

June 12, 2020

Wes Meixelsperger
Chief Financial Officer
American Society of Agronomy/Crop Science Society/Soil Science Society
5585 Guilford Road
Madison, WI 53711

RE: ASA CSSA SSSA 2026

Dear Wes,

It gives me great pleasure to submit this proposal on behalf of the Greater Fort Lauderdale Convention & Visitors Bureau for this 2026 meeting.

The Greater Fort Lauderdale area strikes the perfect balance of business and pleasure. Whether it's the exceptional hotels in our convention district, or the beachfront resorts along Fort Lauderdale Boulevard, delegates are just minutes from the Broward County Convention Center, miles of Blue Wave beaches and Intracoastal waters, enticing restaurants and outdoor cafes, top-notch shopping, million-dollar yachts, and a vibrant downtown arts & entertainment district. This all comes together to provide your clients and attendees endless experiences in our casually elegant year-round meeting paradise.

Your business is valuable to Broward County, and as such, to demonstrate our collaborative commitment with The Broward County/Fort Lauderdale Convention Center and area hotel properties, we are pleased to offer an **incentive of \$122,536.00** to cover the cost of exhibit space at the convention center. Upon contract with the convention center, we will submit an incentive agreement for your signature that will formalize our sponsorship.

We look forward to welcoming you along our sunny shores!

