

ASTA Advertising and Sponsorship Brochure



ASTA MISSION

The expert voice of
the U.S. Spice industry
in the global market.

Table of Contents

2. MISSION AND VISION STATEMENT
3. WEBSITE ADVERTISING
4. NEWSLETTER ADVERTISING
5. SPONSORSHIP OPPORTUNITIES, ANNUAL MEETING
6. WORKSHOPS
7. WEBINARS AND OTHER OPPORTUNITIES, RESEARCH TECHNICAL PROJECTS, COMMITTEE SPONSORSHIPS
8. SOCIAL MEDIA ADVERTISING DEDICATED SPONSOR MAILING BRANDED INFORMATION SESSION

It is ASTA's vision to ensure the supply of pure, safe spice, shape public policy on behalf of the global industry, and advance the business interests of our members.

ASTA represents the interests of approximately 200 members including companies that grow, dehydrate, and process spices.

ASTA's members include U.S.-based agents, brokers and importers, and companies based outside of the U.S. that grow spices and ship them to the U.S. and other companies associated with the U.S. spice industry. ASTA members manufacture and market the majority of spices sold in the U.S. for industrial, food service and consumer use.

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Advertising and Sponsorship Benefits

Advertise with ASTA or sponsor an ASTA event to gain recognition for your company, connect with the U.S. spice industry, and secure new business opportunities! ASTA is a unique community comprised of the majority of companies in the in the U.S. spice industry, along with our valued global partners. Advertising and sponsorship with ASTA is an effective way to gain exposure for your company to the decision makers in the spice community, while supporting industry initiatives that benefit the entire sector.

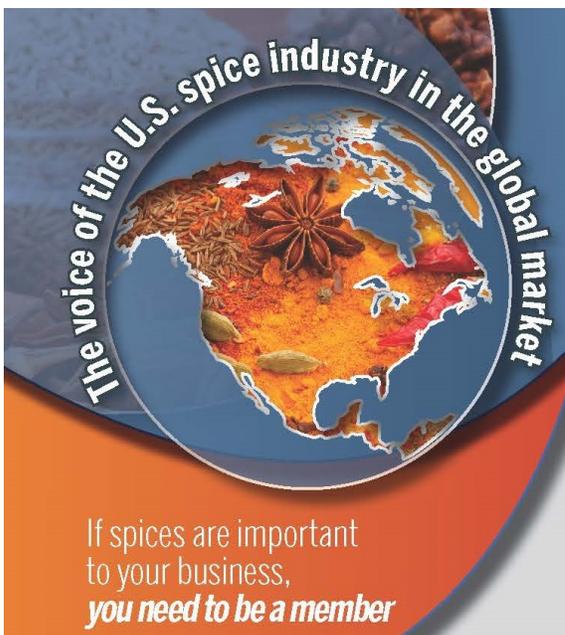
Advertising

Advertising allows companies the opportunity to promote their products and services to members of the spice industry. ASTA offers advertising on its website, newsletters, social media, and other communications platforms. ASTA members receive discounted rates on advertising.

Sponsorships

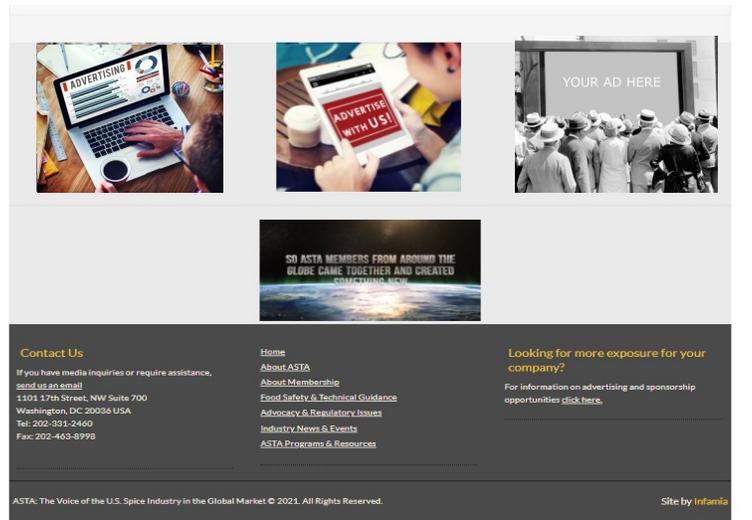
While our advertising opportunities are available to any company wishing to reach the U.S. spice industry, ASTA's sponsorship opportunities are an exclusive members-only benefit. ASTA offers sponsorship of its premier annual events, including the ASTA Annual Meeting and Regulatory Workshop. ASTA is also now offering sponsorship of virtual education, technical projects, committees, and other unique opportunities. Many sponsorship packages also include advertising benefits.

