

Exhibitor Registration Information

1. Fill in the exhibitor information as you would like it shown in the on-site program and on the ASTA website.
2. Booths will be assigned on a first-come, first-served basis. Fill in the booth information including how many booths you'd like to purchase, location preference and if you'd prefer not to be adjacent to any companies. You can refer to the map on ASTA's website.
3. If you have a question regarding your membership status, please contact ASTA at (703) 837-8140.
4. You receive two complimentary exhibit personnel per 10'x10' reserved booth space. A booth personnel registration form is available on the ASTA website or can be sent to you. Fill in the email address for each of your booth registrants. We will send registration confirmations via email to each person. Check the box if you wish to omit the email address in the Attendee Roster.
5. Before submitting the Exhibit Space Application, please read the Rules & Regulations, the Booth Payment and Cancellations and Refunds policies. By submitting this application, you agree to have read and understood all of these policies.

Mail or fax the application with payment to:

American Seed Trade Association
1701 Duke Street, Suite 275
Alexandria, VA 22314
Phone: (703) 837-8140
Fax: (703) 837-9365

Exhibiting Codes and Agreements

The exhibitor agrees to adhere to all conditions and regulations outlined by ASTA, in the exhibitor service kit, and any additional rules, regulations, and information as may be adopted by ASTA or the event facility.

Exhibit Conduct and Operation/Right of Entry and Inspection

Exhibitors may not schedule private functions or events designed to assemble 50 people or more which conflict with officially scheduled ASTA events. Distribution of any promotional or educational materials may be conducted and circulated only within the Exhibitor's contracted exhibit space. Exhibitor must open its exhibit on time and staff the booth at all times during the exhibit hours, except during the conference sessions when the exhibit may be left unstaffed at the discretion of the Exhibitor. No packing

of equipment or literature or dismantling of exhibits is permitted until the exhibit hall is officially announced closed. Exhibitors must conduct exhibits in a dignified and professional manner.

Order taking is permitted when conducted in a professional manner.

Food and beverage may be dispensed from Exhibitor's booth within the following guidelines: a. Distribution area must be kept clean and attractive; b. All attendees must have the opportunity to receive samples; and c. Any food and beverage distributed must be arranged through the facility where the Event is held. Exhibitors must surrender the space occupied in the same condition as received.

If Exhibitors engage in any conduct in violation of the rules and/or applicable laws, ASTA reserves the right to cancel the Exhibitor's space without further notice and without obligation to refund monies previously paid and to re-sell exhibit space assigned. ASTA further reserves the right to reject Exhibitor's application to exhibit in future shows of ASTA. Further, ASTA in its absolute discretion shall have the right at any time to enter and inspect the area occupied by Exhibitor. Exhibitors and their representatives shall at all times conduct themselves in a professional manner and shall not disparage or defame fellow exhibiting companies, member companies, ASTA, ASTA Posts, or the employees of aforementioned organizations, or engage in other activities detrimental to the Event.

Interpretation and Enforcement

ASTA has full power to interpret and enforce all regulations for the Event and the power to make amendments and/or further regulations that are considered necessary for the proper conduct of the Event. Such decisions shall be binding on all Event exhibitors. Failure to comply with any rule or regulation may be sufficient cause for ASTA to require the immediate removal of the offending exhibitor, and may result in forfeiture of all further rights to exhibit at future events sponsored by ASTA, together with all fees paid. ASTA may lease any space so forfeited to another exhibitor.

Exhibitor Rules and Regulations

1. The arrangement for the space and privileges granted herein, or any part thereof, cannot be assigned, sublet or otherwise disposed of without the consent of the American Seed Trade Association (ASTA). **All booths are 10' X 10' in size. Multiple booths may be purchased in any configuration, pending availability. A \$100 discount per booth will be given for reserving four or more booths. Booth assignments are made on a first-come, first-served basis. In the event your booth choices have been reserved by another company, you will be contacted about alternate selections. Please list two booth location choices on the Exhibit Space Application. ASTA will contact you upon receipt of your application to confirm your booth location.**

