



2020 Sponsorship Agreement

Select sponsorship level and make your credit card payment online at www.astaspice.org
 Questions? Phone: (202) 331-2460 * E-mail: info@astaspice.org

The following options are exclusive member-only opportunities. These have changed from prior years to offer more flexibility in how you gain exposure for your company:



- \$500 Bronze Sponsor** - Recognition on ASTA's meeting app sponsor page, including a 25-word company description. Recognition in all marketing communications of this event.
- \$1,000 Silver Sponsor** - All Bronze benefits, PLUS the inclusion of a six-month advertisement in FYI ASTA or ASTA Advocate.
- \$1,500 Gold Sponsor** - All Bronze benefits, PLUS the option to include your company brochure and a promotional item (t-shirt, sample size product, flash drive, etc.) in the conference bags.
- \$2,500 Platinum Sponsor** - All Gold benefits, PLUS one (1) complimentary table-top at the Exhibits, company logo (600 x 110 px) featured on the scrolling banner at the bottom of the meeting app menu page and a six-month advertisement on ASTA's website. **Please let ASTA know by February 3, 2020 if you will use a complimentary table-top and one will be reserved for you.**

PAYMENT METHOD: *Credit Card payments can only be made online.*

- For check payment, please mail this form with your payment to:
 American Spice Trade Association 1101 17th Street N.W., Ste. 700 Washington, DC 20036

Company: _____

Contact Person: _____

Telephone: _____ E-mail: _____

(Note: This email address will be used for important correspondence regarding your sponsorship)

2020 Guidelines for Sponsorship

Sponsor Recognition

Each sponsor will receive recognition on the event banner, the website, the meeting app and on slides shown throughout the general session breaks. For Platinum sponsors only, your company logo will be featured in the meeting app scrolling banner. A company logo must be in an eps or other high resolution format (600 x 110 pxl) and submitted no later than **Friday, March 6, 2020**.

Advertisements

You will be given the opportunity to choose when to begin your advertisement and your preference for the ad placement. Space is first-come, first-serve to each placement, based on availability of space for the specific newsletter selection. You can change your advertisement once during the six-month subscription period, staff will work with you to repost your advertisement.

Brochures

Gold and Platinum sponsors may provide a brochure to be placed in the registration bags. A quantity of 450 must be provided. Brochures cannot exceed 8.5" X 11" (US) or A2 (International) and must be collated if there is more than one page.

Promotional Item

Platinum and Gold sponsors are limited to one promotional item per registration bag. All promotional items must be approved by ASTA with a photo image that provides exact dimensions including packaging. Promotional items **must be approved by ASTA prior to shipment to the hotel**. Due to the size limitations and capacity of the conference bag, all promotional items will be considered on first-come, first-served basis. Items cannot require any assembly on-site and must be pre-packaged before shipping. To ensure attendees are able to travel with promotional items in carry-on bags, items must comply with TSA requirements. This means no liquids greater than 3 ounces, or sharp metal items of any kind will be accepted.

Excess Brochures and Promotional Items

If you would like extras returned to your company, please notify staff by email and provide a return shipping label along with the name of your onsite contact (attendee) by **April 10, 2020**.

Shipping Instructions

Detailed shipping and labeling instructions along with other information will be emailed to contacts on this agreement to ensure packages arrive at the hotel by the deadline date of **Wednesday, April 15, 2020**.

The American Spice Trade Association (ASTA) guidelines for sponsorship have been expressly incorporated into the sponsorship agreement for the ASTA 2020 Annual Meeting & Exhibits. Your signature below acknowledges that you have read the guidelines for sponsorship and you acknowledge ASTA will have final approval to this agreement. ASTA agrees to notify Representative Signature in advance of any revisions or amendments made to this agreement. All sponsor payments are final.

Representative Signature _____ Date _____