Sunny regards,

Liz Kara
Regional Sales Executive

The American Society of Agronomy (ASA), Crop Science Society of America (CSSA), and Soil Science Society of America (SSSA) 2026 Annual Meeting										
	Convention Center	"new headquarter hotel" (new build attached property, 2024 open, Omni expected to provide rates 18 months out)	Hilton Fort Lauderdale Marina (.1 miles away)	Renaissance Fort Lauderdale Cruise Port Hotel (.1 miles away)	Embassy Suites by Hilton Fort Lauderdale (.6 miles away)	Hyatt Place Cruise Port (.7 miles away)	Pier Sixty-Six Hotel and Marina (.8 miles away)	Harbor Beach Resort & Spa (1.5 miles away)	B Ocean Resort Fort Lauderdale (1.6 miles away)	Le Meridien Dania Beach at Fort Lauderdale Airport (5.2 miles away)
Available Dates	November 13-19, 2026	November 13-19, 2026	November 13-19, 2026	November 13-19, 2026	November 13-19, 2026	November 13-19, 2026	November 13-19, 2026	November 13-19, 2026	November 13-19, 2026	November 13-19, 2026
Peak Night Room Block		700	350	100	250	60	100	210	150	150
Hotel Room Rates			\$227	\$239.00	\$224	\$199	\$279.00	\$297	\$395 inclusive	\$229
Confirmed rate or % escalation			Confirmed	Confirmed	Confirmed	% Escalation	Confirmed Rate	Confirmed Rate	3	Confirmed Rate
\$10.00 Rebate needed to offset convention center rental? (Government per diem rooms and staff rooms to include rebate)			Yes. No rebates on discounted rates.	Yes	\$10 Rebate, except for Government room rate.	Yes	Yes	Yes	Yes	Yes
Housing Fees included in rate? (\$5.00 per room, per day to cover costs in 2026)			Yes, \$8.00 per room night	Yes \$8.00 per reservation	\$8.00 per room	Yes	Yes to the \$8 Housing Fee	Yes	Yes	Yes
Room Rate Tax			Currently 13%	13.00%	13%, subject to change	13.00%	13.00%	13.00%	13.00%	13.00%
Resort Fee (if applicable)			No resort fee	N/A	NA	NA	\$30	\$10 discounted	\$35	NA
Resort Fee includes:			N/A	N/A	NA	N/A	WIFI, Water, Spa and Fitness, beach chairs, beach shuttle, local calls, e-newspaper	*Resort wide high speed wireless internet access, including: Guest rooms, public space, meeting space, and restaurant outlets. *Unlimited local and domestic long distance calls. *Two (2) welcome beverages per stay. *Two (2) chairs and one beach umbrella per day. *One hour snorkeling tour (including gear) for two guests per stay (reservations required, based on availability of each tour). *24 hour access to the fitness center with room key. *Two (2) fitness classes per day (visit the Spa for class schedule. Reservations Required). *One hour of tennis including rackets and balls per day.	*Private Beach Access *2 Beach Lounge Chairs daily *B In Touch with Fresh Wi-Fi throughout Resort *B Active with complimentary 24-hour Fitness Center Access *Two bottles of B Hydrated Water in-room daily *B Shared Program - Access to B Cycles, Sports Equipment, Sand Toys, and iPads *Complimentary pool/beach towels *Access to beach umbrellas and cabanas for additional fee	NA
Total Room Rate with Resort Fee, Tax, Rebate (if needed), Housing, & Escalation			\$258.77	\$270.07 at current state and occupancy tax rate	\$253.12	\$224.87	\$309	\$336	\$395 plus tax	\$258.77
10% of block required at prevailing government per diem rates, including 10% commission Y or N?			Yes with commission, no rebates	No	Yes	Yes	N	5%	Yes 10% only	10% of block required at prevailing government per diem rates, including 7% commission
MEETING ROOM RENTAL										
Can you offer complimentary meeting and exhibit space? Please list final price here with any subsidies being offered and rebate factored in:	Meeting space rental at the convention center is being waived given the size of the room block. Exhibit space rental is \$122,536.00		N/A	N/A	NA	Yes	N/A	N/A	Yes based on met F&B minimum. 1 if no F&B then no	6,000 per day
How many meeting rooms will you offer the group with the exhibit space needed? **Group prefers to keep all space at the Convention Center with as little overflow breakout rooms to Hotels as possible.	All Meeting Space can be accommodated at the Convention Center.		N/A	N/A	NA	1 (1100 sq ft)	N/A	N/A	We only have 10K SQ FT so space is limited	Two Ballrooms a total of 9,000 SQ FT
CONCESSIONS										
ASA-CSSA-SSSA requests Twenty (20) Staff Rated Rooms at 50% off of the group rate (Headquarter Hotel)			N/A	N/A	NA	N/A	N/A	5 at Discount of \$199	YES	Yes
Site Inspection - 3 people for 2 nights, complimentary			1 comp room for 2 nights based on availability	N/A	Yes	1 Room for 2 Nights	Yes	Yes Based on availability	YES	Yes
Complimentary guest rooms and meeting room for planning meeting in June of 2026 (6 sleeping rooms, 1 conference room for 2 days) at one of the main hotels.			N/A	N/A	NA	N/A	Yes	unfortunately not	NO	NA
Twenty (20) staff rated rooms - 50% off of the group rate			10 staff at 30% off group rate	N/A	NA	Yes		unfortunately not	YES 20 total cumulative	Yes
One (1) One-Bedroom Complimentary Presidential Suite with complimentary access to Concierge lounge and complimentary amenity provided (Headquarter Hotel)			Comp Presidential Suite w/ VIP Amenity (no concierge lounge)	N/A	NA	N/A	N/A	Yes	If made HQ Hotel. No concierge lounge	NA
Five (5) VIP upgrades at the group rate (arriving Wednesday - departing the following Friday (9 nights) with complimentary access to Concierge Lounge and complimentary amenity provided			Yes (no concierge lounge)	N/A	NA	Yes (No Concierge Lounge available)	Yes	yes direct ocean view with VIP amenity	5 Junior suites (corner suites)	Yes
1:40 comp room nights on a cumulative basis			Yes	Yes	Yes	Yes	Yes	yes	yes	No
21 day Cut-off Date			Yes	Yes	Yes	Yes	Yes	yes	yes	Yes
Group rate offered three days post/prior to the meeting dates			Yes based on availability	Based on same room type availability	Yes based on availability	Yes based on availability	Yes based on availability	Yes based on availability	Yes based on availability	Yes based on availability
Attrition (30% cumulative)			Yes	Yes	20% attrition	Yes	Yes	Yes	20% allowable. 80% Pickup	Yes
Attrition and cancellation damages based on 75% Room Profit			Yes	Yes	Yes	Yes	Yes	yes	no	
Parking (Discounted or free parking passes for attendees, Y or N? If yes, what is the discounted rate?)			Self-Parking discounted to \$15 overnight.	Yes discounted overnight self parking \$20.00	Yes, 20% discount	Discounted Rate: \$5 (Normally \$10) All Parking is Self Parking	No	Discounted self parking at \$25	10% off	50% off parking
Complimentary internet access in all guestrooms and public space			Yes	Yes	Yes	Yes	Yes	Yes with discount resort fee	yes	Yes
Complimentary shipping/receiving for all packages over the meeting dates			N/A	Yes	Prevailing charges will apply	Yes	No	NA	no	No
Ten (10) roundtrip VIP airport transfers - delete?			No	No	No	\$2.00 Per Person Round-Trip Shuttle	No	unfortunately not	no	Yes- In Hotel Shuttle
Complimentary use of the Fitness Center over the meeting dates - delete?			Yes	Yes	Yes	Yes	Yes	yes 24 hours	yes	Yes
Business Center Discount (15% discount)			N/A	Complimentary	Complimentary	Yes	Yes	yes	yes	NA
Complimentary drayage for up to 10 boxes, three days prior to the event - delete, already listed above?			N/A	N/A	NA	No	No	NA	10 - 10 lb boxes only%	NA
Can you offer Meeting Planner Points?			Yes	Yes	Yes	Yes	No	Yes	no	Yes
FOOD AND BEVERAGE										

