

THE RULES HAVE CHANGED THIS YEAR!!

Seed Expo 2008 Complimentary Day Passes Information and Rules

HELP US GET YOUR CUSTOMERS TO THE SHOW!

NEW THIS YEAR: Each company will receive UNLIMITED complimentary customer day passes to distribute. These passes allow access to the Seed Expo exhibit hall and Columbus Hall only (no session access). Day Passes are otherwise sold to general attendees at a new discounted rate of \$50 per day.

To make use of your Day Passes, simply email by November 15 to Hiranthie Stanford at ASTA (hstanford@amseed.org) the names, email, company and address of the customer(s) you want to invite. ASTA will then issue the registration information to your customer, with your compliments. ASTA will also provide you with sample language to use so that you can notify your customer of this complimentary guest invitation as well.

- Day Passes are good for either December 10 or 11 and **can only be used to invite customers to the show.** They cannot be used for booth personnel. All booth personnel must be registrants of the conference (Exhibitors are entitled to two (2) complimentary booth personnel registrants per 10' x 10' booth reserved and any additional personnel must be a paid registrant).

If you have any questions or concerns about the Complimentary Day Passes, please contact the ASTA office at (703) 837-8140.