

2011-2012

Sponsorship

O P P O R T U N I T I E S

ANNUAL CONVENTION | VEGETABLE & FLOWER SEED | CSS & SEED EXPO | FARM & LAWN SEED

INCREASE YOUR ALTITUDE—
ADVERTISE HERE!



asta
first—the seed®

GET INVOLVED.

GET NOTICED.

GET RECOGNIZED.

W E L C O M E

The American Seed Trade Association (ASTA) is proud to unveil its sponsorship opportunities for the 129th year, 2011-2012. ASTA members are at the heart of all ASTA activities. The following sponsorship opportunities are available for ASTA member companies and friends to actively support the seed industry while deriving value from the publicity gained through sponsorship exposure.

ASTA works to ensure that the sponsorship opportunities available accommodate a wide variety of companies involved in or contributing to the success of the seed industry, from small to large and across all commodities and ASTA audiences.

For sponsorship questions or concerns, please contact Jennifer Crouse, ASTA director of meetings, at 703-837-8140 or jcrouse@amseed.org.

BRAND & PRODUCT LOGOS

Sponsors are welcome to use their product or brand logos as an alternative to the company logo if your marketing needs warrant it. Additionally, annual sponsors may rotate

logos throughout the year to better target different ASTA event audiences. Product logos must be related to the seed industry.

ANNUAL AND CONVENTION SPONSORS

The menus on the following pages are organized into two categories of sponsors: annual sponsors (includes three of ASTA's annual events) and convention sponsors (a specified convention). This provides each sponsoring company the opportunity to better target its marketing dollars.

- **Annual sponsors** enjoy the promotion of their brand all year long with ongoing recognition at each ASTA conference and through the convention section of the ASTA website. Additional benefits are defined under "2011-2012 Annual Sponsors Menu" beginning on page 6.
- **Convention sponsors** can select which ASTA convention reaches their targeted audience in order to best allocate their contribution. Convention sponsorships are outlined within the following convention-specific sponsor menus.

For maximum company exposure, the sponsorship types may be combined.



FARM & LAWN SEED CONFERENCE

November 6 – 7, 2011

This is a joint convention, held in Kansas City, Mo., with the Western Seed Association's Annual Convention. In its 57th year, the convention draws seed producers mainly from the Midwest who focus on turf, forage and farm seeds.

Duration/Pattern:	4 days for the Western Seed Association's Annual Convention, 2 days for ASTA programming (Sunday/Monday)
Average Attendance:	600 attendees
Who Attends:	Executives, sales teams, purchasers
What Happens:	This convention is almost entirely trading and business appointments. Meetings of ASTA's Farm Seed Division, Lawn Seed Division, Invasive Species Working Group and Environmental and Conservation Seed Committee will feature timely and relevant speakers in various industry, government and regulatory roles. Updates on activities from several regional associations will be given.
Exhibits:	There are opportunities for up to five tabletop exhibits.

CORN & SORGHUM AND SOYBEAN SEED RESEARCH CONFERENCE (CSS) & SEED EXPO

December 6 – 9, 2011

This is the largest ASTA event and also is the largest seed industry convention in the country. CSS 2011 & Seed Expo has been located at the Hyatt Regency Chicago for 36 consecutive years. This is the 66th year for the Corn & Sorghum Seed Research Conference, 41st year for the Soybean Seed Research Conference and 36th year for the Seed Expo.

Duration/Pattern:	4 days, Tuesday through Friday (registration opens one day prior); Seed Expo: 2.5 days
Average Attendance:	2,300 - 2,600 attendees
Who Attends:	Executives, agronomists, researchers, sales and marketing teams, operational/logistical employees and service providers
What Happens:	The convention comprises three elements: The Soybean Seed Research Conference, the Corn & Sorghum Seed Research Conference and the Seed Expo. The two research conferences feature a series of industry and university presentations on issues related to the corn, sorghum and soybean seed trade, including biotechnology, management and production, breeding and genetics, pest management and much more.
Exhibits:	The Seed Expo showcases approximately 115 exhibitors serving all facets of the seed industry and includes several other features and services, including meeting suites for business appointments that can be reserved by the hour or for the duration of the Seed Expo.
Special Notes:	This event is fast-paced and provides a tremendous opportunity to meet with customers. There are many repeat attendees each year. Appointments are typically made by registrants with each other in the weeks prior to the show.

