

2016/2017

SPONSORSHIP PROSPECTUS



**BETTER
SEED**

**BETTER
LIFE**

asta

american
seed trade
association



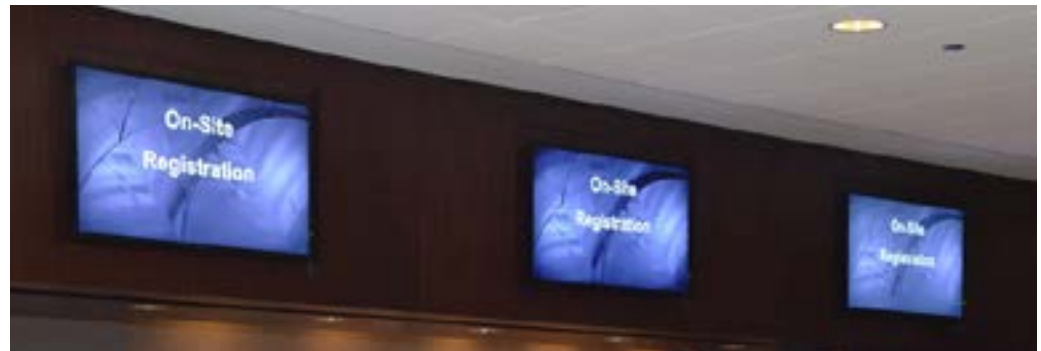
The American Seed Trade Association (ASTA) is excited to unveil its sponsorship opportunities for the 2016/17 meeting year. ASTA members are at the heart of all association activities. Our sponsorship menu has been crafted so all types of ASTA member companies and friends can actively support the seed 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@amseed.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.



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.

FARM & LAWN SEED CONFERENCE

Nov. 6 – 7, 2016

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 Seed Division, Lawn Seed Division, Environmental and Conservation Seed Committee 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 five tabletop exhibits.

CSS 2016 & SEED EXPO

Dec. 5 – 9, 2016

Hyatt Regency Chicago | Chicago, Illinois

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

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 two research conferences feature industry and university presentations on important issues such as breeding techniques and innovation, management and production, agronomy, 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 meeting suites, which can be reserved by the hour or for the duration of the Seed Expo for business appointments.

71ST CORN & SORGHUM SEED RESEARCH CONFERENCE
46TH SOYBEAN SEED RESEARCH CONFERENCE • SEED EXPO 2016

CSS 2016 & SEED EXPO

DECEMBER 5-9, 2016 | CHICAGO, IL

56th VEGETABLE & FLOWER SEED CONFERENCE

Jan. 28 – 31, 2017

Disney's Yacht & Beach Club | Orlando, Florida

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: 850

Who Attends: Vegetable and flower seed producers and service providers

Event Overview: Attendees will hear from leading industry 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. This year's event will also include exclusive opportunities for vegetable & flower seed industry professionals to tour Disney's agricultural sciences area, "Behind the Seeds" tour and a visit to Disney's own All-America Selections trial garden and greenhouses.

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.



134th ANNUAL CONVENTION

June 21 – 24, 2017

Minneapolis Marriott City Center | Minneapolis, Minnesota

This is the only ASTA convention that brings all sectors of the seed industry together. Typically attended by the industry's top executives, education, debate and seed industry policy development are on the agenda each June at ASTA's annual convention.

Average Attendance: 400

Who Attends: All types of seed companies and service providers, mainly executive management

Event Overview: The theme for Minneapolis, "Voyage to Better Seed," represents the collective steps each of us are taking now to meet the world's demands for food, feed, fiber and fuel in the not-too distant future. As our industry continues to innovate with new breeding techniques and global business strategies, new communications initiatives are helping to tell the seed industry story to bridge the knowledge gap between industry and consumer. 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.



FARM & LAWN SEED CONFERENCE

SPONSORS MENU

Nov. 6 – 7, 2016 | 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