



CALENDAR OF MEETINGS

THE AMERICAN SEED TRADE ASSOCIATION

ASTA SPRING EXEC. COMMITTEE

APRIL 25 - 28, 2023

Hyatt Regency Orlando, Orlando, FL

ASTA LEADERSHIP SUMMIT

JUNE 10 - 14, 2023

Hyatt Regency Sacramento | Sacramento, CA
ASTA Board of Directors Meeting: June 14, 2023

ASTA FALL EXEC. COMMITTEE

SEPTEMBER 20 - 22, 2023

Hogan Lovells | Washington, DC

FORAGE & GRASS SEED CONFERENCE

NOV. 1, 2023

Westin Crown Center | Kansas City, MO

ASTA's FIELD CROP SEED CONVENTION

DEC. 5 - 8, 2023

Hyatt Regency Orlando | Orlando, FL

63rd VEGETABLE & FLOWER SEED CONF.

JAN. 26 - 30, 2024

Monterey Conference Center | Monterey, CA
ASTA Board of Directors Meeting: January 30, 2024

ASTA SPRING EXEC. COMMITTEE

APRIL 17 - 19, 2024

Hogan Lovells | Washington, DC

ASTA LEADERSHIP SUMMIT

JUNE 15 - 19, 2024

Omni Nashville | Nashville, TN
ASTA Board of Directors Meeting: June 19, 2024

FORAGE & GRASS SEED CONFERENCE

OCT. 30, 2024

Westin Crown Center | Kansas City, MO

ASTA's FIELD CROP SEED CONVENTION

DEC. 10 - 13, 2024

Hyatt Regency Orlando | Orlando, FL

64th VEGETABLE & FLOWER SEED CONF.

JAN. 31 - FEB. 4, 2025

Hyatt Regency Grand Cypress | Orlando, FL
ASTA Board of Directors Meeting: February 4, 2025

ASTA LEADERSHIP SUMMIT

JUNE 2025

Location and Dates TBD

FORAGE & GRASS SEED CONFERENCE

NOV. 5, 2025

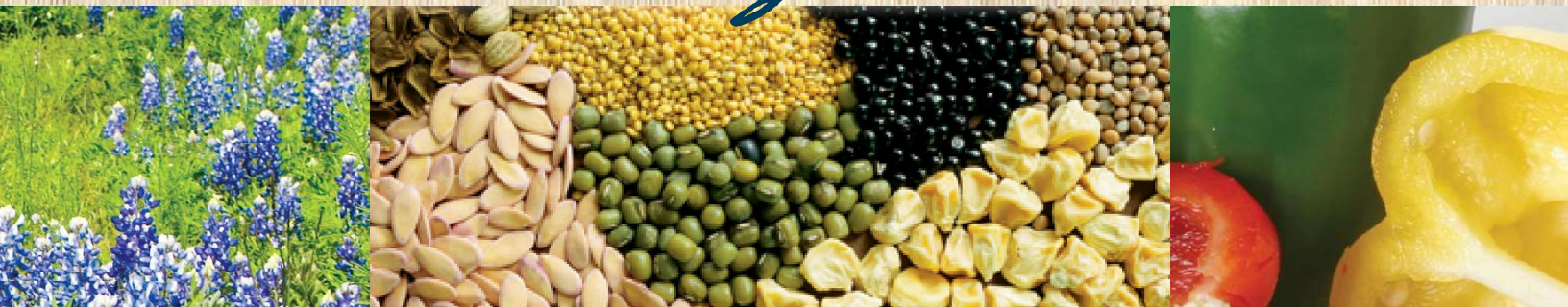
Westin Crown Center | Kansas City, MO

ASTA's FIELD CROP SEED CONVENTION

DEC. 9 - 12, 2025

Hyatt Regency Orlando | Orlando, FL

Save the Date!





REFERENCE GUIDE TO ASTA MEETINGS

THE AMERICAN SEED TRADE ASSOCIATION

VEGETABLE & FLOWER SEED CONFERENCE

This conference is held in late January or early February for four days (typically Saturday-Tuesday).

WHO ATTENDS: Approximately 950 vegetable seed producers and service providers from more than 30 countries.

ABOUT THE CONFERENCE: This conference features leading industry, university and government speakers on a range of topics from organic production to plant breeding innovation and much more. The Trading Room, a focal point of the conference, is the networking hub of conference activity, with all-day networking and global business opportunities.

EXHIBITORS/SPONSORSHIPS: The Trading Room offers 40 exhibit locations and 100 appointment table locations. Attendees set a busy appointment schedule beginning each Fall with participating companies. A full sponsorship menu is available.

ASTA LEADERSHIP SUMMIT

The original ASTA convention (held each year since 1883), this event is debuting in 2022 as the new ASTA Leadership Summit and will be held in mid to late June for four-five days (typically Saturday-Wednesday) with peak programming on the Monday and Tuesday.

WHO ATTENDS: About 350 participants from all sectors of the seed industry, from top executives to new hires.

ABOUT THE CONFERENCE: The only ASTA conference that brings together all sectors of the seed industry, this conference has recently been re-tooled to focus on advancing policy initiatives and developing future leaders. Sessions cover a variety of topics from plant breeding innovation, domestic and international policy and communications to leadership and management skills. Special events, such as the welcome reception, 5K Fun Run and Gala Banquet provide an opportunity to mingle and meet members.

EXHIBITORS/SPONSORSHIPS: The convention offers a full menu of sponsorship opportunities and approximately 20 exhibit locations.

SPECIAL NOTES: This convention is the ceremonial event where ASTA officers rotate positions and a new chairman of the board is installed.

FOREAGE & GRASS SEED CONFERENCE

Convened in Kansas City each year in early November, this conference is held jointly with the Western Seed Association's Annual Meeting.

WHO ATTENDS: This conference draws more than 600 seed producers, mainly from the Midwest, who focus on turf, forage and farm seeds. Attendees include everyone from executives and sales teams to purchasers.

ABOUT THE CONFERENCE: ASTA programming is held for one day and includes a morning general session and meetings of ASTA committees, such as the Environmental and Conservation Seed Committee. These meetings feature timely speakers in various roles from government and regulatory to industry experts.

EXHIBITORS/SPONSORSHIPS: There are several tabletop exhibit opportunities for companies, appointment tables and a variety of sponsorship opportunities, which are handled directly by the Western Seed Association.

ASTA's FIELD CROP SEED CONVENTION

America's largest seed industry convention, ASTA's Field Crop Seed Convention is held each year at the Hyatt Regency Orlando in early December.

WHO ATTENDS: Approximately 2,500 executives, agronomists, public and private sector researchers, sales and marketing teams, students, operational/logistical employees, and service providers. Participants focus mainly on field crops in the Midwestern United States, but overall attendance comprises delegates from over 20 countries. Crop focus areas include corn, sorghum and soybeans, wheat, rice and cover crops.

ABOUT THE CONFERENCE: Four intense days (Tuesday- Friday) of education and networking opportunities provide attendees with the latest updates on key seed industry issues and an unparalleled sales and marketing opportunity. Topics include the global ag economy, seed treatment, plant breeding innovation, phytosanitary issues, intellectual property rights, cover crops, business management topics and much more.

EXHIBITORS/SPONSORSHIPS: The largest ASTA trade show event of the year, the exhibit hall comprises more than 100 exhibitors, including large equipment, with meeting suites for business appointments. A variety of sponsorships are available.