

2012

THE ALMOND CONFERENCE

40TH ANNUAL

SPONSOR + EXHIBITOR KIT

SACRAMENTO, CA | DECEMBER 11-13, 2012



Sacramento, Here We Come!

No one can deny that in the last 10 years, the almond business has become an even more dynamic, progressive industry. So it should come as no surprise that 2012 would be a year of big change for The Almond Conference, making it an event you do not want to miss.

In December 2012, the conference is pulling up stakes and moving north, from Modesto to the state capital of Sacramento. Simply put, the kind of growth the industry has been experiencing mandated a relative expansion in accommodation for the conference. More attendees require more hotel rooms and parking. More exhibitors need more floor space. The 2011 Almond Conference had more than 30 exhibitors on a waiting list for booth space.

After looking up and down the state, it quickly became clear that Sacramento was the best option. Not only is the Sacramento Convention Center a much larger venue with convenient hotels, the city itself has more to offer spouses of exhibitors and attendees, in the form of more and better restaurants, culture, nightlife and entertainment — all the big-city amenities sure to attract more visitors to the event than ever before.

Answering grower requests for more opportunities to engage with exhibitors, we are expanding the trade show. Take a look at the Convention Center layout on page 7, and you'll see it has room for 33% more booths than in Modesto, and each booth will provide larger, more comfortable exhibitor showcasing opportunity. A new Attendees' Lounge, anchored by the Almond Board of California booth, will allow for more interaction among attendees and exhibitors.

The 2012 conference will run three days. We'll kick it all off with opening ceremonies, state-of-the-industry speeches and a reception on Tuesday afternoon, and then repeat the all-important Cocktail Receptions at the end of each conference day. Whatever you do, don't leave early, because on Thursday, we'll wrap it all up with a festive Gala Dinner and entertainment that is not to be missed.

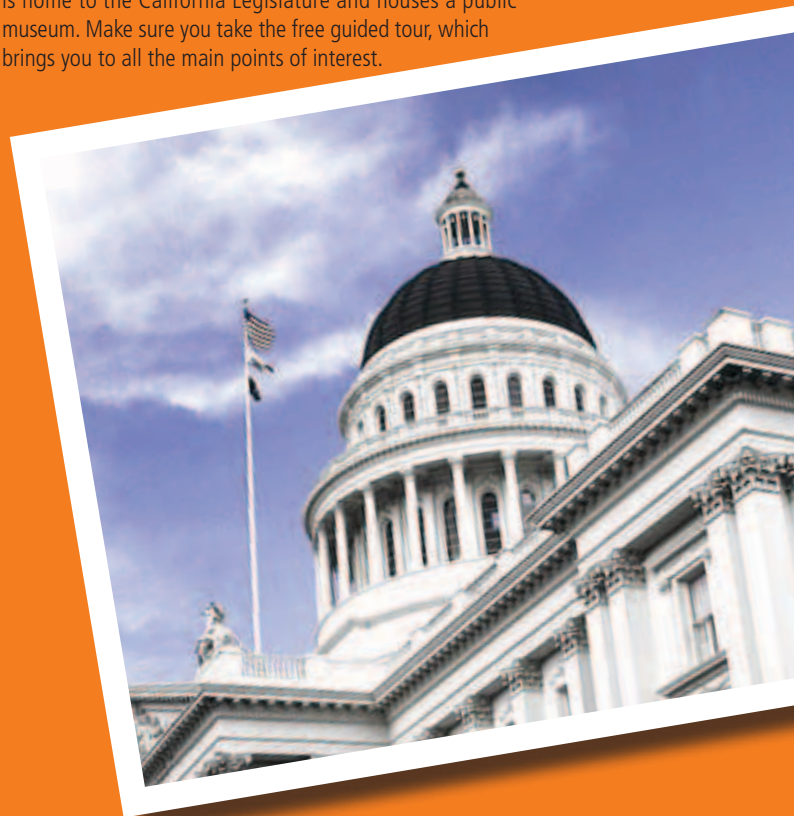
All of which translates into a 2012 Almond Conference that's destined to be better than ever. I look forward to seeing you and your company in Sacramento!

