



2015/16



**asta**  
AMERICAN SEED  
TRADE ASSOCIATION

**SPONSORSHIP  
PROSPECTUS**

**BETTER  
SEED**

**BETTER  
LIFE**





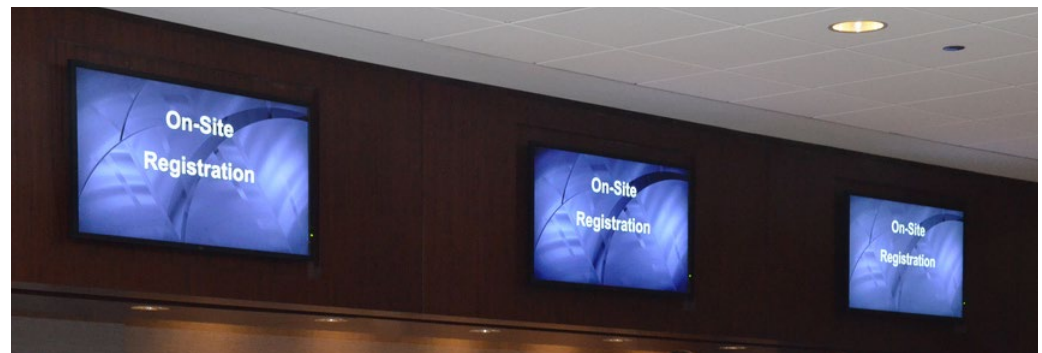
The American Seed Trade Association (ASTA) is pleased to unveil its sponsorship opportunities for the 2015/16 meeting year. ASTA members are at the heart of all association activities. Our sponsorship menu has been crafted so all types of ASTA member companies and friends can actively support the seed industry while deriving value from the publicity gained through sponsorship exposure.

These menus are just a start. We encourage new ideas and creativity. Contact us if your company has specific ideas not covered in an existing sponsorship package and we will work with you to make those concepts a reality.

Please contact Jennifer Crouse, ASTA Director of Meetings and Services, at (703) 837-8140 or [jcrouse@amseed.org](mailto:jcrouse@amseed.org) with any sponsorship questions or concerns.

## BRAND & PRODUCT LOGOS

Sponsors are welcome to use their seed industry-related product or brand logos as an alternative to the company logo. Annual sponsors may adjust messages throughout the year to better target different audiences at ASTA events.



## ANNUAL AND CONVENTION SPONSORS

The menus on the following pages are organized into two categories: annual sponsors (includes four of ASTA's annual events) and convention sponsors (for a specific event).

Annual sponsors enjoy the promotion of their brand throughout the year with ongoing recognition at each ASTA conference and through the events section of the ASTA website. Additional benefits are defined beginning on page 4.

Convention sponsors can select the ASTA event that reaches their targeted audience in order to maximize their contribution. Convention sponsorships are outlined on pages 7-15.

These sponsorships may be combined for maximum company exposure.

### FARM & LAWN SEED CONFERENCE

Nov. 7 – 10, 2015

Westin Crown Center | Kansas City, Missouri

*This is a joint convention with the Western Seed Association's annual meeting. The convention draws seed producers mainly from the Midwest who focus on turf, forage and farm seeds. ASTA's programming is on the last two days of the conference.*

**Average Attendance:** 700

**Who Attends:** Executives, sales teams and purchasers

**Event Overview:** This conference is mainly comprised of trading and business appointments. Meetings of ASTA's Farm Seed Division, Lawn Seed Division, Environmental and Conservation Seed Committee and a special Town Hall breakfast will feature speakers in various industry, government and regulatory roles. Several regional associations will also provide updates.

**Exhibits:** There are opportunities for up to five tabletop exhibits.

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### CSS 2015 & SEED EXPO

Dec. 7 – 11, 2015

Hyatt Regency Chicago | Chicago, Illinois

*This is the largest ASTA event and is also America's largest seed industry conference.*

**Average Attendance:** 2,800 - 3,000

**Who Attends:** Executives, agronomists, researchers, sales and marketing teams, operational/logistical employees and service providers

**Event Overview:** The conference is comprised of three elements: research conference sessions, ASTA topical breakout sessions and the Seed Expo. The two research conferences feature industry and university presentations on important issues such as breeding techniques and innovation, management and production, agronomy, seed treatments and more.

