



2023 Cereals & Grains Association
Sponsorship and Advertising

OPPORTUNITIES



About Cereals & Grains Association

A global, nonprofit association of more than 1,000 scientists and food industry professionals working to advance the understanding and knowledge of cereal and grain science and its product development applications through research, leadership, education, superior technical services, and advocacy.

- **Mission:** To advance innovation across the broad disciplines of cereal grain science through research, education, collaboration, technical service, and advocacy
- **Vision:** Deliver the science behind 75% of world's diet

Audience Profile

Our audience includes food scientists, chemists, microbiologists, engineers, nutritionists, and those interested in the cereal grains and related industries, including those in product development, quality control, marketing, technical sales, and production management.

SPONSORSHIP



INNOVATION FUND

\$5,000 – \$100,000

50% of the contribution goes directly to support **Cereals & Grains Research Council grants**

50% of the contribution goes to directly support **Society initiatives** that are prioritized by the Cereals & Grains Board (e.g. bringing important research to the right government officials to support the work that our members do)

Research Council grant submissions are currently being accepted – Innovation Fund sponsorship is **due April 30 to support 2023 Research Council grants**. Beginning May 1, we'll be looking for sponsorship for 2024 Innovation Fund research grants!

EMAIL BLAST TO OUR MEMBERS

\$2,000

Connect with 1,200+ members and subscribers via Cereals & Grains – with all of your messaging! Materials & Specs:

- o HTML
- o Deadline: (2) weeks prior to the email blast send date



TEES EDGE | **TEES** | Texas A&M Engineering Experiment Station

Early Bird Rates Start NOW!

24th Annual Food Extrusion Short Course
Proteins, Pulses, Cereals, & Other Ingredients

In-Person & Live-Online | September 26 - 30, 2022

Early Bird Rates:
\$1,495 In-Person | \$995 Live-Online
September 5, 2022, registration will increase by \$100.
Amount available for organizations. See [WEBSITE](#) for details.

Course Topics and Objectives:



EVENT SPONSORSHIP

Cereals & Grains 23

Location and Dates are being finalized

Champion learning through session sponsorship, engage with attendees at a sponsored high-top table in the Cereals & Grains Hub, or increase brand awareness and gain visibility with banner ads and digital advertising opportunities. Here are the sponsorship opportunities that are in-demand:

- **Sponsored high top tables: \$3,000**
Engage with attendees throughout the meeting at your high-top table! Each table is located in a high-foot traffic area to ensure you connect with attendees. Space is limited – reserve yours right away!
- **Innovation Bar: \$10,000**
Be the sole sponsor of the innovation bar and supply cereal and grain-based product samples for attendees to enjoy during the meeting (and on their way home)!
- **Innovation Bar samples: \$3,000**
The right option for suppliers interested in providing cereal and grain-based product samples for attendees – they'll be made available at the innovation bar and provide attendees a treat to enjoy during the meeting.
- **Sponsor your own session: \$10,000**
Does your company have expertise in a hot topic area that you'd like to present on at Cereals & Grains 23? Sponsor, organize and host your own session during the meeting – you select your topic, speakers and session agenda. These sessions last up to 60 minutes and will be promoted before and during the meeting.
- **Main Stage sponsorship: \$8,000**
Sponsor the main stage where all keynote and hot topic sessions will take place during the meeting. We'll include signage and be sure your logo is on display!
- **Innovation Influencer: \$5,000**
Through this sponsorship, you can support a program-team session to give a few words that make the connection between the importance of the research being presented and how it aligns with your company or organization's strategic goals and priorities.
- **Happy Hour: \$3,000**
This coveted sponsorship provides a beverage and snacks for all meeting attendees. Attendees will be singing your praises when they make it to happy hour at the end of a long day of programming!
- **Email blast: \$3,000**
Reach 1,000+ Cereals & Grains members and meeting attendees with your messaging from Cereals & Grains Association HQ. Your team provides the message and we send it on your behalf.
- **Banner ad on meeting platform: \$2,000**
Gain visibility before, during and after Cereals & Grains 23 with a banner ad on our meeting platform! Attendees will leverage the platform to find our meeting schedule, connect virtually through its messaging capabilities and they'll see your banner as they use it.



Interested in packaging a few opportunities together or have questions? **Reach out!** We'll gladly work with your team to put together the right opportunities for both of our organizations.

Brianna Plank, VP, Business & Strategic Development
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ADVERTISING

BANNER ADS

- Homepage ads on www.cerealsgrains.org (monthly):
 - Audience: members and website visitors
 - Ad rates:
 - 1x: \$600
 - 3x rate: \$550
 - 6x rate: \$500
 - 12x rate: \$400
- inGRAINED bi-weekly newsletter
 - Audience: members and non-member subscribers
- *Cereal Chemistry* publication
 - Audience: member subscribers

Your ad here



Your ad here



CEREALS & GRAINS PODCAST ADS

- Join industry expert and Cereals & Grains President, Deirdre Ortiz (formerly with Kellogg Co.), who shares industry hot topics, trends and interesting tidbits around the science of cereals and grains. Opportunities to advertise include:
 - 30 second ad roll: \$3,000 per quarter or \$10K per year*
*advertising for the year must be reserved at the same time to receive \$10K rate
 - First-thanked sponsor: \$3,000 per quarter

Advertising Materials and Specifications

Homepage Banner Ads

- 400 pixels tall x 300 pixels wide
- Format: jpg, png or non-animated gif
- URL
- **MATERIALS DUE:** 48 hours prior to ad start date (1st of the month)

Podcast Ads

- Ad copy for 20-second ad roll
- Logo
- URL
- **MATERIALS DUE:** (2) weeks prior to first episode appearance

Email Blast

- Html
- Subject line
- Preview text
- Logo
- URL
- **MATERIALS DUE:** (2) weeks prior to email send date

inGRAINED Newsletter Ads

- Contact Kolleen Whitford for opportunities and specs
 - Kolleen Whitford
kolleen@associationbriefings.com

Cereal Chemistry Journal

- Contact Bob Zander for opportunities and specs
 - Bob Zander
bzander@wiley.com