The American Society of Agronomy (ASA), Crop Science Society of America (CSSA), and Soil Science Society of America (SSSA) 2026 Annual Meeting										
Food and Beverage minimum (if stand alone hotel minimum = ok, with convention center = no minimum is requested) All "in-conjunction with" events must count towards the overall F&B minimum if applicable	Convention Center F&B minimum is \$185,000 Net, not inclusive of tax and service charge		N/A	N/A	N/A	No F/B Minimum	OK		in conjunction with	
F&B Service Charge	24%		N/A	N/A	N/A	22%	24%		23%	23%
F&B Tax	Currently 7%		N/A	N/A	N/A	7.00%	7.00%		7.00%	7.00%
Number of Filtered Bottle Filling Stations throughout the Convention Center	Building is currently under expansion and are planning for		N/A	N/A	N/A	N/A				NA
F&B menu pricing - 2025 menu pricing set for 2026	Yes, BCCC will extend 2025 prices for 2026		N/A	N/A	N/A	N/A			yes	
MENU PRICING										
Cost of Gallon of Coffee (inclusive of service charge and tax)	\$91.56 Inclusive of service charge and tax		N/A	N/A	N/A	-\$38			\$90	
Cost of Continental Breakfast (inclusive of service charge and tax)	\$25.88 Inclusive of service charge and tax		N/A	N/A	N/A	\$11			\$48	
Cost of Plated Lunch (inclusive of service charge and tax)	\$31.74 Inclusive of service charge and tax		N/A	N/A	N/A	-\$28			\$52	
Cost of Plated Dinner (inclusive of service charge and tax)	\$76.30 Inclusive of service charge and tax		N/A	N/A	N/A	-\$60			\$75	
Average Alcoholic Beverage Cost			N/A	N/A	N/A	\$11			\$10	
AV										
Will you allow ASA-CSSA-SSSA to use their own AV contractor (if not, what would your in-house AV company surcharge ASA-CSSA-SSSA for)?	Negotiable- What is the current surcharge?		N/A	N/A	N/A	Yes			yes	
Do you have built in screens in your meeting rooms? If so, please indicate name of each meeting room.	The BCCC does not have built in meeting room screens		N/A	N/A	N/A	Yes Allure and Oasis			yes	
Complimentary Internet access at the Registration desk and Meetings Rooms at the Convention Center, Y or N?	Y		N/A	N/A	N/A	Yes			yes	
AV Discount 25% off 2026 pricing	Negotiable		N/A	N/A	N/A	Yes			3rd party	
ASA-CSSA-SSSA can bring in and use their own LCD projectors Y or N?	Negotiable		N/A	N/A	N/A	Yes			yes	
Please include standard package price for LCD, screen, wired and wireless mic. Please include AV pricing, including patch fees.	Negotiable		N/A	N/A	N/A	\$150 - LCD Projector and Screen \$100 - Speaker and Microphone Rental			3rd party	
ASA-CSSA-SSSA requests one (1) complimentary mic per meeting room, Y or N?	Negotiable		N/A	N/A	N/A	Yes			n	
Cost of 10 x 10 screen	Negotiable		N/A	N/A	N/A	\$25.00			3rd party	
Cost of Flip Chart	Negotiable		N/A	N/A	N/A	\$25.00			3rd party	
ASA-CSSA-SSSA requests complimentary Easels - Please list how many you can offer	10		N/A	N/A	N/A	4			3rd party	
AV Service Charge	24%		N/A	N/A	N/A	22%			23%	
AV Tax	7.00%		N/A	N/A	N/A	7.00%			7.00%	
GENERAL QUESTIONS - CONVENTION CENTER ONLY										
Exhibit Hall Size	113,000 sq ft									
Number of Breakout Rooms	21 Breakouts, 3 hallrooms									
Show Branding/Sponsorship	Yes									
Convention Center Meeting Space/Exhibit Hall proximity	Located in under one roof									
Union Facility?	Technical Services and Labor is provided by IATSE Local Union #500 (required for rigging in the ballrooms and exhibit halls, excluding aisle signage for tradeshow. Inclusive of all Audio Visual load-in, set-up, event production, move-out, and load-out).									
Complimentary internet connection in all meeting rooms and exhibit hall (if you cannot offer complimentary, please indicate current cost)	Complimentary internet connection in Registration and Prefunction Areas, BCCC is currently in RFP Process for Internet Subcontractors		N/A							
What is included in your standard meeting room set (i.e. chairs, podium, risers, wired microphone, etc.)? - delete, as listed below?	Meeting Room Set includes: One Set up per term of event with tables, chairs, podium		N/A							
Can you plug a laptop into a power source at no cost?	Yes		N/A							
Are podiums, staging and chairs provided at no cost?	In Meeting rooms only		N/A							
What is the charge of a room flip?			N/A							
Can you offer complimentary meeting room sets including lectern, 8'x12' riser, 1 skirted head table, 1 registration table (if needed)			N/A							
Can you offer complimentary daily cleaning, room set-up and equipment required for food service functions, 20-amp electrical circuits, water service, easels if available, opening keynote stage, access to freight elevators for move-in, out and daily use, digital reader boards	The BCCC will provide Normal Janitorial and meeting room refresh. All other items negotiable		N/A							
Waive charges for outside AV, including manager/supervisor fees, patch fees, and any other related charges	Negotiable		N/A							
25% discount for all AV (Group travels with a National AV Company (Prestige) for most of their needs, however they will use in-house AV for certain needs and some in-conjunction with groups ICW's.)	Negotiable		N/A							
Can you waive any room change fees?	Negotiable		N/A							

