

WESTERN SEED ASSOCIATION

Nov. 15-18, 2026 | 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 (Sunday, Monday, Tuesday) (First Come)
- Recognition on agenda and program
- Napkins with company logo during event

Hotel Key Cards

\$4,000

1 Opportunity

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

All Day Beverage Sponsor

\$1,500

3 Opportunities

- Sign Recognition during break
- Recognition on agenda and program
- Napkins with company logo during event (Monday, Tuesday, Wednesday)

Table Top Graphics

\$1,250

1 available– (4 available 24"; 4 available 36"; 4 available 48") – Table located in the lobby of the Sheraton. Printings all and dismantle included. Graphic design not included.



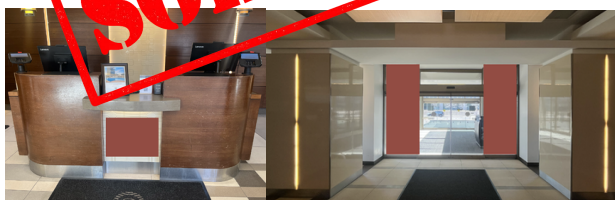
Lobby Package

\$4,500

1 Opportunity

Print, install, and dismantle included. Graphic design not included.

- 2 Pillar Wraps 94" x 36"
- 4 Check in Kiosks 20" x 11"
- 4 Front Door Graphics (Double Sided) 42" x 2.5"



Check In Kiosk

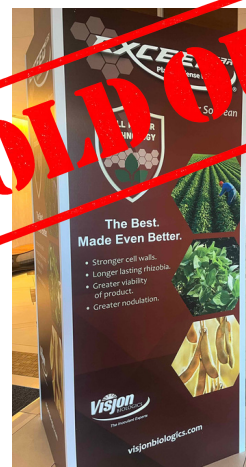
Front Door Lobby

Pillar Wraps (Lobby Area)

\$800 Each

94" x 36"

4 available – Print, install and dismantle included. Graphic design not included.



Deadline for sponsorship is October 9, 2026.

Sponsor Opportunities

Elevator Wraps

\$500 Each

41.5" x 83"

8 Available on mezzanine level – Print, install and dismantle included. Graphic design not included.



Balcony Banner

\$500 Each

16'Long x 30" Tall

1 available – Print, install and dismantle included. Graphic design not included.



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) –Print, install and dismantle included. Graphic design not included.



Large Banners

\$750 Each

24' x 5'

4 available –Print, install and dismantle included. Graphic design not included. Banner must be approved by WSA



Sponsor Opportunities

Window Clings

\$250 Each

48" x 72"

8 Available – Print, install and dismantle included.
Graphic design not included.



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. Print, install and dismantle included. Graphic design not included.



Exhibit & Appointment Tables

More than 750 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 10/9/26.....\$750

After 10/9/26.....\$950

Appointment Tables

6ft table with 4 chairs

Until 10/9/26.....\$250 (member)

Until 10/9/26.....\$550 (non-member)

Table with 8 chairs

Until 10/9/26.....\$500 (member)

Until 10/9/26.....\$800 (non-member)

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

- 6' skirted table with two chairs
- Company logo on exhibit hall signage

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, round table with 8 chairs, or 6' table with 8 chairs
- Recognition on exhibit hall signage

Sponsor Packages



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

Deadline for sponsorship is October 9, 2026.

Gold Supporter

\$3,000

- Logo with link on WSA website
- Sign Recognition at convention
- Recognition in conference program
- Email, sent on your behalf, to attendees pre and post conference
- Attendee list pre and post conference
- Exhibit Space
- Full page ad in conference program
- Recognition in post event email

Silver Supporter

\$2,000

- Logo with link on WSA website
- Sign Recognition at convention
- Recognition in conference program
- Email, sent on your behalf, to attendees pre and post conference
- Attendee list pre and post conference
- Appointment Table (Choice of table with 4 or 8 chairs)
- ½ page ad in conference program
- Recognition in post event email

Bronze Supporter

\$1,000

- Logo with link on WSA website
- Sign Recognition at convention
- Recognition in conference program
- ¼ page ad in conference program
- Recognition in post event email

Terms & Conditions

1. Agreement

The following rules & regulations become binding upon acceptance of this agreement between the applicant, his/her employees and agents, and WSA, and any additions and amendments thereto that may be established or put into effect by WSA in the interest of the Conference and Exposition shall be binding on exhibitors and sponsors equally with the terms of this agreement. The acceptance of this agreement is subject to the final approval of WSA.

2. Payments and Cancellations

Payment must be received in full prior to the start of the convention. Any booth or table with a balance due will not be honored onsite. Payment will be accepted in U.S. currency only as cash, check, or credit card. No refunds are issued for cancellation of sponsorship or exhibition. If event is cancelled sponsorship or exhibit payments will be refunded less any direct marketing costs that have been published and distributed to attendees and/or potential attendees.

