GREATER FORT LAUDERDALE

Greater Fort Lauderdale Convention & Visitors Bureau 101 NE Third Avenue, Suite 100 Fort Lauderdale, FL 33301 954-765-4466 | 800-22-SUNNY sunny.org

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 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)	(.7 miles away)	Pier Sixty-Six Hotel and Marina (.8 miles away)	Harbor Beach Resort & Spa (1.5 miles away)	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 700	November 13-19, 2026 350	November 13-19, 2026	November 13-19, 2026	November 13-19, 2026	November 13-19, 2026	November 13-19, 2026 210	November 13-19, 2026	November 13-19, 2026
Peak Night Room Block Hotel Room Rates	700	\$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? (\$.00 per room, per day to cover costs in 2026)		Yes, \$8.00 per room night	Yes \$8.00 per reservation 13.00%	\$8.00 per room	Yes 13.00%	Yes to the \$8 Housing Fee 13.00%	Yes 13.00%	Yes 13.00%	Yes 13.00%
Room Rate Tax Resort Fee (if applicable)		Currently 13%	13.00% N/A	13%, subject to change NA	13.00% N/A	13.00%	13.00% \$10 discounted	13.00%	13.00% NA
Resort Fee includes:		N/A	N/A	NA	N/A N/A	WIFI, Water, Spa and Fitness, beach	*Resort wide high speed wireless	Private Beach Access	NA
						chairs, beach shuttle, local calls, e- newspaper	internet access, including: Guest records, public space, neuring space, and mestatarato catles. "Utilimited local and domentic local distance calls, "Fuo CJ and the space of the space of the space chains and one back numberly pare day." "One hour surveying the space of non-additional space of the space of the space of the space of the space of the space of the space of the space of the day." Two CJ fitness classes per day lay. "Fuo CJ fitness classes per day hear-state of the space of the space of the space fitness including mackets and hulls per day."	2. Beach. Longe Chair aday 4. B Toodw MF Freed Wi-Fi 40 Active with complicating 24-hour throughout Resort Thor butliss of B Hydraed Wder in- room duly. 49. Shared Program – Access to B Cycles, Spott Explorment, Sand Tooys, and iPads "Access to beack unthrelia and channas for additional fie	
Total Room Rate with Resort Fee, Tax, Rebate (if needed),		\$258.77	\$270.07 at current state and occupancy tax rate	\$253.12	\$224.87	\$309	\$336	\$395 plus tax	\$258.77
Housing, & Escalation 10% of block required at prevailing government per diem rates, including 10% commission		Yes with commission, no rebates	No	Yes	Yes	Ν	5%	Yes 10% only	10% of block required at prevailing government per diem rates, including 7% commission
Y or N? MEETING ROOM RENTAL									
Can you offer complimentary meeting and exhibit space? Meeting space rental at the convention ce please list final price here with any subsidies being offered and rebate factored in: Meeting space rental at the convention ce block. Exhibit space rental is \$122,536.	m	N/A	N/A	NA	Yes	N/A	N/A	Yes based on met F&B minimum. I f 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 All Meeting Space can be accompleted at space at the Convention Center with as little overflow breakout rooms to Hotels as possible.	the	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	unfortuately 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		unfortuately 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	yes	No Yes
21 day Cut-off Date Group rate offered three days post/prior to the meeting		Yes Yes based on availibility	Yes Based on same room type availability	Y es Yes based on availibility	Yes Yes based on availibility	Yes Yes based on availability	yes Yes based on availibility	yes Yes based on availibility	Yes Yes based on availability
dates								-	
Attrition (30% cumulative) Attrition and cancellation damages based on 75% Room		Yes Yes	Yes Yes	20% attrition Yes	Yes Yes	Yes Yes	Yes yes	20% allowable. 80% Pickup no	Yes
Profit Parking (Discounted or fire 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
public space 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	unfortuately not	no	Yes- In Hotel Shuttle
Complimentary use of the Fitness Center over the meeting		Yes	Yes	Yes	Yes	Yes	yes 24 hours	yes	Yes
dates - delete? Business Center Discount (15% discount)		N/A	Complimentary	Complimentary	Yes		yes	yes	NA
Business Center Discount (15% discount) 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	yes 10 - 10 lb boxes only%	NA
Can you offer Meeting Planner Points? FOOD AND BEVERAGE		Yes	Yes	Yes	Yes	No	Yes	no	Yes

