



IETS 2025 Annual Conference

Prospectus

Fort Worth, Texas

January 18–22, 2025

www.iets.org/2025



INTERNATIONAL EMBRYO TECHNOLOGY SOCIETY

IETS Welcome and Invitation

Dear Sponsors and Exhibitors,

On behalf of the International Embryo Technology Society (IETS) and the IETS Board of Governors, it is our pleasure to invite you to attend the 51st Annual Conference of the IETS, January 18 to 22, 2025, in Fort Worth, Texas. Members, scientists, veterinarians, guests, sponsors, and exhibitors will gather at The Worthington Renaissance Fort Worth Hotel, January 18 to 22, 2025. The conference typically attracts more than 500 attendees from all over the world. Basic researchers and embryo transfer practitioners attend the meeting to learn about the most recent advances in embryo technology and related areas.

The program for the premier meeting in advanced animal reproductive biotechnology will cover a broad range of topics, including in vitro breeding, germ cell transplantation, prediction of embryo competence, non-surgical embryo transfer in pigs, heat stress, donor and recipient preparation, and gene editing for sustainability. Our keynote speaker, Dr. Julie Kim, will discuss organs on a chip to understand reproduction. We will also have a special session focused on practical questions of importance to practitioners.

Two preconference symposia and one postconference symposium will complete the program, including one on new gene-editing technologies, sponsored by our Domestic Animal Biomedical Embryology committee; a hands-on practical equine embryology course; and a course on bovine in vitro embryo production, transfer, and pregnancy. To complement the scientific program, the IETS Foundation will present multiple awards to support the participation of trainee and early career members, and our trainee group, the Morulas, will gather to network and engage with professional members.

We sincerely hope that you will support this exciting meeting in Fort Worth. Your generous financial support makes it possible to offer these exceptional educational, networking, and professional development activities at our meeting. It is the mission of IETS to continue to support our members as the world's leading scientific and technical experts on animal assisted reproductive technologies, to foster collaboration, to organize symposia that bring together experts and stakeholders from around the globe, to work with regulatory agencies to ensure the safe practice of embryo technologies, to improve public understanding and acceptance of embryo technologies, and to support and recognize young scientists and practitioners in our field. We hope that you also find these goals worthy of support. We thank you and look forward to seeing you at the 51st IETS Annual Conference!

Rebecca Krisher
President, IETS



What's Different This Year at IETS?

IETS is announcing a new award for the 2025 Annual Conference: the Distinguished Practitioner award, recognizing the practical side in the field of embryo technology. There will be additional opportunities for students and trainees and a postconference session on bovine in vitro embryo production, transfer, and pregnancy that you won't want to miss.

To increase booth visits, we will hold the Welcome Reception and a special evening poster session with our exhibitors. Both events were a hit at the 50th anniversary conference in Denver! Stay tuned for details on a fun, interactive game with the potential to engage up to 500+ international attendees with our new 2025 meeting mobile app.

In Fort Worth 2025, you will:

- Interact face-to-face with over 500 professionals
- Increase brand awareness at a preeminent international event
- Establish new relationships and catch up with existing customers
- Drive new revenue and profit opportunities
- Utilize this high-profile event to launch new products and services
- Benefit from networking opportunities with key decision-makers



IETS Exhibits Open

Saturday, January 18	Sunday, January 19	Monday, January 20	Tuesday, January 21
13:00–17:00	09:00–19:30	08:00–19:00	08:30–13:00
Exhibit Setup	Exhibits and Posters	Exhibits and Posters	Exhibits and Posters
	Welcome Reception	Poster Reception	

Sponsorship Opportunities

The IETS Annual Conference offers numerous sponsorship opportunities to meet the diverse interests of large and small companies and other organizations. Sponsorship options include high-profile sponsorships; symposia, workshops, and sessions; and other special events.

All sponsors receive visibility before, during, and after the Annual Conference. This includes a listing and recognition in the IETS newsletter, a company listing on the meeting website, signage at the meeting, a company listing in the program book and event mobile app, reduced pricing for advertising in the program book, and other recognition, depending on the level of support. IETS is continuing to develop new sponsorship opportunities for the IETS 2025 Annual Conference to meet our sponsors' needs.

Special Sponsorships



Meeting Totebags

Get your company name and logo on the meeting tote bag that will be reused by attendees for years to come. The meeting tote bag is a great way to showcase your company! This item must be co-sponsored with IETS and will also include the IETS logo.



Symposia, Sessions, and Practitioners' Forum

Sponsor a symposium, Practitioners' Forum, general session, or poster session that fits your company goals and targets the specific audience you are looking to reach. Before the start of the session, play a short video promoting your company or product.



New for 2025: Lanyards

Your company logo can be featured on our new environmentally friendly name badges! They will be the must-have accessory for the 2025 meeting and will also include IETS logo.



New for 2025: Mobile App

Your company logo could make quite a splash in the hands of over 500 attendees as the focal point of the official annual meeting mobile app's opening page.



Coffee Breaks and Pastries

Sponsor a break and be the hero who brings the coffee to this daily morning event.



New for 2025: Evening Poster Social

Sponsor our new poster social, where all emerging embryo technologies will be on display. This is a premier networking event.

High Profile Opportunities



Welcome Reception: Co-sponsor or Exclusive

Reach your target market at the welcome reception by sponsoring this popular welcome event!



Closing Reception

End the conference by hosting the party in true Texas fashion. Enjoy the show, grab some fixin's, and have a toast with your colleagues. Don't miss out on this last ride. Sponsors will receive special recognition at the event.

We are open to new food and beverage function sponsorship ideas!