**Exhibits:** The Seed Expo showcases approximately 155 exhibitors serving all facets of the seed industry and includes several other features and services, including meeting suites, which can be reserved by the hour or for the duration of the Seed Expo for business appointments.

### VEGETABLE & FLOWER SEED CONFERENCE

Jan. 30 – Feb. 2, 2016

Disneyland Resort | Anaheim, California

*ASTA's Vegetable & Flower Seed Conference is an intense networking event that has steadily increased in attendance during the past seven years. International attendance at this meeting continues to be strong, averaging ¼ of overall attendance.*

**Average Attendance:** 800

**Who Attends:** Vegetable and flower seed producers and service providers

**Event Overview:** Attendees will hear from leading industry and government speakers focusing on issues facing the vegetable and flower seed industry. Breakout sessions will cover a full range of topics from organic to biotechnology. The trading room, a focal point of this conference, is constantly filled to capacity with all-day networking, business appointments and exhibits.

**Exhibits:** Approximately 25 exhibitors and 90 reserved tables make up the trading room area. Reserved tables allow companies to have an exclusive meeting space for use during the conference.

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### 133rd ANNUAL CONVENTION

June 18 – 22, 2016

The Nines Hotel | Portland, Oregon

*This is the only ASTA convention that brings all sectors of the seed industry together. Typically attended by the industry's top executives, education, debate and seed industry policy development are on the agenda each June at ASTA's annual convention.*

**Average Attendance:** 350

**Who Attends:** All types of seed companies and service providers, mainly executive management

**Event Overview:** The theme for Portland, "Blazing Trails," emphasizes this year's focus on ASTA's forays into new territory, from new breeding techniques to labeling issues, pollinator protection to the "local" food movement. Attendees focus on science and policy issues related to the development and free movement of quality seed worldwide. New association officers will also be installed for the coming year and, several special events provide a variety of networking and sponsorship opportunities.

**Exhibits:** Approximately 14 exhibitors, mainly service and technology providers to the seed industry, participate in this convention.

133<sup>rd</sup> ANNUAL CONVENTION

## SPONSORS MENU

June 18 – 22, 2016 | The Nines Hotel | Portland, Oregon

**BASIC SPONSOR PACKAGE**

COST: \$500 or more

- Sponsor ribbons for company staff
- Company name listed on the annual convention website and in Passport booklet
- Company name listed within convention registration area
- Company recognized on screen at general sessions

**GALA BANQUET**

COST: \$15,000

The Gala Banquet is a night of celebration, recognition and the ceremonial swearing in of the new officer team. Featuring a gourmet meal, special presentations to the top achievers for the year, and wrapping up by dancing the night away, the Gala Banquet provides participants with the sense of ASTA community like no other event.

**Sponsorship includes:**

- Company name and logo featured on entrance sign
- Company name and logo featured in Gala Banquet program
- Verbal recognition of sponsor in announcements
- Company may provide a take-away gift for attendees
- Plus Basic Sponsor Package

**OPENING GENERAL SESSION BREAKFAST**

COST: \$12,000

ASTA's Opening General Session is the most prominent session held during the annual convention, featuring the top keynote presentation for the week and a ceremonial color guard kickoff followed by a plated breakfast.

**Sponsorship includes:**

- Company name and logo on entrance sign
- Company name and logo in Opening General Session program
- Verbal recognition in stage announcements
- Plus Basic Sponsor Package

**GALA BANQUET ENTERTAINMENT**

COST: \$5,000

This year's featured entertainment during the Gala Banquet, providing the music for the very popular dance floor, will be Oregon-based band Soul Vaccination, a favorite of ASTA Chair Risa DeMasi. Don't miss this opportunity to be the brand behind the band that will create one of the best memories of the week for attendees.

**Sponsorship includes:**

- Company name and logo featured in Gala Banquet program
- Verbal recognition of sponsor in announcements
- Plus Basic Sponsor Package

**BANQUET RECEPTION**

COST: \$3,000

Your company can be the host for the cocktail hour preceding the Gala Banquet, when attendees greet each other to mix and mingle at the beginning of an enjoyable evening.

**Sponsorship includes:**

- Company name and logo featured in Gala Banquet program
- Company name and logo shown on bar signs
- Company name and logo on bar napkins
- Plus Basic Sponsor Package



**PASSPORT BOOKLET**

COST: \$5,000 (Exclusive)

This palm-sized program guide provides attendees with the schedule at a glance, tickets for giveaways and other important conference information. This booklet will be in the hands of every attendee throughout the convention as their guide to the show.

