

## Cornell Nutrition Conference

### *Post-Conference Sponsor Guidelines*

The Cornell Nutrition Conference Program Committee thanks you for your interest in sponsoring the Post-Conference Symposium. 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 should answer any questions you may have.

#### 1. Program Planning

- a. Location
  - i. The conference is typically held at the Doubletree Hotel, 6301 State Route 298, East Syracuse, NY 13057.
- b. Attendance
  - i. Total conference registration is typically 450-500. We would estimate 200-250 participants to attend the post-conference symposium. See Registration and Marketing for more information.
- c. Length
  - i. The post-conference symposium educational program should begin at 1:00 PM and ends no later than 4:00 PM.
  - ii. Lunch following the general conference program is recommended for those attending the post-conference symposium. Given the time constraints of the educational program, there may not be time for a full afternoon break, but beverages could be offered.
- d. Speakers
  - i. If appropriate to our program and the speaker is agreeable, we may share a speaker and split the expenses with your company.
  - ii. The selection of topics and speakers is your choice.
    1. To complement the conference mission, we recommend that the agenda include a combination of academic and industry professionals. Presentations should be academic in nature and endorsement of specific products should be avoided.
    2. Information about your speakers and their topics should be conveyed to Cornell by early April.
    3. A final post-conference agenda should be confirmed and communicated by **May 10** of the sponsored conference year. This should include timing, speakers, affiliations, and presentation titles. The entire conference program is finalized by early June.
  - iii. You may choose to print your own proceedings for the post-conference symposium 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 \$700 total).
    2. If you wish to include them in our proceedings, print-ready manuscripts must be submitted no later than **August 30<sup>th</sup>** to [dmconf@cornell.edu](mailto:dmconf@cornell.edu).
    3. Please see attached manuscript guidelines and share these with your speakers.
  - iv. There is no charge for your speakers to attend the entire conference but you must register them by contacting Heather Darrow for registration instructions. Additional personnel from your company wishing to attend the conference should register and pay separately when online registration opens.

## 2. Catering and Audio Visual

- a. Room Rental
  - i. No meeting room rental is currently being charged to your company, based on the assumption that you will use the general session setup we arrange.
  - ii. Setup is subject to change at Cornell's discretion, based on hotel and attendee feedback.
- b. Catering
  - i. Sponsoring company should work directly with the Convention Services Manager, Ellen Kirsch ([ellen.kirsch@hilton.com](mailto:ellen.kirsch@hilton.com)) at the hotel to make arrangements for catering.
  - ii. Any cost associated with catering is your responsibility and should be paid directly to the Doubletree Hotel.
- c. Audio visual
  - i. Any cost associated with audio visual equipment (including screen and projectors) on Thursday afternoon during the post-conference symposium is your responsibility and should be paid directly to the Doubletree Hotel.
  - ii. Screen and LCD projector arrangements are made by Cornell University for the entire event and are subject to change based on changes to room setup.
  - iii. AV equipment at past conferences has included 2 screen(s) and LCD projector(s), and 4 microphones (podium, lavalier, 2 wireless handhelds).
  - iv. Arrangements for microphones and additional audio visual equipment for the post-conference symposium should be contracted directly with the Doubletree Hotel.

## 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 post-conference agenda, 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](mailto:hh96@cornell.edu) before finalizing.
    - 2. A PDF version of the flyer should be sent to [dmconf@cornell.edu](mailto: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 post-conference themed email will be sent around September 12. 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 590 pixels, sent as PNG or JPG, and be less than 150KB.
- c. Post-Conference Symposium Registration
  - i. While there is no additional fee to attend the post-conference symposium, participants will have the option to register for the symposium 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. *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 post-conference during check-in or the sessions.