							1	1
	, Crop Science Society of America (CSSA), and Soil	Science Society of America (SSSA) 2026 Annual Mee	eting NA	No F/B Minimum	OK	in conjunction with	
Food and Beverage minimum (if stand alone hotel minimum = ok, with convention center = no minimum is requested) <u>All "in-conjunction with" events must count</u> <u>towards the overall F&B minimum if applicable</u>	Convention Center FASI minimum is \$185,000 Net, not inclusive of tax and sevice charge	N/A	N/A	NA	No F/B Minimum	ŬK.	in conjunction with	
F&B Service Charge	24%	N/A	N/A	NA	22%	24%	23%	24%
F&B Tax	Currently 7%	N/A	N/A	NA	7.00%		7.00%	7.00%
Number of Filtered Bottle Filling Stations throughout the	Building is currently under expansion and are plannning for	N/A	N/A	NA	N/A			NA
Convention Center F&B menu pricing - 2025 menu pricing set for 2026	Yes, BCCC will extend 2025 prices for 2026	N/A	N/A	NA	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	NA	-\$38		\$90	
Cost of Continental Breakfast (inclusive of service charge and tax)	\$25.88 Inclusive of service charge and tax	N/A	N/A	NA	\$11		\$48	
Cost of Plated Lunch (inclusive of service charge and tax)	\$51.74 Inclusive of sevice charge and tax	N/A	N/A	NA	-\$28		\$52	
Cost of Plated Dinner (inclusive of service charge and tax)	\$76.30 Inclusive of service charge and tax	N/A	N/A	NA	-\$60		\$75	
Average Alcoholic Beverage Cost		N/A	N/A	NA	\$11		\$10	
Will you allow ASA-CSSA-SSSA to use their own AV	Negotiable- What is the current surcharge?	N/A	N/A	NA	Yes		yes	
contractor (if not, what would your in-house AV company surcharge ASA-CSSA-SSSA for)?								
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	NA	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	NA	Yes		yes	
AV Discount 25% off 2026 pricing	Negotiable	N/A	N/A	NA	Yes		3rd party	
ASA-CSSA-SSSA can bring in and use their own LCD	Negotiable	N/A	N/A	NA	Yes		yes	
projectors Y or N? Please include standard package price for LCD, screen,	Negotiable	N/A	N/A	NA	\$150 - LCD Projector and Screen		3rd party	
wired and wireless mic. Please include AV pricing, including patch fees.					\$100 - Speaker and Microphone Rental			
ASA-CSSA-SSSA requests one (1) complimentary mic per	Negotiable	N/A	N/A	NA	Yes		n	
meeting room, Y or N? Cost of 10 x 10 screen	Negotiable	N/A	N/A	NA	\$25.00		3rd party	
Cost of Flip Chart	Negotiable	N/A	N/A	NA	\$25.00		3rd party	
ASA-CSSA-SSSA requests complimentary Easels - Please	10	N/A	N/A	NA	4		3rd party	
list how many you can offer AV Service Charge	24%	N/A	N/A	NA	22%		23%	
AV Tax	7.00%	N/A	N/A	NA	7.00%		7.00%	
GENERAL QUESTIONS - CONVENTION CENTER ONLY								
Exhibit Hall Size Number of Breakout Rooms	113,000 sq ft 21 Breakouts, 3 ballrooms							
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 LATSE Local Union #500 (required for rigging in the ballrooms and exhibit halls, excluding aidse signing effor tradeshows. Inclusive of all Audio Visual load-in, sec-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 RPP Process for Internet <u>Subcontractors</u> Meeting Room Set Includes: One Set up per	N/A						
What is included in your standard meeting room set (i.e. chairs, podium, risers, wired microphone, etc.)? - delete, as listed below?	term of evert with tables, chais, 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? Can you offer complimentary meeting room sets including		N/A N/A						
Can you offer complimentary meeting room sets including lectern, 8'x12' riser, 1 skirted head table, 1 registration table (if needed)		19/24						
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	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					1	

