



Introducing the new ASTA Seed Expo educational series!

Dear Seed Expo Exhibitors,

Calling all exhibitor companies for our expanded special events series in the hall this year! Following up on the success of our first-ever “Seed Treatment Educational Expo Tour” last year, which produced peak attendance in the hall during a former down time – we are building on that success this year with not one, but THREE interactive opportunities for exhibitors to connect to attendees.

Take your pick:

1) **Ag Tech Innovations Showcase: Tuesday, December 10, 1:00 – 2:30 p.m.**

This new event will feature up to six 10-minute presentations from companies who have a new innovation in agriculture as of this year. We are looking for game-changers, cutting-edge technology innovations, something that will change the seed industry for the better! If you would like to apply to be included, contact jcrouse@betterseed.org for the submission requirements.

2) **Seed Treatment Educational Expo Tour: Wednesday, December 11, 10:00 – 11:30 a.m.**

This year’s follow up tour to the 2018 event will focus on major players and testing operations in seed treatment. Due to a shortened time frame, this tour is currently full but contact jcrouse@betterseed.org if you have any questions about the tour.

3) **NEW! Equipment Innovations Expo Tour: Thursday, December 12, 10:00 – 11:30 a.m.**

This new tour experience aims to feature equipment companies, of any kind, who are taking innovative new approaches to how seed is planted, harvested, treated, you name it. Of particular interest would be any partnerships between exhibitors for new processes that create innovation in how equipment is being used to maximize the grower experience.

Proposal Submission instructions / rules:

1. Choose ONE of the three sessions listed above for the best relevance to your company’s mission. Applicants must have a registered exhibit booth in Seed Expo 2019 to be considered.

2. Submit a description of your intended presentation, in paragraph or outline form of 100 words or less, to jcrouse@betterseed.org, including proposed speaker with speaker bio and a one-paragraph company summary. NOTE: **presentations must be educational in nature** – not a sales pitch. Presentations may not disparage any other seed company or industry practice.
3. Available speaking slots:
 - a. For Session I, up to a maximum of 6 exhibitor companies will be selected to present a presentation. Applicants should apply by answering the following questions:
 - i. Company Name:
 - ii. Name and career bio of Presenter:
 - iii. Presentation Title:
 - iv. Description of Innovation:
 - v. Why it matters to the seed industry:
 - b. For Session III, up to a maximum of 6 exhibitor companies will be selected to present a presentation. Applicants should apply by answering the following questions:
 - i. Company Name:
 - ii. Name and career bio of Presenter:
 - iii. Presentation Title:
 - iv. Description of Innovation:
 - v. Why it matters to the seed industry:
 - c. All applications must be submitted by October 1 to jcrouse@betterseed.org.
4. Topic proposals will be evaluated based on the following criteria:
 - a. Creativity
 - b. Educational value
 - c. Relevance/connectivity to the rest of the session content
 - d. Innovation
 - e. Long-term viability of the proposed idea(s)
 - f. Adherence to submission rules
5. Selection of topics will be conducted as follows:
 - a. Topics submitted for Sessions I and III will be reviewed by a committee panel comprising representatives from academia, the CSS Program Planning Committee, the ASTA Associate Members Division leadership and ASTA staff.
 - b. Topics submitted for Session II will be reviewed by a committee panel comprising representatives from the ASTA Seed Treatment & Environment Committee, the ASTA Associate Members Division leadership and ASTA staff.
6. Deadline for submission of all presentation proposals is October 1, 2019. Proposals will be evaluated and selected no later than October 15, 2019.