



# 2025 ANNUAL MEETING & EXHIBITS

APRIL 8-10

The Westin Savannah Harbor Golf Resort & Spa  
SAVANNAH, GEORGIA

## 2025 SPONSORSHIP AGREEMENT

*Sponsorship opportunities are available exclusively to ASTA members.*

<b>Sponsorship Type</b> <i>See the next pages for details on these sponsorship opportunities.</i>	<b>Cost</b>	<b>Selection</b> <i>Please check all that apply.</i>
Platinum	\$6,000 non-exclusive	
Gold	\$4,000 non-exclusive	
Silver	\$2,500 non-exclusive	
ASTA's Speakeasy Soiree: A Roaring Good Time	\$9,500 exclusive	
Room Key Sponsor	\$6,500 exclusive	
ASTA Receptions – Check which events you want to sponsor: <input type="checkbox"/> Welcome Reception: A Taste of Southern Hospitality <input type="checkbox"/> Happy Hour with Bourbon & Whiskey Tasting	\$5,000 exclusive per event	
Lunch Sponsors <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	\$4,500 exclusive per event	
Lanyards	\$4,000 exclusive	
Three-Minute Company Presentation During Crop Reports	\$3,500 exclusive	
Symposium	\$2,500 non-exclusive per event	
Daily Drawing for iPad Minis	\$2,000 non-exclusive	
ASTA Social Activities— Check which events you want to sponsor: <input type="checkbox"/> Associate Group Reception <input type="checkbox"/> Global Networking Garden Games <input type="checkbox"/> Golf Tournament <input type="checkbox"/> Tennis Tournament <input type="checkbox"/> Committee Appreciation Dinner	\$1,000 non-exclusive per event	
<b>Total</b>	\$	

<b>Sponsor Benefits</b>	<b>Platinum \$6,000</b>	<b>Gold \$4,000</b>	<b>Silver \$2,500</b>
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 for three months.	X	X	
Complimentary advertisement on the ASTA website for six months.	X		

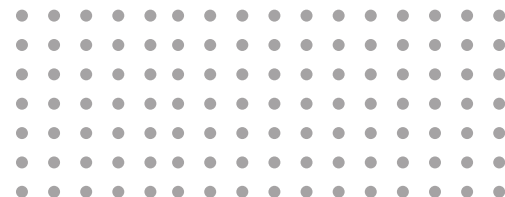
## Sponsorship Bundle

Interested in more than one sponsorship opportunity? Bundle sponsorships into a package to receive a discount. Please contact ASTA staff regarding bundle discounts.

This form should only be used if paying by check or wire payments. Credit card payments must be made online unless you select a sponsorship bundle. ASTA staff must process credit card payments for bundles. Staff will work with you to secure your sponsorships, but all commitments are only final once payment is received.

<p><b>ASTA's Speakeasy Soiree: A Roaring Good Time</b> \$9,500 exclusive</p>	<p>Support the Thursday Evening Social Dinner as the exclusive sponsor. This dinner is the premier social event during the Annual Meeting &amp; Exhibits. Recognition includes your company logo featured in all event promotions (mobile app, website page, LinkedIn posts, and intermission slides during the meeting). Additionally, you receive a dedicated email promotion highlighting your company as a sponsor of the event. ASTA staff will work with your company to feature your branding at the event (signage, cocktail napkins, etc.).</p>
<p><b>Room Key Card</b> \$6,500 exclusive</p>	<p>Make a lasting impression with custom-branded hotel room key cards—an indispensable item every attendee carries throughout the event. Featuring your company's name and logo, these key cards keep your brand top of mind and in the hands of all registrants and help open doors to success. Partner with ASTA to create eye-catching designs that ensure your message stands out.</p>
<p><b>ASTA Receptions</b> \$5,000 exclusive per event</p>	<p>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 exclusive sponsorship covers your choice of one of these receptions. Recognition includes your company logo featured in all event promotions (mobile app, website page, LinkedIn posts, and intermission slides during the meeting). Additional benefits are listed below:</p> <ul style="list-style-type: none"> <li>• <b>Welcome Reception: A Taste of Southern Hospitality</b> — Support this exciting networking event and the first reception that welcomes attendees to ASTA's meeting. The reception will be an evening of Southern Hospitality, mingling in the Exhibits while enjoying food and drinks inspired by the port city of Savannah! ASTA staff will work with your company to feature your branding at the event (signage, cocktail napkins, etc.)</li> <li>• <b>Happy Hour with Bourbon &amp; Whiskey Tasting</b> — The reception will feature a collection of local bourbon and whiskey tasting stations. ASTA staff will work with your company to feature your branding at the event (signage, cocktail napkins, etc.).</li> </ul>
<p><b>Lunch</b> \$4,500 exclusive per event</p>	<p>ASTA will provide lunch for all registered attendees of the general session on Wednesday and Thursday. Lend your support to help us refuel attendees with a lunch buffet. As a sponsor, recognition includes your company logo featured in all event promotions (mobile app, website page, signage on-site, and intermission slides during the meeting). Sponsors also get the unique opportunity to showcase their brand with a two-minute video or live presentation featuring their products and services before the break. Staff will work with you on this opportunity.</p>
<p><b>Lanyards</b> \$4,000 exclusive</p>	<p>Elevate your company's visibility as the exclusive sponsor of the event lanyards! Worn by every attendee, lanyards ensure your logo is highly visible throughout the entire program. This premium branding opportunity keeps your company top of mind while connecting your name to the event experience. Partner with ASTA's team to make the most of this impactful sponsorship!</p>
<p><b>Three-Minute Company Presentation During Crop Reports</b> \$3,500 exclusive</p>	<p>The Crop Reports sponsor receives a three-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.</p>

