

ASTA Function Space Request

Affiliated event requests surrounding ASTA's CSS & Seed Expo 2019 may be submitted to ASTA beginning April 1, 2019.

Requested by: _____

Company name: _____

Phone: _____ Email: _____

Type of request *(renewal vs. change/new request)*

(NOTE: use this section only if you are renewing a function that was held in 2018 and would like the same space in 2019. For a new request, or to change your space from last year, use the next page.)

1. Renewal Request:

Name of hotel used in 2018: ☐ Hyatt Regency Chicago ☐ Swissotel Chicago

What space did your function utilize in 2018?: _____

Days/times requested:

☐ Monday, 12/9 _____ (am/pm) - _____ (am/pm)

☐ Tuesday, 12/10 _____ (am/pm) - _____ (am/pm)

☐ Wednesday, 12/11 _____ (am/pm) - _____ (am/pm)

☐ Thursday, 12/12 _____ (am/pm) - _____ (am/pm)

☐ Friday, 12/13 _____ (am/pm) - _____ (am/pm)

Room setup needs:

Number of rooms: _____ (1) Number of people: _____ (2) Number of people: _____ (3) Number of people: _____

Room Setup (select one): ☐ boardroom ☐ classroom ☐ U-shape ☐ rounds

I need to order food and beverage: ☐ yes ☐ no I need to order a/v equipment: ☐ yes ☐ no

2. New Function Request (use this section only if you are NOT requesting an exact renewal of function space previously held in 2018):

Function type: ☐ meeting ☐ reception ☐ breakfast ☐ lunch

Type of function space desired: ☐ Meeting room ☐ Guest room suite ☐ Private dining space in restaurant

Days/times requested:

☐ Monday, 12/9 _____ (am/pm) - _____ (am/pm)

☐ Tuesday, 12/10 _____ (am/pm) - _____ (am/pm)

☐ Wednesday, 12/11 _____ (am/pm) - _____ (am/pm)

☐ Thursday, 12/12 _____ (am/pm) - _____ (am/pm)

☐ Friday, 12/13 _____ (am/pm) - _____ (am/pm)

Room setup needs:

Number of rooms: _____ (1) Number of people: _____ (2) Number of people: _____ (3) Number of people: _____

Room Setup (select one): ☐ boardroom ☐ classroom ☐ U-shape ☐ rounds

I need to order food and beverage: ☐ yes ☐ no I need to order a/v equipment: ☐ yes ☐ no

2019 Meeting Space Request Approval Process:

For companies seeking to obtain function space, including guest room suites used for meetings, surrounding ASTA's CSS & Seed Expo 2019, please review the Rules and Regulations listed below. These policies have been set in place by ASTA, our convention host hotels and the ASTA Program Planning Committee in order to ensure that all convention participants have fair and consistent opportunities to participate fully in all convention events, and so that ASTA show management can correctly direct conference participants to related affiliate activities. These criteria will be used for booking any type of function space directly with the Hyatt Regency Chicago and Swissotel Chicago. If your event is approved by ASTA, a hotel representative will follow up with you directly to confirm a space assignment. Should your event request constitute any special requests, submit to jcrouse@betterseed.org.

Rules and Regulations:

