



CALENDAR OF MEETINGS

THE AMERICAN SEED TRADE ASSOCIATION

132nd ASTA ANNUAL CONVENTION

JUNE 17-20, 2015

Washington Marriott Marquis | Washington, D.C.

FARM & LAWN SEED CONFERENCE

NOV. 8-9, 2015

Westin Crown Center | Kansas City, MO

CSS 2015 & SEED EXPO

DEC. 7-11, 2015

Hyatt Regency Chicago | Chicago, IL

55th VEGETABLE & FLOWER SEED CONFERENCE

JAN. 30-FEB. 2, 2016

Disneyland Hotel | Anaheim, CA

133rd ASTA ANNUAL CONVENTION

JUNE 18 - 22, 2016

The Nines Hotel | Portland, OR

FARM & LAWN SEED CONFERENCE

NOV. 6-7, 2016

Westin Crown Center | Kansas City, MO

CSS 2016 & SEED EXPO

DEC. 5-9, 2016

Hyatt Regency Chicago | Chicago, IL

56th VEGETABLE & FLOWER SEED CONFERENCE

JAN. 28-31, 2017

Disney's Yacht & Beach Club Resort | Orlando, FL

134th ASTA ANNUAL CONVENTION

JUNE 2017

Minneapolis, MN

FARM & LAWN SEED CONFERENCE

NOV. 5-6, 2017

Westin Crown Center | Kansas City, MO

CSS 2017 & SEED EXPO

DEC. 4-8, 2017

Hyatt Regency Chicago | Chicago, IL

*Save
the Date!*





REFERENCE GUIDE TO ASTA MEETINGS

THE AMERICAN SEED TRADE ASSOCIATION

VEGETABLE & FLOWER SEED CONFERENCE

This conference is held in late January or early February for four days (typically Saturday-Tuesday).

WHO ATTENDS: Approximately 850 vegetable seed producers and service providers from more than 20 countries.

ABOUT THE CONFERENCE: This conference features leading industry and government representatives who discuss industry issues, a networking reception, and committee meetings covering a variety of topics from organic production to biotechnology. The trading room, a focal point of the conference, is constantly filled to capacity with all-day networking and business opportunities.

EXHIBITORS/SPONSORSHIPS: The “Trading Room” is the focal point of the event, including more than 25 exhibitors and appointment tables for approximately 90 additional companies. Attendees set a busy appointment schedule beginning in October with participating companies. A full sponsorship menu is available.

ANNUAL CONVENTION

The original ASTA convention, which has been held each year since 1883, the Annual Convention is held in mid to late June for five days (typically Saturday-Wednesday).

WHO ATTENDS: About 450 attendees representing all sectors of the seed industry and service providers.

ABOUT THE CONFERENCE: The only conference that brings together all sectors of the industry, this conference covers a variety of topics from organic to innovation in plant breeding and from phytosanitary issues to legislative issues. Special events, such as the welcome reception, opening breakfast, and gala banquet provide an opportunity to mingle and meet members.

EXHIBITORS/SPONSORSHIPS: Of all ASTA meetings, this convention has the most comprehensive sponsorship program and about 15 tabletop exhibitors.

SPECIAL NOTES: This convention is the ceremonial event where ASTA officers rotate positions and a new chairman of the board is installed. Many attendees bring their families to enjoy the host city.

FARM & LAWN SEED CONFERENCE

Convened in Kansas City each year in early November, this conference is held jointly with the Western Seed Association’s Annual Meeting.

WHO ATTENDS: This conference draws more than 600 seed producers, mainly from the Midwest, who focus on turf, forage and farm seeds. Attendees include everyone from executives and sales teams to purchasers.

ABOUT THE CONFERENCE: ASTA programming is held for two days and includes meetings of the Farm and Lawn Seed Division leadership, the Environmental and Conservation Seed Committee and an ASTA “Town Hall” interactive breakfast. These meetings feature timely speakers in various roles from government and regulatory to industry experts.

EXHIBITORS/SPONSORSHIPS: There are tabletop exhibit opportunities for six companies and a variety of sponsorship opportunities.

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

America’s largest seed industry convention, ASTA’s CSS & Seed Expo is held each year at the Hyatt Regency Chicago in early December.

WHO ATTENDS: Approximately 3,000 executives, agronomists, public and private sector researchers, sales and marketing teams, students, operational/logistical employees, and service providers. Attendees come from more than 20 countries, with the majority of attendees from the Midwest United States. Many participants focus on corn, sorghum and soybeans, with a quickly growing segment of attendees who work in wheat, rice, grass, forages, cover crops, vegetables and flowers due to the broad relevance of the Seed Expo for all seed types.

ABOUT THE CONFERENCE: Five intense days (Monday- Friday) of education and networking opportunities provide attendees with the latest updates on key seed industry issues and an unparalleled sales and marketing opportunity. Topics include the global ag economy, seed treatments, new breeding techniques, organic seed, phytosanitary issues, communicating with the media, intellectual property rights, cover crops, seed business management topics and much more.

EXHIBITORS/SPONSORSHIPS: The Seed Expo comprises more than 150 exhibitors, including large equipment with meeting suites for business appointments. A variety of sponsorships are available.