Advertising and sponsorship is a great way to show your support for ASTA while gaining exposure for your company. This revenue is used to further initiatives that advance the U.S. and global spice industries.



WEBSITE ADVERTISING OPPORTUNITIES

The ASTA website is accessible to members and non-members with some content that is available only to members behind a login wall. In the last year, the ASTA website received approximately 180,000 visits. Marketing your company on the ASTA website is an exciting and cost-effective approach to drive traffic to your site.



ADVERTISING SPACE ON THE ASTA WEBSITE

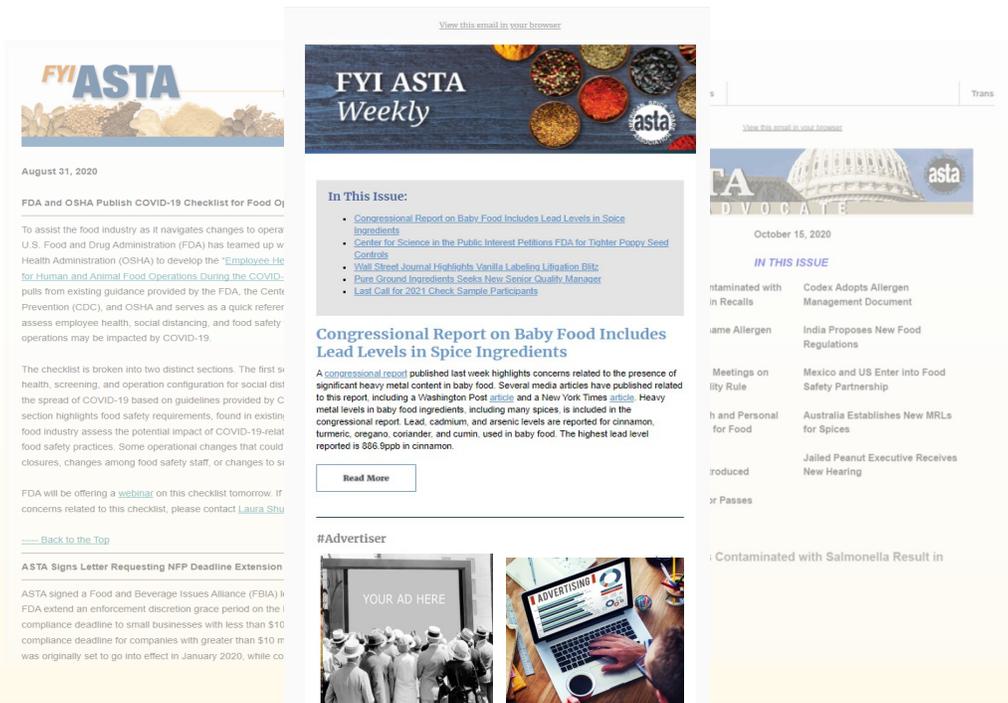
Purchase space on the ASTA website to feature your company advertisement with a link to your company website URL. If more than three ads are running, all ads rotate throughout the footer section of all web pages on the ASTA website. Choose from a variety of subscription options.

VIDEO ADVERTISING NEW!

Consider video advertising. Making video part of your marketing strategy allows you to engage with a more dynamic way to highlight your product or service message. This new video advertising is limited to one advertiser monthly and is also featured in the footer of all web pages on the ASTA website.



	Member	Non-Member
Quarterly Ad	\$1,250	\$2,700
Half-Year Ad	\$2,200	\$5,000
Annual Ad	\$3,995	\$7,995
Video Ad (monthly) NEW!	\$1,000	\$2,500



ASTA’s newsletter communications reach more than 1200 professionals across a broad spectrum of the spice industry. We are excited to announce that beginning January of 2021, ASTA will feature one weekly e-newsletter to its members.

ASTA’s goal is to offer a newsletter that brings the latest news to members on a more frequent basis. This focused newsletter will be filled with important information on regulatory updates, ASTA engagement with governmental issues, important legislation and federal agency news, as well as updates on important news about ASTA and the spice industry.

