



## Affiliated Events

*Policies in effect as of November 15, 2016*

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### ASTA Function Space Request

**Affiliated event requests surrounding ASTA's CSS 2017 & Seed Expo may be submitted to ASTA beginning March 31, 2017.**

Requested by: \_\_\_\_\_

Company name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### **Renewal Request (use this section only if you are renewing a function that was held in 2016):**

Please describe any changes with your event from 2016 to 2017:

\_\_\_\_\_  
\_\_\_\_\_

Name of hotel used in 2016: \_\_\_\_\_ Hyatt Regency Chicago \_\_\_\_\_ Swissotel Chicago

What space did your function utilize in 2016?: \_\_\_\_\_

### **New Function Request (use this section only if you are NOT renewing a function previously held in 2016):**

Function type (meeting, reception, breakfast or lunch): \_\_\_\_\_

Desired date(s) of function: \_\_\_\_\_

Type of function space desired: \_\_\_\_\_ Meeting room \_\_\_\_\_ Guest room suite

\_\_\_\_\_ Private dining space in restaurant

Desired time: Start: \_\_\_\_\_ End: \_\_\_\_\_

Estimated number of guests: \_\_\_\_\_

## **NEW: 2017 Meeting Space Request Approval Process:**

For companies seeking to obtain function space surrounding ASTA's CSS 2017 & Seed Expo, 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. These criteria will be used for booking 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 deviation from these rules, such requests must be evaluated by ASTA for consideration; submit to [jcrouse@betterseed.org](mailto:jcrouse@betterseed.org).

### **Rules and Regulations:**

1. **Registration:** All attendees of affiliated meetings being held in conjunction with the ASTA's CSS 2017 & Seed Expo must be registered for the ASTA conference.
2. **Scheduling:** Companies conducting functions involving 50 attendees or more during the ASTA meeting may only book during Approved Affiliate Event Times. These are as follows:
  - a. **Sunday, December 3, 2017:** Any time frame is permissible for an event on this day.
  - b. **Monday, December 4, 2017:**
    - i. 7:00 am – 3:30 pm
    - ii. 5:00 – 9:00 pm
  - c. **Tuesday, December 5, 2017:**
    - i. 7:00 – 8:00 am
    - ii. 11:00 am – 1:00 pm
    - iii. 2:30 – 9:00 pm
  - d. **Wednesday, December 6, 2017:**
    - i. 7:00 – 8:00 am
    - ii. 11:30 am – 1:00 pm
    - iii. 3:00 – 5:30 pm
    - iv. 6:30 – 9:00 pm
  - e. **Thursday, December 7, 2017:**
    - i. 7:00 – 8:00 am
    - ii. 1:30 – 8:00 pm
    - iii. 4:30 – 9:00 pm
  - f. **Friday, December 8, 2017:** Any time frame is permissible for an event on this day.
3. **ASTA Sponsorship Requirement:** It is understood and mutually accepted that your request for function space surrounding ASTA's CSS 2017 & Seed Expo event is being planned deliberately due to the convenience that the assembled ASTA audience provides to your function participants. Thus, your function benefits from this ASTA audience in the form of cost savings, convenience and maximization of time and resources for your participants and/or your

company. In recognition of these benefits, your space request requires a sponsorship fee of to the American Seed Trade Association, as follows:

- a. **Three or fewer meeting rooms:** \$500 one-time fee
- b. **Four to six meeting rooms:** \$1000 one-time fee
- c. **More than six meeting rooms:** \$1500 one-time fee

Should your function be a repeated event from 2016, as an additional benefit, ASTA has negotiated with the Hyatt Regency Chicago and the Swissotel Chicago such that the sponsorship fees shown above will be deducted from your prior year's room rental charges, in order to ensure that the ASTA sponsorship does not add to the total cost of your function.

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. Your hotel contact will handle all logistical questions, issues and concerns related to your program. Also, 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.
  - a. Hyatt Regency Chicago: Jaclyn Manning, [Jaclyn.manning@hyatt.com](mailto:Jaclyn.manning@hyatt.com), 312-239-4712
  - b. Swissotel Chicago: Catering Dept., [Chicago.events@swissotel.com](mailto: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](mailto: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 2017 & Seed Expo 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 2017 & Seed Expo**

Only exhibitor companies participating in the Seed Expo and/or companies hosting an affiliated function of 50 people or more are permitted a one-time complimentary use of the pre-registrant list for purposes of distributing a marketing message, which is made available beginning November 1, 2017. ASTA must review and approve the intended marketing piece prior to supplying you with the list.

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.

Agreed:

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_

**Total Amount Due:** Three or Fewer Meeting Rooms: \$500

Four to Six Meeting Rooms: \$1000

Seven or More Meeting Rooms: \$1500

Payment Information:

Check

Credit card: Visa Mastercard American Express

Card number: Exp: CVC Code:

Name on card:

Signature: \_\_\_\_\_

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**Please sign and complete payment information above and return this form to [info@betterseed.org](mailto:info@betterseed.org) or fax to (703) 837-9365.** Once your signed agreement and sponsorship 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.