

WESTERN ALFALFA & FORAGE SYMPOSIUM

November 16-18, 2021
Grand Sierra Resort, Reno, NV

EXHIBITOR REGISTRATION

ONLINE EXHIBITOR REGISTRATION IS AVAILABLE ON OUR WEBSITE: <https://calhaysymposium.com/>

EXHIBITOR INFORMATION

- Exhibit Fee includes a 10' x 10' pipe and drape exhibit space with one 6' table, two chairs, and one complimentary registration. One thumb drive of Symposium Proceedings is provided per booth.
- **PREMIUM BOOTH SOLD OUT.** A limited number of Premium exhibit booths are available at an additional charge and are available on a first come, first serve basis. Premium booths are located in the Registration Foyer outside of the General Sessions, Exhibit Hall, and Banquet Room.
- A limited number of exhibit booths are available at a reduced rate to non-profit or educational entities. These booths will be accepted at the discretion of the Symposium coordinators, based on their relevance to the Symposium and its attendees.
- Printed Symposium Proceedings and registration for the Tour are not included in the exhibitor registration fee. Tour registration and proceedings may be purchased separately.
- Upgraded booth furnishings (beyond the included exhibit table and chairs), electricity, and exhibit shipping and delivery are available through FREEMAN. Exhibitors will receive an Exhibitor Kit to order these services prior to the Symposium.
- Exhibitors have the opportunity to place an ad in the Exhibitor Directory distributed to Symposium attendees. See page 2 for rates.

All Exhibitor Representatives Must Register

- One complimentary registration is included per exhibit, which includes Tuesday and Wednesday Receptions, Wednesday Lunch, and one thumb drive of Symposium Proceedings.
- Reduced rate registrations are available for TWO additional exhibitor representatives and include Tuesday and Wednesday Receptions, and Wednesday Lunch. Exhibitor representatives beyond three must pay the Full Symposium Registration (online registration is available on our website: <https://calhaysymposium.com/>)
- Printed Symposium Proceedings and/or the Agricultural Educational Tour are NOT included in the Exhibitor Registration; however, these items may be purchased separately.

DEADLINE for exhibitor registration is November 5, or until exhibit space is sold out. After November 5, please contact Nicole Helms at (916)505-1821 or nicole@agamsi.com for space availability or to be added to the waiting list.

EXHIBITOR REGISTRATION (information provided will appear in Exhibitor Guide distributed to attendees):

Company Name: _____

Primary Contact Name: _____

Include primary contact name in Exhibitor Guide? Yes No

Address: _____ City, State, Zip _____

Phone: _____ Email: _____

Company Website: _____

COMPANY DESCRIPTION

Please provide a brief description of your company's products and/or services (information will be included in the Exhibitor Guide distributed to all attendees; please attached additional page if necessary):

Registration continued next page
2021 WESTERN ALFALFA & FORAGE SYMPOSIUM
EXHIBITOR REGISTRATION

Please check all that apply:

- | | |
|---|----------|
| <input type="checkbox"/> STANDARD EXHIBIT | \$545 |
| <input type="checkbox"/> PREMIUM EXHIBIT | SOLD OUT |
| <input type="checkbox"/> NON-PROFIT/EDUCATIONAL EXHIBIT | \$200 |

EXHIBITOR REPRESENTATIVES

- | | |
|--|-------|
| <input type="checkbox"/> Complimentary Exhibitor Representative
Name: _____
Email: _____ | \$0 |
| <input type="checkbox"/> Reduced Rate Exhibitor Representative #1
Name: _____
Email: _____ | \$100 |
| <input type="checkbox"/> Reduced Rate Exhibitor Representative #2
Name: _____
Email: _____ | \$100 |

ADDITIONAL OPTIONS

- | | |
|---|------------|
| <input type="checkbox"/> EXHIBITOR GUIDE ADVERTISING (<i>Exhibitor Guide distributed to all attendees</i>) | |
| <input type="checkbox"/> \$1000 Inside Front Cover <input type="checkbox"/> \$1000 Back Cover <input type="checkbox"/> \$1000 Page One | |
| <input type="checkbox"/> \$500 Full Page <input type="checkbox"/> \$250 Half Page <input type="checkbox"/> \$100 Business Card | \$ _____ |
| <input type="checkbox"/> AGRICULTURAL EDUCATIONAL TOUR
Name: _____ | \$100/each |
| <input type="checkbox"/> SYMPOSIUM PROCEEDINGS: Printed Hard Copy # _____
(one thumb drive of proceedings is included with booth rental) | \$30/each |
| <input type="checkbox"/> GUEST WEDNESDAY LUNCH TICKET
(<i>Available only to guest of registered attendee who is not a company representative</i>)
Guest Name: _____ | \$55/each |
| TOTAL ALL ITEMS | |
| | \$ _____ |

PAYMENT

- | |
|--|
| <input type="checkbox"/> Check payable to California Alfalfa & Forage Association or CAFA |
| <input type="checkbox"/> Credit Card (<i>VISA, Mastercard, American Express, Discover</i>) |
| Card No: _____ Exp: _____ Security Code: _____ |
| Billing Zip Code: _____ Cardholder Signature: _____ |

CANCELLATION AND REFUND POLICY. There is a \$25 fee for cancellations at any time. Cancellations received by November 5 will be refunded in full less the \$25 cancellation fee. Cancellations received after November 5 will be refunded ONLY if we are able to resell the exhibit space.

Return form to: CALIFORNIA ALFALFA & FORAGE ASSOCIATION, 1521 I Street, Sacramento, CA 95814
You may also fax your form (916)446-1063 or email to us (nicole@agamsi.com)
If you have questions, please call us (916)441-0635 or visit our website: XXX

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