

2023 ANNUAL MEETING & EXHIBITS

MAY 9-11 | HILTON SAN DIEGO BAYFRONT



2023 Sponsorship Agreement

Sponsorship opportunities are available exclusively to ASTA members.

Sponsorship Type	Cost	Selection <i>Please check all that apply.</i>
Platinum	\$6,000	
Gold	\$4,500	
Silver	\$2,500	
Thursday Evening Dinner Social (exclusive or non-exclusive option) <i>See the next page for more on this sponsorship opportunity.</i>	\$8,500 exclusive \$3,000 non-exclusive	
ASTA Receptions — Check which events you want to sponsor: ____ First Timer's Speed Networking ____ Happy Hour ____ Welcome Reception <i>See the next page for details on these sponsorship opportunities.</i>	\$5,000 per event, exclusive	
ASTA Social Activities — Check which events you want to sponsor: ____ Beach Clean-up ____ Bar Crawl <i>See the next page for more on these sponsorship opportunities.</i>	\$1,250 per event, non-exclusive	
5-Minute Company Presentation During Quarterly Crop Reports (exclusive)	\$3,000	
Symposium	\$2,500	
Giveaway	\$1,500	
Networking Break <i>Details can be found on the next page.</i>	\$1,000 non-exclusive	
Sponsorship Bundle <i>Interested in more than one sponsorship opportunity? Bundle sponsorships into a package to receive a discount.</i>	<i>Please contact ASTA staff regarding bundle discounts.</i> \$ _____	
	Total \$ _____	

This form should only be used if paying by check or wire payments. Credit card payments must be made online, unless you are selecting a sponsorship bundle. ASTA staff must process credit card payments for bundles.

Sponsor Benefits	Platinum \$6,000	Gold \$4,500	Silver \$2,500
Company logo featured in the mobile app, email promotions, ASTA website event pages, a post on ASTA's LinkedIn page, intermission slides during the meeting, and the sponsor banner at the meeting.	X	X	X
Complimentary advertising space in FYI ASTA Weekly for a 3-month period	X	X	
Company logo featured in the event sponsor carousel, also featured on the ASTA homepage.	X		
Complimentary advertisement on the ASTA website for a 6-month period.	X		

Thursday Evening Social Dinner \$8,500 exclusive \$3,000 non-exclusive	Support the Thursday Evening Social Dinner 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. This is the premier social event during the Annual Meeting & Exhibits. This sponsorship includes your company logo featured in the mobile app, on ASTA's website program page, a post on ASTA's LinkedIn page, and in intermission slides during the meeting. Additionally, your company logo will be featured on signage at the event, plus a dedicated email promotion highlighting your company as a sponsor of the Thursday Evening Social Dinner. ASTA staff will work with your company on featuring your branding at the event.
ASTA Receptions \$5,000 per event <i>Choose an exclusive sponsorship for ASTA's premier receptions.</i>	Support any of these exciting networking receptions as an exclusive sponsor. This opportunity is limited to one sponsor per event and is first-come, first-serve. Your \$5,000 sponsorship covers your choice of one of these receptions. Recognition includes your company logo featured in the mobile app, on ASTA's website program page, a post on ASTA's LinkedIn page, in intermission slides during the meeting, and additional benefits listed below: First-Timer Speed Networking — This revamped event is now open to all attendees and designed to welcome our first-timers as VIPs to foster new connections with other colleagues through speed networking. Your company logo will be featured on signage at this event. Additionally, you will get verbal recognition during the event and the opportunity to provide a branded gift to each attendee of the event. Happy Hour — This year's happy hour will feature a mixologist-crafted specialty drink. Sponsors will have their company logo on signage at the mixologist table and branded cocktail napkins. Welcome Reception — Support this exciting networking event and your company logo will be featured on signage at the event. ASTA staff will work with your company on featuring your branding at the event.
ASTA Social Activities \$1,250 per event	Support any of these social activities as a non-exclusive sponsor. Your \$1,250 sponsorship covers your choice of one of these events. ASTA staff will work with sponsors on outfitting participants with branded merchandise featuring all sponsor company logos. Beach Clean-up — 50% of your contribution will go towards a donation to San Diego Coast keeper Bar Crawl — Support this exciting and lively networking event as a sponsor.
5-Minute Company Presentation During Crop Reports \$3,000 exclusive	The Crop Reports sponsor receives a 5-minute marketing presentation spot to highlight their company's products and services and the opportunity to introduce the Crop Reports session. Content is subject to review and approval by ASTA. This opportunity is exclusive and limited to one sponsor, first-come, first-serve.
Symposium \$2,500	Support the Symposium with other ASTA members. A minimum of two sponsors is required for this opportunity. Recognition includes your company logo featured in the mobile app, on ASTA's website symposium page, a post on ASTA's LinkedIn page, and in intermission slides during the Symposium, plus exclusive verbal recognition and signage at the event.
Giveaway \$1,500	Sponsor the Visa gift card raffle drawing. A representative from the sponsor company is invited to announce the winner during the event. Sponsors will also be recognized verbally during the raffle drawing, and their company logo will be featured on intermission slides during the meeting.
Networking Break \$1,000	Your company logo will be featured at the beverage break station during one break period at the event. This opportunity is exclusive and limited to one sponsor per break. You will have the chance to select which preferred break on a first-come, first-served basis.

2023 Sponsorship Guidelines

Sponsor Recognition

Each sponsor will receive recognition according to the benefits outlined on page 2. To be featured in printed material, sponsors must submit a company logo in a .png or .jpeg 200x200px (1:1) <300ko by March 15, 2023. Staff will work with sponsors on branded merchandise item requirements and needs.

Advertisements/Promotions

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. ASTA staff will work with you on the schedule for the start date of your advertisement. Staff will work with sponsors on a scheduled date for dedicated promotions featured in ASTA's email promotions. Advertisements and promotions 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

Networking breaks are defined as the mid-morning and afternoon coffee/beverage breaks between sessions. This excludes the Continental Breakfast and all other networking events and activities. After receiving your sponsorship agreement, ASTA staff will contact you to assign a break. These are assigned on a first-come, first-served basis.

Exclusive Sponsorship

Exclusive opportunities will be on a first-come, first-served basis.

Non-exclusive Sponsorship

Non-exclusive opportunities will be open to all companies that express interest before the March 15th deadline.

Confirmed Commitments

Sponsorship must be paid in full to be confirmed. After your sponsorship agreement is received, ASTA staff will contact you. ASTA must confirm all sponsor packages, please contact ASTA at (202) 331-2460 to discuss your bundle options.

The American Spice Trade Association (ASTA) sponsorship guidelines have been expressly incorporated into the 2023 Annual Meeting & Exhibits sponsorship agreement. Your signature below acknowledges that you have read the benefits and guidelines for sponsorship, and you acknowledge ASTA will have final approval of 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): _____

Questions? Phone: (202) 331-2460 | Email: info@astaspice.org

2023 Sponsorship Agreement

(This page must accompany pages 1 and 3)

Your company's primary contact person will receive important correspondence about your sponsorship, including logistics information. Sponsorships are not valid until payment is received. The deadline to be featured in printed event material is **March 15**.

This form should only be used if paying by check or wire payments. Credit card payments must be made online, unless you are selecting a sponsorship bundle. If you are selecting a bundle, staff will need to process your credit card payment.

- ☐ Wire – Wire remittance must accompany this form.
- ☐ 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

Company: _____

Primary Contact Person: _____

Phone: _____

Email: _____

Questions? Phone: (202) 331-2460 | Email: info@astaspice.org