2. Except where expressly provided for in the ASTA Co-Exhibitor Policy (see paragraph 16), no persons other than the exhibitor's employees may exhibit or solicit business in the assigned space; advertising and solicitation of orders by persons not registered to exhibit at the ASTA Seed Expo is not permitted; and no exhibitor is permitted to show goods or services other than those manufactured or provided by his firm in the regular course of business. Exhibitor representatives may not enter the exhibition hall earlier than **one hour** before scheduled opening, except for set-up day. They may not remain in the exhibit hall longer than **30 minutes** after the closing each day. No display materials or commercial promotions of any kind other than that of the exhibiting company will be permitted within the assigned space. Should other companies be found to have commercial material displayed within the exhibitor's space, the exhibitor will be instructed by ASTA event staff to remove these materials at once. Should the exhibit personnel continue to be in breach of this regulation after such notice, the right to exhibit in this space will be rescinded for the subsequent year for the exhibitor and all other companies found to be present in the exhibit space.
3. ASTA will employ security to take reasonable precautions for safeguarding the exhibitors' property. ASTA, the Hyatt Regency Chicago, or other employees will not be liable for the loss or damage to property of the exhibitor or his representative from theft, fire, accident, loss in transit or other causes.
4. ASTA reserves the right to determine the eligibility of any company, product, promotion or part thereof, which in ASTA's sole discretion is not in keeping with the character or purpose of the ASTA Seed Expo. Exhibitors shall not make misleading claims.
5. Exhibitor location preference will be considered on a first-come, first-served basis. However, ASTA will be the sole assignor of the exhibitor's booth location. In the event of conditions beyond its control, ASTA reserves the right to rearrange the floor plan and relocate any exhibit upon consultation with said exhibitor.
6. Exhibitors must be arranged so as not to obstruct the general view or hide other exhibits. Ceiling height is 12'.
7. Any additions or improvements to space other than standard equipment shall be at the exhibitor's expense, subject to approval by ASTA. Furniture, electricity, material handling and audio visual equipment may be obtained through the official decorator. Electrical wiring must comply with fire department and underwriter rules.
8. A booth design rendering must be provided to ASTA for approval in writing for any exhibit display that includes a wall structure or potentially obstructive design element. All booth displays must comply with the IAEE Guidelines for Display Rules and Regulations.
9. Exhibit hall admission is by official badge or wrist band only. Exhibit personnel must wear ASTA exhibitor identification badges while on the exhibit floor. Exhibitors receive two complimentary exhibitor registrations for each 10' x 10' exhibit space they purchase.
10. At the expiration of this agreement, the exhibitor shall surrender possession of the exhibit area to ASTA. All booth items not arranged for after 6 p.m. on closing day of the show will be disposed of or handled at the official contractor's discretion at the exhibitor's expense.
11. Should the exhibitor violate the published move-in/ move-out times, the right to exhibit in this space will be rescinded for the subsequent year. Installation must be complete at time specified in the exhibitor kit. Otherwise space will be released without refund. The exhibitor agrees to not dismantle, pack or remove any part of his exhibit until the close of the exhibit hall as published.
12. Exhibitor agrees to protect, defend and hold forever harmless ASTA, the Group and the Chicago Hotel Venture and Kato Kagaku Company Ltd. and Hyatt Corporation, d/b/a Hyatt Regency Chicago, and all agents and employees thereof (hereinafter collectively called Indemnities) for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, the exhibitor shall, at all times, protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs, damages, liability or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof.
13. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hyatt Regency Chicago, its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, ASTA and the Hyatt Regency Chicago, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of property. Exhibitor's liability shall include all losses, costs, damages, or expense arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees and business invitees which arise from or out of the Exhibitor's occupancy and use of exhibition premises, the Hotel or any part thereof.
14. These regulations are a part of the contract between the exhibitor and ASTA, and are formulated in the best interest of the exhibitor. ASTA requires full cooperation of the exhibitor in observing these regulations. Points not covered in this contract are subject to decision of ASTA. Exhibitor acknowledges that ASTA may amend such rules and regulations at any time. ASTA shall provide exhibitor with notice of such amendments.

15. Violations of any of these Rules and Regulations on the part of exhibitor, its employees or agents, shall, at the option of ASTA, constitute cause for ASTA to terminate this Agreement, expel exhibitor from show, and exhibitor shall forfeit all fees paid to ASTA.
16. Co-Exhibitor Policy: Seed Expo exhibit booth pricing as shown on the Contract for Exhibit Space refers to one company in the designated exhibit space reserved. Should more than one company exhibit a display (see definitions below) within the contracted booth space, regardless of the relationship between the primary exhibitor company and the secondary exhibitor company (see definitions below), the primary company shall pay the regular exhibit fee as listed on the Contracted Exhibit Space and the secondary company may be included in the same contracted space for a fee equaling half of the contracted display area, according to that company's ASTA membership status. Such an exhibit shall be deemed a "coexhibit" space and in addition to the benefits provided to the primary exhibitor, the secondary exhibitor(s) shall be entitled to half of the quantity of the same exhibit registration benefits, i.e. complimentary personnel and complimentary Day Passes for customers. In such a case, both (or all, as applicable) companies may display their company marketing materials and both companies may be included in the booth description. See ASTA's Web site for official definitions of "Display," "Primary Exhibitor" and "Secondary Exhibitor."

asta**american
seed trade
association****CSS & SEED EXPO 2019**

DECEMBER 9-12, 2019 | CHICAGO, IL



BOOTH PAYMENT

A deposit will be due within 30 days of contract signing and equal to 50 percent of the total exhibit space reservation cost. If the deposit is not received within 30 days of receipt of the application, the space will be released. Balance due or full payment must be received in the ASTA office by Nov.15, 2019. After Nov.15, new applications must be accompanied by full payment of the late fee price. Payment by company check or credit card is accepted. After payment is received, we will send written confirmation. Your Exhibitor Kit including additional conference information will be sent by Aug. 1, 2019. Registration rate is determined by the date your application is received. ASTA is not responsible for late, lost or delayed mail.

