

# 2017/2018

## SPONSORSHIP PROSPECTUS

BETTER SEED. BETTER LIFE.



Farm and Lawn  
Seed Conference

November 5-6, 2017 • Kansas City, MO



CSS 2017 & SEED EXPO  
DECEMBER 4-7, 2017 | CHICAGO, IL



ASTA'S POLICY & LEADERSHIP  
DEVELOPMENT CONFERENCE  
JUNE 9-13, 2018 | WASHINGTON DC



american  
seed trade  
association

[betterseed.org](http://betterseed.org)

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The American Seed Trade Association (ASTA) is excited to unveil its sponsorship opportunities for the 2017/18 meeting year. ASTA members are at the heart of all association activities. Our sponsorship menu has been crafted so all types of ASTA member companies and friends can actively support the seed industry while deriving value from the publicity gained through sponsorship exposure.

These menus are just a start. We encourage new ideas and creativity. Contact us if your company has specific ideas not covered in an existing sponsorship package and we will work with you to make those concepts a reality.

Please contact Jennifer Crouse, ASTA Director of Meetings and Services, at (703) 837-8140 or [jcrouse@betterseed.org](mailto:jcrouse@betterseed.org) with any sponsorship questions or concerns.

## BRAND & PRODUCT LOGOS

Sponsors are welcome to use their seed industry-related product or brand logos as an alternative to the company logo. Annual sponsors may adjust messages throughout the year to better target different audiences at ASTA events. Additionally, two or more companies may combine efforts to jointly sponsor an item for greater publicity value.



## ANNUAL AND CONVENTION SPONSORS

The menus on the following pages are organized into two categories: annual sponsors (includes four of ASTA's annual events) and convention sponsors (for a specific event).

Annual sponsors enjoy the promotion of their brand throughout the year with ongoing recognition at each ASTA conference and through the events section of the ASTA website. Additional benefits are defined beginning on page 4.

Convention sponsors can select the ASTA event that reaches their targeted audience in order to maximize their contribution. Convention sponsorships are outlined on pages 7-15.

These sponsorships may be combined for maximum company exposure.



### ANNUAL SPONSORS MENU

This comprehensive sponsorship opportunity is designed to add value for year-round sponsors. Annual sponsorships allow companies to promote their brand through a combined sponsorship that applies to all major ASTA events. Strategic, Allied and Silver Circle Partners receive added recognition on the events section of ASTA's website. Annual sponsorship recognition comprises the ASTA fiscal year from July 1, 2017 to June 30, 2018 and should be confirmed by October 1, 2017.

#### All annual sponsors receive:

- Sponsor ribbons for company staff at all ASTA conventions
- Company or product listing in registration brochure and Passport booklet for all ASTA events
- Company or product listing in ASTA convention registration area
- Company or product logo on ASTA's events website from time of commitment until June 2018
- Company recognized on screen at convention general sessions

### In addition to the above, unique annual sponsorship opportunities include:

#### STRATEGIC PARTNER

COST: \$50,000

The Strategic Partner level was developed to provide maximum exposure for a sponsor seeking to align itself with ASTA. This is the most comprehensive sponsorship opportunity available, delivering extensive promotional opportunities and unique exposure through highly customized sponsorship rights and exclusive access to members. Every Strategic Partner package is tailored to each company's marketing goals.

The partnership provides the ability to carry marketing objectives to new levels while building and maintaining a distinctive relationship with ASTA members and the association community.

Please contact Jennifer Crouse at (703) 837-8140 to explore this opportunity.

#### ALLIED PARTNER

COST: \$25,000

Similar to Strategic Partners, Allied Partners may also customize their sponsorship package with promotional messaging within ASTA convention space and host hotels.

#### The standard Allied Partner package includes:

- Company or product logo (full-color) and name on screen in general session rooms
- Company or product logo (full-color) in every convention attendee roster (along with Strategic Partners)
- Company or product logo (full-color) included on separate sponsor sign at convention registration (along with Strategic Partners)
- Company or product logo (full-color) on ASTA events website with link to sponsor home page
- Company verbally thanked at beginning of all major conference events
- Up to two customized additions to your recognition package, to be developed in coordination with ASTA, at the event of your choice

### **NEW! SILVER CIRCLE PARTNER**

**COST: \$10,000 - \$15,000**

This new year-round partnership option allows for your company's inclusion among the top-tier recognitions at ASTA meetings, with a range of pricing for those with a need for maximum exposure with a sensitive budget.

#### **The Silver Circle Partner package includes:**

- Company or product logo (full-color) and name on screen in general session rooms
- Company or product logo (full-color) included on separate sponsor sign at convention registration (along with Strategic and Allied Partners)

#### **At \$15,000 level, recognition also includes:**

- Company verbally thanked at beginning of all major conference events
- Company or product logo (full-color) in every convention attendee roster (along with Strategic and Allied Partners)

### **NEW! ASTA PROCEEDINGS PORTAL**

**COST: \$10,000**

ASTA offers a new video archive of key educational sessions from the past two years of conventions, all in one place, prompting a new increase in viewers.

