

Cornell Nutrition Conference

Pre-Conference Sponsor Guidelines

The Cornell Nutrition Conference Program Committee thanks you for your interest in sponsoring the Pre-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 provide an overview of the sponsorship and planning process.

1. Proposal

- a. Interested companies are asked to submit a pre-conference symposium proposal for review by emailing the completed form to dmconf@cornell.edu.
- b. Proposals should be submitted by April 1 of the year prior to the conference the company wishes to sponsor.
- c. Proposals will be reviewed by the conference committee and a decision will be made by April 30 of the year preceding the conference.

2. 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, 300-350 participants attend the pre-conference symposium. Total conference registration is typically around 500.
- c. Length
 - i. The pre-conference symposium educational program starts at 1:00 PM and ends around 5:00 PM.
 - ii. An afternoon break and a post-symposium social hour/reception is recommended to further engage attendees.
- d. Speakers
 - i. The selection of topics and speakers is your choice.
 - ii. To complement the conference mission, we recommend that the pre-conference agenda include a combination of academic and industry professionals. Presentations should be academic in nature and endorsement of specific products should be avoided.
 - iii. If appropriate to our program and the speaker is agreeable, we occasionally share a speaker and split the expenses with your company.
 - iv. General information about your speakers and their topics should be conveyed to Cornell by April 1.
 - v. A final pre-conference 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.
 - vi. You may choose to print your own proceedings for the pre-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 \$1,000 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.
- vii. There is no charge for your speakers to attend the entire conference but you must register them by contacting Heather Darrow for registration instructions.

3. 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 hotel to make arrangements for catering. You may contact Ellen Kirsch at ellen.kirsch@hilton.com or (315) 432-0200
 - ii. Any cost associated with catering is your responsibility and should be paid directly to the Doubletree Hotel.
- c. Audio visual
 - i. Arrangements for microphones and additional audio visual equipment for the pre-conference symposium should be contracted directly with the Doubletree Hotel.
 - ii. AV equipment at past conferences has included 2 screen(s) and LCD projector(s), and 4 microphones (podium, lavalier, 2 wireless handhelds).
 1. 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. Any cost associated with audio visual equipment (including screens and projectors) on Tuesday during the pre-conference symposium is your responsibility and should be paid directly to the Doubletree Hotel.

4. 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 pre-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 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 pre-conference themed email will be sent around August 29. 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. Pre-Conference Symposium Registration
 - i. While there is no additional fee to attend the pre-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 pre-conference symposium.
 - ii. If your company would also like to solicit registration for the pre-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 Pre-Conference 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 in the lobby near the ballroom where the sessions will take place.
 1. Please work with the Doubletree Hotel to make arrangements for displays.

5. You are responsible for costs associated with the Pre-Conference Symposium as follows:

- a. Speakers
 - i. Travel
 - ii. Lodging
 - iii. Honorarium
- b. Hotel
 - i. Catering (plan for 300-350 attendees)
 - ii. Audio Visual (screens, projectors and microphones on Tuesday)
- c. Design of program announcement (optional)
- d. Printing costs for symposium proceedings or a percentage if included in our proceedings

6. 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

7. 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 pre-conference sponsor

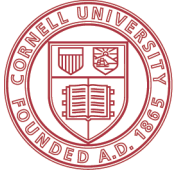
(subject to annual price changes)

Item	Unit Price	Quantity	Estimated total
Afternoon break	\$10.00	350	\$3500.00
Evening reception	20.00	325	\$6500.00
Audio Visual equipment <i>Includes screen, microphones, and projectors</i>			\$1200.00
Administrative Charge (22%)			\$2464.00
Sales Tax (8%)			\$1093.12
Estimated hotel banquet charges			\$14,757.12

Estimated charges paid directly to Cornell

(subject to annual price changes)

Item	Unit Price	Quantity	Estimated total
Proceedings <i>Actual price based on pages used per book.</i>	\$1.00	700 proceedings	\$700.00
Estimated charges paid to Cornell			\$700.00



Cornell University

Dairy Management Group

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t. 607.255.4478 f.
607.255.1335
e. dmconf@cornell.edu

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus rhoncus id arcu id pharetra. Aliquam sed diam porttitor, mollis arcu eget, sagittis nunc. Morbi viverra orci sit amet est molestie lobortis. Praesent efficitur lectus at mattis lacinia. Nunc condimentum ultricies odio, id congue mi sagittis vitae. In non blandit nisi. Sed bibendum purus sit amet felis cursus auctor.

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Figure 1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus rhoncus id arcu id pharetra. Aliquam sed diam

SUMMARY

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REFERENCES

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