

BETTER SEED.
BETTER LIFE.

CSS & SEED EXPO 2019

DECEMBER 9-12, 2019 | CHICAGO, IL

AMERICA'S LARGEST SEED INDUSTRY CONFERENCE

asta



GROWING TOGETHER

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american
seed trade
association

ASTA's Policy & Leadership
Development Conference



AOSA/SCST
Annual Meeting

2020

JW Marriott Indianapolis • June 13 - 17

2019/2020 SPONSORSHIP PROSPECTUS

asta

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The American Seed Trade Association (ASTA) is excited to unveil its sponsorship opportunities for the 2019/20 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 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 three 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, 2019 to June 30, 2020 and should be confirmed by October 1, 2019.

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 2020
- 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

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 SOCIAL MEDIA NETWORKING SPONSOR

COST: \$10,000

ASTA is now offering a social connections platform where attendees can connect, once registered, to other registrants and also promote their attendance to their entire social media networks on Facebook and Linked In. A definite far-reach for sponsorship messaging!

Includes:

- Company or product logo on banner of ASTA registration promotional message
- Company or product logo included in all ASTA promotions throughout the year linking to social media registration links
- 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.

Includes:

- Company or product logo displayed on the official ASTA year-round app 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



CSS & SEED EXPO 2019

December 9–12, 2019

Hyatt Regency Chicago | Chicago, Illinois

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



Average Attendance: 2,300 - 2,500

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.

59th VEGETABLE & FLOWER SEED CONFERENCE

Feb. 1–4, 2020

Monterey Conference Center | Monterey, CA

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: 950

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

JOINT CONVENTION WITH AOSA/SCST

June 13–17, 2020

J.W. Marriott Indianapolis | Indianapolis, IN

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: 400 (Joint event)

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

Event Overview: Heading into its third year after rave reviews on the 2019 event, the new Policy & Leadership Development Conference is an educational and networking opportunity for current and future seed industry leadership. Policy discussions on the industry challenges ahead combine with special leadership development sessions for your company's rising stars. An innovative design, including the very popular "PL/DC Lightning Talks" series, connects seed industry executives to the next generation in a mutual-learning experience.

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



CSS & SEED EXPO 2019

SPONSORS MENU

Dec. 9–12, 2019 | Hyatt Regency Chicago • Chicago, Illinois



BASIC SPONSOR PACKAGE

COST: \$250 OR More

Sponsorship includes:

- 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

VIP REGISTRATION AREA TO VIP CONNECTIONS LOUNGE

COST: \$10,000

ASTA will have a new welcome area for delegate registrants (the majority registration type), who will have special added services available as part of their registration. Add your brand to this new “surprise and delight” show feature!

Sponsorship includes:

- Company product or logo included on signs
- Company may provide a logo welcome gift and/or literature to attendees at registration
- Company recognized on badge holder

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

NEW! ELEVATOR GRAPHICS

COST: \$3,500 (In East or West) OR \$6,500 (For both towers)

Full-door graphics will be affixed to the outer doors of the elevators at the Hyatt Regency Chicago. A promotion that is surely not to be missed!

Sponsorship includes:

- Your choice of full color graphics
- Sponsor is responsible for production and installation/dismantle
- Plus basic sponsor package

NEW! CHICAGO MARKET COFFEE SHOP MEETUP AREA

COST: \$6,000 (Plus Graphics)

Setup your company as one of the first things attendees will see in the seating area outside Chicago Market, the Hyatt Regency Chicago's quick-service coffee and food market just inside its front entrance. Special branding graphics can feature your company logo as you provide a place for attendees to gather and say hello.

Sponsorship includes:

- Company logo on coffee sleeves for coffee sold in Chicago Market
- Company may brand an entrance area to the market for maximum visibility
- Company may opt to provide light hosted refreshments (at sponsor's cost)
- Company may partner with Chicago Market to designate a company-specific “signature drink” on the menu

NEW! THE NASCAR EXPERIENCE



PLATINUM SPONSOR – \$15,000 (Exclusive)

This is a great opportunity to increase your exposure, meet face-to-face with attendees and take center stage as the exclusive and top sponsor of the multi-level NASCAR simulator sponsorship.

