



# CALL FOR PROPOSALS

## Introducing the new ASTA Seed Expo educational series!

Based on feedback from our valued Seed Expo exhibitor community, ASTA has created a new educational component of the CSS 2018 & Seed Expo that seeks to bring the educational and exhibition elements of America's largest seed industry conference together in one space. ASTA is pleased to invite exhibitor companies participating in ASTA's [CSS 2018 & Seed Expo](#) in Chicago, Illinois the chance to participate as a speaker in this brand-new educational series that makes its debut in 2018. Don't miss this exciting opportunity for content-based publicity for you and your company!

This new series comprises the following two sessions:

### **Session I: "What Else is Out There: Disruptive Advancements in Seed Conditioning"**

Monday, December 3, 2:00 – 3:30 p.m.

Location: Columbus Hall Theatre, Hyatt Regency Chicago

For those who handle seed conditioning operations, what topics/early adopter/disrupter technologies does your company offer, that you would want to teach to production personnel?

### **Session II: "Seed Treatment Session: Taking it to the Exhibition Floor"**

Wednesday, December 5, 10:00 – 11:45 a.m.

Location: Riverside Center (main Seed Expo exhibition floor)

ASTA invites companies working in the field of seed treatment to participate in a series of show-floor presentations to Seed Expo attendees, in place of the traditional seed treatment panel discussion of the past. Participants will be split into groups of 15 and will visit a total of 9 exhibitors for 10 minute presentations at each stop. The ASTA Seed Treatment & Environment Committee has identified the following outline of topics to be included in this educational tour:

- A. Keeping Treatment on the Seed
  - a. Polymers and additives
  - b. Equipment – cleaning, application equipment, drying
  - c. Testing dust off
- B. What's new in seed treatments?
  - a. Biologicals
  - b. Insecticides and Nematicides
  - c. Fungicides
- C. Bringing it all together on the seed
  - a. Creating recipes
  - b. Equipment – mixing
  - c. Testing efficacy

### **Proposal Submission instructions / rules:**

1. Choose ONE of the two sessions listed above for the best relevance to your company's mission.
  - a. **NOTE:** If choosing Session II, you must also select a focus area from among the nine sub-topics listed in the outline above. If necessary, companies can address more than one topic if they are inter-related.
2. Submit a description of your intended presentation, in paragraph or outline form of 100 words or less, to [jcrouse@betterseed.org](mailto: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.
3. Available speaking slots:
  - a. For Session I, up to a maximum of 4 exhibitor companies will be selected to present a presentation. If necessary, non-exhibitor companies may also be considered, based on quality/quantity of proposal submissions.
  - b. For Session II, all four ASTA Strategic Partners will participate in the tour. From there, up to two exhibitors will be selected for each sub-topic. This allows up to 10 non-Strategic Partner exhibitors to participate, and may result in different tour routes for different groups of tour participants. Strategic Partners should still send a description of their intended presentation focus and where it fits into the session outline above by October 1 to [jcrouse@betterseed.org](mailto: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 Session I 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, 2018. Proposals will be evaluated and selected no later than October 26, 2018.