Advertising with ASTA is a great opportunity to gain exposure with this target audience. Through June 30, 2021 ASTA will offer these discounted rates to purchase advertisement space for one month or for consecutive month issues in the new weekly newsletter. Prices increased for new subscriptions received after January 1, 2021.

Newsletter Circular	Member	Non-Member
Monthly (4 issues)	\$495	\$995
Quarterly (12 issues)	\$995	\$1,595
6 Months	\$1,455	\$2,900
12 Months (52 issues)	\$2,450	\$4,950

SPONSORSHIP

ASTA offers sponsorship for a range of our events, virtual education, resources, and other activities. Some **NEW** opportunities support the association and the broader spice industry while offering exposure to your company. We hope you will consider supporting one of the many activities and programs.

EVENTS

ASTA offers two annual events, the ASTA Annual Meeting and the Regulatory Workshop. Additionally, ASTA offers events as needed featuring networking opportunities and educational content on a broad array of topics ranging from food safety to regulatory compliance to the latest food industry trends that impact spices. We utilize a combination of in-person meetings and web-based lectures to meet the needs of the industry.

ANNUAL MEETING

ASTA's premier educational event is the Annual Meeting and Exhibits held in desirable locations each spring. This event provides a series of lectures on the latest key spice industry issues, features a pre-conference workshop with an in-depth look at one key topic and the exhibits offer attendees the opportunity to learn about important products and services. In 2020 and 2021 ASTA pivoted to a virtual event in the spring.

The in-person Annual Meeting typically attracts 400+ attendees, representing over 200 member and non-member companies. Attendees of the ASTA meeting represent the entire spice industry, including brokers/distributors, growers, traders/importers, manufacturers, suppliers and users of spices in finished food products, and many more. Attendees include a mix of upper management, sales, procurement, quality and regulatory professionals

Don't miss out on opportunities to gain exposure for your company and show support for ASTA! You can find a separate Sponsor Prospectus on the ASTA website, with a complete list and description of advertising and sponsor opportunities. You can also contact a staff member at info@astaspice.org to have this sent to you electronically. Below is a highlight of those great opportunities to gain exposure as part of ASTA events

Sponsorship Type	Cost
Ruby NEW!	\$5,000
Platinum	\$3,500
Gold	\$2,000
Silver	\$1,500
Bronze	\$750
Sponsor a Session NEW!	\$1,500
Dedicated Sponsored Electronic Mailing NEW!	\$2,500
10 Minute Company Presentation During Quarterly Crop Report NEW!	\$2,500
Gift Box Giveaway NEW!	\$3,000

REGULATORY WORKSHOP

Each fall ASTA holds a Workshop in Washington, DC to allow industry to hear directly from policymakers and regulators. The workshop includes a full day of educational sessions, networking lunch, and hosted reception with special guests such as policymakers and embassy representatives. The meeting is also held in conjunction with ASTA’s committee meetings. The workshop is typically attended by approximately 100 attendees from about 50 spice companies. Attendees are typically comprised of quality assurance and regulatory affairs professionals. In 2021, this will be a virtual event in the summer. Check the ASTA website for the latest details on that event, as well as to download a copy the sponsorship opportunities.

Sponsorship Type	Cost
Ambassador	\$2,500
Diplomat	\$1,500
Spirit	\$500

STRATEGIC PARTNER NEW!

Ever wonder how you could support ASTA in achieving its strategic goals but not sure where to start? ASTA has developed an incredible opportunity for an ASTA member to become a partner in sponsoring the overall objective of ASTA’s strategic plan.

By becoming a Strategic Partner you receive recognition on the ASTA website, the newsletter and in all ASTA general communications. Excluded would be recognition on specific event communications where sponsorship is already recognized like Annual Meeting, Regulatory Workshop, webinars and other initiatives where members receive credit on specific project completion. The price of a 12 month partnership is \$5,000.

that goal.



Clean, Safe Spices was published in March 2011 as guidance for the spice industry on food safety. Companies are encouraged to implement the recommendations contained in the guidance and distribute the guidance to their suppliers and customers. Additional publications and programs have been developed to support implementation of the key recommendations.

All publications are available free to members and many are also available free to non-members. There is a fee for access to educational recordings.

