



Cornell Nutrition Conference

Breakfast Sponsor Guidelines

The Cornell Nutrition Conference Program Committee thanks you for your interest in sponsoring a breakfast. We welcome sponsorship from companies who have demonstrated support of the Conference's mission to provide industry leading research and information to feed industry professionals and nutritional consultants. The following guidelines provide an overview of the sponsorship and planning process.

1. Program Planning

- a. Location
 - i. The conference is held at the Doubletree Hotel, 6301 State Route 298, East Syracuse, NY 13057.
- b. Attendance
 - i. Typically, 250 - 300 participants indicate that they will attend the breakfast and presentation. Total conference registration is around 500.
- c. Length
 - i. Breakfast usually starts between 6:30 and 7:00 a.m., with presentations following. Presentation(s) MUST BE concluded by 8:00 a.m.
- d. Speakers
 - i. The selection of topics and speakers is your choice.
 - ii. To complement the conference mission, presentations should be academic in nature and endorsement of specific products should be avoided.
 - iii. Information about your speaker(s) and their topic(s) should be conveyed to Cornell by April 1.
 - iv. A breakfast agenda should be confirmed and communicated by **May 10** of the sponsored conference year. The entire conference program is finalized by early June.
 1. Please include timing, speaker name and affiliation, a short speaker biography (3-4 sentences), presentation title and session description describing what will be discussed (2-3 sentences) in each session.
 - v. You may choose to print your own proceedings for the breakfast or include them in the overall conference proceedings.
 1. If you wish to have papers included in the conference proceedings, your company will share the printing costs for the percentage of the total pages used by your papers (typically about \$0.04 per page used – about \$250 total).
 2. If you wish to include them in our proceedings, print-ready manuscripts must be submitted no later than **August 30th** to dmconf@cornell.edu.
 3. Please see attached manuscript guidelines and share these with your speakers.

- vi. There is no charge for your speakers to attend the entire conference but you must register them by contacting Heather Darrow for registration instructions.

2. Catering and Audio Visual

- a. Sponsoring company should work directly with the hotel to make arrangements for catering. You may contact Ellen Kirsch at ellen.kirsch@hilton.com or (315) 432-0200
- b. Any cost associated with catering is your responsibility and should be paid directly to the Doubletree Hotel.
 - i. We recommend using 2 projection screens for optimal viewing of presentations.

3. Registration and Marketing

- a. Program Announcement (optional)
 - i. Your company may provide an electronic promotional flyer for posting on the conference website. This flyer could include the breakfast time, speakers, and presentation titles.
 - 1. If you intend to use the Cornell logo on your flyer, please refer to the University Guidelines for use at <http://cornelllogo.cornell.edu/> and send a proof to Heather Darrow at hh96@cornell.edu before finalizing.
 - 2. A PDF version of the flyer should be sent to dmconf@cornell.edu by July 1 for posting on the conference website.
- b. Targeted Registration Email
 - i. Our office will send conference registration marketing emails on a regular basis through July, August, September and October to our prospective attendee list. Three of these emails will be used for promoting the sponsored events (pre-conference, post-conference and breakfasts).
 - ii. A breakfast themed email (featuring both breakfasts will be sent around September 26. Please provide text and formatting for this email by **August 20** to ensure I can reformat and test appropriately. Any banners that span the width of the email should be no wider than 280 pixels, sent as PNG or JPG, and be less than 150KB.
- c. Breakfast Registration
 - i. While there is no additional fee to attend the breakfast, participants will have the option to register for the breakfast during general conference registration online.
 - 1. Registration totals will be sent to you by email 7 weeks, 4 weeks, and 1 week prior to the conference.
 - a. Your company is responsible for giving final catering counts to the Doubletree Hotel.
 - 2. Contact information for registrants, including name, company, state and country will be sent with meal counts. *This information should be used for internal purposes only and should not be distributed.*
 - a. If you wish to gather more contact information from attendees, you may do so at the breakfast during check-in.
 - ii. If your company would also like to solicit registration for the breakfast, you may include this information on the electronic promotional flyer that will be linked on the conference website (refer to information above).

- d. Recognition of breakfast sponsor, speakers and topics will appear in/on:
 - i. Conference electronic registration materials
 - ii. Conference website (<http://ansci.cals.cornell.edu/CNC>)
 - iii. Conference signs
 - iv. Conference proceedings
 - 1. Recognition in listing of conference sponsors
 - 2. Your company may provide a full page advertisement for inclusion in the conference proceedings.
 - a. Ad size: 6.5"W x 9" H
 - b. Format: High-quality PDF preferred
 - c. Due date: **August 30** to dmconf@cornell.edu
 - v. Company signs/display at conference
 - vi. Your company may choose to set up a small display during breakfast in the lobby near the ballroom where the breakfast will take place.
 - 1. Please work with the Doubletree Hotel to make arrangements for displays.