VEGETABLE & FLOWER SEED CONFERENCE

January 21 – 24, 2012

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

Duration/Pattern:	4 days, typically Saturday through Tuesday
Average Attendance:	750 attendees
Who Attends:	Vegetable and flower seed producers and service providers
What Happens:	The conference features leading industry and government speakers who will focus on vegetable and flower seed industry issues and a networking reception. 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 20 exhibitors and 60 reserved table holders are present and cater directly to vegetable and flower seed producers, and are part of the trading room area. Reserved appointment tables allow companies to have a meeting table for their exclusive use throughout the conference.
Special Notes:	This meeting is compact in its layout, making it a hotbed of business activity. It also provides an opportunity to meet with a variety of seed companies due to the ASTA Board of Directors' meeting.

129TH ANNUAL CONVENTION

June 20 – 23, 2012

This is the only convention that brings all sectors of the seed industry together.

Duration/Pattern:	For 2012, convention activities will be held Wednesday through Saturday, with a special Capitol Hill/lobbying day Wednesday, June 20.
Average Attendance:	300 - 350 attendees
Who Attends:	All types of seed companies and service providers, mainly executive management
What Happens:	Plenary sessions feature prominent speakers, both within and outside the seed industry, which complement a new streamlined schedule representing every ASTA standing committee and division. These sessions will address topics such as organic, international, phytosanitary, biotechnology and more. Special events, such as the welcome reception, opening breakfast and gala banquet, provide an opportunity to mingle and meet members and their families.
Exhibits:	Approximately 12 exhibitors, mainly service and technology providers to the seed industry, participate in this convention. The annual convention has the most comprehensive sponsorship programs of the three. Sporting events include First-the Seed Foundation's shooting competition, a golf tournament and the Gary Arthur Memorial 5K Fun Run/Walk.
Special Notes:	This convention is the ceremonial event where ASTA's officers are elected and inducted to the Board of Directors. It is also a prominent policy development conference for the association and allows the industry in its entirety to plan its future goals and strategies.

ANNUAL SPONSORS MENU

This comprehensive sponsorship opportunity is designed to add value for year-round sponsors. Annual sponsorships allow companies to enjoy the promotion of their company brand all year long through a combined sponsorship that applies to all major ASTA events and added recognition via the convention section of ASTA's website. The following opportunities exist for annual sponsors.

All annual sponsors receive:

- Sponsor ribbons for company staff at all ASTA conventions
- Company or product logo listed in registration brochure and program of events at all ASTA conventions
- Company or product logo listed on sponsor recognition banner in ASTA convention registration area
- Company or product logo on the ASTA website from time of commitment until July 2012

In addition to the above, unique annual sponsorship opportunities are outlined as follows:

STRATEGIC PARTNER

COST: \$50,000

- The Strategic Partner level was developed to provide maximum exposure for a sponsor seeking to align itself with ASTA. This bundled and customized package is the most comprehensive of the sponsorship opportunities available to our industry partners. The program delivers extensive overall promotional rights and benefits, unique exposure at signature events through highly customized sponsorship rights and exclusive access to the members.

The partnership provides the ability to carry marketing objectives to levels never available before while building and maintaining a unique relationship with ASTA members and the association community as a whole. Strategic Partner packages are created custom to each company's marketing goals. For more information, contact Jennifer Crouse at 703-837-8140 to explore this opportunity.

GOLD SPONSOR

COST: \$25,000

- Company or product logo (full-color) and name included on screen in general session rooms
- Company or product logo (one-color) on back cover of convention attendee roster (along with Strategic Partners)
- Company or product logo (full-color) on banner to be displayed next to general session stage
- Company or product logo (full-color) included on separate sponsor sign at convention registration (along with Gold Sponsors)
- Company or product logo (full-color) on Annual Convention website with link to sponsor home page
- Company verbally thanked at beginning of all major conference events



Annual Sponsors
must be confirmed
by Oct. 31, 2011.

