



EXHIBIT REGISTRATION

ASTA's Policy & Leadership Development Conference (PLDC) is the newest event experience the association offers. After a redesign of the traditional ASTA Annual Convention in 2018, the new Policy & Leadership Development Conference focuses on advancing crucial policy issues among top seed industry executives, while incorporating the next generation of emerging leaders in a variety of leadership development sessions and immersive learning opportunities. The PLDC celebrates the multi-generational workforce of today and provides a chance to build the future of the seed industry, together.

ASTA will position its exhibits in the ballroom foyer for maximum exposure to attendees. Featuring a number of networking special events and a free delegate registration with each exhibit booth, the PLDC offers a great value for your investment!

Exhibitor Information

Tabletop or pop-up exhibits will be located in the Grand Ballroom pre-function area of the Hilton Denver City Center.
 Floor plan:

<p>Hours:</p> <p><u>Saturday, June 15</u> 7:00 a.m. - Noon Exhibitor Setup Noon – 5:00 p.m. Exhibits Open</p> <p><u>Sunday, June 16</u> 7:00 a.m. – 5:00 p.m. Exhibits Open</p> <p><u>Monday, June 17</u> 7:00 a.m. - 4:00 p.m. Exhibits Open 4:00 p.m.- 5:00 p.m. Exhibitor Tear Down</p>	<p>What's Included:</p> <p>Exhibit spaces are 6' wide (tabletop) or 10' wide (pop-up) and include:</p> <ul style="list-style-type: none"> • One 6' skirted table with two chairs • Electrical power (if requested) • Company name on ASTA Annual Convention website • Company description in the ASTA program of events • Wireless Internet access
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Why Should You Exhibit?

-Audience: The ASTA's PLDC brings together a diverse audience of chief policy decision makers and young professionals and students from a variety of industry sectors. Attendance is typically between 350-400.

-Value: The price of your exhibit includes a complimentary registration to the conference, access to marketing messages to our registrant list, plenty of on-site networking and a full company description in the online exhibitor directory.

-Exposure: The exhibit location is part of the ASTA registration foyer, which ensures convention attendees at your booth. A number of other features are also in the area, including the PLDC Lightning Talk series and refreshments.

-Priority Status: Exhibitors have right of first refusal for next year.



EXHIBIT REGISTRATION

EXHIBIT SPACE APPLICATION

Company: _____

Address: _____

City/State or Province/Zip: _____

Phone: _____ Email: _____

Exhibit Contact: _____

Companies to be separated from: _____

Fee Summary:

ASTA Members:

O Tabletop: \$725
O Pop-up Booth: \$900

Non-Members:

O Tabletop: \$925
O Pop-up Booth: \$1,100

Cancellation of this booth reservation must be received in writing no later than May 23, 2019 and will be eligible for a refund less a \$200 cancellation fee. Cancellations made after May 23, 2019 will not be eligible for a refund. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless ASTA, the Hotel, its owner, and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims. Booth reservations must be paid in full by May 23, 2019. Prices above are in U.S. dollars.

Payment Method:

_____ Check (payable to American Seed Trade Association)

_____ Credit Card (American Express, MasterCard or VISA)

Card Number: _____ CVC Code: _____ Exp: _____

Name on Card: _____ Signature: _____

SIGNATURE: I have read and agree to the terms of this agreement:

_____ Date: _____

Email, mail or fax registration to: American Seed Trade Association, Attn: Jennifer Crouse

1701 Duke Street, Suite 275, Alexandria, VA 22314-2875 Phone: (703) 837-8140 Fax: (703) 837-9365 Email: jcrouse@betterseed.org