

Seed World Media will provide:

- *Support and Sponsorships:* One full page “thank you” advertisement in the October issue of Seed World, including creative design time for ad development.
- *Event Awareness:* A big box advertisement space online at SeedWorld.com promoting the event, including creative design time for ad development.
- *Event Awareness:* Promote the 2018 meeting in the Seed Week and Seed World Daily e-newsletters leading up to the event.
- *Promote NAPB:* Write one story covering the topics discussed at the meeting:
 - One post-meeting story discussing the event, to be published in the October issue of Seed World accompanying the advertisement.
- *Promote NAPB:* Create three or four ‘Giant Views Interviews’ videos at the event and have them posted and promoted on SeedWorld.com. (Consider an outside location.)

Approximate Value: \$12,500

NAPB will:

- Feature Seed World as a gold sponsor for the NAPB Annual Meeting.
 - Complimentary registration.
 - Logo displayed on the conference stage.
- Distribute Seed World magazine to each meeting attendee.
- Provide hotel accommodation for Shawn Brook.
- Cover travel costs for Shawn Brook to attend the meeting.
- Provide a list of interviewees and their contact information for Giant Views Interviews.
- Provide one meeting room or location outside at the host hotel in which to conduct the interviews.

Signature of this letter represents an agreement to proceed with the work as outlined above.



Shawn Brook, President
Seed World

Wayne Smith
President, NAPB

Date: _____