Sponsorship includes:

- Logo placement on hood of the car
- Full page ad in the Official Show Directory
- 1-hour exclusive use of simulator for VIP customers
- Sponsor-produced giveaways for distribution (optional)
- Logo placement on Pitstop Pass
- Logo placement on Pitstop Crew polos
- Post-show leads from simulator participants
- Mentioned as sponsor in press release
- 2 Meter Board signs highlighting the NASCAR Experience with sponsor's logo, located at Registration
- Mentioned as sponsor on ASTA website
- Mentioned as sponsor on ASTA e-blast
- Logo included in NASCAR Experience ad in the Official Show Directory



GOLD SPONSOR – \$5,000 (Limited to 2)

Available to 2 exhibitors, this second level of the NASCAR simulator sponsorship will boost your visibility through multiple marketing benefits.

Sponsorship includes:

- Logo placement on quarter panel or deck lid of the car
- Quarter page ad in the Official Show Directory
- Sponsor-produced giveaways for distribution
- Logo placement on Pitstop Pass
- Logo placement on Pitstop Crew polos
- Post-show leads from simulator participants
- Mentioned as sponsor in press release
- 2 Meter Board signs highlighting the NASCAR Experience with sponsor's logo, located at Registration
- Mentioned as sponsor on ASTA website
- Mentioned as sponsor on ASTA e-blast
- Logo included in NASCAR Experience ad in the Official Show Directory17.



SILVER SPONSOR – \$3,000 (Limited to 2)

Build brand name recognition with this third level of the NASCAR simulator sponsorship that is available to 2 exhibitors.

Sponsorship includes:

- Logo placement on a back quarter panel of the car
- Logo placement on Pitstop Pass
- Logo placement on Pitstop Crew polos
- Post-show leads from simulator participants
- Mentioned as sponsor in press release
- 2 Meter Board signs highlighting the NASCAR Experience with sponsor's logo, located at Registration
- Mentioned as sponsor on ASTA website
- Mentioned as sponsor on ASTA e-blast
- Logo included in NASCAR Experience ad in the Official Show Directory



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

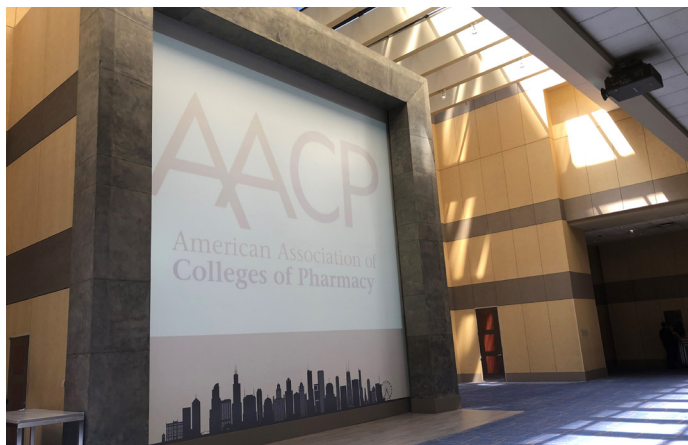
NEW! WEST TOWER LOBBY JUMBO GRAPHIC

COST: \$6,000

Be the first to ASTA company to own a brand new and HUGE graphic display in front of the Crystal Ballroom on the Hyatt Regency Chicago's West Tower main street level! Your company will be sure to stand out and serve as a large conversation piece!

Sponsorship includes:

- Company logo display on oversized graphic array
- Company thanked in ASTA program



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

SPONSORED COMPANY 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.

