

ASTA'S 125TH  
ANNIVERSARY YEAR  
CONVENTIONS:

CORN & SORGHUM  
AND SOYBEAN SEED  
RESEARCH  
CONFERENCE  
AND SEED EXPO

VEGETABLE & FLOWER  
SEED CONFERENCE

125TH ANNIVERSARY  
ANNUAL  
CONVENTION

## 125th Anniversary Year Sponsorship Opportunities

*Reach Great  
Heights* with ASTA...



1883 - 2008  
*Celebrating a Commitment  
to Agriculture & Innovation*



# WELCOME!

We are proud to unveil the sponsorship opportunities associated with a truly historic event, the 125th Anniversary of the American Seed Trade Association, one of the country's oldest trade associations in existence. To help us celebrate, ASTA would like to have as many companies as possible participate in the sponsorship program this year! To help achieve this goal, ASTA has re-worked our list of sponsorship opportunities in order to make the program as accessible as possible to a wide variety of companies involved in or contributing to the success of the seed industry.



1883 - 2008  
*Celebrating a Commitment  
to Agriculture & Innovation*

The ASTA sponsorship program is designed specifically for businesses to align their brand with a proven partner that brings results. The purpose of sponsorship is to give all ASTA members and related companies an opportunity to participate voluntarily in the enhancement of the conference for the benefit of every attendee, while sponsors benefit from maximized corporate visibility to our targeted audiences. Sponsorship through events often results in recall that far exceeds traditional advertising, and each ASTA convention addresses a specific segment of the seed industry to best target your marketing budget.

Over the years, ASTA has constantly worked to refine the sponsorship opportunities available to take into account the advancement in current marketing strategies, the evolution of elements within each convention, and the setting and local area of our events to create the most memorable and “experiential” marketing opportunities possible. These efforts, on top of the new items for the celebration of ASTA’s 125th anniversary year, result in the menus you will see for each convention within this booklet, all of which provide for exceptional opportunities for your company. The menus offer a full range of opportunities from the budget-conscious to the exclusive signature sponsors of each convention.

ASTA values our partnerships with our member companies and through sponsorship, we hope to celebrate with you our 125th anniversary of working to advance the American seed industry.

**We will see you and your company name  
in lights at our next event!**



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

*This is the largest ASTA event, and is also the largest seed industry convention in the world. It has been located at the Hyatt Regency Chicago for the past 32 years and begins in early December. This is the 62nd year for the Corn & Sorghum Conference, 37th year for the Soybean Seed Research Conference, and 31st year for the Seed Expo.*

### CSS & SEED EXPO

*The largest seed industry convention in the world!*

- Duration/Pattern:** 4 days, Tuesday through Friday (registration opens one day prior). Seed Expo: 2-3 days.
- Average Attendance:** 2300-2600
- 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 contemporary issues related to the corn, sorghum and soybean trade, including biotechnology, management and production, breeding and genetics, pest management, and many more.
- Exhibitors/Sponsorships:** The Seed Expo features approximately 115 exhibitors and also includes several other features and services, including Meeting Suites for business appointments that can be reserved by the hour or for the two days 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.

## VEGETABLE & FLOWER SEED CONFERENCE

*This conference is the first of the calendar year and is held in late January/early February. Currently in its 47<sup>th</sup> year.*

### Vegetable & Flower SEED CONFERENCE

- Duration/Pattern:** 4 days, Tuesday through Friday for the anniversary year. Saturday is reserved for the ASTA Board meeting (invitation only).
- Average Attendance:** 500-600
- Who attends:** Mostly vegetable seed producers and some service providers.
- What Happens:** The conference features cutting-edge industry and government speakers focusing on vegetable & flower industry issues, plus a networking reception and committee meetings covering a full range of topics from organic to biotechnology. The Trading Room, which is the focal point of this conference, is constantly filled to capacity with constant, all-day networking and business appointments.



## VEGETABLE & FLOWER SEED CONFERENCE (CONTINUED)

**Exhibitors/Sponsorships:** Approximately 25 are present and cater directly to the vegetable and flower seed producers. The exhibits are part of the heavily-attended Trading Room area. The adjacent Reserved Appointment Table room allows companies to reserve a table for their exclusive use throughout the days of the conference. A new sponsorship menu was added in 2006 and is being expanded.

