

71ST CORN & SORGHUM SEED RESEARCH CONFERENCE
46TH SOYBEAN SEED RESEARCH CONFERENCE • SEED EXPO 2016

CSS 2016 & SEED EXPO

DECEMBER 5-9, 2016 | CHICAGO, IL

WHAT'S NEW THIS YEAR?

- 1) Columbus Hall is getting a makeover!** You will find a new Columbus Hall lounge in place of the former meeting suites this year! Columbus Hall hours will also now match the hours of the Seed Expo's Riverside Center trade show floor.
- 2) The Hyatt Regency Chicago is getting another makeover!** You will find new meeting rooms one escalator up from Columbus Hall, down a brand new hallway of meeting space that didn't exist last year. In the West Tower, Blue Level, you will find a brand new bar and five more new board rooms!
- 3) New, more interactive ways to promote your company!** The presentation stages of last year's "Innovations Lounge" are getting a reboot this year – instead of a "talking at you" presentation stage, how about a "talking with you" round table discussion between you and a key focus group of serious business leads? This new opportunity, coupled with neighboring tables for educational or regular business appointment discussions comprise the new ASTA Round Tables area of the Innovations Lounge. A much less expensive alternative to booking a meeting room at the hotel! Contact jcrouse@amseed.org for details.
- 4) New exciting sponsorship ideas and gaming!** Did you know that the Hyatt Regency Chicago has three "Poke Stops" from the Pokemon Go game? Exhibitors might consider setting up a few "lures" in your booth space and accompanying ASTA social media campaigns might just help bring you more traffic than ever before! And don't miss the new sponsorship prospectus including new opportunities like hosting a celebrity appearance on the show floor!