HOTEL ROOM KEY CARDS

COST: \$31,000 (Exclusive)

- Company's choice of ad or logo to be printed on one side of hotel room key cards for distribution to all guests in ASTA convention room blocks (art can be 4-color and must be approved by ASTA)
- Limited to one sponsor
- Key cards to be ordered by ASTA
- This package does not include the Farm and Lawn Seed Conference (sold separately)
- Can be divided into individual conventions upon request

BADGE LANYARDS

COST: \$28,000 (Exclusive)

- Company or product logo on one side of badge lanyards distributed to all registrants (one-color design only)
- Limited to one sponsor
- Lanyards to be ordered by ASTA
- This package does not include the Farm and Lawn Seed Conference (sold separately)
- Can be divided into individual conventions upon request

NEW! "GREEN MEETING" REUSEABLE WATER BOTTLES

COST: \$15,000 (Exclusive)

- Company or product logo recognized on bottle
- Sponsor acknowledged in on-site program

BUSINESS CENTER

COST: \$10,000 (Exclusive) Reserved by RiceTec, Inc.

- Company or product logo recognized on sign at business center and sponsorship acknowledged in on-site program
- Company or product logo serves as wallpaper on computer screen and company website serves as Internet home page at workstation
- Company may opt to provide logo pens and writing pads at work station

FARM & LAWN SEED CONFERENCE

SPONSORS MENU

November 6 – 7, 2011 | Westin Crown Center Hotel | Kansas City, Mo.

The following sponsorship opportunities are available for the first time this year at the Western Seed Association's (WSA) Annual Convention and ASTA's Farm & Lawn Seed Conference, Nov. 6-7. Each item carries with it a specific package of recognition benefits for the sponsor. These benefits have been carefully reviewed and constructed by both ASTA and WSA to ensure appropriate sponsor recognition based on the value and visibility associated with each particular sponsorship.

BADGE LANYARDS

COST: \$5,000

- ASTA will purchase enough lanyards and badge holders for all WSA and ASTA attendees with the sponsor's logo in one-color, on one side.
- Lanyards will be distributed to all convention registrants upon arrival.
- Listing in the ASTA-produced agenda/program for the educational program

HOTEL KEY CARDS

COST: \$5,000

- Key cards to be ordered and arranged with hotel by ASTA; artwork subject to ASTA approval
- Given to all WSA attendees within the group block at the Westin Crown Center
- Listing in the ASTA-produced agenda/program for the educational program

REFRESHMENT BREAKS

COST: \$2,500 (Exclusive) OR

\$1,000 (For Partial Support)

- Breaks offered to all WSA registrants
- Two coffee breaks available: Monday early morning and Monday mid-morning
- Listing in the ASTA-produced agenda/program for the educational program

GENERAL DONATION

COST: \$250 OR MORE

Basic sponsor package:

- Listing in the ASTA-produced agenda/program for the educational program

CSS 2011 & SEED EXPO

SPONSORS MENU

December 6 – 9, 2011 | Hyatt Regency Chicago | Chicago, IL

The following sponsorship opportunities are related to the Corn & Sorghum and Soybean Seed Research Conference (CSS) and Seed Expo, the largest seed industry convention in the country. Each sponsorship carries with it a specific package of recognition benefits. These benefits have been carefully reviewed and constructed by ASTA to ensure appropriate sponsor recognition based on the value and visibility associated with each particular sponsorship.

All sponsors to receive:

- Sponsor ribbons for company staff
- Company name listed on convention website and in program of events
- Company name listed on sponsor recognition banner in convention registration area

For all other sponsorships, each sponsor will receive all of the above PLUS:

NEW! CSS 2011 & SEED EXPO "PASSPORT" BOOKLET

COST: \$10,000 (Exclusive) Reserved by Becker Underwood

This new palm-sized program guide, replacing the traditional Program of Events, includes coupons, a schedule at a glance, tickets for giveaways and a series of QR codes for smart phone-enabled conference information. This booklet will be in the hands of literally every attendee throughout the convention as their guide to the show.

