



CALENDAR OF MEETINGS

THE AMERICAN SEED TRADE ASSOCIATION

FARM & LAWN SEED CONFERENCE

NOV. 5 - 6, 2017

Westin Crown Center | Kansas City, MO
Held in conjunction with the Western Seed Association

CSS 2017 & SEED EXPO

DEC. 4 - 7, 2017

Hyatt Regency Chicago | Chicago, IL

57th VEGETABLE & FLOWER SEED CONFERENCE

JAN. 27 - 30, 2018

Sheraton San Diego Hotel & Marina | San Diego, CA

POLICY & LEADERSHIP DEVELOPMENT CONFERENCE

JUNE 9 - 13, 2018

Grand Hyatt Washington | Washington, DC

FARM & LAWN SEED CONFERENCE

NOV. 4 - 5, 2018

Westin Crown Center | Kansas City, MO
Held in conjunction with the Western Seed Association

CSS 2018 & SEED EXPO

DEC. 3 - 6, 2018

Hyatt Regency Chicago | Chicago, IL

58th VEGETABLE & FLOWER SEED CONFERENCE

FEB. 2 - 5, 2019

Hyatt Regency Grand Cypress | Orlando, FL

POLICY & LEADERSHIP DEVELOPMENT CONFERENCE

JUNE 15 - 19, 2019

Denver Marriott City Center | Denver, CO

CSS 2019 & SEED EXPO

DEC. 9 - 12, 2019

Hyatt Regency Chicago | Chicago, IL

59th VEGETABLE & FLOWER SEED CONFERENCE

FEB. 1 - 4, 2020

Monterey Conference Center | Monterey, CA

Save the Date!





REFERENCE GUIDE TO ASTA MEETINGS

THE AMERICAN SEED TRADE ASSOCIATION

VEGETABLE & FLOWER SEED CONFERENCE

This conference is held in late January or early February for four days (typically Saturday-Tuesday).

WHO ATTENDS: Approximately 950 vegetable seed producers and service providers from more than 20 countries.

ABOUT THE CONFERENCE: This conference features leading industry, university and government speakers on a range of topics from organic production to plant breeding innovation and much more. The Trading Room, a focal point of the conference, is the networking hub of conference activity, with all-day networking and global business opportunities.

EXHIBITORS/SPONSORSHIPS: The Trading Room offers 30 exhibit locations and 100 appointment table locations. Attendees set a busy appointment schedule beginning each Fall with participating companies. A full sponsorship menu is available.

POLICY AND LEADERSHIP DEVELOPMENT CONFERENCE

The original ASTA convention (held each year since 1883), this event was formerly known as the Annual Convention and is held in mid to late June for five days (typically Saturday-Wednesday).

WHO ATTENDS: About 350 participants from all sectors of the seed industry, from top executives to new hires.

ABOUT THE CONFERENCE: The only ASTA conference that brings together all sectors of the seed industry, this conference has recently been re-tooled to focus on advancing policy initiatives and developing future leaders. Sessions cover a variety of topics from plant breeding innovation, domestic and international policy and communications to leadership and management skills. Special events, such as the welcome reception, 5K Fun Run and Gala Banquet provide an opportunity to mingle and meet members.

EXHIBITORS/SPONSORSHIPS: The convention offers a full menu of sponsorship opportunities and approximately 20 exhibit locations.

SPECIAL NOTES: This convention is the ceremonial event where ASTA officers rotate positions and a new chairman of the board is installed.

FARM & LAWN SEED CONFERENCE

Convened in Kansas City each year in early November, this conference is held jointly with the Western Seed Association's Annual Meeting.

WHO ATTENDS: This conference draws more than 600 seed producers, mainly from the Midwest, who focus on turf, forage and farm seeds. Attendees include everyone from executives and sales teams to purchasers.

ABOUT THE CONFERENCE: ASTA programming is held for two days and includes meetings of the Farm and Lawn Seed Division leadership, the Environmental and Conservation Seed Committee and an ASTA "Town Hall" breakfast session. These meetings feature timely speakers in various roles from government and regulatory to industry experts.

EXHIBITORS/SPONSORSHIPS: There are several tabletop exhibit opportunities for companies, appointment tables and a variety of sponsorship opportunities.

CSS & SEED EXPO (CORN, SORGHUM AND SOYBEAN SEED RESEARCH CONFERENCE)

America's largest seed industry convention, ASTA's CSS & Seed Expo is held each year at the Hyatt Regency Chicago in early December.

WHO ATTENDS: Approximately 3,000 executives, agronomists, public and private sector researchers, sales and marketing teams, students, operational/logistical employees, and service providers. Participants focus mainly on field crops in the Midwestern United States, but overall attendance comprises delegates from over 20 countries. Crop focus areas include corn, sorghum and soybeans, wheat, rice, cover crops.

ABOUT THE CONFERENCE: Five intense days (Monday- Friday) of education and networking opportunities provide attendees with the latest updates on key seed industry issues and an unparalleled sales and marketing opportunity. Topics include the global ag economy, seed treatment, plant breeding innovation, phytosanitary issues, intellectual property rights, cover crops, business management topics and much more.

EXHIBITORS/SPONSORSHIPS: The Seed Expo comprises more than 150 exhibitors, including large equipment, with meeting suites for business appointments. A variety of sponsorships are available.