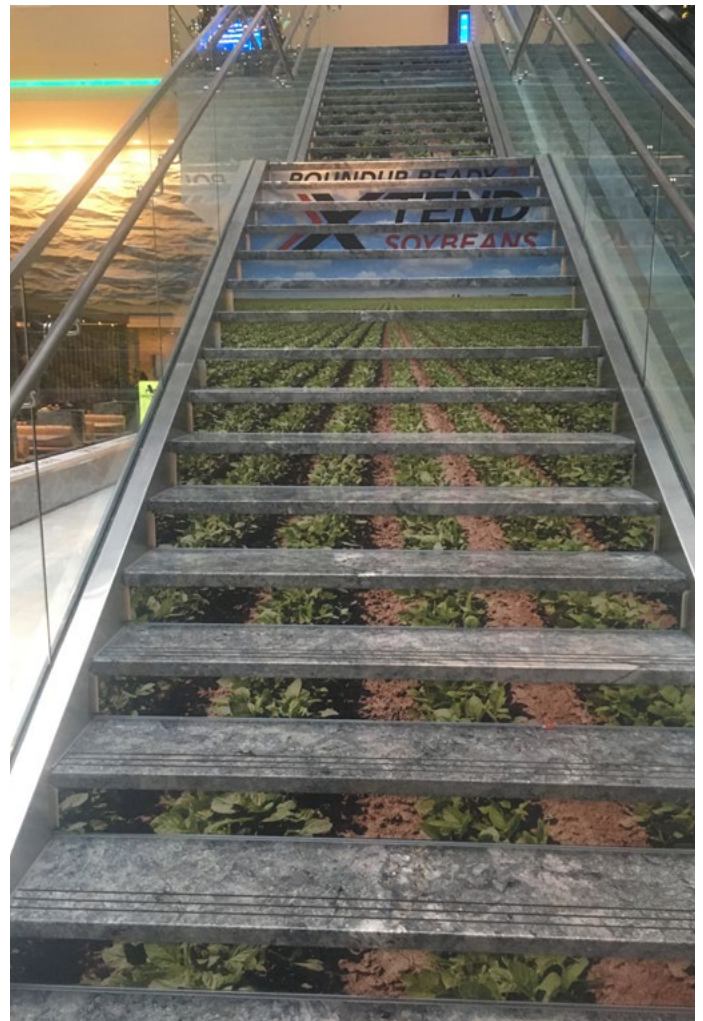
- Company or product logo on header banner of ASTA portal page
- Company or product logo included in all ASTA promotions throughout the year linking to online proceedings
- Company may link to their own video/site from the ASTA site and/or engage in cross-promotion between sites.

### **ASTA EVENTS MOBILE APP**

**Cost: \$10,000**

Currently used by over 1800 users and growing, the ASTA mobile app is a single, year-round app for all ASTA events that includes the current year of conventions as apps within it. This technology is rapidly growing amongst the ASTA audience as the go-to resource for convention information on schedules, exhibitors, speakers and much more.

- Company or product logo displayed on the official ASTA conference apps for the CSS 2016, 56th Vegetable and Flower and 134th Annual Convention. The company logo icon will be clickable into whatever web link sponsor chooses to use.
- Company or product logo recognition included in printed convention literature wherever app is mentioned



### FARM & LAWN SEED CONFERENCE

Nov. 5 – 6, 2017

Westin Crown Center | Kansas City, Missouri

*This is a joint convention with the Western Seed Association's annual meeting. The convention draws seed producers mainly from the Midwest who focus on turf, forage and farm seeds. ASTA's programming is on the last two days of the conference.*



**Average Attendance:** 700

**Who Attends:** Executives, sales teams and purchasers

**Event Overview:** This conference is mainly comprised of trading and business appointments. Meetings of ASTA's Farm and lawnSeed Division, Environmental and Conservation Seed Committee, Cover Crop Working Group and a special Town Hall breakfast will feature speakers in various industry, government and regulatory roles. Several regional associations will also provide updates.

**Exhibits:** There are opportunities for up to fivetabletop and pop-up exhibit booths and appointment tables with a 2.5 day duration of display hours at the event.

### CSS 2017 & SEED EXPO

Dec. 4 – 8, 2017

Hyatt Regency Chicago | Chicago, Illinois

*This is the largest ASTA event and is also America's largest seed industry conference.*



CSS 2017  SEED EXPO  
DECEMBER 4-7, 2017 | CHICAGO, IL

**Average Attendance:** 2,800 - 3,000

**Who Attends:** Executives, agronomists, researchers, sales and marketing teams, operational/logistical employees and service providers

**Event Overview:** The conference is comprised of three elements: research conference sessions, ASTA topical breakout sessions and the Seed Expo. The educational sessions feature industry and university presentations on important issues such as breeding techniques and innovation, management and production, communications, seed treatments and more.

**Exhibits:** The Seed Expo showcases approximately 155 exhibitors serving all facets of the seed industry and includes several other features and services, including the ability to request affiliate event space, sponsored seminars or guest room suites for business appointments.

