



## EXHIBIT REGISTRATION

ASTA's annual Farm and Lawn Seed Conference is held each year in conjunction with the Western Seed Association's annual meeting in Kansas City, Mo. More than 600 seed industry professionals from across the U.S. come to this valuable networking event. Exhibits will be featured in the Century Ballroom, trading tables are constantly busy with meeting activity, offering you an unparalleled opportunity to connect with the key players in grass, forages, turf and conservation seed.

### Exhibitor Information

Tabletop or pop-up exhibits will be located inside the Century Ballroom at the Westin Kansas City at Crown Center. Trading tables for attendees' business appointments and refreshments will be set in the center of this ballroom for maximum exposure to exhibitor companies.

<p><b>Hours:</b></p> <p><u>Sunday, Nov. 6</u></p> <p>7:00 a.m. – 9:00 a.m.      Exhibit Setup</p> <p>9:00 a.m. – 6:00 p.m.      Exhibits Open</p> <p><u>Monday, Nov. 7</u></p> <p>7:00 a.m.- 12:00 p.m.      Exhibits Open</p> <p>12:00 p.m.- 1:00 p.m.      Exhibit Tear Down</p>	<p><b>What's Included:</b></p> <p>Exhibit spaces are 6' wide (tabletop) or 10' wide (pop-up) and include:</p> <ul style="list-style-type: none"> <li>• One 6' skirted table with two chairs</li> <li>• Electrical power (if requested)</li> <li>• Company name on ASTA Farm &amp; Lawn Seed Conference website</li> <li>• Company description in the ASTA Farm &amp; Lawn Seed Conference program of events</li> </ul>
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**Hotel Information:** The Westin Kansas City at Crown Center  
1 East Pershing Road. Kansas City, MO 64108, United States Phone: (816) 474-4400

Group rate, hotel reservations link and registration for individual attendees is managed directly by the Western Seed Association and will be posted soon on the [Western Seed Association website](#).

## EXHIBIT SPACE APPLICATION

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

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

City/State or Province/Zip: \_\_\_\_\_

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

Exhibit Contact: \_\_\_\_\_

Companies to be separated from: \_\_\_\_\_

### Fee Summary:

#### ASTA Members:

☐ Tabletop: \$600

☐ Pop-up Booth: \$800

#### Non-Members:

☐ Tabletop: \$800

☐ Pop-up Booth: \$1,000

**Cancellation** of this booth reservation must be received in writing no later than October 14, 2016 and will be eligible for a refund less a \$200 cancellation fee. Cancellations made after October 14, 2016 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 October 14, 2016. 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@amseed.org](mailto:jcrouse@amseed.org)