**Special Notes:** This meeting is compact in its layout, making it a hotbed of business activity with all the key players visible in the same area constantly. It also provides an opportunity to meet with a variety of seed companies due to the ASTA Board's meeting at the end of the week.

## ASTA ANNUAL CONVENTION

*This convention is typically held in mid to late June. Currently in its 125th year.*

**Duration/Pattern:** 5 days, Saturday through Wednesday

**Average Attendance:** 475-600

**Who attends:** All types of seed companies and service providers.

**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, addressing topics such as organic, international, phytosanitary, biotechnology, and more, and covering all seed commodities. There are also a number of special events, such as the Welcome Reception, Opening Breakfast, and Gala Banquet that provide an opportunity to mingle and meet members and their families.

**Exhibitors/Sponsorships:** Approximately 25, located this year in the meeting space/registration foyer. Exhibits are mainly service providers to the seed industry. This convention has the most comprehensive sponsorship program of the three, typically featuring over 100 different sponsoring companies.

**Sporting Events:** A golf tournament (approx. 52 participants) and 5K Fun Run (approximately 40 participants) will be held on Sunday, June 22.

**Special Notes:** This convention is the ceremonial event in which the ASTA officers rotate their positions, part of which is the installation of the new Chairman of the Board. Participants are encouraged to bring their families to enjoy the hospitality of the host city.



**AMERICAN SEED TRADE ASSOCIATION**

**CSS 2007 & SEED EXPO**

**DECEMBER 4 – 7, 2007**

The following sponsorship opportunities are related to the CSS 2007 and Seed Expo, the largest seed industry convention in the world. Please note the new opportunities, highlighted in colored boxes, including new sponsorship options in the “Big Bar,” the longest bar in North America, located at our host hotel the Hyatt Regency Chicago! Each item carries with it a specific package of recognition benefits for the sponsor. These benefits have been carefully reviewed and constructed by ASTA in order to deliver 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 web site and in on-site program
- Company name listed on Sponsor Recognition Banner in convention registration area

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

**GOLD SPONSOR** *(Multiple Sponsors Allowed)*

**COST: \$25,000**

- Company logo (full-color) and name included on screen in general session rooms
- Company logo (full-color) included on cover of conference published materials
- Company logo (full-color) on banner to be displayed next to General Session stage
- Company logo (full-color) included on separate Gold Sponsor Sign at convention registration
- Company logo (full-color) on convention web page with link to sponsor home page
- Company verbally thanked at beginning of all major conference events

**HOTEL ROOM KEY CARDS**

**COST: \$20,000**

- Company’s choice of ad or logo to be printed on one side of hotel room key cards for distribution to all guests in convention room block (art can be 4-color and must be approved by ASTA)
- Limited to one sponsor.
- ASTA to place order for key cards directly

**CSS & SEED EXPO**

*The largest seed industry convention in the world!*

**BADGE LANYARDS**

**COST: \$18,000**

- Company name & 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

**BIG BAR LATE NIGHT RECEPTION**

**COST: \$15,000 EACH** *(Two Nights Available)*

Your company will play host to ASTA attendees at the “Big Bar” at the Hyatt Regency Chicago, the longest bar in North America! Traditionally the spot where ASTA “ends up” each night of the CSS convention, your company can enjoy exclusive attention as the host of the back section of the bar.

- Event will be listed in the Program of Events and the convention web site
- Company name & logo printed on napkins
- Company name & logo on sign at entrance
- Company has option to provide take-away gift for attendees
- Choose Wednesday evening, Dec. 5 or Thursday evening, Dec. 6 (9:00 p.m. each)

**REGISTRATION TOTE BAGS**

**COST: \$15,000**

- Company logo on each tote bag, distributed to all attendees containing registration materials
- Includes cost of bag production (bag type to be selected and ordered by ASTA)

**CHICAGO/SEED EXPO MAPS**

**COST: \$10,000** *(Exclusive)* **OR \$2,000** *(For Partial Support)*

- Sponsor logo and contact information printed on map
- Map will be included in attendees’ registration materials