### 57th VEGETABLE & FLOWER SEED CONFERENCE

Jan. 27 – 30, 2018

Sheraton San Diego Hotel & Marina | San Diego, California

*ASTA's Vegetable & Flower Seed Conference is an intense networking event that has steadily increased in attendance during the past seven years. International attendance at this meeting continues to be strong, averaging ¼ of overall attendance.*

**Average Attendance:** 925

**Who Attends:** Vegetable and flower seed producers and service providers

**Event Overview:** Attendees will hear from leading industry, university and government speakers focusing on issues facing the vegetable and flower seed industry. Breakout sessions will cover a full range of topics from organic to biotechnology. The trading room, a focal point of this conference, is constantly filled to capacity with all-day networking, business appointments and exhibits.

**Exhibits:** Approximately 30 exhibitors and 100 reserved appointment tables make up the trading room area. Reserved tables allow companies to have an exclusive meeting space for use during the conference.



### POLICY & LEADERSHIP DEVELOPMENT CONFERENCE

(FORMER "ANNUAL CONVENTION")

June 9 – 13, 2018

Grand Hyatt Washington | Washington D.C.

*This is the only ASTA convention that brings all sectors of the seed industry together. This newly re-branded event, formerly known as the Annual Convention, brings together top executives and emerging professionals in an event that forwards essential seed industry policy while developing future leaders.*

**Average Attendance:** 350

**Who Attends:** All types of seed companies and service providers, from top industry executives to new hires

**Event Overview:** This special Washington D.C. version of the new ASTA Policy & Leadership Development Conference will include a day of advocacy appointments in our Nation's Capitol as part of ASTA's annual "Storm the Hill" endeavor. Leading up to "Storm the Hill," this crucial policy conference will bring you up to speed on the latest issues affecting your business and provide the opportunity to participate in ASTA's response to them. Participants will engage in science and policy discussions related to the development and free movement of quality seed worldwide. New association officers will also be installed for the coming year and several special events provide a variety of networking and sponsorship opportunities.

**Exhibits:** Approximately 16 exhibitors, mainly service and technology providers to the seed industry, participate in this convention.



ASTA'S POLICY & LEADERSHIP  
DEVELOPMENT CONFERENCE

JUNE 9-13, 2018 | WASHINGTON DC



## FARM & LAWN SEED CONFERENCE

### SPONSORS MENU

Nov. 5 – 6, 2017 | Westin Crown Center | Kansas City, Missouri



#### BASIC SPONSOR PACKAGE

Cost: \$250 or more

Sponsorship includes:

- Recognition on sign posted in networking/ educational session area
- Recognition on ASTA Farm and Lawn Seed Conference website
- Listing in the ASTA-produced agenda/program for the educational program

#### TOWN HALL BREAKFAST

COST: \$5,000

Sponsorship includes:

- Company representative may provide welcome/ promotional remarks at the beginning of the session
- Company logo on sign at entrance to breakfast
- Verbal thank you to sponsor from podium
- Plus Basic Sponsor Package

#### BADGE LANYARDS

COST: \$5,000

Sponsorship includes:

- ASTA will provide each convention attendee with a lanyard at registration that includes the sponsor's logo in one-color on one side
- Plus Basic Sponsor Package

#### REFRESHMENT BREAKS

COST: \$2,500 (Exclusive) OR \$1,000 (Partial)

- Company recognized on sign at refreshment buffet
- Plus Basic Sponsor Package





## CSS 2017 & SEED EXPO

### SPONSORS MENU

Dec. 4 – 8, 2018 | Hyatt Regency Chicago | Chicago, Illinois



**CSS 2017 & SEED EXPO**  
DECEMBER 4-7, 2017 | CHICAGO, IL

#### BASIC SPONSOR PACKAGE

**COST: \$250 OR MORE**

- Sponsor ribbons for company staff
- Company name listed on CSS 2016 & Seed Expo website and in Passport booklet
- Company name listed within convention registration area
- Company recognized on screen at general sessions

#### NEW! SEED EXPO CELEBRITY APPEARANCE

**COST: \$15,000**

ASTA will promote a celebrity appearance as a major special event on the show floor of this year's Seed Expo. Your company can serve as the host of this much-talked about feature!

- Company product or logo included on signs and in ASTA literature and website promoting event
- Company representative may introduce celebrity and offer a brief company overview at the beginning of the event
- Company logo included on digital "photo frames" for attendees

#### EXHIBITOR MARKETPLACE BAR HOST

(MULTIPLE SPONSORS ALLOWED)

**COST: \$7,500 (Exclusive) OR \$1,500 (Partial)**

The Exhibitor Marketplace serves as the grand opening of Seed Expo 2014 on Dec. 9 from 2:30 p.m. – 6:00 p.m. This is where seed companies and service providers debut their newest products and latest information. Don't miss this valuable opportunity to attach your name to the convention's main networking event!