OFFICIAL ASTA PROGRAM OF EVENTS

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

NEW! "FEEL THE POWER" SPONSOR

COST: \$4,000 (Plus cost of wine)

Be the hero of ASTA session attendees by sponsoring power strips in the seating area of each session room. No longer will participants have to find a place or give up time to recharge their device during the day!

Sponsorship includes:

- Company logo on branded power strips
- Company thanked in session announcements
- Plus Basic Sponsor package
- Company

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

NEW! GALLERY NETWORKING AREA

COST: \$3,500 (Plus Graphics)

Your company can brand one of the newest areas of the Hyatt Regency Chicago, which has become one of the most popular locations as a new meeting rooms area. The Gallery networking lounge has multiple tables, with outlets, and refreshment vending machines provided by the Hyatt that are available, and utilized, 24 hours a day.

Sponsorship includes:

- Company may brand tables with custom graphics/logos
- Company may provide logo table toppers
- Company may provide logo take-aways if desired

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

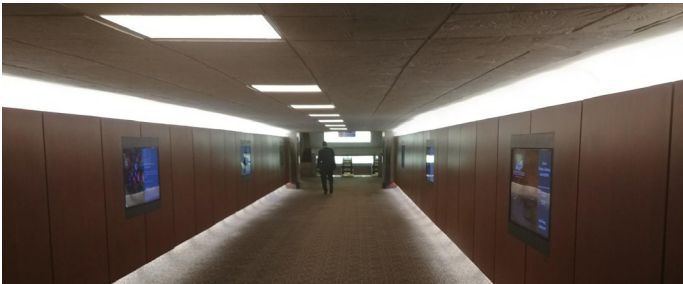
NEW! HYATT TOWER CONNECTOR CORRIDOR MONITOR SCREENS

COST: \$3,000

The indoor connection between the East and West Towers of the Hyatt Regency Chicago, used all day each day during ASTA's CSS & Seed Expo, have this year been outfitted with a series of new flat screen monitors, awaiting your company's graphics or video files! Be the first ASTA company to own this new sponsorship option at the Hyatt Regency Chicago!

Sponsorship includes:

- Company graphic or video file shown on all screens (up to 3 options allowed; no audio permitted on the video file)
- 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

SKYBRIDGE WINDOW CLINGS (Two Available)

COST: \$3,000 (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 Monday to Thursday
- 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

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 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

59th VEGETABLE & FLOWER SEED CONFERENCE

SPONSORS MENU

Feb. 1–4, 2020 | Monterey Conference Center • Monterey, California



BASIC SPONSOR PACKAGE

COST: \$250 OR More

Sponsorship includes:

- 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! JUMBO Entrance Graphic Sponsor

COST: \$6000 (Each) OR \$15,000 (Exclusive)

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!

Sponsorship includes:

- Company graphics displayed from Saturday to Tuesday of the conference dates
- Graphics creation and labor are responsibility of sponsor
- ASTA sponsor recognition on screen in general session
- Plus Basic Sponsor Package

* NOTE: Other graphic locations around the Monterey Conference Center available for a range between \$3000 - \$5000; inquire about graphics options to jcrouse@betterseed.org.



NEW! TRADING ROOM FOYER GRAPHICS

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

Get your brand in front of all participants by designating the huge Trading Room foyer surfacing with your company logo! Options include two-story pillars, wall panels, registration area surfaces, windows and more. A real can't-miss promotion!

Sponsorship includes:

- Company name featured on prominent graphic surfaces outside the ASTA Trading Room
- Company thanked in ASTA program

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

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

(Limited to Exhibitors Only)

COST: \$500 (Company)

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

POLICY & LEADERSHIP DEVELOPMENT CONFERENCE

SPONSORS MENU

June 13–17, 2020 | J.W. Marriott Indianapolis • Indianapolis, Indiana



BASIC SPONSOR PACKAGE

COST: \$500 OR More

Sponsorship includes:

- 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: \$7,500

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: \$5,000

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

NEW! PL/DC LIGHTNING TALKS STAGE HOST

COST: \$3,000

The most popular new feature of the Policy & Leadership Development Conference, this special series of quick-burst learning lessons was the talk of the town in 2018.