Exclusive Opportunities

Do you have a special request or an activity you would like to hold as a sponsor to ensure your visibility? Would you like a captive audience to promote your company? We have ideas! Questions regarding IETS sponsorship? Contact the IETS office: jennyp@assochq.org.

Sponsorship Information

	Diamond \$30,000	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Friend \$1,250
Exhibit Booth	Complimentary	Complimentary	Complimentary	50% discount	25% discount	
Complimentary Registrations	5	4	3	2	1	
Program Book Advertisement	Inside Front Cover	2 full-page	1 full-page	1 half-page		
Video Promo at the Beginning of Sponsored Session	Rep can welcome or present award	1 minute	30 seconds			
Closing Party Reception	2	1	1	1		
Recognition at Opening and Closing Sessions	✓	✓				
Special Recognition in the IETS Newsletter	✓	✓	✓			
Special Recognition on the IETS Website	✓	✓	✓			
Special Signage at the Conference	✓	✓				
Flyer in the Bag						✓
New 2025 Color Logos on Meeting App	✓	✓	✓	✓	✓	
New 2025 Meeting App Color Banner Ads	✓	✓	✓			
New 2025 Invitation to Presidents Reception	2	1	1			

Sponsors are recognized with their logo and sponsorship level in the program book, a linked logo on the IETS 2025 meeting website, along with signage on site. We will also share sponsors across IETS platforms: Facebook, LinkedIn, and X (Twitter); Diamond, Platinum, and Gold sponsors will receive multiple posts.

Sponsorship a la Carte Options

IETS 2025 High Profile Sponsorships	IETS 2025 Sponsorship Options	Day
Morning Coffee and Pastries (3 available)**	\$2,500, \$5,000*	Sunday, Monday, and Tuesday
Afternoon Break (3 available)**	\$2,500, \$5,000*	Sunday, Monday, and Tuesday
Welcome Party (Co-Sponsor)**	Contact Jenny Paul	Sunday, January 19
New 2025 Evening Poster Social (Co-Sponsor)**	Contact Jenny Paul	Monday, January 20
Closing Party (Co-Sponsor) **	Contact Jenny Paul	Tuesday, January 21
New 2025 Mobile App	\$6,500	
New 2025 Laynard	\$1,500, \$3,000*	
Tote Bags	\$5,000	

*Exclusive sponsorship option. ** A la Carte Options included depending on sponsorship level

Thank You to Our 2024 Sponsors

Platinum



National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE



Gold



CALIER
SUSTAINABILITY
IN ANIMAL HEALTH



Silver

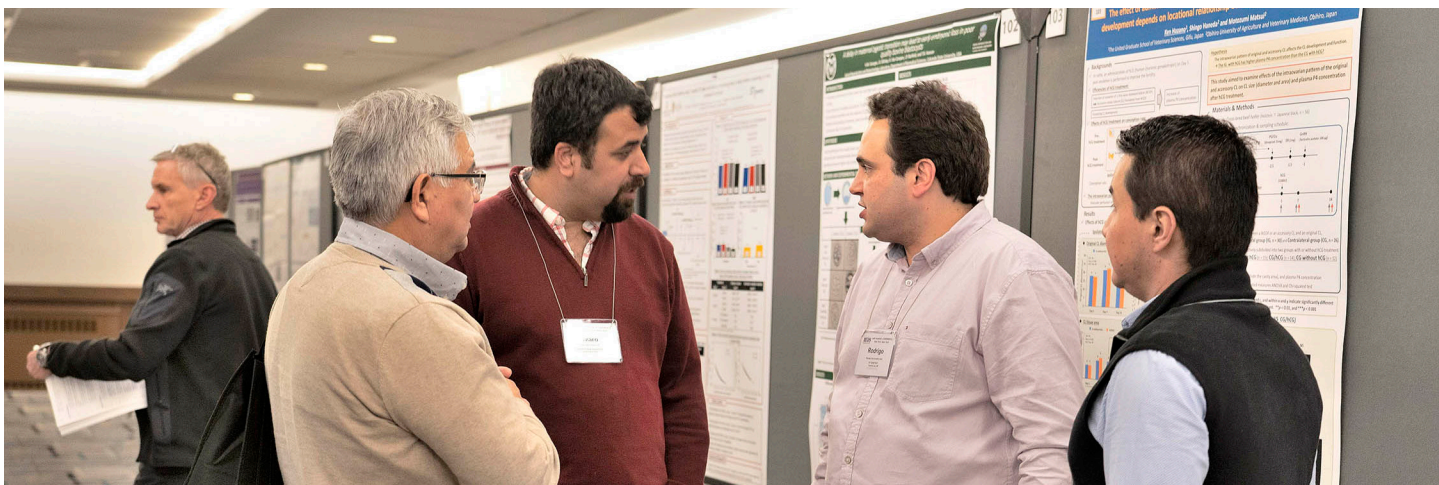


Bronze



PUBLISHING





Exhibitors (US\$2,000 Per Booth)

Exhibitors who are not Diamond, Platinum, Gold, Silver, or Bronze Sponsors are entitled to the following:

- Exhibit booth of one unit (10 feet x 10 feet), includes standard 8' backdrop drapes with 3' dividers, basic booth furniture (draped table, two chairs, wastebasket)
- Recognition as Exhibitor in the Program Book, 2025 Meeting App, and on the web page of the IETS Annual Conference (and linked to your website)
- Two complimentary registrations for booth staff

Optional for Exhibitors

- US\$250 per person: Extra staff in exhibit hall only (maximum of two persons); includes breaks on Sunday, Monday, and Tuesday
- US\$750: One full-page, black-and-white advertisement in the Program Book



Thank You to Our 2024 Exhibitors