The American Society of Agronomy (ASA)	, Crop Science Society of An	nerica (CSSA), and Soil S	Science Society of America (SSSA	A) 2026 Annual Mee	ting				
What is the charge for water to be provided in the	The BCCC will provide complimentary water	(100 m)	N/A	,					
meeting rooms (for attendees and head table)?	at meeting room head tables. Cost of additioinal water is \$?								
Contract Clauses			700/	v	V of a contract	V		1 . 10007	
Can you agree to a Room Block Review clause one year prior? At one year out, or by (date) the final pick up will be analyzed and based on those numbers, Group may elect to take a 10% reduction of their overall room block (up to Xroom singht) — on increase if available. This will be considered the final room block and 70% attition will be calculated of this new number.			70% total attrition, no additional reductions.	Yes	Yes, with attrition at 80%.	Yes		yes but 100%	
Reciprocal Cancellation required in all contracts			Yes, must use Hilton approved clauses		No	Yes		ok	
GUEST ROOM AUDIT CLAUSE: At the Group's request, hote's in-house guest list will be manually compared with Group's registration list during a face to face audit, at no cat and regardless of pick us. Any guest room occupied by an individual on Group's registration list, but not coded to Group within lotter? system, will be credited to Group's pickup and will be commissionable to ConferenceDirect and eligible for all rebetes regardness of own role or reservation method (induring interest distribution chambel). For micoded rooms that are commissionable to a retain Urevel genery, hotel will pay second commission to Conference Direct. [] effer the initial commission payment in made, the at rate reamins equal to an guestifies hetel band associate and business rates will not be commissionable. The Group will indemnify, defaudtationally of mediatation lists. The Group will method the comparison to minimize an ConferenceDirect. Miccoded comes sold at qualifies hatel band associate and business rates will not be minimized an ConferenceDirect. Miccode geness the interchan countries andised by Discours of geness the provincing band monitation another discours of parts. House geness this in exchan countries andised by Discours of geness the groups for list on pickup reports and supporting documentation with 10 days of degrutree.			Yes, must use Hilton approved clauses	No	Yes	Yes	Yes	commission paid only 1 and svibhr noom holes. None outside room block will be paid.	
CAN YOU AGREE TO THIS BATE PROTECTION CALLSE: Hotel guaranteen not to sell guestnooms at a lower rate than the guestnoom rate established for composer (dates), with the exception of qualified rates to include Government, Airline, and Constructed Corports Reposited ard rates. J the Hotel a Idefening lower guestnoom rate, the Ideal agences to adjust the guestnoom rates for all prore reavoinable to the Guest Room Block and make the adjusted guestnoom rate available to all Group attendees. If poor rates was found and booked by an attendee, hole and prover factors and and booked by an attendeed, hole and prover that the sector of the sector of the sector of the sec- ption of the sector of the sector of the sector of the sector prover (rates and and booked by an attendeed, hole and and per attached to any ather threel agout on company. Indeel will be controlled in the regardless of bairs commissionable or control of the regardless of bairs controls. Group half receive craft for mark-norms (more data or units, attribute). Group half receive craft for mark-norms (more data or units), attribute of the sector of the sector of the regardless of the real guest of the sector of the regardless of the real guest of the sector of the regardless of the real guest of the sector of the regardless of the real guest of the sector of the regardless of the real guest of the sector of the regardless of the real for the real guest of the real guest of the sector of the regardless of the real guest of the real guest of the real guest of the real for the real guest of the real gu				No	Yes	Yes	YES	No	
RESALE CLAUSE: Hotel shall undertake all reasonable efforts to result canceled rooms and food and beeverge functions and will credit thate revenues against the cancellation damages: in an amount not to exceed the ful amount of sub-damages. Concellation damages. If any, shall be due and payable thirty (30) days after the meeting date, powide the Hotel provides reasonable evidence of its efforts to mitigate damages and reasonable evidence that rooms and agace being held for the Group standers around the origined of the efforts of a star- t the effort the efforts to proctively market the dates to all group and transient dhames as documentation of this effort, as well as offering the canceler forom for sale by the Hotel reservations including actual accupany reports, shall be made vanished to the Group upon request.			Either resale or rebook - not both. Also must be Hilton-approved clauses.	No		Yes	Yes		
REDOOK CLAIPS: Should a ConferenceDirect Claim to book Hold with a meeting(s) within one (1) year from the date of canceled meeting, hold will credit 100% of all conon servene generated by such rebooking toward the domages paid by Group resulting from the cancellation of this event, and redinal such credit to youry whom originally paid the damages. Such credit(s) will not exceed the amount of damages paid by Group. Credit shull be payles which in thiry (30 you gfer the replacement meeting date. Hold agrees to pay ten percent 10%) of the paid liquidated damages by Group to ConferenceDirect 10%) of the paid liquidated damages by Group to ConferenceDirect within 10 days of receipt of cancellation damages.			Either resale or rebook- not both. Also must be Hilton-approved classes.	No	No	Yes	Yes		Yes
MARKETPLACE REVIEW CLAUSE: Should the rates in the marketplace decrease due to local or national factors, Hotel agrees to work in good faith to further finalize of air rate, and the confirmed group rate will reflect this decrease. Rates will be evaluated by (date) and can be adjusted to reflect current market cates.			No	No	No	Yes		yes	Yes

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The American Society of Agronomy (ASA),	Crop Science Society of An	nerica (CSSA), and Soil S	Science Society of America ((SSSA) 2026 Annual Me	eting					
FORCE MAJEURE CLAUSE:			Must use Hilton approved Force	No	Yes	Yes	Yes		ves	Yes
The Performance of this Agreement by either party is subject to			Majeure clause		1					
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										
GENERAL QUESTIONS - Green Meetings										
	The Convention Center will be a leader in energy									
	and environmental design with LEED Gold-									
Center and hotels. The proposal from the CVB MUST	Certification.		1	1	1	1				
include a statement about what the Convention Center			1	1	1	1				
			1	1	1	1				
and hotels are doing to "go green". Explain your program			1	1	1	1				
in detail!			N/A		Yes	N/A		yes		Yes
			1	1	1	1				
Indicate what the costs are to "going green" and which of			1	1	1	1				
these costs would be passed on to the client.	No cost to the client.		N/A	We are a FL Certified "Green Hotel"	NA	N/A	1	TBD		Yes