*NOTE: Minimum of three partial sponsors must be secured for maps to be produced*

**CONFERENCE PROCEEDINGS**

**COST: \$10,000** *(Exclusive)* **OR \$2,000** *(For Partial Support)*

- Pop-up window at opening of the media with thanks to sponsor and link to home page
- Company recognized in on-site program and on convention web site



## SEED EXPO RECEPTION

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

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

## BIG BAR DRINK PROMOTION

**COST: \$5,000 EACH (Two Nights Available)**

Your company will be featured on special lighted drink stirrers for each mixed drink served at the Hyatt Regency Chicago's "Big Bar" on the night of your choice. Traditionally the spot where ASTA ends up each night of the CSS convention, this is a fun and inventive way to call attention to your company.

- Company logo printed on light-up drink stirrers
- Choose Wednesday evening, Dec. 5 or Thursday evening, Dec. 6 (*stirrers will be distributed until 9 p.m. only in the event that a Big Bar Late Night Reception is being held, see previous page*)

## SEED EXPO REFRESHMENT BREAKS (Two Available)

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

- Company name on buffet signs
- Company name listed in On-Site program

*Specify time slot: Wednesday afternoon Thursday afternoon*

## SEED EXPO CONTINENTAL BREAKFAST

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

- Company name & logo on buffet signs and cocktail tables

*Specify time slot: Wednesday afternoon Thursday afternoon*

## SPOUSE/GUEST BREAKFAST

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

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

## CYBER CAFÉ (4 Cyber Café Locations Available)

**COST: \$2,000 EACH**

- Company name & logo serves as wallpaper on computer screens at each station
- Link to company web site serves as Internet home page on each computer
- Company may opt to provide logo mouse pads, pens or pads at each station
- Company name on sign at Cyber Café location

## DIGITAL DISPLAY

**COST: \$1,000 (For One Day Use)**

### Basic sponsor package:

- Your company logo and messaging will appear on a "Digital Display" screen located in the East Tower of the Hyatt Regency Chicago (*exact location to be confirmed by Hyatt Regency Chicago*)
- Video (without sound) can be used for this medium which will repeat throughout the day
- Material must be approved by ASTA and should conform to the technical parameters of the Hyatt Regency Chicago

## GENERAL DONATION

**COST: \$500 OR SPECIFY AMOUNT**

### Basic sponsor package:

- Company listing projected on screen in general sessions
- Sponsor ribbons for company staff
- Company name listed in registration brochure & on-site program
- Company name listed on Sponsor Recognition Banner in convention registration area

## SEED EXPO RECEPTION DOOR PRIZE

**COST: \$300**

- 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 On-Site program

## NEW! ANNIVERSARY PACKAGE PRICING:

**Any company who sponsors an event at all three ASTA conventions in the 2007-2008 year (CSS 2007, Vegetable & Flower Seed Conference, and Annual Convention) will receive 10% off their total sponsorship price.**

**AMERICAN SEED TRADE ASSOCIATION**  
**47<sup>TH</sup> VEGETABLE & FLOWER SEED CONFERENCE**  
**JANUARY 22 – 25, 2008**  
**SHERATON NEW ORLEANS –**  
**NEW ORLEANS, LOUISIANA**

The following sponsorship opportunities are related to the 47<sup>th</sup> Vegetable & Flower Seed Conference and each item carries with it a specific package of recognition benefits for the sponsor. These benefits have been carefully reviewed and constructed by ASTA in order to deliver appropriate sponsor recognition based on the value and visibility associated with each particular sponsorship.

ASTA's 47<sup>th</sup> Vegetable & Flower Seed Conference is an intense networking event that has been steadily increasing in attendance in the past 5 years. For our anniversary year, ASTA is proud to bring our conference to the city of New Orleans. We are bringing our convention to this great, re-emerging city not only because its tourism and convention facilities are back and better than ever, but also because we are excited to have our conference contribute to the continuing rebuilding efforts after Hurricane Katrina. To this end, we have developed a number of special events and opportunities that are tailored to the locale and we call on the members of ASTA to help us in this endeavor. This is an opportunity to see ASTA at its best!

