

ANNUAL MEETING & EXHIBITS 2026



April 21 – 23

La Quinta Resort & Club | Palm Springs, CA

2026 SPONSORSHIP AGREEMENT

Sponsorship opportunities are available exclusively to ASTA members.

Explore Signature Platinum, Gold, and Silver sponsorships, as well as supplemental sponsorship for events and other offerings. All benefits associated with each sponsorship can be explored in the sponsorship agreement, as outlined. This includes full package details and guidelines. Many options are first-come-first-serve; sign up while these opportunities are available!

This form should only be used if paying by check or wire transfer, or if ASTA staff need to apply a discount to process credit card payments for bundles. All other credit card payments can be made online.

SIGNATURE SPONSORSHIPS

Select

Platinum	\$6,000 non-exclusive
Gold	\$4,000 non-exclusive
Silver	\$2,500 non-exclusive

SUPPLEMENTAL SPONSORSHIP EVENTS AND OFFERINGS

Select

EXCLUSIVE SPONSORSHIPS

Lanyards	\$7,500
Hotel Room Key	\$7,500
Room Drop Amenity New!	\$7,500
Technology (Wi-Fi and audio visual) New!	\$7,500
Happy Hour with California Wine Tasting	\$5,000
First Timer Fiesta	\$5,000
Lunch (Wednesday Table Topics – Includes Two-Minute Company Promo)	\$5,000
Lunch (Thursday– Includes Two-Minute Company Promo)	\$5,000
Three-Minute Company Presentation During Crop Reports (Wednesday)	\$3,500
Three-Minute Company Presentation During Crop Reports (Thursday)	\$3,500

NON-EXCLUSIVE SPONSORSHIPS

Opening Ceremony and Welcome Reception New format!	\$5,000 (minimum two sponsors)
Thursday Evening Closing Reception and Dinner Now non-exclusive!	\$5,000 (minimum three sponsors)
Symposium	\$2,500
Committee Dinner	\$2,500
Daily Drawing for Prizes	\$2,500
Nightcaps and Networking on Tuesday Evening New for Associates!	\$1,000 (Associate members only)
ASTA Golf Tournament	\$1,000

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.

SPONSORSHIP DESCRIPTIONS

SIGNATURE PLATINUM

\$6,000 non-exclusive

You receive your 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. Plus, complimentary advertising space in FYI ASTA for three months and advertisement on the ASTA website for six months.

SIGNATURE GOLD

\$4,000 non-exclusive

You receive your 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. Plus, complimentary advertising space in FYI ASTA for three months.

SIGNATURE SILVER

\$2,500 non-exclusive

You receive your 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.

LANYARDS

\$7,500 exclusive

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!

ROOM KEY CARD

\$7,500 exclusive

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, helping to open doors to success. Partner with ASTA to create eye-catching designs that ensure your message stands out.

ROOM DROP AMENITY **New!**

\$7,500 exclusive

Elevate your company's visibility as the exclusive sponsor of a room drop! Provide each attendee with a fun branded item (ASTA approved). This premium branding opportunity puts your company in the spotlight when guests arrive and check-in. Connecting your company with the first event experience. Partner with ASTA's team to make the most of this impactful sponsorship!

Technology (Wi-Fi and Audio Visual) **New!**

\$7,500 exclusive

Power the meeting and elevate your brand. This sponsorship supports ASTA's Wi-Fi and AV services and features your logo across key event promotions (mobile app, website page, LinkedIn posts, and intermission slides during the meeting). You'll also have the option to name the conference Wi-Fi network and password — keeping your company front and center every time attendees connect.

LUNCH (INCLUDES TWO-MINUTE COMPANY PROMO)

\$5,000 exclusive per event

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 general session break. Wednesday's lunchtime will include organized networking with moderated table-topics discussions. Staff will work with you on this opportunity.

DAILY DRAWING FOR PRIZES

\$2,000 non-exclusive

Sponsor a prize of your choice (subject to ASTA approval, past examples have included iPad Minis, gift cards, etc.). Your company logo will be featured in all daily drawing promotions for the prizes. The winners are selected randomly from attendee passport entries, and a representative from your company is invited to announce the lucky recipient of an exciting new prize during the event.

