



2024 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)

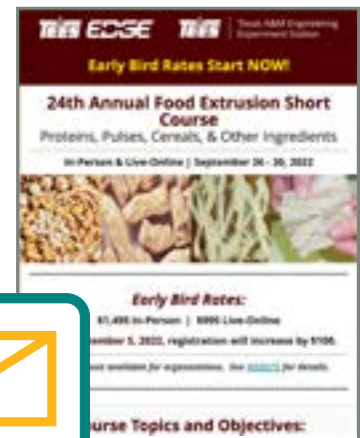
Research Council grant submissions are currently being accepted – Innovation Fund sponsorship is **due April 30 to support 2024 Research Council grants**. Beginning May 1, we'll be looking for sponsorship for 2024 Innovation Fund research grants!

## 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





# EVENT SPONSORSHIP

## Cereals & Grains 24

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 24? 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: \$10,000**  
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: \$3,000**  
Gain visibility before, during and after Cereals & Grains 24 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  
[bplank@scisoc.org](mailto:bplank@scisoc.org) | +1.651.994.3819

# Cereals & Grains Association Corporate Membership

CONTRIBUTOR  
\$1,500

SUPPORTER  
\$5,000

AMBASSADOR  
\$10,000

	CONTRIBUTOR \$1,500	SUPPORTER \$5,000	AMBASSADOR \$10,000	
COST-EFFECTIVE	Free Professional Memberships + choice of 1 Section/Division affiliation (per membership)	2	4	7
	Free Early Career Membership(s)		1	2
	Free online <i>Cereal Chemistry</i> journal subscription <sup>1</sup>		1 subscription	2 subscriptions
	Free annual meeting attendee registration(s)	1	2	3
	AACC Laboratory Proficiency Rating Program (LPRP) subscription discount	10%	15%	20%
	AACC <i>Methods of Analysis</i> subscription discount	10%	15%	20%
	Discounts on bookstore publications <sup>2</sup>	up to 30%	up to 30%	up to 30%
	Additional individual membership discounts	5%	15%	20%
	Additional annual meeting registration discounts		10%	15%
	Dedicated concierge service			√
EXPOSURE	3-Month banner ad in <i>inGRAINED</i> & on corporate member detail page			√
	Additional discounts for banner ads in <i>inGRAINED</i> & on the cerealsgrains.org website	5%	15%	20%
	Recognition in <i>Cereal Chemistry</i> e-alert	6x/year	6x/year	6x/year
	Special signage and badge recognition at the annual conference	√	√	√
	Private meeting room at the annual conference			√
	Free sponsorship of 1 student event at the annual conference (valued at \$1,000)			√
	Additional recognition and benefit opportunities throughout the year			√
ACCESS	Job posting discounts in our Career Center	additional 5% on bundles	additional 5% on bundles	additional 10% on select bundles
	Job posting banner ad in <i>inGRAINED</i>		1 issue	2 issues
	Free direct mail piece to our members <sup>3</sup>		1x year	2x year
PROVEN COMMITMENT	Recognition as a sponsor of Student Memberships		2	4
	Corporate Spotlight in an issue of <i>inGRAINED</i>			√
	Listing in the Corporate Member Directory	Logo	Profile + Logo	Premium Profile + Logo
	Logo on cerealsgrains.org homepage		√	√

<sup>1</sup> Affiliated with the complimentary membership(s) of your choice

<sup>2</sup> 30% for items published by Cereals & Grains Association; 10% on items published by our partners (affiliated with complimentary memberships)

<sup>3</sup> Through a bonded mail house

CONTACT US! [corporatemember@cerealsgrains.org](mailto:corporatemember@cerealsgrains.org) • +1 (651) 994-3822

# ADVERTISING

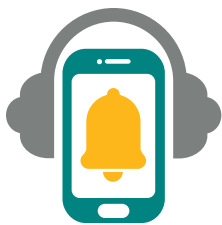
## BANNER ADS

- Homepage ads on [www.cerealsgrains.org](http://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 Past 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 animated gif
- URL
- **MATERIALS DUE:** 48 hours prior to ad start date (1<sup>st</sup> 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](mailto:kolleen@associationbriefings.com)

### Cereal Chemistry Journal

- Contact Bob Zander for opportunities and specs
  - Bob Zander  
[bzander@wiley.com](mailto:bzander@wiley.com)