- Company logo featured on back cover of booklet as sponsor with QR code to your home page
- Exclusive sponsor has inside front cover for ad

EXHIBITOR MARKETPLACE BAR HOST

(MULTIPLE SPONSORS ALLOWED)

COST: \$7,500 (Exclusive) OR
\$1,500 (For Partial Support)

The Exhibitor Marketplace serves as the grand opening of Seed Expo 2011 on Dec. 6 from 4:30 – 6 p.m. This event is where seed companies and service providers debut their newest products and latest information.

- Company name and logo featured on program/agenda
- Company name and logo shown on bar signs
- Company name and logo on napkins

SEED EXPO RECEPTION

COST: \$7,500 (Exclusive) OR
\$1,500 (For Partial Support)

The Seed Expo reception is held Dec. 7 from 4:30 – 5:30 p.m. It is the only reception during the CSS 2011 & Seed Expo that is hosted by ASTA and given full prominence within convention materials. Don't miss this opportunity to attach your name to one of the convention's main networking events!

- Company logo (exclusive) or name (for partial sponsors) featured on program/agenda
- Company logo (exclusive) or name (for partial sponsors) shown on bar signs
- Company logo (exclusive) or name (for partial sponsors) on cocktail napkins

NEW! SEED EXPO GUIDE

COST: \$7,500 (Exclusive) OR
\$500 (for one-page advertisement)

The Seed Expo Guide provides a directory with expanded descriptions and listings for all Seed Expo exhibitors, including listings by booth number and by company category. A great way to stand out amongst 115 exhibitor companies!

- Company logo featured on back cover of booklet as sponsor with QR code to your home page
- Exclusive sponsor has inside front cover for ad

MEDIA ROOM

COST: \$6,000 (Exclusive) Reserved by BASF

The Media Room provides a home for members of the media to sit down and conduct interviews, write and distribute stories, and catch up on their business. Press conferences will also be held here and speakers can preview their presentations. Sponsorship of this room includes:

- Company or product logo (exclusive) or name (for partial sponsors) featured on sign at entrance to room
- Company or product logo (exclusive) or name (for partial sponsors) featured on vertical banner behind podium in media room
- Company or product logo office supplies may be provided for use in the room (pens, writing pads, mouse pads, etc.)
- Company or product name in program of events

NEW! SEED EXPO LUNCH (Two Available)

COST: \$6,000

**This sponsorship item available only to sponsors who are also exhibitors.*

- Company name on buffet signs
- Company name listed in program of events

Specify time slot: Wednesday or Thursday afternoon

NEW! ASTA NETWORKING AREA

COST: \$5,000 (Exclusive) OR \$1,000 (For Partial Support)

This new feature of the CSS 2011 & Seed Expo provides an area for seed industry professionals to conduct impromptu meetings, right across from the ASTA registration desk. Your company can help bring the industry together for some of the most valuable conversations they have at the conference!

- Company name on signs at entrance
- Company listing in the CSS 2011 & Seed Expo "Passport" Booklet
- Verbal acknowledgement of company in general session announcements and on screens

SEED EXPO REFRESHMENT BREAKS (Two Available)

COST: \$3,500 (Exclusive) OR \$500 (For Partial Support)

- Company name on buffet signs
- Company name listed in program of events

Specify time slot: Wednesday or Thursday afternoon

SEED EXPO CONTINENTAL BREAKFAST (Two Available)

COST: \$3,500 (Exclusive) OR \$500 (For Partial Support)

- Company name and logo on buffet signs and cocktail tables

Specify time slot: Wednesday or Thursday morning

HOSPITALITY HOST

COST: \$2,500 (Exclusive)

- Welcome hospitality refreshments offered to attendees at ASTA registration desk
- Company or product logo listed as "Host" on sign
- Written highlights in registration and program of events identifying company as hospitality host
- Company may provide logo welcome give-away gifts at registration

NEW! CSS & SEED EXPO DAILY NEWSPAPER ADVERTISEMENT

COST: FULL PAGE \$1,000, HALF PAGE \$750, QUARTER PAGE \$500

This new show daily newspaper will be distributed each morning to attendees' hotel rooms and in the Hyatt Regency from the ASTA registration area. The paper will recap the previous day's highlights with news and photos, provide a guide for the current day's events and include articles on the latest issues in the seed industry.