#### Sponsorship includes:

- Company name and logo shown on bar signs
- Company name and logo on napkins
- Plus Basic Sponsor Package

#### SEED EXPO RECEPTION

**COST: \$7,500 (Exclusive) OR \$1,500 (Partial)**

The Seed Expo reception is held Dec. 7 from 5:00 – 6:30 p.m. It is the only ASTA hosted reception during CSS 2016 & Seed Expo and is given full prominence within convention materials.

#### Sponsorship includes:

- Company logo (exclusive) or name (partial) shown on bar signs
- Company logo (exclusive) or name (partial) on cocktail napkins
- Plus Basic Sponsor Package

#### MEDIA ROOM

**COST: \$6,000 (Exclusive)**

The media room provides a home for members of the press to sit down and conduct interviews, write and distribute stories, and catch up on their business. Press conferences will also be held here. Speakers may also preview their presentations.

#### Sponsorship includes:

- Company or product logo (exclusive) or name featured on sign at entrance to room
- Company or product logo (exclusive) or name (partial) featured on vertical banner behind podium in media room
- Company may opt to provide office supplies in media room
- Plus Basic Sponsor Package

## **NEW! GENERAL SESSION BALLROOM NAMING RIGHTS**

**COST:** \$6,000

Name the general session ballroom in your company's honor for ASTA's series of educational sessions at America's largest seed industry convention! This special new sponsorship opportunity allows you to promote your brand to the over 1,500 combined session attendees.

### **Sponsorship includes:**

- Company name/logo on entrance unit surrounding the main entrance doors of Grand Ballroom A/B at the Hyatt Regency Chicago, the location of ASTA's largest sessions across the week.
- Mentions of your company's ballroom name for every promotion of the largest sessions at the convention all week long.

## **SEED EXPO "SEED THE FUTURE" STUDENT POSTER PRESENTATION LUNCH RECEPTION**

**COST:** \$6,000

\*This sponsorship item is only available to exhibiting companies.

### **Sponsorship includes:**

- Company logo on buffet signs
- Verbal recognition in general session announcements
- Logo recognition in printed conference literature
- Plus Basic Sponsor Package

## **NEW! SPONSORED SEMINAR**

**COST:** \$5,000

For the first time, ASTA is now offering companies the opportunity to schedule and include your own program as part of the ASTA agenda. Seminars are subject to ASTA scheduling criteria, but will be permitted to use the ASTA general session stage and be included in the ASTA programs, online and in print, and promoted to all participants as part of the ASTA program. Program content is permitted to be commercial in nature, but a session description including speaker names must be submitted for approval to ASTA.

For more information on this special opportunity, contact Jennifer Crouse, ASTA Director, Meetings & Services, at [jcrouse@betterseed.org](mailto:jcrouse@betterseed.org).

## **PASSPORT BOOKLET**

**COST:** \$5,000 (Exclusive)

This palm-sized program guide provides attendees with the schedule at a glance, tickets for giveaways and other important conference information. This booklet will be in the hands of every attendee throughout the convention as their guide to the show.

### **Sponsorship includes:**

- Company logo featured on back cover of booklet as sponsor
- Company or product ad featured on inside front cover
- Plus Basic Sponsor Package

## **HYATT REGENCY CHICAGO HALLWAY DURATRANS (Six Available)**

**COST:** \$3,500 (Exclusive) or \$1,000 (Partial)

Attendees will see your company or product logo when they walk between the East and West Towers on the Bronze Level. These special backlit boxes allow for a large rectangular graphic.

### **Sponsorship includes:**

- Company graphic displayed and backlit within Duratran box in walkway connecting the two towers of the hotel
- Will be posted from Tuesday to Friday
- Plus Basic Sponsor Package

## **SEED EXPO GUIDE**

**COST:** \$3,500 (Exclusive) OR \$500 (one-page ad)

The Seed Expo Guide provides a directory with expanded descriptions and listings for all exhibitors, including booth number and company category. A great way to stand out amongst 150 exhibitor companies!

### **Sponsorship includes:**

- Company logo featured on back cover of booklet as sponsor
- Exclusive sponsor featured on inside front cover ad
- Plus Basic Sponsor Package

## NEW! "RED CARPET" WELCOME FLOOR LOGO AT ASTA REGISTRATION

COST: \$3,500 (Exclusive)

Attendees will see your company logo and message as they arrive at the registration desk in the East Tower meeting space.

### Sponsorship includes:

- Company or product logo on floor adhesive in front of registration desk
- Will be posted from Monday to Friday
- Plus Basic Sponsor Package

## COAT CHECK SPONSOR

COST: \$3,500

Be the hero of all participants as they arrive by offering them some additional comfort during their time at the convention, relieving them of the burden of carrying winter coats or heavy bags. Something that your colleagues will thank you for!