**Items in colored boxes are New Orleans special events that offer the best of “experiential marketing” opportunities for sponsors—typically a recall of 14:1 over traditional marketing messages.**

**All sponsors to receive:**

- Sponsor ribbons for company staff
- Company name listed on convention web site and in on-site program
- Company name listed on Sponsor Recognition Banner in convention registration area

**Items listed in yellow boxes are venue-specific experiential marketing opportunities that are unique to the convention location for this year. For all other sponsorships, each sponsor will receive all of the above PLUS:**

**Vegetable & Flower**  
**SEED CONFERENCE**

**NEW!**

**ANNIVERSARY PACKAGE PRICING:**

**Any company who sponsors an event at all three ASTA conventions in the 2007-2008 year (CSS 2007, Vegetable & Flower Seed Conference, and Annual Convention) will receive 10% off their total sponsorship price.**

**GOLD SPONSOR** *(Multiple Sponsors Allowed)*

**COST: \$25,000**

- Company logo (full-color) and name included on screen in general session rooms
- Company logo (full-color) included on cover of conference published materials
- Company logo (full-color) on banner to be displayed next to General Session stage
- Company logo (full-color) included on separate Gold Sponsor Sign at convention registration
- Company logo (full-color) on convention web page with link to sponsor home page
- Company verbally thanked at beginning of all major conference events





## WELCOME RECEPTION

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

The ASTA Welcome Reception will be held in the Louis Armstrong Ballroom of the Sheraton New Orleans and will feature a New Orleans Marching Jazz Band and Cajun cuisine.

- Company recognized as sponsor of this event in the on-site program
- Company name projected on screen during the general sessions
- Company logo printed on signs at event



## BADGE LANYARDS

**COST: \$6,000**

- Company name & 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

## HOTEL ROOM KEY CARDS

**COST: \$6,000**

- Company's choice of ad or logo to be printed on one side of hotel room key cards for distribution to all guests in convention room block (art can be 4-color and must be approved by ASTA)
- Limited to one sponsor.
- ASTA to place order for key cards directly

## TRADING ROOM

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

- Company name printed on signs at Trading Room entrance and on table signs

## TRADING ROOM CYBER CAFÉ

**COST: \$4,500 (Exclusive) OR \$2,500 (One Day)**

- Company name & logo serves as wallpaper on computer screens at each station
- Link to company web site serves as Internet home page on each computer
- Company may opt to provide logo mouse pads, pens or pads at each station
- Company name on sign at Cyber Café location

## NEW ORLEANS CITY PARK COMMUNITY PROJECT

**COST: \$3,000 (Exclusive)**

Sponsorship of this project supports busing and bottled water for ASTA attendees to go to the New Orleans City Park, the largest urban park in the country and plant flowers in a section that was damaged by Hurricane Katrina. After the hurricane, the park's staff was depleted to only 25 employees and the park was left in desperate need of volunteer help.

- Company recognized in on site program and convention web site for support of this project
- Verbal recognition announced at general session and during event
- Company name posted on bus signs and event signs

## NEW ORLEANS CITY PARK FLOWER DONATION

**COST: IN-KIND DONATIONS**

The New Orleans City Park, the largest urban park in the country, is in need of specific flowers for an area of the park that was ravaged by flood waters and is in need of re-planting. Flower varieties requested include palladiums, gardenias, camellias, but both shade and sun tolerant plants are needed for this section.

- Company recognized in on site program and convention web site for support of this project
- Verbal recognition announced at general session and during event
- Company name posted on bus signs and event signs



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

- Company name & logo on buffet signs and cocktail tables
- Specify time slot:  
 Monday am or Tuesday am*

**HOSPITALITY CENTER HOST**  
**COST: \$2,500 EACH**

- Company to provide welcome gifts (gift to be purchased by sponsoring company; to be approved in advance by ASTA)
  - Company name listed on sign at entrance
  - Written highlights in registration and on-site programs identifying company as hospitality host
- Specify Saturday or Sunday*

**HOSPITALITY CENTER HOST**  
**COST: \$2,500 EACH**

- Company to provide welcome gifts (gift to be purchased by sponsoring company; to be approved in advance by ASTA)
  - Company name listed on sign at entrance
  - Written highlights in registration and on-site programs identifying company as hospitality host
- Specify Saturday or Sunday*