GENERAL DONATION

COST: \$500 OR MORE

Basic sponsor package:

- Company listing projected on screen in general sessions
- Sponsor ribbons for company staff
- Company name listed in registration brochure and program of events
- Company name listed on sponsor recognition banner in convention registration area

SEED EXPO RECEPTION DOOR PRIZE

COST: \$250 (Plus cost of door prize)

- Company to provide prize for drawing, to be awarded at Seed Expo reception (prize subject to approval by ASTA)
- Company name at entrance to Seed Expo reception
- Company name listed in program of events



VEGETABLE & FLOWER SEED CONFERENCE

SPONSORS MENU

January 21 – 24, 2012 | Tampa Marriott Waterside Hotel & Marina | Tampa, FL.

The following sponsorship opportunities are related to ASTA's 51st Vegetable & Flower Seed Conference. Each item carries with it a specific package of recognition benefits for the sponsor. These benefits have been carefully constructed by ASTA to ensure appropriate sponsor recognition based on the value and visibility associated with each particular sponsorship.

All sponsors to receive:

- Sponsor ribbons for company staff
- Company name listed on convention website and in program of events
- Company name listed on sponsor recognition banner in convention registration area

For all other sponsorships, each sponsor will receive all of the above PLUS:

WELCOME RECEPTION

COST: \$6,000 (Exclusive) OR \$3,000 (For Partial Support)

- Company recognized in the program of events
- Company name projected on screen during the general sessions
- Company logo printed on signs at event

TRADING ROOM

COST: \$5,000 (Exclusive) OR \$500 (For Partial Support)

- Company name printed on signs at trading room entrance and on table signs

"ASTA GIVES BACK" VOLUNTEER PROJECT

COST: \$5,000 (Exclusive) OR \$1,000 (For Partial Support)

Started in 2007 with the New Orleans Botanical Gardens project, the "ASTA Gives Back" community service project is held each year in our host city. Your company can lend its name to this meaningful experience and help make a difference in the community we visit at the same time.

- Company or product logo projected on screens during general sessions
- Company recognition on the Vegetable & Flower Seed Conference website
- Company name on event signs posted at the ASTA registration desk and at the event
- Verbal recognition during the general sessions and during the event
- Company listing in convention program of events



TRADING ROOM REFRESHMENTS (Nine Available)

COST: \$3,000 (Exclusive) OR \$500 (For Partial Support)

- Company or product logo (for exclusive sponsor) or name (for partial sponsors) on buffet signs and cocktail tables

Specify time slot: Sunday, Monday or Tuesday early morning, mid-morning or afternoon

HOSPITALITY CENTER HOST (Two Available)

COST: \$2,500 EACH

- Company may provide welcome gifts (gift to be purchased by sponsoring company and approved in advance by ASTA)
- Company name listed on sign at entrance
- Written highlights in registration and program of events identifying company as hospitality host

Specify Saturday or Sunday

SPOUSE LUNCHEON

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

- Company name listed in program of events
- Company name on signs at event
- Verbal recognition at general sessions and during event

GENERAL DONATION

COST: \$300 OR MORE

Basic sponsor package:

- Company listing projected on screen in general sessions
- Sponsor ribbons for company staff
- Company name listed in registration brochure and program of events
- Company name listed on sponsor recognition banner in convention registration area

129th ANNUAL CONVENTION

SPONSORS MENU

June 20 – 23, 2012 | Gaylord National Hotel and Convention Center | Washington, DC.

The 129th Annual Convention is the only ASTA convention that brings together seed industry professionals from across all divisions of the Association. This educational and policy meeting also celebrates the accomplishments of the past year and inducts the new leadership for the year ahead. The variety of programming prepares attendees for the trends and issues facing the seed industry. The convention will feature special events and networking opportunities with colleagues across all commodities, both seed companies and suppliers alike.