### Sponsorship includes:

- Company name and logo on sign at Coat Check, located in high-visibility spot next to ASTA registration desk
- Company logo featured in ASTA "Passport" program
- Coat check schedule included on ASTA website with sponsor recognition within the schedule-at-a-glance and convention app

## SEED EXPO REFRESHMENT BREAKS

(Two Available)

COST: \$3,500 (Exclusive) OR \$500 (Partial)

### Sponsorship includes:

- Company name and logo on buffet signs
- Choose from: Tuesday or Wednesday afternoon
- Plus Basic Sponsor Package

## SEED EXPO CONTINENTAL BREAKFAST

(Two Available)

COST: \$3,500 (Exclusive) OR \$500 (Partial)

### Sponsorship includes:

- Company name and logo on buffet signs
- Choose from: Wednesday or Thursday morning
- Plus Basic Sponsor Package

## BIODEGRADABLE CORN-BASED WATER CUPS

COST: \$3,500 (Exclusive)

### Sponsorship includes:

- Company or product logo on the cups displayed at every ASTA water station in meeting rooms and refreshment breaks
- Cups to be ordered and purchased by ASTA
- Plus Basic Sponsor Package

## PLASMA SCREENS

COST: \$3,000/COMPANY

### Sponsorship includes:

- Showcase your company logo and message on the wall near the elevator banks in the lobby at the Hyatt Regency Chicago
- Plus Basic Sponsor Package

## NEW! CHARGING STATION KIOSK

COST: \$3,000/COMPANY

### Sponsorship includes:

- Company graphics interlaid in power kiosk to assist attendees in keeping their devices charged during the day
- Plus Basic Sponsor Package

## BALLROOM LIGHTBOXES

COST: \$3,000/COMPANY

### Sponsorship includes:

- Showcase your backlit graphic on the wall outside the Grand Ballroom entrance doors, where important conference meetings such as the general sessions take place
- Plus Basic Sponsor Package



## HOSPITALITY HOST

COST: \$2,500 (Exclusive)

### Sponsorship includes:

- Welcome refreshments offered to attendees at ASTA registration desk
- Company or product logo listed as "host" on sign
- Written highlights in registration brochure and Passport booklet identifying company as hospitality host
- Company may provide logoed welcome giveaways at registration
- Plus Basic Sponsor Package

## SKYBRIDGE WINDOW CLINGS (Two Available)

COST: \$2,000 (plus cost of manufacturing graphics)

Attendees will see your company or product logo when they walk between the East and West Tower on the Blue Level.

### Sponsorship includes:

- Company or product logo on static window cling in the Skybridge walkway connecting the two towers of the hotel
- Up to 12 windows where cling can be repeated
- Will be posted from Tuesday to Friday
- Plus Basic Sponsor Package

## ASTA REGISTRATION DESK PROMO MONITORS

COST: \$1,000/COMPANY

### Sponsorship includes:

- Showcasing your company or product logo on a monitor above the ASTA registration desk
- Plus Basic Sponsor Package

## SEED EXPO ADHESIVE TABLE GRAPHICS

COST: \$1,000/COMPANY PER DAY

Networking tables within the Seed Expo will highlight your company's logo and message that attendees will see as they use tables for meals and meetings.

### Sponsorship includes:

- Adhesive table centerpiece with company logo and message
- Plus Basic Sponsor Package

## SEED EXPO HAPPY HOUR TICKETS

COST: \$500/COMPANY (LIMITED TO SEED EXPO EXHIBITORS ONLY)

ASTA will provide cash bars around the Seed Expo on the afternoons of Tuesday, Dec. 9 and Wednesday, Dec. 10. Buy your customers a drink with your compliments. You can also use this as a traffic builder if you promote this opportunity in a pre-show marketing message. Cost includes 50 drink tickets. Additional tickets may be purchased.

### Sponsorship includes:

- Special drink tickets with your company or product logo for distribution at your booth
- Plus Basic Sponsor Package

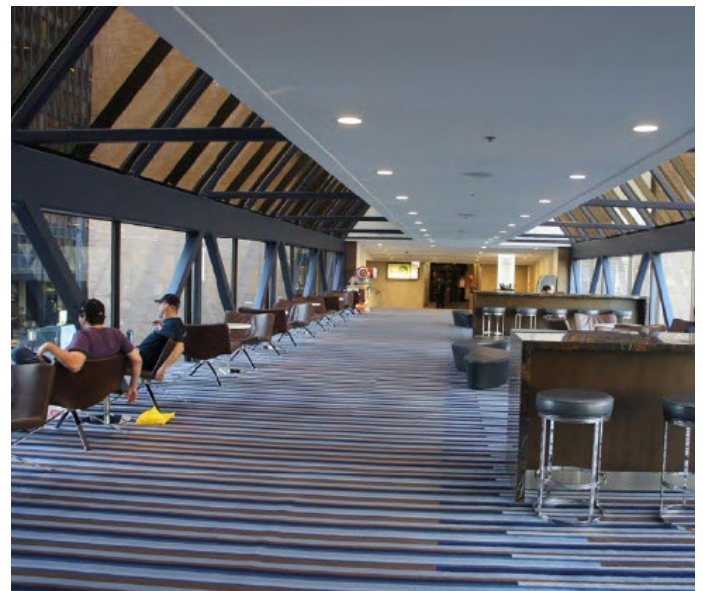
## SEED EXPO RECEPTION DOOR PRIZE

COST: \$250 (Plus cost of door prize)

Select and sponsor the Seed Expo door prize. Company must receive prior approval by ASTA. All trade show attendees are eligible.