**GENERAL DONATION**  
**COST: \$300 OR SPECIFY AMOUNT**

**Basic sponsor package:**

- Company listing projected on screen in general sessions
- Sponsor ribbons for company staff
- Company name listed in registration brochure & on-site program
- Company name listed on Sponsor Recognition Banner in convention registration area

**SPOUSE LUNCHEON AND PLANTATION TOUR**  
**“GRAND DAME OF RIVER ROAD”**

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

This enhanced spouse function offers a ride up River Road in New Orleans to one of the most picturesque homesteads located on the Mississippi River, Houmas House, for a luncheon and historical tour of the area.

- Company name listed in On-Site program and on convention web site
- Company name on signs at event
- Verbal recognition at general session and during event





**125th Anniversary Annual Convention**

**June 21 – 25, 2008**



ASTA’s 125th Anniversary Annual Convention is a truly historic event that is expected to enjoy the highest attendance of any ASTA Annual Convention in the past 5 years. Set at the beautiful Gaylord Palms Resort & Convention Center in Orlando, Florida, this conference will be filled

with thematic elements and special events that will celebrate this big “birthday” and as such, a number of special anniversary opportunities have been created for its sponsorship menu. As part of the commemoration, a number of special guests in the agricultural industry are expected to be in attendance as well. Don’t miss this unique opportunity to promote your company in front of this large and prestigious audience!

**Items in colored boxes are Anniversary special events that offer the best of “experiential marketing” opportunities for sponsors— typically a recall of 14:1 over traditional marketing messages.**

**All sponsors to receive:**

- Sponsor ribbons for company staff
- Company name listed in registration brochure & on-site program
- Company name listed on Sponsor Recognition Banner in convention registration area

For all other sponsorships, each sponsor will receive all of the above plus the items indicated for each event sponsorship as listed below.

**DIAMOND SPONSOR (One Company Only)**

**COST: \$75,000**

- All benefits of the “Platinum” sponsorship below, plus:  
One “experiential marketing” event with the sponsor as the host, to be mutually determined between sponsor and ASTA. Final event selection must be approved by ASTA. Examples include: a morning refreshment greeting in rooms for each attendee, private demonstration room with refreshments, etc. Cost of marketing piece is covered by ASTA.

**PLATINUM SPONSOR (One Company Only)**

**COST: \$50,000**

- Company may provide registration tote bag for registration materials or other designated promotional item (to be approved by ASTA; cost of manufacturing is sponsor’s responsibility)
- Company logo (full-color) serves as back cover of on-site program (note: may be shared with Diamond sponsor if applicable)
- Company logo (full-color) on banner to be displayed next to General Session stage
- Company logo (full-color) included on separate Platinum Sponsor Sign at convention registration
- Company logo (full-color) on Annual Convention web page with link to sponsor home page
- Company logo (full-color) projected on screen in general sessions
- Company logo (one-color) on back cover of convention attendee roster (along with Diamond and Gold Sponsors)
- Company logo (full-color) included on cover of conference published materials
- Company logo (one-color) on closing banquet napkins (along with Diamond and Gold Sponsors)
- Company verbally thanked at beginning of all major conference events

**GOLD SPONSOR (Multiple Sponsors Allowed)**

**COST: \$25,000**

- Company logo (full-color) and name included on screen in general session rooms
- Company logo (full-color) included on cover of conference published materials
- Company logo (one-color) on back cover of convention attendee roster (along with Platinum Sponsor)
- Company logo (full-color) on banner to be displayed next to General Session stage
- Company logo (full-color) included on separate Gold Sponsor Sign at convention registration
- Company logo (full-color) on Annual Convention web page with link to sponsor home page
- Company logo (one-color) on closing banquet napkins (along with Platinum Sponsor)
- Company verbally thanked at beginning of all major conference events

**WELCOME RECEPTION**

**COST: \$15,000**

- Company name & logo printed on napkins and shown on bar signs
- Company name & logo on sign at entrance
- Verbal thank you to sponsor in general session announcement
- Company name & logo on banner lining stage
- Company has option to provide take-away gift for attendees