The American Society of Agronomy (ASA), Crop Science Society of America (CSSA), and Soil Science Society of America (SSSA) 2026 Annual Meeting										
<p>FORCE MAJEURE CLAUSE:</p> <p>The Performance of this Agreement by either party is subject to termination without liability upon the occurrence of any emergency making it illegal or impossible to provide the facilities or to hold the meeting, such as acts of God, war, government regulations, disaster or civil disorder, curtailment of transportation facilities preventing 30% or more of attendees from traveling, strikes, threats of strikes (except those involving the employees of the party seeking to have its performance excused), terrorism or threats of terrorism in the United States as substantiated by government warnings or advisory notices (including, without limitation, increase threat level or other measure from the time the Agreement is signed), disaster, fire, earthquakes, hurricanes, extreme inclement weather, shortages or disruption of the electrical power supply causing blackouts (in the city where Hotel is located), determinations of outbreak of disease or pandemic by either the World Health Organization or the Center for Disease Control, influenza or threat thereof, or any other comparable conditions occurring either in the location of Group's Event, or in the countries/states of origin of at least twenty percent (20%) of the Attendees or along their routes of travel. In addition, should any such force majeure occurrence occur which materially impairs, in part or in full, Group's ability to perform under this Agreement or makes it commercially impracticable, inadvisable, illegal, or impossible to fully perform under this Agreement as the Parties originally contracted, the affected Party may terminate this</p>			<p>Must use Hilton approved Force Majeure clause</p>	<p>No</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>		<p>yes</p>	<p>Yes</p>
GENERAL QUESTIONS - Green Meetings										
<p>The host city must be actively participating in a "green environmental friendly" program at the Convention Center and hotels. The proposal from the CVB MUST include a statement about what the Convention Center and hotels are doing to "go green". Explain your program in detail!</p>	<p>The Convention Center will be a leader in energy and environmental design with LEED Gold Certification.</p>		<p>N/A</p>	<p>Yes</p>	<p>N/A</p>			<p>yes</p>		<p>Yes</p>
<p>Indicate what the costs are to "going green" and which of these costs would be passed on to the client.</p>	<p>No cost to the client.</p>	<p>N/A</p>	<p>We are a FL Certified "Green Hotel"</p>	<p>NA</p>	<p>N/A</p>			<p>TBD</p>		<p>Yes</p>