**Sponsorship includes:**

- Company logo featured on back cover of booklet as sponsor
- Company or product ad featured on inside front cover
- Plus Basic Sponsor Package

**YOUTH PROGRAM**

COST: \$4,500 (Exclusive)

Throughout the annual convention, special arrangements are made during each of the convention events to accommodate children’s participation in the occasion. From special kid-theme menus to programming elements within optional tours, kids can feel at home at the ASTA Annual Convention with your company providing this much-appreciated benefit.

**Sponsorship includes:**

- Company name and logo on sign at room entrance/ buffets where youth elements are featured
- Toys or gifts may be provided with company logo
- Plus Basic Sponsor Package

**GARY ARTHUR MEMORIAL 5K FUN RUN/WALK**

COST: \$3,000 (Exclusive) OR \$1,000 (Partial)

Named in honor of Gary Arthur, ASTA’s First Vice Chairman in 2006, whose family loved the ASTA 5K Fun Run and whose passing came far too soon, this enjoyable family event brings an element of camaraderie and healthy activity to the convention. You don’t have to be a marathon runner to participate – this fun run is often walked by participants who enjoy the chance to relax and get to know other ASTA participants while enjoying the outdoors and the destination.

**Sponsorship includes:**

- T-shirts with company name and logo (designed and ordered by ASTA)
- Company name on event signs
- Plus Basic Sponsor Package

**CONTINENTAL BREAKFAST (Two Available)**

COST: \$3,000 (Exclusive) OR \$1,000 (Partial)

**Sponsorship includes:**

- Company name and logo on buffet signs
- Choose from: Sunday or Tuesday
- Plus Basic Sponsor Package

**REFRESHMENT BREAKS (Four Available)**

COST: \$2,500 (Exclusive) OR \$500 (Partial)

**Sponsorship includes:**

- Company name and logo on buffet signs
- Choose from: Monday morning, Monday afternoon, Tuesday morning, or Tuesday afternoon
- Plus Basic Sponsor Package



## SPONSOR COMMITMENT FORM

- Conference:**  2015/16 Annual Sponsor  
 Farm & Lawn Seed Conference • Nov. 8 - 9, 2015 • Kansas City, MO  
 CSS 2015 & Seed Expo • Dec. 7 - 11, 2015 • Chicago, IL  
 55<sup>th</sup> Vegetable & Flower Seed Conference • Jan. 30 - Feb. 2, 2016 • Anaheim, CA  
 133<sup>rd</sup> Annual Convention • June 18 - 22, 2016 • Portland, OR

Yes, I would like to sponsor the following event\*: \_\_\_\_\_

Time slot (where applicable): \_\_\_\_\_

Amount: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Website URL: \_\_\_\_\_

*\*NOTE: Event sponsorship is not guaranteed available until confirmed by the ASTA office.  
My signature below affirms that I have read the document outlining the recognition package I will receive for my sponsorship in addition to the Sponsorship Rules and Regulations and that I agree to all terms.*

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please return to Jennifer Crouse at the ASTA office:**

Phone: (703) 837-8140 Fax: (703) 837-9365 Email: [jcrouse@amseed.org](mailto:jcrouse@amseed.org)

1701 Duke Street, Suite 275, Alexandria, VA 22314

## SPONSORSHIP RULES AND REGULATIONS

*Previous sponsors of specific events are granted a first right of refusal for their specific item before it is released and available to a new sponsor. Once released, sponsorships are awarded on a first-come, first-served basis.*

*New sponsorship ideas are encouraged. If any company would like to make a special request, please contact the ASTA office for approval. Sponsorship of all items must be for the exact amount stated on the following menu. Companies are prohibited from any embellishing of their recognition package through the use of their own promotional materials without prior written approval by ASTA. For any sponsorship questions or concerns, please contact Jennifer Crouse, ASTA Director of Meetings and Services, at (703) 837-8140 or [jcrouse@amseed.org](mailto:jcrouse@amseed.org).*

- a. Sponsorships must be paid in full 30 days prior to the convention to ensure full recognition to the sponsoring company.
- b. Sponsors begin receiving recognition on the ASTA website immediately upon completion of this form. Thus, sponsorships may not be canceled and are not eligible for a refund.



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Connect with us:

