

SEED EXPO 2008 CHECKLIST

American Seed Trade Association
225 Reinekers Lane
Suite 650
Alexandria, VA 22314
Phone: 703-837-8140 Fax: 703-837-9365
E-mail: hstanford@amseed.org

September

- _____ Make hotel [reservations online](#) or call the Hyatt at 1-888-421-1442 for 10 rooms or less, over 10, please call Lizette Sedaat 312-239-4733.
- _____ Register booth personnel (online recommended; or use enclosed form).
- _____ Reserve an Expo Meeting Suite.
- _____ Review CSS 2008 sponsorship opportunities and secure sponsorship, if desired.

October

- _____ Email your Day Pass guest names to ASTA - all are complimentary this year!
- _____ Review information in **Freeman Decorating Kit** and order booth amenities - Please note **Union**

Jurisdictions and Shipping Information.

- _____ Go to the [exhibit area](#) of the [Seed Expo site](#) and review the information listed to make certain all booth personnel are registered and the information is current for program printing (i.e. sign name, Web site). You can embellish this space to promote your booth!

November

- _____ Nov. 9th- Housing deadline – group rate guaranteed until this date (refer to brochure).
- _____ Nov. 9th – Request for **Registrant List** begins, contact Hiranthie Stanford at hstanford@amseed.org
- _____ Nov. 10th - Program booklet deadline for sponsorship, please contact Jennifer Lord at 703-837-8140 for more information.
- _____ Nov. 15th- Final exhibit payment is due.
- _____ Nov. 15th - Early registration discount deadline. (Refer to exhibitor form for registering up to two free for each booth rental.)
- _____ Nov. 16th- Freeman Decorator advance order discount deadline.
- _____ Nov. 23rd – Advance shipping date.
- _____ Donate an item for the Seed Expo Silent Auction to benefit the ASTA Scholarship Fund

December

- _____ Order CD-ROM of CSS Proceedings
- _____ Again this year, a special meeting of all exhibitors will be conducted in the back of the exhibitors' hall on Thursday, December 11, at 5:00 p.m. This year's meeting will also include ASTA Associates Division members. Please come and share your thoughts about Seed Expo 2008 and reserve your space for 2008!

CSS 2008 & SEED EXPO CONTACTS

CSS 2008 and Seed Expo General Management and Sponsorship

Jennifer Lord, Director of Meetings and Services

PH 703-837-8140 FAX 703-837-9365

Addr: 225 Reinekers Lane, Suite 225, Alexandria, VA 22314 e-mail jlord@amseed.org

Seed Expo and CSS Registration Management

Hiranthie Stanford, Meetings and Membership Coordinator

PH 703-837-8140 FAX 703-837-9365

Addr: 225 Reinekers Lane, Suite 225, Alexandria, VA 22314 e-mail hstanford@amseed.org

Decorator & Exhibit Services

Melissa Hanson, Freeman

PH 312-239-4408 FAX 312-239-4409

Addr: 151 East Wacker Drive, Chicago, IL 60601 e-mail melissa.hanson@freemanco.com

CSS 2008 and Seed Expo Headquarters Hotel

Hyatt Regency Chicago On the River Walk, 151 East Wacker Drive, Chicago, IL 60601

Under 10 rooms: please call 1-888-421-1442, Over 10 rooms: contact Lizette Sedaat 312-239-4732

Reserve rooms online http://www.amseed.org/mtg_seedexpo08_hotel.asp

Destination Chicago – Convention and Visitors Bureau

Website <http://www.choosechicago.com/>

Hyatt Regency Catering

Jamie Pfeffer

PH 312-239-4711 FAX 312-239-4701 e-mail jpfeffer@hyatt.com

Visit our Seed Expo [web site](#) for exhibitor information.