



Sponsorship & Exhibitor Registration

Online registration is available at calhaysymposium.com

December 12-14, 2023 | The Nugget Casino Resort, Sparks, NV

The Western Alfalfa & Forage Symposium showcases the latest knowledge and research within the alfalfa and forage industries. The Exhibit Hall will be the central hub for numerous Symposium activities, including continental breakfasts, coffee breaks, lunch, receptions, and benefit auction. Reserve your booth today to assure your company is at the center of all the action, and become a sponsor to increase your visibility!

Exhibitor Information

- ⇒ **Move In:** Monday, December 11 (1:00 pm - 3:00 pm) & Tuesday, December 12 (8:00 am - 1:00 pm)
- ⇒ **Move Out:** Thursday, December 14 (10:30 a.m. - 1:00 pm)
- ⇒ **Exhibit Booth:** Standard and Premium Exhibit Booths include a 10' x 10' pipe and draped exhibit space with one 6' table, two chairs, one trash can, and one complimentary registration.
- ⇒ **Premium Booth:** A limited number of Premium Exhibit Booths are available at an additional charge and are available on a first come, first served basis. When purchasing a Premium Booth, Symposium coordinators will contact you about picking your booth space.
- ⇒ **Nonprofit Booth:** 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.
- ⇒ **Booth Furnishings:** Upgraded booth furnishings (beyond the included exhibit booth, chairs, and trashcan) such as electricity, and exhibit shipping are available through Freeman. Exhibitors will receive an Exhibitor Kit to order these services prior to the Symposium.
- ⇒ **Proceedings:** All Exhibitor Representatives will receive the Symposium Proceedings. Proceedings will be emailed out after the conclusion of the Symposium.
- ⇒ **Workshop:** The Workshop is not included in the Exhibit Booth fee or Additional Exhibitor Representative fee. The Workshop must be purchased separately.
- ⇒ **Exhibitor Guide:** An Exhibitor Guide will be distributed to all attendees with company information. Advertising options are available on page 2.
- ⇒ **Exhibitor Registration:** One complimentary registration is included per Exhibit Booth, which includes Tuesday and Wednesday's Receptions, Wednesday's Lunch, Wednesday and Thursday's Continental Breakfast and Coffee Breaks.

Register Today!

Online Sponsorship and Exhibitor Registration is available online at calhaysymposium.com.

Registration may also be completed on the following pages and emailed to Nicole Dhillon at nicole@agamsi.com or mailed with payment to: CAFA, 1521 I Street, Sacramento, CA 95814

Sponsorship & Exhibitor Registration

Exhibitor Guide

The Symposium Exhibitor Guide is distributed to all attendees, and will be available online.

All Exhibitors will be featured in the Exhibitor Guide at no charge. The information provided below is what will be used in the Exhibitor Guide. You may leave fields blank if you do not wish to provide that information.

Exhibitor Guide Information

Company Name: _____

Address: _____ City, State, Zip: _____

Company Phone: _____ Website: _____

Key Contacts:

Name/Title	Email	Phone
_____	_____	_____
_____	_____	_____
_____	_____	_____

Company Description (50 words or less):

Social Media Handles:

Facebook: _____ Twitter: _____

Instagram: _____ LinkedIn: _____

Advertising Opportunities

If you wish to enhance your presence in the Exhibitor Guide, advertising opportunities are available:

- \$1000 Inside Front Cover \$1000 Back Cover \$1000 Page One
 \$500 Full Page \$250 Half Page \$100 Business Card \$ _____

After submitting this form with your selected ad, Symposium Coordinators will contact you with advertisement details.

Sponsorship & Exhibitor Registration Sponsorship Opportunities

Select a sponsorship opportunity below. All Sponsors will receive recognition throughout the Symposium.

