

SPONSORSHIP & EXHIBIT OPPORTUNITIES

Revised February, 2022



2022
WORLD ALFALFA
CONGRESS SAN DIEGO
CA | USA

Profitable Alfalfa Production
Sustains the Environment

November 14-17, 2022

Town and Country Resort
San Diego, California, USA



Hosted by:





SPONSORSHIP CATEGORIES & BENEFITS

1 DIAMOND SPONSOR

\$15,000 (when paid for on or before April 29, 2022); \$18,000 (paid on or after April 30, 2022)

2 PLATINUM SPONSOR

\$13,000 (when paid for on or before April 29, 2022); \$15,000 (paid on or after April 30, 2022)

3 GOLD SPONSOR

\$10,000 (when paid for on or before April 29, 2022); \$12,000 (paid on or after April 30, 2022)

4 SILVER SPONSOR

\$8,000 (when paid for on or before April 29, 2022); \$9,000 (paid on or after April 30, 2022)

5 BRONZE SPONSOR

\$5,000 (when paid for on or before April 29, 2022); \$6,000 (paid on or after April 30, 2022)

		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	Number of available sponsorships	1	2	3	4	5
PRE-CONGRESS OPPORTUNITIES						
Publicity	Logo/link on Congress website	Yes	Yes	Yes	-	-
	Link to your website	Yes	Yes	Yes	Yes	Yes
CONGRESS OPPORTUNITIES						
Publicity • Contents • Branding	Logo on all official signage	Yes	-	-	-	-
	Logo at registration desk	Yes	Yes	Yes	-	-
	Logo on agenda at room entrance	Yes	-	-	-	-
	Logo on main stage poster	Yes	Yes	Yes	Yes	Yes
	Sponsored lounge in foyer	Yes	Yes	-	-	-
	Logo on printed materials	Yes	Yes	Yes	Yes	Yes
	Booths	Island 20' x 20' booth	20' x 10' booth	10' x 10' booth	10' x 10' booth	10' x 10' booth
	Session hosting	2 (first to choose)	1 (second to choose)	1 (third to choose)	-	-
	Logo on signage in Exhibit Hall	Yes	Yes	Yes	Yes	Yes
	Inserts in Congress bag	Up to 3	Up to 2	1	1	1
Publicity • Contents • Branding	Logo on proceedings	Exclusive rights	-	-	-	-
REGISTRATIONS						
Complimentary Congress Registrations Monday Evening through Wednesday –Workshop & tour available separately–		3	2	1	1	-

SPONSORSHIP & EXHIBIT REGISTRATION



Please select a sponsorship and/or business opportunity below. For an overview of benefits see previous page.
All sponsors will be recognized on signage throughout the Congress.

Sponsorship Opportunities

- ☐ 1. Diamond Sponsor **SOLD OUT**
- ☐ 2. Platinum Sponsor **SOLD OUT**
- ☐ 3. Gold Sponsor **SOLD OUT**
- ☐ 4. Silver Sponsor
- ☐ 5. Bronze Sponsor

When paid on or before April 29, 2022	When paid on or after April 30, 2022
\$15,000	\$18,000
\$13,000	\$15,000
\$10,000	\$12,000
\$8,000	\$9,000
\$5,000	\$6,000

Other Opportunities

- ☐ 6. Congress bags **SOLD OUT**
Exclusive rights. Bags with company name/logo and Congress logo. Sponsor will cover cost of production and shipping. Quality and specifications are to be agreed upon with the organization. Quantity: 600.
- ☐ 7. Portfolio **SOLD OUT**
Exclusive rights. Portfolio with company name/logo and Congress logo. Sponsor will cover cost of production and shipping. Quality and specifications are to be agreed upon with the organization. Quantity: 600.
- ☐ 8. Notepads & pens **SOLD OUT**
Exclusive rights. Includes notepads and pens with your brand placed on tables. Production and shipping costs are paid by sponsor. Both items must be approved by the Organizing Committee. Quantity: 600.
- ☐ 9. Lanyards **SOLD OUT**
Logo included on lanyard. Sponsor will cover cost of production and placement. Quality and specifications are to be agreed upon with the organization. Quantity: 600.
- ☐ 10. Charging station
Presence of brand in graphics. Sponsor will cover rental costs and placement in venue.
- ☐ 11. Break sponsor
Signage and program mention.
- ☐ 12. Lunch sponsor
Sponsor may give welcome speech during lunch (max 3 min). Company name/logo on signage.
- ☐ 13. Continental breakfast sponsor
Signage and program mention.

\$800	\$1,000
\$800	\$1,000
\$500	\$700
\$500	\$700
\$400	\$600
\$2,000	\$2,500
\$4,000	\$5,000
\$2,000	\$2,500

Exhibit Opportunity

- ☐ 10' x 10' Booth

\$995	\$1,095
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Includes: pipe and draped booth space (plum and white); 7" x 44" identification sign; 6' draped table (blue); 2 chairs; wastebasket; 1 complimentary registration (*additional registrations are \$495 each*).

Door Restrictions: Golden State Ballroom (exhibit hall) ramp entrance 12' wide x 14' 5" high; dock entrance 12' wide x 10' 11" high.

Sponsor/Exhibitor Registration form continued on next page.



SPONSORSHIP & EXHIBIT REGISTRATION CONTINUED

Company Name: _____
(as it will appear in printed materials and on representative name badges)

Primary Contact Name: _____
(if this person is also a registrant, please include them in the registrations below)

Street Address: _____

City, State: _____

Postal Code, Country: _____

Phone: _____ Fax: _____

Email: _____

Complimentary Congress Registrations

(Please refer to previous pages for the number of complimentary registrations allotted.)

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Additional Registrations (\$495 each)

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Sponsorship/Other Opportunities Selection:

Opportunity number from previous page

Dollar amount

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Exhibitor Opportunity – Number of Booths

(Diamond, Platinum, Gold, Silver, & Bronze sponsors receive complimentary booths; do not include here)

_____ x \$995 (\$1,095 on or after April 30, 2022) \$ _____

Additional Registrations (Provide names/emails above)

_____ x \$495 \$ _____

Additional Registration Options

Workshop _____ x \$195 Field Tour _____ x \$175 \$ _____

Payment

Total \$ _____

☐ Check payable to CAFA

☐ Credit Card – **3% fee added to total above** (Online registration encouraged for credit cards)

Card Number: _____ Expiration Date: _____

Security Code: _____ Billing Postal Code: _____

As a standard requirement for all of our show sponsors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate.

Signature: _____ Date: _____

World Alfalfa Congress: _____ Date: _____

November 14-17, 2022

Town and Country Resort
San Diego, CA, USA

Deadlines

Early bird price on or
before April 29, 2022

Regular price on or
after April 30, 2022

Although the final deadline is November 4, 2022, sponsorships and booths are likely to sell out before the deadline.

Cancellation Policy

Any cancellations by the sponsor and/or exhibitor will not be eligible for reimbursement.

In case of force majeure reasons, the organizing committee may change the date or location of the event, or cancel the event altogether. In the latter case, the amount paid will be reimbursed 100%. No other types of claims will be accepted.

Submitting Form

Fax or email this form with payment information to:

Fax: 651.638.0756

Email: nafa@alfalfa.org
or nicole@agamsi.com

or mail with check (payable to CAFA) to:

World Alfalfa Congress
c/o NAFA
4630 Churchill St. #1
St. Paul, MN 55126

Tel: 651.484.3888

For Office Use Only

Date form received _____

Date payment received _____