### Sponsorship includes:

- Company name at entrance to Seed Expo reception
- Plus Basic Sponsor Package



## 57th VEGETABLE & FLOWER SEED CONFERENCE

### SPONSORS MENU

Jan. 27 – 30, 2018 | Sheraton San Diego Hotel & Marina



#### BASIC SPONSOR PACKAGE

**COST: \$250 OR MORE**

- Sponsor ribbons for company staff
- Company name listed on Vegetable & Flower Seed Conference website and in Passport booklet
- Company name listed within convention registration area
- Company recognized on screen at general sessions

#### NEW! TRADING ROOM LUNCH BUFFET

**COST: \$7,500 PER DAY**

Be the hero of all attendees by eliminating the need to interrupt business appointments to go find lunch. ASTA will have a gourmet lunch buffet set up in the middle of the Trading Room for attendees to enjoy without additional cost!

- Company logo recognized in the ASTA passport program
- Company logo on signs at lunch buffet
- Company verbally thanked in General Session
- Company logo on napkins on lunch buffet

#### NEW! NETWORKING CRUISE IN SAN DIEGO BAY

**COST: VARIOUS PRICING BASED ON SIZE**

Offer your industry colleagues a memorable experience during their trip to San Diego by taking them out on the water in a luxury yacht, complete with refreshments. Cruise scheduling subject to ASTA approval and yacht availability. Contact Jennifer Crouse at [HYPERLINK "mailto:jcrouse@betterseed.org" jcrouse@betterseed.org](mailto:jcrouse@betterseed.org) for more information on yacht availability and pricing.

##### Sponsorship includes:

- Your networking cruise will be listed in the ASTA program with sponsorship recognition
- ASTA will include an article on your sponsored cruise in the Seed Daily E-News the morning after your cruise
- Company logo on sign as guests enter boat
- Your company may include special videos, literature, messaging on the boat for duration of cruise

#### TRADING ROOM

**COST: \$5,000 (Exclusive) OR \$500 (Partial)**

##### Sponsorship includes:

- Company name printed on signs at trading room entrance
- Plus Basic Sponsor Package

#### CONTINENTAL BREAKFAST (Two Available)

**COST: \$3,000 (Exclusive) OR \$500 (Partial)**

##### Sponsorship includes:

- Company or product logo (exclusive) or name (partial) on buffet signs and cocktail tables
- Choose from: Monday or Tuesday
- Plus Basic Sponsor Package

## HOSPITALITY CENTER HOST (Two Available)

COST: \$2,500 EACH

### Sponsorship includes:

- Company may provide welcome gifts (to be purchased by sponsoring company and approved in advance by ASTA)
- Chose from: Saturday or Sunday
- Company name listed on sign at entrance
- Plus Basic Sponsor Package

## NEW! "Red Carpet" Welcome Floor Logo at ASTA Registration

COST: \$2,000 (Exclusive)

Attendees will see your company logo and message as they arrive at the registration desk near the Trading Room.

### Sponsorship includes:

- Company or product logo on floor adhesive in front of registration desk
- Will be posted from Saturday to Tuesday
- Plus Basic Sponsor Package

## TRADING ROOM ENTRANCE FLOOR LOGOS

COST: \$2,000

Display your company or product logo leading into the main entrance of the Trading Room where attendees will notice every time they enter.

### Sponsorship includes:

- Company or product logo on floor adhesive leading to the main entrance of the Trading Room.
- Plus Basic Sponsor Package

## REFRESHMENT BREAKS (Three Available)

COST: \$2,000 (Exclusive) OR \$500 (Partial)

### Sponsorship includes:

- Company name and logo on buffet signs
- Choose from: Sunday afternoon, Monday morning, or Monday afternoon
- Plus Basic Sponsor Package

## NEW! REGISTRATION AREA PROMOTIONAL SIGNAGE

COST: \$1,000

Add your company's banner's literature table to the registration foyer area of the conference for maximum, singled-out exposure to your brand before attendees enter the large Trading Room area!

### Sponsorship includes:

- Your company may set up vertical banners, up to three total (must be free-standing) and a 6' literature display table to be included in the ASTA registration foyer area
- Setup and tear-down in the responsibility of the sponsor

## TRADING ROOM PRIZE PROMOTION

COST: \$500

Call extra attention to your exhibit or appointment table in the Trading Room by offering a show special to your fellow attendees.

### Sponsorship includes:

- ASTA promotional flyer distributed to every attendee from ASTA registration desk to announce your prize, special and giveaway time.
- Plus Basic Sponsor Package

## TRADING ROOM HAPPY HOUR TICKETS

COST: \$500/COMPANY

(LIMITED TO EXHIBITORS ONLY)

ASTA will provide cash bars around the Trading Room on three afternoons during the conference. Buy your customers a drink with your compliments. You can also use this as a traffic builder if you promote this opportunity in a pre-show marketing message. Cost includes 50 drink tickets. Additional tickets may be purchased.