Sponsor Level	Includes
SOLD - Diamond \$5,000	<i>Exclusive Sponsorship</i> Premium Exhibit Booth 4 Complimentary Symposium Registrations Logo on Registration Counter Logo on all Symposium Materials Logo & Link on Symposium Website Front or Back Page ad in Exhibitor Guide
<input type="checkbox"/> Gold \$3,500	Premium Exhibit Booth 2 Complimentary Symposium Registrations Logo on all Symposium Materials Logo & Link on Symposium Website Full Page Ad in Exhibitor Guide
<input type="checkbox"/> Silver \$2,500	Premium Exhibit Booth 1 Complimentary Symposium Registration Logo & Link on Symposium Website Half Page Ad in Exhibitor Guide
<input type="checkbox"/> Supporter \$500	Recognition on Symposium Website Recognition on Signage throughout Symposium
Event Sponsor	Includes
<input type="checkbox"/> Day 1 Reception Hors D'oeuvres \$2,000	<i>Exclusive Sponsorship</i> 1 Complimentary Symposium Registrations Logo at Reception Station Business Card Ad in Exhibitor Guide
<input type="checkbox"/> Day 1 Reception Drink Ticket \$2,000	<i>Exclusive Sponsorship</i> 1 Complimentary Symposium Registrations Logo on Drink Tickets Business Card Ad in Exhibitor Guide
<input type="checkbox"/> Day 2 Continental Breakfast \$1,500	1 Complimentary Symposium Registration Logo at Breakfast Station
SOLD - Day 2 Lunch \$4,000	<i>Exclusive Sponsorship</i> Complimentary Exhibit Booth 3-5 Minute Lunch Presentation Half Page Ad in Exhibitor Guide
<input type="checkbox"/> Day 2 Refreshment Breaks \$1,500	1 Complimentary Symposium Registration Logo at Break Station
<input type="checkbox"/> Day 2 Reception Hors D'oeuvres \$2,000	<i>Exclusive Sponsorship</i> 1 Complimentary Symposium Registrations Logo at Reception Station Business Card Ad in Exhibitor Guide
SOLD - Day 2 Reception Drink Tickets \$2,000	<i>Exclusive Sponsorship</i> 1 Complimentary Symposium Registrations Logo on Drink Tickets Business Card Ad in Exhibitor Guide
<input type="checkbox"/> Day 3 Continental Breakfast \$1,500	1 Complimentary Symposium Registration Logo at Breakfast Station
SOLD - Hats \$4,000	<i>Exclusive Sponsorship</i> Sponsor's logo featured on hats given to registered attendees Full Page Ad in Exhibitor Guide
SOLD - Lanyards \$1,000	<i>Exclusive Sponsorship</i> Sponsor produces and provides lanyards for registered attendees Half Page Ad in Exhibitor Guide

If a sponsorship opportunity is selected, please email a jpg or png logo for advertising to Nicole Dhillon at nicole@agamsi.com.

Sponsorship & Exhibitor Registration form continued on the next page.

Sponsorship & Exhibitor Registration

Exhibit Booth

Company Name: _____

Primary Contact (for receiving Symposia Communications): _____

Email: _____ Phone: _____

Booth

If your sponsorship includes a booth, do not add the price of the booth to your total.

- | | |
|---|--------------|
| <input type="checkbox"/> Standard 10x10 Exhibit | \$575 |
| SOLD OUT - Premium 10x10 Exhibit | \$675 |
| <input type="checkbox"/> Non-Profit/Educational Exhibit | \$200 |

Exhibitor Representatives

All booths come with 1 Complimentary Exhibitor Representative. If you have selected a sponsorship opportunity that includes additional complimentary representatives (see previous page), do not add the \$115/rep to your total.

- | | |
|---|-----|
| <input type="checkbox"/> Complimentary Exhibitor Representative | \$0 |
|---|-----|

Name: _____

Email: _____

- | | |
|---|-------|
| <input type="checkbox"/> Reduced Rate Exhibitor Representative #1 | \$115 |
|---|-------|

Name: _____

Email: _____

- | | |
|---|-------|
| <input type="checkbox"/> Reduced Rate Exhibitor Representative #2 | \$115 |
|---|-------|

Name: _____

Email: _____

Additional Registration Options

- | | |
|---|------------|
| <input type="checkbox"/> Workshop
<i>(Workshop is not included in exhibitor fee)</i> | \$150/each |
|---|------------|

Name: _____

- | | |
|---|-----------|
| <input type="checkbox"/> Wednesday Guest Lunch
<i>(Available only to guest of registered attendee who is not a company representative)</i> | \$60/each |
|---|-----------|

Guest Name: _____

TOTAL: \$ _____

Payment

- Check - payable to California Alfalfa & Forage Association or CAFA
- Credit Card – **3.5% fee added to total above** (online registration encouraged for credit cards, calhaysymposium.com)

Card Number: _____ Exp: _____

Cardholder: _____ Signature: _____

Cancellations:

There is a \$25 fee for cancellations at any time. Cancellations received by November 5th will be refunded in full less the \$25 cancellation fee. Cancellations received after November 5th will be refunded ONLY if we are able to resell the exhibit space. Refunds will not be given at any time for Sponsorships.

Submitting Form:

Email this form to nicole@agamsi.com or mail it with your payment to:
CAFA, 1521 I Street, Sacramento, CA 95814

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WESTERN ALFALFA & FORAGE SYMP

12/12/23 - 12/14/23

NUGGET CASINO RESORT - 2ND FLOOR - NUGGET BALLROOM - SPARKS, NV