- ii. If your company would also like to solicit registration for the post-conference symposium, 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 Post-Conference sponsor, speakers and topics will appear in/on:
    - i. Conference electronic registration materials
    - ii. Conference website (<http://ansci.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](mailto:dmconf@cornell.edu) and [hh96@cornell.edu](mailto:hh96@cornell.edu)
    - v. Company signs/display at conference
    - vi. Your company may choose to set up a small display in the lobby near the ballroom where the sessions will take place.
      1. Please work with the Doubletree Hotel to make arrangements for displays.
- 4. You are responsible for costs associated with the Post-Conference Symposium as follows:**
- a. Speakers
    - i. Travel
    - ii. Lodging
    - iii. Honorarium
  - b. Hotel
    - i. Catering (plan for 200-250 attendees)
    - ii. Audio Visual (screens, projectors and microphones on Thursday afternoon)
  - c. Design of program announcement (optional)
  - d. Printing costs for symposium proceedings or a percentage if included in our proceedings
- 5. Important dates to remember**
- a. April 1: Rough 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](mailto:hh96@cornell.edu)



**Breakdown of estimated hotel costs incurred by post-conference sponsor**

*(subject to annual price changes)*

<i>Item</i>	<i>Unit Price</i>	<i>Quantity</i>	<i>Estimated total</i>
<b>Lunch buffet</b>	\$23.00	200	\$4600.00
<b>Coffee service</b>	\$ 4.00	200	\$ 800.00
<b>Audio Visual equipment</b> <i>Includes screen, microphones, and projectors</i>			\$ 750.00
		Administrative Charge (22%)	\$1353.00
		Sales Tax (8%)	\$ 600.24
		Estimated hotel banquet charges	\$8103.24

**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>
<b>Proceedings</b> <i>Actual price based on pages used per book.</i>	\$1.00	700 proceedings	\$700.00
		Estimated charges paid to Cornell	\$700.00

# MANUSCRIPT PREPARATION GUIDELINES

---

Proceeding manuscripts are due by **August 30**. This is an absolute deadline in order to have the proceedings ready by conference time. Send your manuscript on via e-mail to [dmconf@cornell.edu](mailto:dmconf@cornell.edu) along with a PDF version for formatting comparison.

Please adhere to the following **format** when preparing your manuscript. Manuscripts must be in camera-ready format. **PLEASE USE A WINDOWS-BASED VERSION OF MS WORD. THE MANUSCRIPTS WILL BE CONVERTED TO A PDF FORMAT FOR PRINTING.**

1. Manuscripts should be prepared with full justification. Maximum of 10 pages, including tables, graphs, and references.
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 should appear as follows:

## **NUTRITIONAL INFLUENCES ON PRENATAL GROWTH IN SHEEP**

W. Bell, R. Slepatis, P. A. Schoknecht and I. Vatnick  
Department of Animal Science  
Cornell University

3. Page Numbers - Do not type page numbers on your manuscript. Write page number on the back of each page in pencil (the assembled proceedings will be numbered sequentially).
4. Paper Size and Font - Use standard 8 1/2" x 11" document. Use Arial 12-point font (these guidelines are an example of the Arial font).
5. Margins - Title should appear at the top as shown above. Margins should be 1.0" top and bottom and 1.0" left and right (text needs to be justified within left and right margins). To fit the size of the page in the proceedings the publisher will adjust the margins.
6. Spacing - All paragraphs should be indented 10 spaces (default tab stop of 0.5") and single-spaced, with double spacing between paragraphs or sections. References should be a hanging indent and single spaced with no spacing

between references. There shouldn't be large gaps of blank space; wrap text around tables, figures, etc.

7. 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.
8. Headings - Use the following guidelines. Do not type a heading at the bottom of a page unless at least two lines of text can be typed below it.
9. Main headings - Full caps and centered. Double space from the last line of text, type heading and double space to begin text again.
10. Secondary headings - Use initial caps (first letter of each word) and justify left. Double space from the last line of text, type heading, and double space to begin text again.
11. Figures and Tables - These should appear within the main text of your manuscript. Capitalize the first word and single space, lining up remaining lines with the first word in the title. Any graphics or inserts into your manuscript especially from Excel or PowerPoint need to be pasted as a picture.

Table 1. Predicted ME allowable vs. observed daily gain with varying sources of nitrogen in growing Holstein steers

Double space before and after figures and tables are inserted in the text. Figures and tables should be referred to as numbers ('Figure 1' and 'Table 1') in the text. Use small superscript letters to refer to table footnotes. Place all table footnotes directly below their respective tables. Tables printed landscape should be centered vertically/horizontally within the margins.

12. References should have a hanging indent and be single-spaced with no spaces between references.

Use a main heading (caps, centered). Single-space each reference. **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.**  
An example follows:

## REFERENCES

Diaz, M. C., M. E. Van Amburgh, J. M. Smith, J. M. Kelsey and E. L. Hutten. 2001. Composition of growth of Holstein calves fed milk replacer from birth to 105 kilogram body weight. J. Dairy Sci. 84:830-842.