### Sponsorship includes:

- Special drink tickets with your company or product logo for distribution at your booth.
- Plus Basic Sponsor Package



## NEW! POLICY & LEADERSHIP DEVELOPMENT CONFERENCE

### SPONSORS MENU

June 9 – 13, 2018 | Grand Hyatt Washington | Washington D.C.



ASTA'S POLICY & LEADERSHIP  
DEVELOPMENT CONFERENCE

JUNE 9-13, 2018 | WASHINGTON DC

#### BASIC SPONSOR PACKAGE

COST: \$500 or more

- Sponsor ribbons for company staff
- Company name listed on the annual convention website and in Passport booklet
- Company name listed within convention registration area
- Company recognized on screen at general sessions

#### GALA BANQUET

COST: \$15,000

The Gala Banquet is a night of celebration, recognition and the ceremonial swearing in of the new officer team. Featuring a gourmet meal, special presentations to the top achievers for the year, and wrapping up by dancing the night away, the Gala Banquet provides participants with the sense of ASTA community like no other event.

##### Sponsorship includes:

- Company name and logo featured on entrance sign
- Company name and logo featured in Gala Banquet program
- Verbal recognition of sponsor in announcements
- Company may provide a take-away gift for attendees
- Plus Basic Sponsor Package

#### OPENING GENERAL SESSION BREAKFAST

COST: \$10,000

ASTA's Opening General Session is the most prominent session held during the annual convention, featuring the top keynote presentation for the week and a ceremonial color guard kickoff followed by a plated breakfast.

##### Sponsorship includes:

- Company name and logo on entrance sign
- Company name and logo in Opening General Session program
- Verbal recognition in stage announcements
- Plus Basic Sponsor Package

#### GALA BANQUET ENTERTAINMENT

COST: \$5,000

This year's featured entertainment during the Gala Banquet, providing the music for the very popular dance floor, will be Oregon-based band Soul Vaccination, a favorite of ASTA Chair Risa DeMasi. Don't miss this opportunity to be the brand behind the band that will create one of the best memories of the week for attendees.

##### Sponsorship includes:

- Company name and logo featured in Gala Banquet program
- Verbal recognition of sponsor in announcements
- Plus Basic Sponsor Package

#### PASSPORT BOOKLET

COST: \$5,000 (Exclusive)

This palm-sized program guide provides attendees with the schedule at a glance, tickets for giveaways and other important conference information. This booklet will be in the hands of every attendee throughout the convention as their guide to the show.

##### Sponsorship includes:

- Company logo featured on back cover of booklet as sponsor
- Company or product ad featured on inside front cover
- Plus Basic Sponsor Package

## BANQUET RECEPTION

COST: \$3,000

Your company can be the host for the cocktail hour preceding the Gala Banquet, when attendees greet each other to mix and mingle at the beginning of an enjoyable evening.

### Sponsorship includes:

- Company name and logo featured in Gala Banquet program
- Company name and logo shown on bar signs
- Company name and logo on bar napkins
- Plus Basic Sponsor Package

## GARY ARTHUR MEMORIAL 5K FUN RUN/WALK

COST: \$2,500 (Exclusive) OR \$500 (Partial)

Named in honor of Gary Arthur, ASTA's First Vice Chairman in 2006, whose family loved the ASTA 5K Fun Run and whose passing came far too soon, this enjoyable family event brings an element of camaraderie and healthy activity to the convention. You don't have to be a marathon runner to participate – this fun run is often walked by participants who enjoy the chance to relax and get to know other ASTA participants while enjoying the outdoors and the destination.

### Sponsorship includes:

- T-shirts with company name and logo (designed and ordered by ASTA)
- Company name on event signs
- Plus Basic Sponsor Package

## CONTINENTAL BREAKFAST (Two Available)

COST: \$2,500 (Exclusive) OR \$1,000 (Partial)

### Sponsorship includes:

- Company name and logo on buffet signs
- Choose from: Sunday or Tuesday
- Plus Basic Sponsor Package

## REFRESHMENT BREAKS (Four Available)

COST: \$2,500 (Exclusive) OR \$500 (Partial)

### Sponsorship includes:

- Company name and logo on buffet signs
- Choose from: Monday morning, Monday afternoon, Tuesday morning, or Tuesday afternoon
- Plus Basic Sponsor Package



## FUSE; FUTURE SEED EXECUTIVES

FuSE focuses on connecting and supporting seed industry professionals with fewer than seven years of seed industry experience. There are many ways to support FuSE's events and programs either financially or by sharing expertise or other non-monetary assistance.



### EDUCATIONAL UNITS

One to two day workshops co-hosted by ASTA member companies. A typical event showcases the host company's business and operations. The educational units are designed as regional opportunities to expand learning, promote networking and improve general understanding of the seed industry.

### ROUND TABLE DISCUSSIONS

Conference calls and webinars moderated by industry members, these discussions aim to educate future seed executives on recent major events and trends in the industry. Each conference call lasts approximately one hour and focuses on a specific topic.

### OFFICE HOURS

One-hour conference calls led by an individual seed industry leader who shares his or her personal career journey.