Not a member yet? Visit [Membership](#) to find out more about the benefits of membership and how to [Join ASTA](#).

Analytical Methods

[Analytical Methods Manual](#) The official Analytical Methods of the American Spice Trade Association

[Microscopic Identification of Spices](#)

The Microscopic Identification of Spice Manual is a reference text for the microscopic or histological identification of pure spices. This is a CD-ROM that is available for purchase only.

Adulteration and Contamination Prevention

[Allergens](#)

[Adulteration and Contamination Prevention](#)
[Microbial Safety](#)
[Best Practices and Guidance](#)

ASTA Strategic Supporters



Your
Company Logo
Here

WEBINARS AND OTHER EDUCATION **NEW!**

Throughout the year ASTA brings education right to your desktop with webinars. ASTA regularly offers virtual seminars on a variety of timely topics of interest to the spice industry. Topics include technical updates, information on new regulations, and more. These events are usually offered live and then recorded and made available for additional registrants.

Live webinars are typically attended by representatives from 20-50 companies and then recorded sessions are available for purchase at a later point. Sponsorships are available for upcoming and past educational webinars.

Sponsors of upcoming webinars receive recognition by having a company logo featured in promotional materials including, the webinar webpage, presentation slides, electronic mass mailing promotions, and ASTA's social media. Sponsors also receive verbal recognition during the live webinar and receive complimentary registration for your company. The price of sponsoring an upcoming live webinar is \$1,000-\$1,500.

Sponsorships are also available for past webinars that are recorded and available on the ASTA website. Sponsored past sessions will be offered for free to ASTA members and will be promoted as being now available at no cost to ASTA members due to the generous contribution from our sponsors. Sponsors will receive recognition on the webinar page and in the promotions to the ASTA membership.

RESEARCH TECHNICAL PROJECT **NEW!**

Is your company interested in completing a technical project or conducting research on a topic of interest to the spice industry? ASTA is able to oversee the completion of special projects that benefit your company and the broader industry. Customizable projects are designed and priced on a case by case basis. Contact ASTA Executive Director Laura Shumow at lshumow@astaspice.org to discuss.

COMMITTEE SPONSORSHIP **NEW!**

ASTA has a number of standing committees, including the Food Safety Committee, Government Relations Committee, Membership and Outreach Committee, and Spice Integrity Council. Additionally, ASTA forms Task Forces as needed to address industry issues as they arise.

Committee sponsors can help to off-set costs for specific committee work. Additionally, sponsorship of committee meetings and networking events is available. Sponsors may organize a networking meal or special meeting for an ASTA committee.

Sponsors receive recognition as a committee sponsor on the ASTA website and received credit on specific project completion. The cost of meeting and networking sponsorship would be based on the meeting expenses.

SOCIAL MEDIA ADVERTISING **NEW!**

Place a sponsored post on ASTA's LinkedIn page. You provide the image and text and ASTA will post the content on its LinkedIn page. The post will be disclosed to be a sponsored promotion. ASTA currently has 2,000 followers on LinkedIn.

Pricing:

Member Single Post: \$200

Non-member Single Post: \$450



DEDICATED SPONSORED ELECTRONIC MAILING **NEW!**

ASTA will send a sponsored mailing with your content to our membership database. Content may include promotional information about your companies products and/or services, along with images and links. Mailings will be clearly indicated to be sponsored content in the subject line and body of the message. The content is subject to review by the ASTA staff to ensure that it meets ASTA's professional standards and the association's policies. ASTA staff will work with the advertising company on the design and review of the final mailing to ensure quality.

Pricing:

Single e-blast - Member: \$2,500

Single e-blast - Non-Member: \$5,000

FIVE MINUTE COMPANY PRESENTATION DURING QUARTERLY CROP REPORT **NEW!**

Provide a five minute presentation about your company's products and services that will be broadcast at the beginning of one of the four quarterly crop report updates this year. The opportunity has limited availability on a first come, first serve basis and is limited to four total sponsors. Crop report recordings will be available to all ASTA members. Your company presentation may be up to five minutes, and will be pre-recorded then broadcast at the beginning of the crop report. The recording will be clearly labeled as sponsored content and is subject to review by ASTA. The price of sponsoring an upcoming quarterly crop report is \$2,500, limited to members only.



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2020 ASTA Advertising and Sponsorship Brochure