3. Observance to Exposition Rules & Regulations

Upon acceptance of the agreement by WSA, the exhibiting company agrees to abide by the terms herein, and any revisions or amendments thereto made by WSA. Exhibiting companies not complying with said rules, having knowledge of them or not, shall be subject to the actions taken by WSA.

4. Exhibit Floor Plan

The arrangement of exhibit booths may be modified by WSA without prior consent and/or consultation of exhibiting company.

5. Space Assignment

No exhibitor shall assign, sublet, or share the whole or any part of the contracted space with a consultant, broker, or company owned and/or in business with another company.

6. Installation of Exhibits

Exhibit installation will begin at 3:00 p.m. on Sunday, October 27, 2024. All exhibits must be fully set up and ready by 5:00 p.m. on Sunday, October 27, 2024.

7. Shipping and Decorations

Exhibit materials can be shipped to the hotel to a registered guests attention. Shipments sent to the conference hotel are subject to a shipping and handling fee. Shipments can not be sent to the hotel unless sent to a registered guests attention. Items are not delivered to the booths but must be requested by the guest.

8. Dismantling and Removal of Exhibits

The removal of displays begins at 1:00 p.m. on Wednesday, October 30, 2024. Any items, materials, etc. left in the booth after 1:00 p.m. that are not packed/crated or covered with a shipping label will be packed, shipped, or stored at the discretion of the venue and all expenses will be charged to the exhibitor. The exhibit hall must be cleared of all exhibit materials by 1:00 p.m. on October 30, 2024. Arrangements for shipment should be made via the hotel.

9. Indemnity

It is expressly understood and agreed that the exhibiting company will hold harmless and make no claim against WSA nor any of its officers, members, employees, contractors or agents for any loss, damage to, or destruction of property, nor for any injury that may occur to the exhibitor, its contractors, its agents, or its employees while in the exhibit facility, nor for any damages of any nature or character whatsoever, including legal expenses arising due to participation in the exhibition during installation period, show hours, closed hours and dismantle period.

10. Insurance

The exhibiting company agrees to carry insurance for a single limit of not less than one million dollars for their

employees, agents, contractors or representatives and guests present at the show. The exhibiting company also agrees to provide Worker's Compensation insurance providing benefits for the state in which the exhibit facility is located. An umbrella liability policy is satisfactory as long as all areas are covered.

11. Show Cancellation

WSA, its officers, members, employees, agents, representatives, or contractors will not be liable for failure to hold the conference/exhibition as scheduled. Payments for sponsorships and/or exhibit space will be refunded, less any actual expenses incurred for the exhibition which will be deducted.

12. Damage to Exhibition Facility

Damage to the exhibition facility, caused or done by the exhibitor, shall be the responsibility of the exhibitor. The exhibiting company agrees to hold WSA and the hotel harmless of and from all loss, liability, and/or damage whatsoever caused to the exhibition facility, or any part thereof, directly or indirectly.

13. Security

Every reasonable effort will be made by WSA to protect property during installation, exhibit hours, and removal. WSA, however, will have no liability for any loss or damage sustained by an exhibitor during any time of the exhibition, whatever the cause. In addition, after show hours, only those exhibitors properly identified and with the authorization of WSA may enter the exhibit hall. During show days exhibitors may have access to the exhibit hall no more than one hour prior to its opening.

14. Non-Endorsement

The exhibiting of products and services at the WSA conference does not constitute an endorsement by WSA of any product or service exhibited. Exhibitors are not permitted to represent in any manner that WSA endorsed goods or services supplied by them.

15. Eligibility

The sponsoring and/or exhibiting company must be a company conducting business in the seed industry.

16. Badges

Name badges must be worn at all times. Access to the exhibit hall and other WSA events may be denied without a badge.

17. Standard Arbitration Clause

All claims and disputes arising under or relating to this Agreement are to be settled by binding arbitration in Kentucky or another location mutually agreeable to the parties. The arbitration shall be conducted on a confidential basis pursuant to the Commercial Arbitration Rules of the American Arbitration Association. Any decision or award as a result of any such arbitration proceeding shall be in writing and shall provide an explanation for all conclusions of law and fact and shall include the assessment of costs, expenses, and reasonable attorneys' fees. Any such arbitration shall be conducted by an arbitrator experienced in [insert industry or legal experience required for arbitrator] and shall include a written record of the arbitration hearing. The parties reserve the right to object to any individual who shall be employed by or affiliated with a competing organization or entity. An award of arbitration may be confirmed in court of competent jurisdiction.

18. Publicity Material

By submitting a reservation to participate at the Western Seed Association Convention you agree to the use of your company name and logo for conference related activities to recognize your company's participation.