

WESTERN SEED ASSOCIATION

Oct. 27-30, 2025 | Kansas City, MO



**Sponsorship
Opportunities**

About Our Annual Convention

In 1899,

seedsmen
organized a
casual meeting

in Kansas City, Missouri to discuss industry issues and facilitate seed business. At that time, trading was the order of the day with carloads of timothy, red clover, common alfalfa and smooth brome grass changing hands during the meeting. Over the years the annual meeting became known as the “Western” with seedsmen gathering principally from North America and several foreign countries.

Today, the Western’s meeting purpose is essentially the same as it was in 1899. However, as business has become more complex, presentations for education and information exchange have been added to the agenda. The American Seed Trade Association’s Farm and Lawn Seed Divisions hold meetings during the Western convention. The Field Seed Institute of North America also meets during the Western.

Trading continues as it always has. However, more private meetings are held between business partners to discuss variety



developments and contract production. Many member companies have hospitality suites or host special receptions for their customers. There are opportunities for socialization during two scheduled cocktail hours and at the annual banquet for members and guests. A feature of the banquet has been the presentation of scholarships to college students who are pursuing education in seed related studies. Guests and spouses attend a luncheon organized for their entertainment.

Sponsor Opportunities

Reception Sponsor

\$3,500

3 opportunities

- Sign Recognition during selected reception
- Recognition on agenda and program
- Napkins with company logo during event
- Select either the Opening Reception, Award/Retiree Reception, Closing Reception

All Day Beverage Sponsor

\$1,500

2 opportunities

- Sign recognition during break
- Recognition on agenda and program
- Napkins with company logo during event
- Available on Tuesday or Wednesday

Thursday Coffee Station

\$1,000

1 opportunity

- Sign recognition during event
- Recognition on agenda and program
- Ability to provide logo coffee cups and/or sleeves

Hotel Keycard Sponsor

\$4,000

1 opportunity

- Approved artwork on front of keycards for WSA attendees staying at Sheraton
- Recognition on agenda and program

Lobby Package

\$4,500

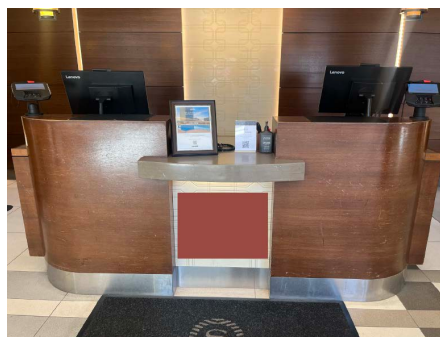
1 opportunity

Graphic work is not included. Travel down and install is included.

- 2 Pillar Wraps 34" x 36"
- 4 Check in Kiosks 20" x 18"
- 4 Front Door Graphics (Double Sided) 42" x 72.5"



Pillar Wrap



Check in Kiosk



Front Door Lobby

Deadline for sponsorship is September 26, 2025.

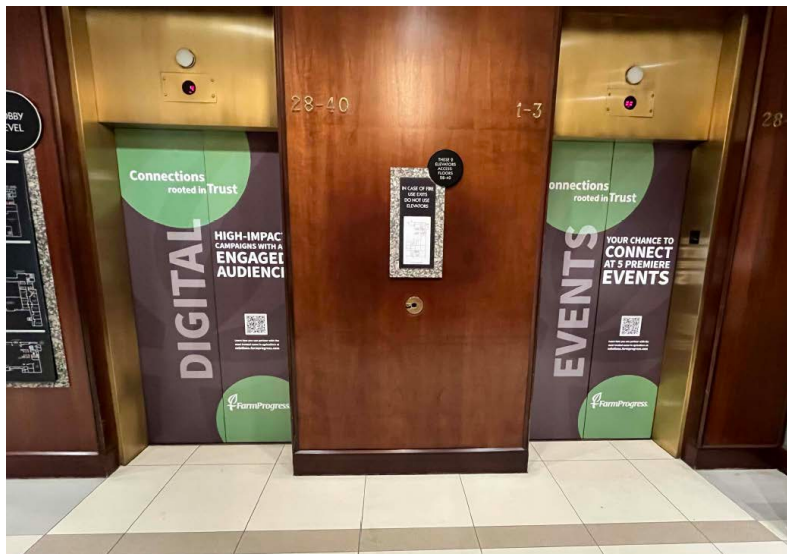
Sponsor Opportunities

Elevator Wraps

\$450 Each

41.5" x 83"

8 available on mezzanine level. Ability to work with hotel preferred vendor to purchase wrap to be placed on elevator doors during WSA specified conference dates.



Balcony Banner

\$500 Each

16' Long x 30" Tall

1 available--Ability to hang a company branded banner approved by WSA.



Sponsor Opportunities

Escalator Wraps

\$500 Each

48" x 24"

4 available (Lobby to 2nd Floor has 2 escalators with 2 interior and 1 exterior design each/ 2nd Floor to Mezzanine has 2 escalators with 2 interior designs each) --Ability to provide wrap for escalator sections during WSA specified conference dates.



Pillar Wraps

\$800 Each

94" x 36"

4 available--Ability to provide pillar wraps during WSA specified conference dates.



Sponsor Opportunities

Window Clings

\$250 Each

48" x 72"

8 available--Ability to provide window clings during WSA specified conference dates.



Table Top Graphics

\$1250

1 available (4 available 24" x 48" 1 available 36" x 48" 4 available 48")--Tables located in the lobby of the Sheraton.



Sponsor Opportunities

Large Banners

\$750 Each

24' x 5'

2 available--Ability to hang a company branded banner approved by WSA to hang in the lobby.



Glass Railing

\$375 Each

57" x 36"

10 available--Glass overlooking the lobby. These are two sided signs with views from lobby and mezzanine level.



Supporter Packages



Gold Supporter

\$3,000

- 3 WSA Registrations
- Logo with link on WSA website
- Sign recognition at convention
- Recognition in conference program



Silver Supporter

\$2,000

- 2 WSA Registrations
- Logo with link on WSA website
- Sign recognition at convention
- Recognition in conference program

Bronze Supporter

\$1,000

- Logo with link on WSA website
- Sign recognition at convention
- Recognition in conference program

Have a marketing idea or questions?
Contact Tina Bowling at
tina@westernseed.org

Deadline for sponsorship is September 26, 2025.

Exhibit & Appointment Tables

More than 700 seed industry professionals from across the U.S. come to this valuable networking event. Exhibit tables will be located in the Century Ballroom at the Sheraton Kansas City at Crown Center.

Exhibit Tables

Until 9/26/25.....\$750

After 9/26/25.....\$950

Exhibit tables are a great way to network with industry professionals and display new products. Includes:

- 6' skirted table with two chairs
- Recognition on exhibit hall signage
- Recognition in event program

Appointment Tables

Table with 4 chairs

Until 9/26/25.....\$250 (member)

Until 9/26/25.....\$550 (non-member)

Table with 8 chairs

Until 9/26/25.....\$500 (member)

Until 9/26/25.....\$800 (non-member)

Companies can reserve a sit-down trading table inside the exhibit hall to have a dedicated and protected location for your company meetings during the conference. Includes:

- 6' skirted table with four chairs or either a round table with 8 chairs or 2-6ft tables with 8 chairs
- Recognition on exhibit hall signage
- Recognition in event program

Visit www.westernseed.org for additional convention information and to register to attend!

Deadline for appointment and exhibit tables is September 26, 2025 .

