth, *plus*:

**Logo placement** on the exhibitor listing. Your logo will be shown prominently among the list of meeting partners. Build brand recognition and stand out from the crowd when attendees come looking for partners within the virtual exhibit.

**Access to valuable attendee data with lead retrieval.** The new lead retrieval module allows for detailed attendee impressions tracking; see who visited your booth, which resource they viewed and if a request for information was made. Available exports* from the module include attendee names, affiliations, phone number and email addresses.

**Opportunity to have a giveaway at the booth!** Entice attendees to click on your giveaway link and collect valuable leads. It’s a win-win – attendees enter to win a highly-desirable, unique gift and you promote your company and disseminate important information.

*Attendees can opt-out from partner communications and their contact information will not be included on this list.

For more information and customized packages, please contact Felipe Reyes at Felipe.Reyes@aocs.org or +1 312-925-3069.
Which organizations attended in 2020?
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- Mewaholeo Industries Sdn Bhd
- Mewah International Inc.
- Metrohm USA
- Mérieux Nutrisciences
- McCormick & Company, Inc
- Maryland Department of Agriculture
- Mars PetCare
- Marsa Inc
- Maryland Department of Agriculture
The ultimate collaboration of industry, academia and government; embracing the full spectrum of oil science, from field to product.
Company information
List your company name as you would like it to appear on any promotions. Please print or type.

Firm Name
PO Box/Street Address
City, State, Zip/Province/Country
Web Address

Contact person
Future communications: To ensure that AOCS effectively communicates with the appropriate contact person(s) within your organization regarding the sponsorship, please provide us with accurate contact information.

Name
Phone
E-mail Address

Exhibit booth and sponsorship package:
(choose one)
☐ INNOVATOR @ US $15,000 = $___________
☐ LEADER @ US $10,000 = $___________
☐ SUPPORTER @ US $5,000 = $___________
☐ CONTRIBUTOR @ US $2,500 = $___________

À la carte items:
___ Social interview @ US $500/ea = $___________
___ Commercial @ US $750/ea = $___________
___ Meeting Guide* sponsorship @ US $750 = $___________
___ Tutorial video* sponsorship @ US $1,000 = $___________
___ 5K Fun Run/Walk* sponsorship @ US $1,500 = $___________

TOTAL DUE = US $___________

*Exclusive opportunities

Social media
Please provide your organization’s unique identifier for the following social media platforms. AOCS will use this information in our social media promotions, as well as in the program guide.

Twitter username/handle: @ ____________________________
Facebook username/handle: @ ____________________________
Desired hashtag(s): ____________________________

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with all policies, rules, terms, conditions and regulations set forth by AOCS in this application.

Signature
Date
Print Name
Title

Please return this signed application to Felipe.Reyes@aocs.org to confirm your participation. For more information, please contact Felipe Reyes at +1 312-925-3069.
Priority Points

fee terms shall apply regardless of the execution date of this contract. Cancellation fees are payable immediately upon cancellation. The above cancellation sponsor will be liable for 100% of the total fee listed on page 1. For cancellations received on and after February 20, 2021, exhibitor/sponsor be liable for 100% of the total fee listed on page 1. For cancellations received on or before February 19, 2021, exhibitor/sponsor/sponsorship during the 2021 AOCS Annual Meeting & Expo. Such payments shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by AOCS on behalf of exhibitor/sponsor, or income from a partnership or joint venture.

Cancellation Policy

AOCS reserves the right to cancel an exhibitor/sponsor’s participation for any reason, including delinquent payment for virtual booth/sponsorship. If an exhibitor/sponsor chooses to cancel their booth space or any portion of their virtual sponsorship, notification must be submitted in writing to AOCS Meetings & Exhibits (ellen.snipes@aocs.org). The date of the cancellation shall be the date that AOCS received the written cancellation. Both the exhibitor/sponsor and AOCS acknowledges that, in the event of cancellation, the Society will sustain substantial monetary losses that cannot be precisely determined. Due to the difficulty of determining and detailing said losses, the exhibitor/sponsor agrees to pay the following as liquidated damages (and not a penalty) if exhibitor/sponsor cancels its participation. For cancellations received on or before February 19, 2021, exhibitor/sponsor agrees to pay a cancellation fee equal to 25% of the total fee listed on page 1. For cancellations received on and after February 20, 2021, exhibitor/sponsor will be liable for 100% of the total fee listed on page 1. All cancellation fees are payable immediately upon cancellation. The above cancellation fee terms shall apply regardless of the execution date of this contract.

Priority Points

Exhibitor/sponsors are given priority points for participating in the 2021 AOCS Annual Meeting & Expo. Points are rewarded based on the exhibit booth and sponsorship package selected:

- INNOVATOR: 6 points
- LEADER: 5 points
- SUPPORTER: 3 points
- CONTRIBUTOR: 2 points

Advertising

AOCS does not endorse or promote any products or services related to an exhibit, and exhibitor/sponsor/sponsor cannot suggest otherwise.

Booth Activities

INNOVATOR, LEADER and SUPPORTER packages each include one Premium virtual booth. Prizes, contests, and/or lotteries are permitted within Premium booths; however, such activities must be approved by AOCS before the virtual conference. A promotional give-away request must be sent via email to ellen.snipes@aocs.org and approved by AOCS on or before April 19, 2021. Exhibitor/sponsors are solely responsible for notifying any winners.

Confidentiality

AOCS and exhibitor/sponsor, on behalf of themselves and their respective agents and employees, agree not to use or disclose, at any time, any confidential information of the other party or its affiliated groups, unless expressly authorized in writing and/or required by law. Both parties acknowledge that the obligations undertaken in this Section will survive the termination or expiration of this Agreement.

Virtual Registration

Everyone must register to participate in the 2021 AOCS Annual Meeting & Expo. Please reference the number of complimentary virtual registrations included with each exhibit/sponsorship package. If additional registrations are needed, they can be purchased on an individual basis at the AOCS member or nonmember rates (as applicable).

Legal Liability

Exhibitor/sponsors expressly assume all risk associated with or arising in connection with virtual exhibitor/sponsor’s participation, including all risks of theft, loss, harm, or injury to a person, property, business, profits of the virtual exhibitor/sponsor or its agents, representatives, employees, contractors, and/or any other person under its direction, whether caused by negligence, intentional act, accident, Act of God, or otherwise. Loss, damage, or destruction of Exhibit Facility property, used by the exhibitor/sponsor or property brought onto the premises on the exhibitor/sponsor’s behalf shall be the sole responsibility of the virtual exhibitor/sponsor. Each exhibitor/ sponsor also assumes full responsibility and liability for all injury to any persons or property that is in any way caused by exhibitor/sponsor’s display, exhibitor/sponsor, its agents, representatives, contractors, or employees.

Exhibitor/sponsors agree to indemnify and hold harmless the American Oil Chemists’ Society and its members, officers, directors, or employees against all risks, damages, and liability whatsoever arising from any or all damage property or personal injury as described in this paragraph.

Force Majeure

The performance of this Agreement by either party is subject to acts of God, war, government regulation, disaster, fire, epidemic, threatened or imminent strikes, civil disorder, curtailment of transportation facilities, threats or terrorist attacks, or other similar occurrence beyond the control of the parties, making it illegal, impossible, inadvisable, or commercially impractical to carry on the virtual exhibit/sponsorship by reason of the unavailability of the virtual platform or fully perform the terms of this Agreement. This Agreement may be terminated, or performance may be excused without penalty, for any one or more of such reasons by written notice from one party to the other.