Sponsorship includes:

- Company name on PL/DC Stage signage, posted throughout the conference in the central networking area
- Company logo on stage header
- Verbal recognition of sponsor in announcements



GALA BANQUET ENTERTAINMENT

COST: \$5,000

This year's featured entertainment during the Gala Banquet, providing the music for the very popular dance floor.

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 is the student focused committee of ASTA. Since its formal inception in 2004, FuSE has focused on educating and supporting seed industry professionals with fewer than seven years of seed industry experience. In 2018, ASTA established the student membership level, transitioning FuSE to focus on recruitment, outreach, and content for ASTA student members. The FuSE committee includes organizing all of ASTA's educational opportunities for undergraduate to PhD students, (previously ASRF Operation Student Connection and NCCPB Graduate Student awards.) As well as work with a student committee and developing targeted meeting and written material.



The American Seed Trade Association (ASTA) and Seed Science Foundation (SSF) proudly announce an exciting program for collegiate students, **Student Connections**. *Student Connections* provides students the ability to network, engage, and promote the seed industry at ASTA's annual Policy and Leadership Development Conference. (This is a consolidation of the previous ASRF Operation Student Connections and FuSE Campus Connection programs.)

Student Connections is offered through ASTA and SSF to provide students an opportunity to network with industry professionals who represent diverse seed backgrounds including: seed breeders, sales, marketing, agronomy and senior leadership of seed companies from the United States, Mexico, Canada and beyond.

The students for the **Student Connections** program have been selected and we are excited to host them in Denver. We are looking for mentors and sponsors for our 10 students. If you are interested in sponsoring a student this year, please complete the sponsor application. You can just send the application back to me and I will invoice you for the \$750. BIOS of the students are included with this email, so that you can see how bright the future in agriculture looks. Sponsors will have the first opportunity to mentor a student. If you would just like to sponsor a student, but don't have the time to mentor, that can be accommodated.

In addition to sponsoring a student we also have an additional sponsorship opportunities this year. Please contact me if you are interested in any sponsorships below. By supporting this program, your company will receive great recognition with all conference attendees

not only as a program sponsor but as an organization committed to development and engagement of our next generation of seed industry members and leaders.

STUDENT SPONSORSHIP

COST: \$750.00 (student) OR \$7,500.00 (For all students)

Supports a student's transportation and room and board. Addition to financial support, sponsor company can mentor the student, and provide company branded swag to be distributed to all students. Mentors get to participate in student activities.

TAKE ME OUT TO THE BALLGAME

COST: \$1,000.00

Provide the students with an opportunity to experience a night out at Ball Park. Sponsorship includes transportation, game ticket and a concession voucher. Sponsor will be recognized at the game.

BUILD YOUR NETWORK RECEPTION

COST: \$2,000.00

Students will have an opportunity practice networking skills while mingling with ASTA friends and colleagues. Sponsor will be recognized at the reception.

STUDENT SWAG

COST: \$1,000.00, (Total)

Can have multiple sponsors.

STUDENT WELCOME LUNCH

COST: \$5,000.00

The students mentors and supporters will have an opportunity to meet and greet before getting involved in the conference.

GENERAL SUPPORT

COST: Any amount

Will be recognized in student material.

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:** ☐ 2019/20 Annual Sponsor
☐ CSS & Seed Expo 2019 • Dec. 9–12, 2019 | Chicago, IL
☐ 59th Vegetable & Flower Seed Conference • Feb. 1–4, 2020 | Monterey, CA
☐ Policy & Leadership Development Conference • June 13–17, 2020 | Indianapolis, IN
☐ 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
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.

- 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.

CSS & SEED EXPO 2019

DECEMBER 9-12, 2019 | CHICAGO, IL

AMERICA'S LARGEST SEED INDUSTRY CONFERENCE

asta



betterseed.org

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