<p><b>Symposium: Navigating the Spice Supply Chain Course: Discourse, Disruption, and Solutions</b> \$2,500 non-exclusive</p>	<p>Position your company as a leader in the spice industry by sponsoring the 2025 pre-conference Symposium. This supplemental educational opportunity, held prior to the Annual Meeting, offers attendees a focused program addressing supply chain challenges. The event is expected to attract approximately 100 participants and includes a lunch and an exclusive tour of the Port of Savannah. Sponsors get the unique opportunity to showcase their brands with a two-minute video or live presentation featuring their products and services (or alternatively highlight their expertise by introducing a session). Additionally, sponsors receive prominent placement of their company's logo across all event promotions, including the mobile app, event website, LinkedIn posts, and intermission slides during the meeting.</p>
<p><b>Daily Drawing for iPad Minis</b> \$2,000 non-exclusive</p>	<p>Sponsor an iPad Mini giveaway. Your company logo will be featured in all daily drawing promotions for iPad Minis. The winners are selected randomly from attendee passport entries, and a representative from your company is invited to announce the lucky recipient of a new iPad Mini during the event.</p>
<p><b>ASTA Social Activities</b> \$1,000 non-exclusive per event</p>	<p>Support any of these social activities as a non-exclusive sponsor. Your \$1,000 sponsorship covers your choice of one of these events. Recognition includes your company logo featured in all event promotions (mobile app, website page, LinkedIn posts, and intermission slides during the meeting). Additional details are listed below:</p> <ul style="list-style-type: none"> <li>• <b>Associate Group Reception</b> – This is a cocktail hour for representative of the ASTA Associate Group. About 50 attendees are expected to participate.</li> <li>• <b>Global Networking Garden Games</b> – This revamped event is designed to welcome our colleagues from all over the globe and first-timers to foster new connections. The expected attendance for this event will be roughly 75-100 people.</li> <li>• <b>Golf Tournament</b> – The golf tournament is a supplemental activity for which attendees will pay a separate registration fee. ASTA staff will work with sponsors who wish to provide participants with branded merchandise (golf towels, golf balls, tees, etc.). The expected attendance for this event will be 16-20 golfers.</li> <li>• <b>Tennis Tournament</b> – The tennis tournament is a supplemental activity in which attendees will pay a separate registration fee. ASTA staff will work with sponsors who wish to outfit participants with branded merchandise (tennis balls, towels, water bottles). The expected attendance for this event will be 10-16 players.</li> <li>• <b>Committee Dinner</b> – This is an invitation-only dinner for ASTA Committee volunteers to show appreciation for their dedication and work to achieve ASTA's strategic goals. The expected attendance for this event will be about 90 people.</li> </ul>



# 2025 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 .eps or other high-resolution format by March 7, 2025. Staff will work with sponsors on branded merchandise item requirements and needs.

## Advertisements/Promotions

Sponsors who receive advertisements in FYI ASTA must submit a high-resolution file of your advertisement. ASTA staff will work with you on the schedule for the start date of your advertisement and on a scheduled date for dedicated promotions featured in ASTA's email promotions. Advertisements and promotions are subject to ASTA review to ensure they meet ASTA's professional standards and the association's policies.

## Daily Drawing for iPad Minis

ASTA will approve and purchase iPad Minis for the giveaway. Winners will be selected randomly from attendee passport entries and announced throughout the event. One sponsor will be recognized when each winner is announced.

## Confirmed Commitments

All sponsorship opportunities will be open to member companies only. Exclusive opportunities are offered on a first-come, first-served basis. Sponsors must pay in full with a sponsorship agreement to be confirmed. Please contact ASTA at (202) 331-2460 to discuss and confirm discounted bundle options.

Your signature below acknowledges that you have read the benefits and guidelines for sponsorship, and you acknowledge that ASTA will have final approval of this agreement. In the event of any changes to the program that would impact the sponsored benefits, ASTA agrees to notify the signatory in advance and work towards an arrangement that is mutually agreeable. **All sponsor payments are final.**

**Representative Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Representative Name (please print):** \_\_\_\_\_

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

