



Sponsorship & Exhibitor Registration

Online registration is available at calhaysymposium.com

December 10-12, 2024 | The Nugget Casino Resort, Sparks, NV

The California 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 9 (1:00 pm - 3:00 pm) & Tuesday, December 10 (8:00 am - 1:00 pm)
- ⇒ **Move Out:** Thursday, December 12 (10:30 am - 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 Megan Corcoran at megan@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.

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Sponsorship Opportunities

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

**Exclusive Sponsorships available on a first come first served basis.*

Sponsor Level	Includes
SOLD - Diamond <div style="text-align: right;">\$5,000</div>	<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 <div style="text-align: right;">\$3,500</div>	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 <div style="text-align: right;">\$2,500</div>	Premium Exhibit Booth 1 Complimentary Symposium Registration Logo & Link on Symposium Website Half Page Ad in Exhibitor Guide
<input type="checkbox"/> Supporter <div style="text-align: right;">\$500</div>	Recognition on Symposium Website Recognition on Signage throughout Symposium Business Card Ad in Exhibitor Guide
<input type="checkbox"/> Scholarship <input type="checkbox"/> \$300 <input type="checkbox"/> \$200 <input type="checkbox"/> \$100	Recognition on Symposium & CAFRF Website Recognition on Signage throughout Symposium. <i>Supports scholarship funding for student research projects and student poster presentation awards at the Symposium.</i>
Event Sponsor	Includes
<input type="checkbox"/> Day 1 Reception Hors D'oeuvres <div style="text-align: right;">\$2,000</div>	<i>Exclusive Sponsorship</i> 1 Complimentary Symposium Registration Logo at Reception Station Business Card Ad in Exhibitor Guide
<input type="checkbox"/> Day 1 Reception Drink Tickets <div style="text-align: right;">\$2,000</div>	<i>Exclusive Sponsorship</i> 1 Complimentary Symposium Registration Logo on Drink Tickets Business Card Ad in Exhibitor Guide
<input type="checkbox"/> Day 2 Continental Breakfast <div style="text-align: right;">\$1,500</div>	1 Complimentary Symposium Registration Logo at Breakfast Station
<input type="checkbox"/> Day 2 Lunch <div style="text-align: right;">\$4,000</div>	<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 <div style="text-align: right;">\$1,500</div>	1 Complimentary Symposium Registration Logo at Break Station
<input type="checkbox"/> Day 2 Reception Hors D'oeuvres <div style="text-align: right;">\$2,000</div>	<i>Exclusive Sponsorship</i> 1 Complimentary Symposium Registration Logo at Reception Station Business Card Ad in Exhibitor Guide
<input type="checkbox"/> Day 2 Reception Drink Tickets <div style="text-align: right;">\$2,000</div>	<i>Exclusive Sponsorship</i> 1 Complimentary Symposium Registration Logo on Drink Tickets Business Card Ad in Exhibitor Guide
<input type="checkbox"/> Day 3 Continental Breakfast <div style="text-align: right;">\$1,500</div>	1 Complimentary Symposium Registration Logo at Breakfast Station
SOLD - Hats <div style="text-align: right;">\$4,000</div>	<i>Exclusive Sponsorship</i> Sponsor's logo featured on hats given to registered attendees Full Page Ad in Exhibitor Guide
SOLD - Lanyards <div style="text-align: right;">\$1,000</div>	<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
Megan Corcoran at megan@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 | \$625 |
| <input type="checkbox"/> Premium 10x10 Exhibit (pick your booth location 1st come, 1st served) | \$725 |
| <input type="checkbox"/> Non-Profit/Educational Exhibit | \$225 |

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 \$125/rep to your total.

- | | |
|---|-------|
| <input type="checkbox"/> Complimentary Exhibitor Representative | \$0 |
| Name: _____ | |
| Email: _____ | |
| <input type="checkbox"/> Reduced Rate Exhibitor Representative #1 | \$125 |
| Name: _____ | |
| Email: _____ | |
| <input type="checkbox"/> Reduced Rate Exhibitor Representative #2 | \$125 |
| Name: _____ | |
| Email: _____ | |

Additional Registration Options

- | | |
|---|------------|
| <input type="checkbox"/> Workshop
<i>(Workshop is not included in exhibitor fee)</i> | \$165/each |
| Name: _____ | |
| <input type="checkbox"/> Tuesday Guest Welcome Reception
<i>(Available only to guest of registered attendee who is not a company representative)</i> | \$65/each |
| Guest Name: _____ | |
| <input type="checkbox"/> Wednesday Guest Lunch
<i>(Available only to guest of registered attendee who is not a company representative)</i> | \$65/each |
| Guest Name: _____ | |
| <input type="checkbox"/> Wednesday Guest Benefit Auction Reception
<i>(Available only to guest of registered attendee who is not a company representative)</i> | \$65/each |
| Guest Name: _____ | |
| <input type="checkbox"/> DH Putnam Scholarship Fund Donation
<i>Established in 2023, the DH Putnam Scholarship Fund awards scholarships for student research projects pertaining to alfalfa production and utilization, and supports student poster presentation awards at the annual Symposium.</i> | |
| <input type="checkbox"/> \$300 <input type="checkbox"/> \$200 <input type="checkbox"/> \$100 <input type="checkbox"/> Other \$ _____ | |

TOTAL: \$ _____

(Including any sponsorship options from prior page)

Payment details and final information continued on final page —————>

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Payment Information

Payment

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

Card Number: _____ Exp: _____

Cardholder: _____ Signature: _____

All sponsors will receive recognition throughout the Symposium. Please send a .jpg or .png logo for advertising to Megan Corcoran at megan@agamsi.com.

“What’s New in the Industry” Lightning Talks (NEW!)

We are excited to announce a “What’s New in the Industry” session for the 2024 Symposium! The goal of this session is to provide exhibitors and sponsors an opportunity to get in front of the entire Symposium audience to give a lightning talk, about what’s new with your business and what your products can bring to the industry’s growers.

The length of presentation will depend on how many participants are acquired, but we estimate each to be somewhere in the 3-5 minute range. **Speaking slots will be reserved on a first come first serve basis** (*with the caveat sponsors will be given priority*), however we encourage all sponsors and exhibitors to participate. It is a great opportunity to reach conference participants who might not stop by your booth, and encourage them to come learn more!

Is your company interested in participating in the “What’s New in the Industry” Lightning Talks session?

- Maybe Next Year
- Yes!

Name of Presenter: _____

Presenter Email: _____

Brief Description (2-3 sentences) of your Presentation Topic:

Someone from the Symposium Planning Committee will contact the company representative listed above if there is still space available in the session. Reach out to Tom Getts (tjgetts@ucanr.edu) or Megan Corcoran (megan@agamsi.com) with any questions.

Cancellations:

There is a \$25 fee for cancellations at any time. Cancellations received by November 8th will be refunded in full less the \$25 cancellation fee. Cancellations received after November 8th will be refunded **ONLY** if we are able to resell the exhibit space. Refunds will not be given at any time for Individual Event Sponsorships.

Submitting Form:

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

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