### CAMPUS CONNECTIONS

Awards grants, covering the costs of attending the ASTA Annual Convention, to university undergraduate students interested in a career in the seed industry. In addition to the grant, each student will be paired with an industry member who will be a mentor during the convention.

### GENERAL SPONSORSHIPS

PLATINUM (\$5,000)

GOLD (\$2,500)

SILVER (\$1,500)

BRONZE (\$500)

OTHER: \_\_\_\_\_

- Campus Connections Sponsor-A-Student \$1,700 (includes student airfare, lodging, ASTA registration, and some meals)
- Sponsor a FuSE reception at an ASTA event: \$1,000 (logo displayed on reception sign and/or recognized at welcome speech, company reps welcome to attend)

### OTHER WAYS TO SUPPORT FuSE

- Be a FuSE advocate and encourage those in your company to attend FuSE events.
- Host an educational unit.
- Provide industry insight and suggestions for programs, events and topics for educational units and RTDGs.
- Consider being a mentor for a Campus Connections student.
- Follow FuSE on Facebook to keep up to date on events.
- Include FuSE events in your new employee training programs and personal development plans.



## FIRST – THE SEED FOUNDATION

First the Seed Foundation (FTSF) is a not-for-profit organization established in 2008 by the American Seed Trade Association.



### OUR MISSION

To conduct education, outreach, and communication on the value of crops and food produced from seed.



### OUR GOALS

- To attract the best and brightest minds to agricultural fields of study
- To teach students, communities, and consumers in the U.S. and abroad about the impact that seed-derived products have on their daily lives.
- To provide improved economic research to illustrate the value and importance of the seed industry to consumers and the agricultural community.
- To increase awareness among American consumers and students of the science that the seed industry is evolving, and that changing needs in agricultural education programs in plant breeding, genetics and seed science must be met if we are to keep pace with new global demands.
- To create new avenues to enable the seed industry to bring meaningful economic and philanthropic impacts to both the developed and developing world through improved agriculture production from improved seed.

The Foundation fully operates on tax deductible donations with less than 10% going to overhead expenses.

**An investment in our Foundation is an investment in your future.**

**Donations begin at \$250.**

## SPONSOR COMMITMENT FORM

- Conference:**  2017/18 Annual Sponsor  
 Farm & Lawn Seed Conference • Nov. 5 - 6, 2017 • Kansas City, MO  
 CSS 2017 & Seed Expo • Dec. 4 - 8, 2017 • Chicago, IL  
 57<sup>th</sup> Vegetable & Flower Seed Conference • Jan. 27 - 30, 2018 • San Diego, CA  
 Policy & Leadership Development Conference • June 9 - 13, 2018 • Washington D.C.  
 Future Seed Executives  
 First – the Seed Foundation

Yes, I would like to sponsor the following event\*: \_\_\_\_\_

Time slot (where applicable): \_\_\_\_\_

Amount: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Website URL: \_\_\_\_\_

*\*NOTE: Event sponsorship is not guaranteed available until confirmed by the ASTA office.*

*My signature below affirms that I have read the document outlining the recognition package I will receive for my sponsorship in addition to the Sponsorship Rules and Regulations and that I agree to all terms.*

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please return to Jennifer Crouse at the ASTA office:**

Phone: (703) 837-8140 Fax: (703) 837-9365 Email: [jcrouse@betterseed.org](mailto:jcrouse@betterseed.org)

1701 Duke Street, Suite 275, Alexandria, VA 22314

## SPONSORSHIP RULES AND REGULATIONS

*Previous sponsors of specific events are granted a first right of refusal for their specific item before it is released and available to a new sponsor. Once released, sponsorships are awarded on a first-come, first-served basis.*

*New sponsorship ideas are encouraged. If any company would like to make a special request, please contact the ASTA office for approval. Sponsorship of all items must be for the exact amount stated on the following menu. Companies are prohibited from any embellishing of their recognition package through the use of their own promotional materials without prior written approval by ASTA. For any sponsorship questions or concerns, please contact Jennifer Crouse, ASTA Director of Meetings and Services, at (703) 837-8140 or [jcrouse@betterseed.org](mailto:jcrouse@betterseed.org).*

- a. Sponsorships must be paid in full 30 days prior to the convention to ensure full recognition to the sponsoring company.*
- b. Sponsors begin receiving recognition on the ASTA website immediately upon completion of this form. Thus, sponsorships may not be canceled and are not eligible for a refund.*

# betterseed.org

Connect with us:



Farm and Lawn  
Seed Conference

November 5-6, 2017 • Kansas City, MO



CSS 2017 & SEED EXPO  
DECEMBER 4-7, 2017 | CHICAGO, IL



ASTA'S POLICY & LEADERSHIP  
DEVELOPMENT CONFERENCE

JUNE 9-13, 2018 | WASHINGTON DC



asta  
January 27 - 30, 2018  
San Diego

BETTER SEED. BETTER LIFE.



1701 Duke Street, Suite 275 | Alexandria, VA 22314

Phone: (703) 837-8140 | Fax: (703) 837-9365