**BANQUET**

**COST: \$15,000**

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



**OPENING GENERAL SESSION BREAKFAST**

**COST: \$12,000**

- Company name & logo featured on entrance sign
- Company name & logo featured in program/agenda
- Company logo projected on screen in general sessions
- Verbal recognition of sponsor in stage announcements

**BANQUET ENTERTAINMENT**

**COST: \$10,000**

- Company name & logo featured on program/agenda
- Company name & logo featured on stage banner (pending artists' management approval)
- Verbal recognition of sponsor in stage announcements

**CYBER CAFÉ**

**COST: \$10,000 (Exclusive) OR \$3,000 (Per Day)**

- Company name & logo serves as wallpaper on computer screens at each station
- Link to company web site serves as Internet home page on each computer
- Company may opt to provide logo mouse pads, pens or pads at each station
- Company name on sign at Cyber Café location

**HOTEL ROOM KEY CARDS**

**COST: \$8,000**

- Company's choice of ad or logo to be printed on one side of hotel room key cards for distribution to all guests in convention room block (art can be 4-color and must be approved by ASTA/CSTA)
- Limited to one sponsor.
- ASTA/CSTA to place order for key cards directly

**BANQUET RECEPTION**

**COST: \$7,500**

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



**BADGE LANYARDS**

**COST: \$7,500**

- Company name & 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/CSTA

**CONTINENTAL BREAKFAST**

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

- Company name & logo on buffet signs and cocktail tables
- Specify time slot: Tuesday am or Wednesday am*



**NEW!**  
**ANNIVERSARY PACKAGE PRICING:**  
 Any company who sponsors an event at all three ASTA conventions in the 2007-2008 year (CSS 2007, Vegetable & Flower Seed Conference, and Annual Convention) will receive 10% off their total sponsorship price.

**GOLF TOURNAMENT**

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

- Company name & logo on sign on golf carts and at Golf registration desk
- Company may provide polo t-shirts with logo for players
- Company name & logo in on-site program within golf information page
- Company name & logo on towels (towels to be ordered by ASTA)

**TRADING ROOM**

**COST: \$5,000**

- Company names recognized on entrance sign and on table tents in Trading Room
- Verbal recognition of sponsor during a general session announcement

**BUSINESS CENTER**

**COST: \$5,000**

- Company name & logo recognized on sign at Business Center and acknowledged in on-site program as sponsor
- Company name & logo serves as wallpaper on computer screen and company web site serves as Internet home page at workstation
- Verbal recognition of sponsor during a general session announcement
- Company may provide logo pens and writing pads at station

**YOUTH PROGRAM: MONDAY OUTING AND TUESDAY PIZZA PARTY**

**COST: \$4,500 (Exclusive) OR \$2,500 (For One Day)**

- Company name & logo on sign at room entrance
- Company listed in on-site program as sponsor of the event
- Company may provide toys/gifts with logo on them

**SPOUSE LUNCHEON**

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

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

**5K FUN RUN**

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

- Company name & logo on t-shirts (shirts to be designed & ordered by ASTA)
- Company name & logo recognition in on-site program
- Company name on prize plaques



**HOSPITALITY CENTER HOST:**

**COST: \$2,500 PER DAY**

- Company to staff hospitality center and provide welcome gifts
  - Company name and logo listed as "Host" on sign at entrance
  - Written highlights in registration and on-site programs identifying company as hospitality host
- Specify day: Saturday or Sunday*

**REFRESHMENT BREAKS**

**COST: \$2,500 (Exclusive) OR \$1,000 (For Partial Support)**

- Company name on buffet signs and cocktail tables
  - Company name listed in On-Site program
- Specify time slot: Monday am, Tuesday am, Tuesday pm, Wednesday am*

**“ASTROVISION” AT THE GAYLORD PALMS ATRIUM**

**COST: \$2,500**

**Basic sponsor package:**

- Your company logo and messaging will appear on the Gaylord Palms Resort’s “jumbotron” screen in the center of the hotel’s atrium-style lobby throughout the day on Sunday, June 22
- Video (without sound) can be used for this medium which will repeat throughout the day and during the ASTA Welcome Reception, held in the atrium plaza directly facing this screen
- Material must be approved by ASTA and must adhere to the technical parameters of the Gaylord Palms’ Technology Solutions Department