4. You are responsible for costs associated with the breakfast as follows:

- a. Speakers
 - i. Travel
 - ii. Lodging
 - iii. Honorarium
- b. Hotel
 - i. Catering (plan for 250-300 attendees)
 - ii. Audio Visual
- c. Design of program announcement (if desired)
- d. Printing costs for breakfast proceedings or a percentage if included in conference proceedings

5. Important dates to remember

- a. April 1: Draft of speakers and topics due
- b. May 10: Final agenda due, to include speakers, affiliations, presentation title, and session description
- c. July 1: Online promotional flyer due (optional)
- d. August 20: Registration email text due
- e. August 30: Speaker manuscripts (formatted according to guidelines) and ad for conference proceedings due
- f. 5 business days prior to conference: Meal counts due to hotel

6. Contact information

- a. If you have any questions about this sponsorship, please contact:
 - i. Heather Darrow, Conference Coordinator
 - ii. Phone: (607) 255-4478
 - iii. Email: hh96@cornell.edu

Breakdown of estimated hotel costs incurred by breakfast sponsor

(subject to annual price changes)

<i>Item</i>	<i>Unit Price</i>	<i>Quantity</i>	<i>Estimated total</i>
Breakfast	\$21.00	275	\$5775.00
Audio Visual equipment <i>Includes screen, microphones, and projectors</i>			\$ 690.00
	Administrative Charge (22%)		\$1270.50
	Sales Tax (8%)		\$ 563.64
Estimated hotel banquet charges*			\$7609.14

*not including sales tax

Estimated charges paid directly to Cornell

(subject to annual price changes)

<i>Item</i>	<i>Unit Price</i>	<i>Quantity</i>	<i>Estimated total</i>
Proceedings <i>Actual price based on pages used per book.</i>	\$0.40	700 proceedings	\$280.00
Estimated charges paid to Cornell			\$280.00

MANUSCRIPT GUIDELINES FOR CONFERENCE PROCEEDINGS

Please adhere to the following format when preparing your conference materials. Conference materials must be in print-ready format. Please submit your conference materials via e-mail to dmconf@cornell.edu, in original (Word) and PDF format. **Please use a Windows-based version of Word and use 8-1/2 x 11 paper size.**

1. Document setup
 - a. Use 8 1/2" x 11" document.
 - b. Use Arial 12 point font (these guidelines are an example of the Arial font).
 - c. Conference materials should be prepared with full justification. Preferred length is about 10 pages.
 - d. Page Numbers - *Do not* number your pages. Page numbers will be added after all papers are compiled in conference proceedings
 - e. Margins – One-inch margins on all sides
 - f. Spacing - All paragraphs should be indented 0.5" and single spaced, with double spacing between paragraphs or sections.
 - i. References should be single spaced with no spacing between references. Using hanging indents.
 - g. There shouldn't be large gaps of blank space. Tables and figures should be inserted directly into text, maintaining full justification.
 - h. Footnotes - All footnotes in the text should be numbered in order. The footnotes should be typed on the page where they appear. Single space with a double space between them.
2. The title should be bold, in caps, and centered. Two lines below the title, your name (use initials and omit titles), department and university or company and location should appear as follows:

MANAGING THE DYNAMICS OF FEED INTAKE AND BODY CONDITION SCORE DURING THE TRANSITION PERIOD AND EARLY LACTATION

T. R. Overton
Department of Animal Science
Cornell University

Insert two lines after university or company, before entering first heading.

3. Headings
 - a. Do not type a heading at the bottom of a page unless at least two lines of text can be typed below it.
 - b. MAIN HEADINGS - Full caps and centered, unbolded. Double space from the last line of text, type heading and double space to begin text again.

- c. Secondary Headings - Use initial caps (first letter of each word capitalized) and justify left, unbolded. Double space from the last line of text, type heading, and double space to begin text again.
4. Figures and Tables - These should appear within the main text of your conference materials (full justification). Capitalize the first word and single space, lining up remaining lines with the first word in the title. An example is below.

Table 1. Net farm income without appreciation per cow vs. cull rate percentage, 50-70 cow herd sizes, New York State 1999

- a. Titles for tables should appear before the table.
 - b. Titles for figures should appear after the figure.
 - c. Double space before and after figures and tables where inserted in the text.
 - d. Figures and tables should be referred to as numbers ('Figure 1' and 'Table 1') in the text.
 - e. Use small superscript letters to refer to table footnotes. Place all table footnotes directly below their respective tables.
 - f. Tables printed landscape should be centered vertically/horizontally within the margins.
5. References:
- a. Use a main heading (caps, centered).
 - b. Cite names and dates as references within the text according to the FASS journals format (e.g. Journal of Animal Science, etc.) in alphabetical order.
 - c. Single space between references.
 - d. Use a hanging indent for each reference with multiple lines.

Because print-ready conference materials are being submitted, you will not receive a proof. It is best to have someone not directly involved in the preparation of the manuscript read it to check for possible errors. The conference material will **NOT** be proofread by us before it is printed; it should be ready to go to print when received.

Should you have any questions regarding conference material preparation, please contact Heather Darrow by phone at (607) 255-4478 or by e-mail at hh96@cornell.edu.

Remember to submit your materials by the deadline to ensure inclusion in the conference proceedings.

Example of properly formatted manuscript:

TITLE

Author(s) – First Initial. Middle Initial. Last Name (L.E. Chase)
Department/Division/
College/University/Company

INTRODUCTION

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SUMMARY

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REFERENCES

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