



# Reference Guide to ASTA Meetings



## VEGETABLE & FLOWER SEED CONFERENCE

This conference is held in late January or early February for four days (typically Saturday-Tuesday).

**WHO ATTENDS:** More than 800 vegetable seed producers and service providers from more than 30 countries, as well as a large contingency of students.

**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 40 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.

## ASTA LEADERSHIP SUMMIT

The original ASTA convention (held each year since 1883), this new event debuted in 2022 as the new ASTA Leadership Summit and is held annually in mid to late June for four days (typically Sunday-Tuesday) with peak programming on the Monday and Tuesday.

**WHO ATTENDS:** About 300 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 re-tooled 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 and awards luncheon provide an opportunity to mingle and meet members.

**EXHIBITOR/SPONSORSHIPS:** The convention offers a full menu of sponsorship opportunities and approximately 20 exhibit locations.

**SPECIAL NOTE:** This convention is the ceremonial event where ASTA leadership is elected.

## FORAGE, TURF, & CONSERVATION SEED CONFERENCE

Convened in Kansas City each year in late October or 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 one day and includes a morning general session and meetings of ASTA committees, such as the Environmental and Conservation Seed Committee. 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, which are handled directly by the Western Seed Association.

## FIELD CROP SEED CONVENTION

America's largest seed industry convention, ASTA's Field Crop Seed Convention is held each year at the Hyatt Regency Orlando in early December.

**WHO ATTENDS:** Approximately 1,000 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 and cover crops.

**ABOUT THE CONFERENCE:** Four intense days (Tuesday- 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.

**EXHIBITOR/SPONSORSHIPS:** The largest ASTA trade show event of the year, the exhibit hall comprises more than 100 exhibitors, including large equipment, with meeting suites for business appointments. A variety of sponsorships are available.