SPONSORSHIP DESCRIPTIONS

THREE-MINUTE COMPANY PRESENTATION DURING CROP REPORTS

\$3,500 exclusive

The Crop Report sponsors receive a 3-minute marketing presentation spot to highlight their company's products and services, as well as the opportunity to introduce the Crop Report session. Staff will coordinate with you. Content is subject to review and approval by ASTA. This opportunity is exclusive and limited to one sponsor per day, first-come, first-served.

SYMPOSIUM SPONSORSHIP

\$2,500 non-exclusive

Position your company as a leader in the spice industry by sponsoring the 2026 pre-conference Symposium. This supplemental educational opportunity, held before the Annual Meeting, will explore how spices can play a pivotal role in advancing the Make America Healthy Again (MAHA) agenda, covering health policy, regulatory trends, consumer research, and practical applications of using spices to add flavor and color to healthy foods. The event is expected to attract approximately 100 participants and includes lunch. Sponsors get the unique opportunity to showcase their brands with a two-minute video or live presentation featuring their products and services (or 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.

OPENING CEREMONY AND WELCOME RECEPTION **New format!**

\$5,000 non-exclusive

Support this year's new format featuring an opening ceremony with entertainment and the President's address, followed by the welcome reception in the exhibition hall. All sponsors of this event will receive recognition of their company logo featured on all event promotions (mobile app, website page, LinkedIn posts, and intermission slides during the meeting). Additional benefits include that ASTA staff will work with your company to feature your branding at the event (signage, cocktail napkins, etc.).

ASTA RECEPTIONS

\$5,000 exclusive per event

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:

First Timer Fiesta

Hosted by the Membership Outreach Committee, sponsor this exciting networking event for first-time attendees to ASTA's meeting. The reception will be an evening of mingling in an exclusive location at the hotel, enjoying food and drinks! ASTA staff will work with your company to feature your branding at the event (signage, cocktail napkins, etc.).

Happy Hour with California Wine Tasting

The reception hosted in the Exhibit Hall will feature a collection of local wine tasting stations. ASTA staff will work with your company to feature your branding at the event (signage, cocktail napkins, etc.).

THURSDAY EVENING CLOSING RECEPTION AND DINNER

\$5,000 **Now non-exclusive!**

Support the Thursday Evening Closing Reception and Dinner as a sponsor. This dinner is the premier social event during the Annual Meeting & 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.).

COMMITTEE DINNER

\$2,500 non-exclusive

This is an invitation-only dinner for ASTA Committee volunteers to express appreciation for their dedication and hard work in achieving ASTA's strategic goals. The expected attendance at this event is approximately 90 people. Recognition includes your company logo featured in all event promotions (mobile app, website page, LinkedIn posts, and intermission slides during the meeting).

ASTA NETWORKING SOCIAL ACTIVITIES

\$1,000 non-exclusive per event

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:

Associate Nightcaps and Networking on Tuesday Evening **New for Associates!**

This is an exclusive sponsorship for representatives of ASTA's Associate Group. This is an outdoor cocktail reception hosted by the Associate members. It is located adjacent to the hotel lobby bar, featuring late-night light fare, complimentary drink tickets, and a cash bar for all attendees on Tuesday evening. About 75+ attendees are expected to participate.

ASTA Golf Tournament

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.

2026 Sponsorship Guidelines

Sponsor Recognition

Each sponsor will receive recognition in accordance with the benefits outlined on page 2. To be featured in printed material, sponsors must submit a 300x300 pxl company logo in a .eps or other high-resolution format by **March 13, 2026**. Staff will work with sponsors on branded merchandise item requirements and needs. Sponsors will be responsible for shipping all branded items directly to the hotel.

Advertisements/Promotions

Sponsors who receive advertisements in FYI ASTA must submit a high-resolution 300x300 pxl file of their 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 Prizes

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

Confirmed Commitments

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

Staff will work with you to secure your sponsorship; however, all commitments are final only once payment is received.

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

