



## Sponsorship & Exhibitor Registration

Online registration is available at [calhaysymposium.com](http://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 - 5:00 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](http://calhaysymposium.com).

Registration may also be completed on the following pages and emailed to Megan Corcoran at [megan@agamsi.com](mailto: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.*

## Sponsorship & Exhibitor Registration

### 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
<b>SOLD—Diamond</b> <p style="text-align: right;"><b>\$5,000</b></p>	<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"/> <b>Gold</b> <p style="text-align: right;"><b>\$3,500</b></p>	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"/> <b>Silver</b> <p style="text-align: right;"><b>\$2,500</b></p>	Premium Exhibit Booth   1 Complimentary Symposium Registration   Logo & Link on Symposium Website   Half Page Ad in Exhibitor Guide
<input type="checkbox"/> <b>Supporter</b> <p style="text-align: right;"><b>\$500</b></p>	Recognition on Symposium Website   Recognition on Signage throughout Symposium   Business Card Ad in Exhibitor Guide
<input type="checkbox"/> <b>Scholarship</b> <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"/> <b>Day 1 Reception Hors D’oeuvres</b> <p style="text-align: right;"><b>\$2,000</b></p>	<i>Exclusive Sponsorship</i>   1 Complimentary Symposium Registration   Logo at Reception Station   Business Card Ad in Exhibitor Guide
<b>SOLD—Day 1 Reception Drink Tickets</b> <p style="text-align: right;"><b>\$2,000</b></p>	<i>Exclusive Sponsorship</i>   1 Complimentary Symposium Registration   Logo on Drink Tickets   Business Card Ad in Exhibitor Guide
<input type="checkbox"/> <b>Day 2 Continental Breakfast</b> <p style="text-align: right;"><b>\$1,500</b></p>	1 Complimentary Symposium Registration   Logo at Breakfast Station
<input type="checkbox"/> <b>Day 2 Lunch</b> <p style="text-align: right;"><b>\$4,000</b></p>	<i>Exclusive Sponsorship</i>   Complimentary Exhibit Booth   3-5 Minute Lunch Presentation   Half Page Ad in Exhibitor Guide
<input type="checkbox"/> <b>Day 2 Refreshment Breaks</b> <p style="text-align: right;"><b>\$1,500</b></p>	1 Complimentary Symposium Registration   Logo at Break Station
<input type="checkbox"/> <b>Day 2 Reception Hors D’oeuvres</b> <p style="text-align: right;"><b>\$2,000</b></p>	<i>Exclusive Sponsorship</i>   1 Complimentary Symposium Registration   Logo at Reception Station   Business Card Ad in Exhibitor Guide
<b>SOLD—Day 2 Reception Drink Tickets</b> <p style="text-align: right;"><b>\$2,000</b></p>	<i>Exclusive Sponsorship</i>   1 Complimentary Symposium Registration   Logo on Drink Tickets   Business Card Ad in Exhibitor Guide
<input type="checkbox"/> <b>Day 3 Continental Breakfast</b> <p style="text-align: right;"><b>\$1,500</b></p>	1 Complimentary Symposium Registration   Logo at Breakfast Station
<b>SOLD—Bags</b> <p style="text-align: right;"><b>\$1,000</b></p>	<i>Exclusive Sponsorship</i>   Sponsor produces and provides bags for registered attendees   Business Card Ad in Exhibitor Guide
<b>SOLD—Hats</b> <p style="text-align: right;"><b>\$4,000</b></p>	<i>Exclusive Sponsorship</i>   Sponsor’s logo featured on hats given to registered attendees   Full Page Ad in Exhibitor Guide
<b>SOLD—Lanyards</b> <p style="text-align: right;"><b>\$1,000</b></p>	<i>Exclusive Sponsorship</i>   Sponsor produces and provides lanyards for registered attendees   Business Card 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](mailto: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        |
| <b>SOLD OUT - Premium 10x10 Exhibit (pick your booth location   1st come, 1st served)</b> | <b>\$725</b> |
| <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<br><i>(Workshop is not included in exhibitor fee)</i>                                                                                                                                                                                                                 | \$165/each |
| Name: _____                                                                                                                                                                                                                                                                                             |            |
| <input type="checkbox"/> Tuesday Guest Welcome Reception<br><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<br><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<br><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<br><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 —————>*

# Sponsorship & Exhibitor Registration

## 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](mailto: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:

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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](mailto:tjgetts@ucanr.edu)) or Megan Corcoran ([megan@agamsi.com](mailto: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](mailto:megan@agamsi.com) or mail it with your payment to:  
CAFA, 1521 I Street, Sacramento, CA 95814

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