CANCELLATIONS AND REFUNDS

Cancellations must be in writing and received in the ASTA office by Nov.15, 2019. A charge of \$200 member/\$400 non-member per booth will be assessed with remaining pre-paid amounts refunded. Cancellations received after Nov.15, 2019, will not receive a refund. Space not occupied by 11:00 a.m. on Dec. 10, 2019, may be sold or reassigned with no refund. Please note that if you decide to cancel, a refund will not be issued until after the conference.

ASTA MEMBERSHIP ELIGIBILITY

Companies in good standing must pay their 2019 dues by Sept. 30, 2019 to qualify for the member rate. Companies who have not paid their dues by Sept. 30, 2019 are considered delinquent and therefore do not qualify for the member rate unless membership is established prior to exhibit registration. Exhibitors that represent government entities or universities are eligible for the member/public sector pricing categories.

Company Information

Person Completing Form _____

Contact Phone _____ Contact Email _____

Check here if company information is on file from previous year, otherwise please fill out the following:

Company _____ Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Email _____

Fax _____ Company URL _____

Booth Registration Fees –Riverside Center (Main Show Floor)

10' x 10' Booth(s):	ASTA Member	ASTA Non-member
<input type="checkbox"/> Early Registration, prior to August 31, 2019	\$1,300	\$2,100
<input type="checkbox"/> Regular Registration, Aug. 31 – Nov. 15, 2019	\$1,700	\$2,500
<input type="checkbox"/> Late Registration, after Nov. 15, 2019	\$2,000	\$2,800

Number of Booths: _____

NEED AN APPOINTMENT SPOT?

Reserved Appointment Table \$400 (member) | \$800 (non-member)

Please select your table location:

Riverside Center (main trade show floor) | Innovations Lounge (Grand Ballroom, one level up)

TOTAL DUE: _____

Booth Location Request – Main Show Floor: _____

Are there any companies you would prefer not to be adjacent to? _____

*Discounts of \$100 per booth are granted for reservations of four or more booths. (Four booths, take off \$400, five booths take off \$500, etc.)

Co-Exhibitor Booth Registration Fees (for companies joining an existing exhibitor)

	ASTA Member	ASTA Non-member	
<input type="checkbox"/> Early Registration, prior to Aug. 31, 2018	\$650	\$1050 per	10'x10' space
<input type="checkbox"/> Regular Registration, Aug. 31 – Nov. 15, 2018	\$850	\$1,250 per	10'x10' space
<input type="checkbox"/> Late Registration, after Nov. 15, 2018	\$1000	\$1,400 per	10'x10' space

Number of Booths: _____

TOTAL DUE: _____

Booth Location Request – Main Show Floor: _____

Co-exhibitor: _____ Name of primary exhibiting company: _____

Are there any companies you would prefer not to be adjacent to? _____

ASTA Modular Meeting Rooms

Location Options:

- Innovations Lounge (Grand Ballroom C - F) Meeting Room.....\$1000 (member) | \$1600 (non-member)*
- Riverside Center (Seed Expo main show floor)\$1100 (member) | \$1700 (non-member)*

Location Preference: _____

**After Nov. 15, the above prices increase by \$100 for late registration.*

Indicate listing/publicity preferences

Privacy Options:

- Please label my meeting room with a code instead of a company name
- Please configure my meeting room entrance for privacy.

Publicity Options:

- Please label my meeting room with my full company name.
- Please configure my meeting room entrance for easy access.
- Please send me pricing information for additional graphics/logos for my meeting room walls.

TOTAL DUE: _____

Would you prefer not to be adjacent to any companies? _____

Ballroom Foyer Exhibit Display

	By Nov. 15	After Nov. 15
<input type="checkbox"/> Tabletop: Members/Public Sector	\$900	\$1100
<input type="checkbox"/> Tabletop: Non-members	\$1,200	\$1,450
<input type="checkbox"/> Pop-up Display Exhibit: Members/Public Sector	\$1,000	\$1,200
<input type="checkbox"/> Pop-up Display Exhibit: Non-members	\$1,300	\$1,575

TOTAL DUE: _____

TABLETOP EXHIBIT

CANCELLATION POLICY: Exhibit cancellations are subject to an administrative fee of \$75 for exhibits, and \$25 for reserved appointment tables. Cancellations that are made after Nov. 15, 2019, are not eligible for a refund.

EXHIBIT PERSONNEL: Ballroom Foyer exhibit registration includes one complimentary conference registration per booth. Any additional personnel must register in order to access the conference.

Method Of Payment

Check Enclosed (made payable to ASTA in U.S. funds only.) Credit Card: Visa Mastercard American Express

CC Number: _____ Exp. Date: _____ CVC Code: _____

Print Name: _____ Signature: _____

Signature

I hereby certify that I have read and agree to the terms and conditions of this contract:

Print Name: _____ Signature: _____ Date: _____