1. **Registration:** All attendees of affiliated meetings being held in conjunction with the ASTA's CSS & Seed Expo 2019 must be registered for the ASTA conference, regardless of the size of your function. The "Networking Only" registration option provides a low-cost option for anyone coming to the conference without attending sessions or the trade show floor, which allows your participants access to the ASTA discounted hotel room block, discounted parking and inclusion in the official conference attendee roster.
2. **Scheduling:** Companies conducting functions involving **30 attendees or more** during the ASTA meeting may only book during approved Affiliate Event times. These are as follows (see also next page):
 - a. **Sunday, December 8, 2019:** Any time frame is permissible for an event on this day.
 - b. **Monday, December 9, 2019:**
 - i. 7:00 am – 3:30 pm
 - ii. 5:00 – 9:00 pm
 - c. **Tuesday, December 10, 2019:**
 - i. 7:00 – 8:00 am
 - ii. 11:00 am – 12:00 pm
 - iii. 2:30 – 5:00 pm
 - iv. 6:30 – 9:00 pm
 - d. **Wednesday, December 11, 2019:**
 - i. 7:00 – 8:00 am
 - ii. 11:30 am – 1:30 pm
 - iii. 3:00 – 5:00 pm
 - iv. 6:30 – 9:00 pm
 - e. **Thursday, December 12, 2019:**
 - i. 7:00 – 8:00 am
 - ii. 1:30 – 9:00 pm
 - f. **Friday, December 13, 2019:** Any time frame is permissible for an event on this day.
3. **ASTA Function Space Sponsorship Requirement:** It is understood and mutually accepted that your request for function space surrounding ASTA's CSS & Seed Expo 2019 event is being planned deliberately due to the convenience, cost savings and maximization of time and resources for your participants and/or your company that the assembled ASTA audience provides and that it may detract from attendance at ASTA's own planned events. In recognition of these benefits, your space request requires a function space fee to the American Seed Trade Association, as follows:
 - a. **One meeting room:** \$500 one-time fee
 - b. **Two to Four meeting rooms:** \$1000 one-time fee
 - c. **More than four meeting rooms:** \$1500 one-time fee
4. **Logistics:** All logistical arrangements for your event must be made directly with the hotel. Please contact the individuals listed below to arrange billing and to finalize food, beverage and other arrangements. Please note that the American Seed Trade Association assumes no responsibility or authority for the production of your event, charges related to your event, nor for any related damage or loss. Activities are restricted to the confines of the official hotel event room assigned and may not be held in public areas, including, but not limited to: hotel lobbies, hallways or restaurants (except private dining rooms).
 - a. Hyatt Regency Chicago: Jaclyn Manning, Jaclyn.manning@hyatt.com, 312-239-4712
 - b. Swissotel Chicago: Catering Dept., Chicago.events@swissotel.com or 312-268-8225

5. **Signage:** For any affiliated event, your company may post a sign in the ASTA registration area at no charge and an easel will be provided complimentary, which can be requested at the ASTA registration desk. Additionally, the hotel will list your event in the hotel event listings. The event will not be listed as part of the ASTA program, which contains listings of official ASTA agenda items only, but your company will be recognized as a participating Seed Expo company in the conference app in order to provide awareness to conference participants of your company presence (unless you should choose to omit your company information from this listing; please send a notice to jcrouse@betterseed.org if you would like to do so).
6. **Marketing:** The name "American Seed Trade Association" and "ASTA" logo are registered trademarks of the American Seed Trade Association. Use of the ASTA name or corporate logo in conjunction with advertisements, promotional materials, endorsements, statements, contest and/or awards of any kind is prohibited without written approval by ASTA. The American Seed Trade Association's CSS & Seed Expo 2019 and meeting logo is the property of the American Seed Trade Association. However, the Association will grant permission to participating companies to utilize the meeting logo in an appropriate manner in conjunction with their advertisements and other materials promoting affiliated events provided that such material is approved in writing by ASTA prior to printing and distribution and provided that the name of the Association and the event are referred to as:

ASTA's CSS & Seed Expo 2019

Only exhibitor companies participating in the Seed Expo and/or companies hosting an affiliated function of 30 people or more are permitted a one-time marketing message, which can be sent beginning November 1, 2019. Your message must be sent to ASTA for review, approval and distribution and can be configured to come directly from your designated representative. ASTA approval is required prior to sending. ASTA can provide metrics on the success rates of the message distribution. Your message must be finalized and scheduled by Nov. 15, 2019 (although actual delivery date of your message can be set for dates closer to the conference dates). Message requests after Nov. 15, 2019 cannot be accommodated.

7. **Compliance:** All persons or companies involved in planning an affiliated event must observe these ASTA Rules and Regulations listed above. Your company is responsible for ensuring that all company representatives and/or agents adhere to all the rules and regulations outlined in this document. Violation of these rules may jeopardize future exhibiting status and/or the ability to hold future functions in conjunction with ASTA events. This agreement must be signed by an authorized company representative in order to move forward with booking your event with the host hotel.

Signature: _____ Print Name: _____
Company: _____ Date: _____

Total Amount Due:

☐ One Function Space: \$500 ☐ Two to Four Function Spaces: \$1000 ☐ More than Four Function Spaces: \$1500

Payment Information:

☐ Check or ☐ Credit card: ☐ Visa ☐ Mastercard ☐ American Express

Card number: _____ Exp: _____ CVC Code: _____

Name on card: _____

Please sign and complete payment information above and return this form to jcrouse@betterseed.org or fax to (703) 837-9365.

Once your signed agreement and function space payment have been received, ASTA will notify you of your approval and submit your request to the hotel of your choice for final meeting space selection and logistical planning.