



EXHIBIT REGISTRATION

ASTA's annual Farm and Lawn Seed Conference is held each year in connection with the Western Seed Association's annual meeting in Kansas City, Mo. More than 700 seed industry professionals from across the U.S. come to this valuable networking event. Display tables or pop-ups exhibits will be located in the Century Ballroom at the Westin Kansas City at Crown Center. The trading tables in the center of the room 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

<p>Hours:</p> <p><u>Saturday, Nov. 4</u> 7:00 a.m. – 9:00 a.m. Exhibit Setup 9:00 a.m. – 5:00 p.m. Exhibits Open</p> <p><u>Sunday, Nov. 5</u> 8:00 a.m. – 6:00 p.m. Exhibits Open</p> <p><u>Monday, Nov. 6</u> 7:00 a.m.- 12:00 p.m. Exhibits Open 12:00 p.m.- 1:00 p.m. Exhibit 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 Farm & Lawn Seed Conference website • Company description in the ASTA Farm & Lawn Seed Conference program of events
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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: ASTA Farm and Lawn Seed Conference/Western Seed Association Annual Meeting 2017

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 13, 2017 and will be eligible for a refund less a \$200 cancellation fee. Cancellations made after October 13, 2017 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 13, 2017. 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