



2025 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

EMAIL BLAST TO OUR MEMBERS

\$2,000

Connect with 1,600+ 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



ADVERTISING

BANNER ADS

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

Your ad here

Your ad here

For further details, please refer to the advertising and materials specifications on page 5.



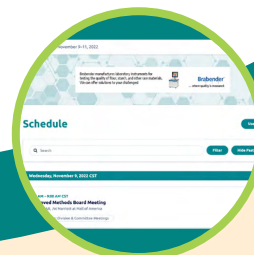
EVENT SPONSORSHIP

Cereals & Grains 2025

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 the conference? 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 1,600+ 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 the conference 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 a custom package.

Rachel Alvarado, Business Development Manager
corporatemember@cerealsgrains.org | +1.651.994.3822

Great Benefits at Every Level!

		CONTRIBUTOR \$1,500	SUPPORTER \$5,000	AMBASSADOR \$10,000
COST-EFFECTIVE	Professional, Early Career, and Student Memberships	Unlimited	Unlimited	Unlimited
	Homepage banner ad (Monthly Schedule)		1 Month	2 Months
	Individual membership subscriptions to the online <i>Cereal Chemistry</i> journal ¹	2	5	9
	Complimentary registration(s) to attend Cereals & Grains Conference	1	2	3
	AACC Laboratory Proficiency Rating Program (LPRP) subscription discount	10%	15%	20%
	AACC Methods of Analysis subscription discount	10%	15%	20%
	Discounts on bookstore publications ²	up to 30%	up to 30%	up to 30%
	Additional conference registration discounts		10%	15%
EXPOSURE	Rolling homepage logo banner (bottom of page)		√	√
	3-Month banner ad in the <i>inGRAINed</i> e-Newsletter			√
	Additional discounts for banner ads	5%	15%	20%
	Recognition of Corporate Members in e-alert (released 6x year in <i>Cereal Chemistry</i>)	√	√	√
	Conference special signage and badge ribbon recognition	√	√	√
	Conference private meeting room			√
ACCESS	Discounts on postings in our Career Center	√	√	√
	Job posting banner ad in <i>inGRAINed</i>		1 issue	2 issues
	Free direct mailing to our members ³		1x year	2x year
PROVEN COMMITMENT	Donation in your company's name to the Student Association	\$250	\$500	\$1,000
	Recognition as a donor on the Student Association homepage	√	√	√
	Annual Corporate Profile in <i>inGRAINed</i>			√
	Premium logo, name & URL inclusion in our Corporate Directory			√
PLUS – Ambassador Level Corporate Members receive: Dedicated Corporate Member Concierge Service Additional recognition and benefit opportunities throughout the year				

¹ Affiliated with the complimentary membership(s) of your choice

² 30% for items published by Cereals & Grains Association; 10% on items published by our partners for each complimentary membership

³ Through a bonded mail house

Advertising Materials and Specifications

Email Blast

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

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 (1st of the month)

inGRAINED Newsletter Ads

- Contact Frank Humada for opportunities and specs
 - Frank Humada
frank@associationbriefings.com

Cereal Chemistry Journal

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

TEE EDGE | 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:

Your ad here



Texture Analysis for the Baking Industry
Texture Technologies Corp. Shows how an advanced digital solution with smart baking and recipe class optimization. [Request demo!](#)

inGRAINED
Industry news from Cereals & Grains Association
Dec. 1, 2022

CEREAL CHEMISTRY
WILEY

The Science Behind 75% of the World's Diet
Advancing innovation across the bread disciplines of cereal grain science through research, education, collaboration, marketing, service, and advocacy.

NEW AT CEREALS & GRAINS ASSOCIATION
2022 Research Council Grants Announced - Congratulations to this year's awardees!
The Research Council has announced 2022 award grants to 2022. Read the full winners and the Council's letter of intention. Learn more about this year's funded projects.

ATTEND A WEBINAR
Join and On-Demand - [View the recording!](#)
Cereals & Grains Association is offering a free webinar and discuss current trends with industry experts. Register today to attend this webinar. [View the recording!](#)

Your ad here



Cereals & Grains Association
3285 Northwood Circle, Suite 100
St. Paul, MN 55121
cerealsgrains.org