Thorbek, G. 1977. The energetics of protein deposition during growth. Nutr. Metab. 21:105-118.

Because files will be converted to PDF format as received, you will not receive a galley proof. It is best to have someone not directly involved in the preparation of the manuscript read it to check for possible errors. **The manuscripts will NOT be proofread by us before they are printed; they should be ready to go to press when received.**

Should you have any questions regarding manuscript preparation, please contact Heather Darrow by phone 607-255-4478, fax 607-255-1335, or e-mail hh96@cornell.edu. Remember the manuscript deadline is **August 30**.

Thank you for your cooperation.



## SAMPLE

### 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

Achieving high dry matter intake (DMI) during early lactation is a major determinant of transition cow success, as energy balance is tightly linked with reproductive performance (Butler and Smith, 1989) and aspects of health and immunity (LeBlanc, 2010). Although a common notion is that milk yield is the major driver of negative energy balance, several data summaries (Santos et al., 2009; reviewed by Grummer et al., 2010) suggest that the relationship of negative energy balance is actually greater with DMI than with milk yield.

Clearly, nutritional and environmental management of dairy cattle during the dry and transition period have important carryover ramifications both for DMI and overall lactational and reproductive performance along with health in early lactation. The purpose of this paper is to briefly overview intake regulation in dairy cattle, describe key metabolic changes in transition cows as they integrate with intake regulation and then to review key nutritional factors during both the prepartum and postpartum period that impact peripartal DMI so that we can optimize energy and nutrient intake and subsequent performance and health outcomes.

#### INTAKE REGULATION IN DAIRY CATTLE

The first key concept to understand is that intake regulation in dairy cattle is complex. The various metabolic factors that influence DMI in dairy cattle were well-reviewed by Ingvartsen and Andersen (2000) and includes a variety of direct and indirect signals related to the environment, immune system, adipose tissue, signals from the gut and pancreas, and energy sensing of the liver relative to overall energy demand (Figure 1). It is likely that changes in these signals (and cow-to-cow variation in response to various environmental and metabolic stimuli) are responsible both for changes in overall average pen DMI but also variation in cow to cow DMI that likely is more associated with transition management challenges than average pen DMI per se.

More recently, Allen and coworkers (Allen et al., 2005; Allen et al., 2009) proposed that a major regulator of DMI in ruminants, and particularly dairy cattle, was hepatic energy status. This is largely driven by oxidation of fuels such as propionate derived from ruminal fermentation of rapidly fermentable carbohydrates and nonesterified fatty acids (NEFA), which are increased in the bloodstream during periods of negative energy balance and body fat mobilization (Figure 2). In periods when oxidative fuel metabolism by the liver exceeds liver energy requirements, the brain is signaled to decrease DMI. As will be discussed more in detail below, this theory is particularly attractive in explaining metabolic influences on DMI during the prepartum period. As will be described below, modulation of these pathways, particularly by propionate is less likely during the immediate postpartum period because of the large increases in liver energy demands along with other reasons that will be discussed below.

Figure 1. "Simplified" diagram on intake regulation in dairy cattle. From Ingvartsen and Andersen, 2000.

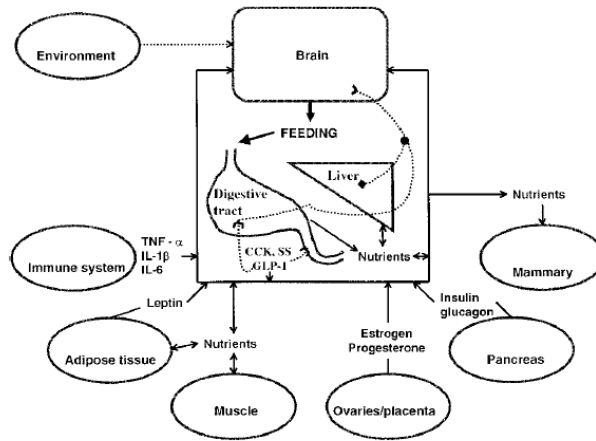


Figure 2. Mechanisms of intake regulation according to the hepatic oxidation theory. From Allen et al., 2009.

