FARM & LAWN SEED CONFERENCE
OCT. 31 - NOV. 2, 2018
Westin Crown Center | Kansas City, MO
Held in conjunction with the Western Seed Association

CSS 2018 & SEED EXPO
DEC. 3 - 6, 2018
Hyatt Regency Chicago | Chicago, IL

58th VEGETABLE & FLOWER
SEED CONFERENCE
FEB. 2 - 5, 2019
Hyatt Regency Grand Cypress | Orlando, FL
ASTA Board of Directors Meeting: February 5, 2019

POLICY & LEADERSHIP
DEVELOPMENT CONFERENCE
JUNE 15 - 19, 2019
Hilton Denver City Center | Denver, CO
ASTA Board of Directors Meeting: June 19, 2019

FARM & LAWN SEED CONFERENCE
Dates TBD: First week of Nov. 2019
Westin Crown Center | Kansas City, MO
Held in conjunction with the Western Seed Association

CSS 2019 & SEED EXPO
DEC. 9 - 12, 2019
Hyatt Regency Chicago | Chicago, IL

59th VEGETABLE & FLOWER
SEED CONFERENCE
FEB. 1 - 4, 2020
Monterey Conference Center | Monterey, CA
ASTA Board of Directors Meeting: February 4, 2020

POLICY & LEADERSHIP
DEVELOPMENT CONFERENCE:
JOINT MEETING WITH AOSA/SCST
JUNE 13 - 17, 2020
J.W. Marriott Indianapolis | Indianapolis, IN
ASTA Board of Directors Meeting: June 17, 2020

FARM & LAWN SEED CONFERENCE
Dates TBD: First week of Nov. 2020
Westin Crown Center | Kansas City, MO
Held in conjunction with the Western Seed Association

CSS 2020 & SEED EXPO
DEC. 7 - 10, 2019
Hyatt Regency Chicago | Chicago, IL

Save the Date!
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 20 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 30 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.

FARM & LAWN 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 two days and includes meetings of the Farm and Lawn Seed Division leadership, the Environmental and Conservation Seed Committee and an ASTA “Town Hall” breakfast session. 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.

POLICY AND LEADERSHIP DEVELOPMENT CONFERENCE

The original ASTA convention (held each year since 1883), this event was formerly known as the Annual Convention and is held in mid to late June for five days (typically Saturday-Wednesday).

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 retooled 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.

CSS & SEED EXPO (CORN, SORGHUM AND SOYBEAN SEED RESEARCH CONFERENCE)

America’s largest seed industry convention, ASTA’s CSS & Seed Expo is held each year at the Hyatt Regency Chicago in early December.

WHO ATTENDS: Approximately 3,000 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, cover crops.

ABOUT THE CONFERENCE: Five intense days (Monday- 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 Seed Expo comprises more than 150 exhibitors, including large equipment, with meeting suites for business appointments. A variety of sponsorships are available.