All sponsors to receive:

- Sponsor ribbons for company staff
- Company name listed in registration brochure and program of events
- Company name listed on sponsor recognition banner in convention registration area

For all other sponsorships, each sponsor will receive all of the above PLUS:

WELCOME RECEPTION

COST: \$15,000

- Company name and logo printed on napkins and shown on bar signs
- Company name and logo on sign at entrance
- Company may provide a take-away gift for attendees

GALA BANQUET

COST: \$15,000

- Company name and logo featured on entrance sign
- Company name and logo featured on bar signs
- Company name and logo featured on program/agenda
- Verbal recognition of sponsor in stage announcements
- Company may provide a take-away gift for attendees



OPENING GENERAL SESSION BREAKFAST

COST: \$12,000

- Company name and logo on entrance sign
- Company name and logo in program/agenda
- Company logo on screen in general sessions
- Verbal recognition in stage announcements

BANQUET ENTERTAINMENT

COST: \$10,000

- Company name and logo featured on program/agenda
- Company name and logo featured on stage banner (pending artist's approval)
- Verbal recognition of sponsor in stage announcements

BANQUET RECEPTION

COST: \$7,500

- Company name and logo featured on program/agenda
- Company name and logo shown on bar signs
- Company name and logo on napkins



CONTINENTAL BREAKFAST (TWO AVAILABLE)

COST: \$6,000 (Exclusive) OR \$1,000 (For Partial Support)

- Company name and logo on buffet signs and cocktail tables

*Specify time slot: Friday or Saturday morning***GOLF TOURNAMENT**

COST: \$6,000 (Exclusive) OR \$1,000 (For Partial Support)

- Company name and logo on sign, golf carts and at golf registration desk
- Company name and logo in program of events
- Company name and logo on towels (to be ordered by ASTA)

YOUTH PROGRAM & PIZZA PARTY (MONDAY AND TUESDAY PROGRAM)

COST: \$4,500 (Exclusive) OR \$2,500 (FOR ONE DAY)

- Company name and logo on sign at room entrance
- Company listed in program of events
- Company may provide toys/gifts with logo on them

GARY ARTHUR MEMORIAL 5K FUN RUN/WALK

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

- Company name and logo on t-shirts (designed and ordered by ASTA)
- Company name and logo recognition in program of events
- Company name on prize plaques

SPOUSE LUNCHEON

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

- Verbal announcement of company name in session introduction
- Company name and logo highlighted on materials given at event and in program of events
- Company verbally thanked in announcements to group
- Company name and logo on sign at luncheon
- Company has the option of providing a take-away gift to luncheon attendees

**REFRESHMENT BREAKS**

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

- Company name on buffet signs and cocktail tables
- Company name listed in program of events

*Specify time slot: Thursday morning, Thursday afternoon, Friday morning, Friday afternoon, Saturday morning***GENERAL DONATION**

COST: \$500 OR MORE

Basic sponsor package:

- Company name projected on screen in general sessions
- Sponsor ribbons for company staff
- Company name listed in registration brochure and program of events
- Company name listed on sponsor recognition banner in convention registration area

SPONSOR COMMITMENT FORM

- Conference:** 2011-2012 Annual Sponsor
- Farm & Lawn Seed Conference, Nov. 6 - 7, 2011 • Kansas City, Mo.
 - CSS 2011 & Seed Expo, Dec. 6 - 9, 2011 • Chicago, Il.
 - 51st Vegetable & Flower Seed Conference • Jan. 21 - 24, 2012 • Tampa, Fl.
 - 129th Annual Convention, June 20 - 23, 2012 • Washington, DC.

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

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 also encouraged and welcomed if any company would like to make a special request (such requests must be approved by ASTA before implementation). 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. The use of company names and logos, where applicable, will be used in a one-color format (color to be chosen by ASTA), except where otherwise indicated. For any sponsorship questions or concerns, please contact Jennifer Crouse at ASTA, 703-837-8140 or jcrouse@amseed.org.

- a. *Sponsorships must be paid in full 30 days prior to the convention in order 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.*



American Seed Trade Association
1701 Duke Street • Suite 275 • Alexandria, VA 22314
(P) 703-837-8140 • (F) 703-837-9365 • www.amseed.org