**“JANUS BOARD” AT THE GAYLORD PALMS RESORT**

**COST: \$1,000 (For One Day Use)**

**Basic sponsor package:**

- Your company logo and messaging will appear on the Gaylord Palms Resort’s “Janus Board” screen located in the center of the entranceway to the hotel’s atrium-style lobby
- Video (without sound) can be used for this medium which will repeat throughout the day
- Material must be approved by ASTA and must adhere to the technical parameters of the Gaylord Palms’ Technology Solutions Department



**GENERAL DONATION**

**COST: \$500 OR HIGHER**

**Basic sponsor package:**

- Company listing projected on screen in general sessions
- Sponsor ribbons for company staff
- Company name listed in registration brochure & on-site program
- Company name listed on Sponsor Recognition Banner in convention registration area

**SPECIAL! 125TH ANNIVERSARY SPONSORSHIP OPPORTUNITIES**

**“WALK THROUGH TIME” ANNIVERSARY**

**DISPLAY**

**COST: \$5,000 (Exclusive) OR \$500**

*(For Partial Support)*

The “Walk Through Time” Display will feature a series of historical markers chronicling the history of ASTA over the past 125 years, along with several glass display cases showcasing artifacts from ASTA’s archives and as submitted by ASTA members.

- Company name on sign at display entrance
- Company listed in on-site program as sponsor of the event

**VALUE OF ASTA MEMBERSHIP ARCHIVE**

**COST: \$5,000 (Exclusive) OR \$1,000**

*(For Partial Support)*

The “Value of ASTA Membership Archive” is a collection of members’ experiences on the ways ASTA has helped their business over the years. This booklet will be presented at the new New Member Luncheon/First Time Attendee Luncheon and ASTA Membership Forum, being held at the Annual Convention in June.

- Company name on distributed coupons/certificates to contributors
- Company name on archive
- Company verbally thanked at New Member/First Time Attendee Luncheon and ASTA Membership Forum

**“ASTA FLOWER BED” ANNIVERSARY DISPLAY**

**COST: IN-KIND**

*(Available to ASTA Flower Seed companies only)*

- Company to provide flowers for arrangement into ASTA logo flower bed
- Company logo on sign at display entrance
- Company listed in on-site program as sponsor of the event

## SPONSORSHIP COMMITMENT FORM

- Conference:**  CSS 2007 & Seed Expo, December 4 – 7, 2007, Chicago  
 47th Vegetable & Flower Seed Conference, January 22 – 25, 2008, New Orleans  
 125th Anniversary Annual Convention, June 21 – 25, 2008, Orlando

Yes, I would like to sponsor the following event\*: \_\_\_\_\_

Amount: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email address: \_\_\_\_\_

Name of event: \_\_\_\_\_

Amount: \_\_\_\_\_

\*NOTE: Events are not guaranteed to be 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 Lord at the ASTA office:**

Phone: (703) 837-8140 Fax: (703) 837-9365 Email: [jlord@amseed.org](mailto:jlord@amseed.org)

### **Sponsorship Rules and Regulations**

*Previous sponsors of specific events are granted a first right of refusal for their specific item before it is released to be made available to a new sponsor. Once released, sponsorships are awarded on a first-come, first-served basis.*

*New sponsorship ideas are also encouraged and welcome 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 & 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 Lord at ASTA, (703) 837-8140 or [jlord@amseed.org](mailto:jlord@amseed.org).*

- a. Sponsorships must be paid in full by 30 days prior to the convention in order to ensure full recognition to the sponsoring company.
- b. Sponsors begin receiving recognition on the ASTA web site immediately upon completion of this form. Thus, sponsorships may not be cancelled and are not eligible for a refund.

American Seed Trade Association

225 Reinekers Lane • Suite 650 • Alexandria, Virginia 22314-2875

P: (703) 837-8140 • F: (703) 837-9365 • [www.amseed.org](http://www.amseed.org)



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