



SPICE THINGS UP IN MIAMI

2022 ASTA ANNUAL MEETING & EXHIBITS

APRIL 10-12 • MIAMI, FL



Sponsorship Agreement

Sponsorship opportunities are available exclusively to ASTA members.

Sponsorship Type	Cost	Selection
Ruby	\$5,000	
Platinum	\$3,500	
Gold	\$2,000	
Silver	\$1,500	
A Taste of Miami Reception <i>(exclusive or non-exclusive option)</i> <i>See details for more on this sponsorship opportunity</i>	\$7,500 <i>exclusive</i> \$2,500 <i>non-exclusive</i>	
Sustainability Symposium	\$2,500	
5 Minute Company Presentation During Quarterly Crop Report <i>(exclusive)</i>	\$2,500	
Giveaway	\$1,500	
Networking Break	\$1,000	
	Total	\$ _____

This form should only be used if paying by check or wire payments. Credit card payments must be made online.

PAYMENT METHOD

- Check** – **Check must accompany this form.** Make check payable to American Spice Trade Association and mail to: American Spice Trade Association, 1101 17th Street NW, Ste. 700 Washington, DC 20036 USA
- Wire** – **Wire remittance must accompany this form.**

Company: _____

Primary Contact Person: _____

Phone: _____ Email: _____

*The primary contact person will receive important correspondence about your sponsorship, including any logistics information.
Sponsorships are not valid until payment is received. March 1 is the deadline to be featured in printed material.*



SPONSORSHIP

Sponsor Benefits	Ruby \$5,000	Platinum \$3,500	Gold \$2,000	Silver \$1,500
Company logo featured in the mobile app			X	X
Company name featured on ASTA website event pages			X	X
Company name featured on intermission slides during the event			X	X
Company name featured in event marketing, including posts to ASTA's LinkedIn page			X	X
Complimentary advertising space in FYI ASTA Weekly for a 3-month period See detailed guidelines on page 3		X	X	
Company logo featured in the mobile app, ASTA website event pages, intermission slides during the event, and the homepage sponsor carousel	X	X		
Company logo featured in event marketing, including posts to ASTA's LinkedIn page	X	X		
Complimentary advertising space in <i>FYI ASTA Weekly</i> for a 6-month period See detailed guidelines on page 3	X			
Complimentary advertisement on the ASTA website for a 3-month period See detailed guidelines on page 3	X			

Additional Sponsorship Opportunities	
A Taste of Miami Reception \$7,500 exclusive \$2,500 non-exclusive	Support the Tuesday Evening Event, as the exclusive sponsor, or select the non-exclusive sponsorship option (minimum of two sponsors required, maximum of four available) to sponsor with other ASTA members. The Tuesday Evening Event is the premier social event during the Annual Meeting & Exhibits. Your company will
Sustainability Symposium \$2,500	Support the Sustainability Symposium with other ASTA member sponsors. A minimum of two, or a maximum of four sponsors is required for this opportunity. Sponsors will receive recognition in promotions and at the Symposium.
5 Minute Company Presentation During Crop Reports \$2,500 exclusive	Provide a five minute presentation about your company's products and services, and introduction to the crop reports. Content is subject to review and approval by ASTA. This opportunity is exclusive and limited to one sponsor.
Giveaway \$1,500	Sponsor a gift giveaway for event attendees. Winners will be announced throughout the event and one sponsor will be recognized for each giveaway.
Networking Break \$1,000	Sponsor a break during the event. Your company logo will be featured at the break station during one break period at the event. A maximum of three sponsors may sponsor each break period. Each sponsor will have the opportunity to select their preferred break, on a first come, first served basis.

See guidelines for more details on these exclusive sponsor opportunities for ASTA members.



SPONSORSHIP

Sponsorship Guidelines

Sponsor Recognition

Each sponsor will receive recognition on the ASTA website, sponsor banner or signage, and the meeting app. For all sponsors, your company logo will be featured as outlined in the sponsor benefits. A company logo must be in an eps or other high resolution format and submitted no later than **March 1, 2022** to be featured in printed material.

Advertisements

Sponsors who receive advertisements in *FYI ASTA Weekly* must submit a high resolution file of your advertisement. Sponsors' advertisements will be featured in *FYI ASTA Weekly*, which publishes four times per month. Depending on sponsor interest, advertisements may run one to four times each month. Advertisements will run for a three or six month period, depending on sponsor level commitment selected. ASTA will work with you on the schedule for your advertisement. Advertisements are subject to review by ASTA to ensure they meet ASTA's professional standards and the association's policies.

Giveaways

ASTA will select and purchase the giveaway. Winners will be chosen at random and announced throughout the event. One sponsor will be recognized when each giveaway is announced.

Networking Breaks

These are on a first come, first served basis for a maximum of three companies for each break opportunity. After your sponsorship agreement is received, ASTA staff will contact you to assign a break to be a featured sponsor. Your company logo will be displayed for recognition.

Exclusive Sponsorship

Exclusive opportunities will be on a first come, first served basis. Sponsor will receive exclusive recognition in promotions and at the event.

Non-exclusive Sponsorship

A minimum of two non-exclusive sponsors will be required for the Spicing Up Miami Reception or Sustainability Symposium. Sponsors will receive recognition at the event.

Confirmed Commitments

Sponsorship must be paid in full to be confirmed. After your sponsorship agreement is received, ASTA staff will contact you.

The American Spice Trade Association (ASTA) sponsorship guidelines have been expressly incorporated into the sponsorship agreement for the 2022 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: _____

Representative Name (please print): _____