



# 2015/16



**asta**  
AMERICAN SEED  
TRADE ASSOCIATION

## SPONSORSHIP PROSPECTUS

**BETTER  
SEED**

**BETTER  
LIFE**

## 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.*