



ASTA'S 134th ANNUAL CONVENTION EXHIBIT REGISTRATION

ASTA's Annual Convention has emerged as the association's most influential policy event, bringing together top executives in the U.S. seed industry to discuss the most essential issues facing today's seed industry. It is the only convention to convene all seed sectors and nearly every committee and division of the American Seed Trade

Association. The 134th Annual Convention, being held June 21 - 24, 2017 at the Minneapolis Marriott City Center, offers ASTA members and attendees the opportunity to take advantage of the greater company attendance that is typically seen when this event is held in the Midwest, where 2/3 of ASTA member companies reside. ASTA will position its exhibits in the ballroom foyer for maximum exposure to attendees. Featuring a number of networking special events and a free delegate registration with each exhibit booth, the Annual Convention offers a great value for your investment!

Exhibitor Information

Tabletop or pop-up exhibits will be located in the Grand Portage Ballroom pre-function area of the Minneapolis Marriott City Center. Floor plan: <http://s15.a2zinc.net/clients/amseed/AC17/Public/eventmap.aspx?shmode=E>

<p>Hours:</p> <p><u>Wednesday, June 21</u></p> <p>7:00 a.m. - Noon Exhibitor Setup</p> <p>Noon – 5:00 p.m. Exhibits Open</p> <p><u>Thursday, June 22</u></p> <p>7:00 a.m. – 5:00 p.m. Exhibits Open</p> <p><u>Friday, June 23</u></p> <p>7:00 a.m. - 4:00 p.m. Exhibits Open</p> <p>4:00 p.m.- 5:00 p.m. Exhibitor Tear Down</p>	<p>What's Included:</p> <p>Exhibit spaces are 6' wide (tabletop) or 10' wide (pop-up) and include:</p> <ul style="list-style-type: none"> • One 6' skirted table with two chairs • Electrical power (if requested) • Company name on ASTA Annual Convention website • Company description in the ASTA program of events • Wireless Internet access
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Why Should You Exhibit?

-Audience: The ASTA Annual Convention brings together a diverse audience of chief policy decision makers from a variety of industry perspectives. Attendance is typically between 350-400 seed industry representatives.

-Value: The price of your exhibit includes a complimentary registration to the conference, pre- and post-attendee lists, a company listing in the convention registration brochure and on the convention website, and a full company description in the program of events at the show.

-Exposure: The exhibit location is part of the ASTA registration foyer, which ensures convention attendees at your booth. A number of other features are also in the area, including wireless Internet access, a cyber cafe, business center, and refreshments.

-Priority Status: Exhibitors have right of first refusal for next year.

EXHIBIT SPACE APPLICATION

Company: _____

Address: _____

City/State or Province/Zip: _____

Phone: _____ Email: _____

Exhibit Contact: _____

Companies to be separated from: _____

Fee Summary:

ASTA Members:

☐ Tabletop: \$600

☐ Pop-up Booth: \$800

Non-Members:

☐ Tabletop: \$800

☐ Pop-up Booth: \$1,000

Cancellation of this booth reservation must be received in writing no later than May 21, 2017 and will be eligible for a refund less a \$200 cancellation fee. Cancellations made after May 21, 2017 will not be eligible for a refund. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless ASTA, the Hotel, its owner, and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims. Booth reservations must be paid in full by May 21, 2017. Prices above are in U.S. dollars.

Payment Method:

_____ Check (payable to American Seed Trade Association)

_____ Credit Card (American Express, MasterCard or VISA)

Card Number: _____ CVC Code: _____ Exp: _____

Name on Card: _____

Signature: _____

SIGNATURE: I have read and agree to the terms of this agreement:

_____ Date: _____

Email, mail or fax registration to:

American Seed Trade Association, Attn: Jennifer Crouse

1701 Duke Street, Suite 275, Alexandria, VA 22314-2875

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

Email: jcrouse@betterseed.org