Sincerely,



Mike Mason
2011/2012 Chair
Almond Board of California

California State Capitol
This 19th-century granite building, modeled after the U.S. Capitol, is home to the California Legislature and houses a public museum. Make sure you take the free guided tour, which brings you to all the main points of interest.





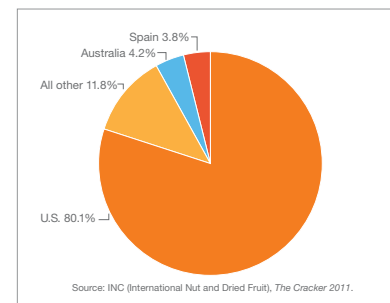
Over 2,000 attendees representing California's top agricultural export.

California Almond growers mean business. Last year, they produced the largest crop on record, growing 80% of the world's almonds, with exports valued at over \$2 billion. That represents a lot of buying power, and a growth industry you can't afford to ignore. To date, there are more than 6,000 California Almond growers and over 100 handlers, stretching the length of the Central Valley, from Red Bluff to Bakersfield. If you have the time and energy, you can try to call on them all individually. Or you can simply join us in Sacramento, and have them come to you.

What's new in 2012?

Changes have been made to ensure greater convenience and more quality time to spend with your customers.

- This year's hotel options have been expanded to ensure convenient accommodations for exhibitors.
- An opening ceremony on Tuesday afternoon before the trade show begins, complete with a keynote address and cocktail reception afterward.
- The widely expanded Exhibitor Lounge is central to the exhibit hall, allowing elbows to be more easily rubbed.
- Expanded poster space in the exhibit hall draws attendees throughout the entire exhibit hall area.
- A silent auction to promote more movement.
- A prominent, centrally located ABC booth offering many scheduled activities.
- End-of-day cocktail receptions in the Exhibitor Lounge area, promoting more exhibitor/attendee contact.
- Coffee stations strategically located in the hall.
- A Gala Dinner with special entertainment on the last night will wrap up the conference in style, ensuring longer stays and more interaction with attendees through the final day of the show.



Growing your business for 40 years.

No other conference in the world offers more direct contact between almond producers and their suppliers. In fact, past attendees have told us that they want to see even more suppliers represented. With additional space for exhibitors and an increase in the overall number of booths to be had this year, that request can be easily facilitated.

With The Almond Conference, the world's largest almond industry event, to be held in Sacramento, you will once again be provided a one-of-a-kind opportunity to connect with the people, the science, the products and the trends that are leading the almond industry.

Why you want to be here.

- More than 2,000 almond industry professionals are expected to attend.
- The list of attendees will include key leaders, decision makers, buyers, growers, handlers and industry experts.
- Attendees are looking for ground-breaking information and innovative solutions to improve their production. They are also interested in purchasing products, equipment and services that will aid them in improving their businesses.
- The Almond Conference is a cost-effective and efficient marketing tool. The exhibition's high visibility and personal touch provide face-to-face contact with decision makers, valuable market insight, plus opportunity for product testing and access to new equipment.





exhibitor

Logistics

SETUP

Monday, December 10, 2012, 9 a.m. – 5 p.m.; and Tuesday, December 11, 9 a.m. – 4 p.m.
All exhibits must be set up during this time.

TAKEDOWN

Friday, December 14, 8 a.m. – 4 p.m. All exhibits must be cleared by 4 p.m.

OPENING RECEPTION

Tuesday, December 11 – Opening remarks at 4 p.m.; cocktail reception to immediately follow.

TRADE SHOW HOURS

Wednesday, December 12, 8 a.m. – 5 p.m.

Thursday, December 13, 8 a.m. – 5 p.m.

One-hour cocktail reception each day from 4:30 to 5:30 p.m.

CONFERENCE REGISTRATION

Conference registration and meal and event tickets will be available online at AlmondBoard.com/Conference. Please make sure all of your representatives are registered. Everyone working the exhibit booth must be preregistered for the event.

Schedule is subject to change.

The Convention Center complex is located across the street from both the Hyatt Regency and the Sheraton Grand, making for convenient and greatly expanded hotel options for 2012.



Bigger venue. More traffic. Better visibility.

- A** **Larger Exhibit Space.** With room for up to 220 booths, (197 of which are 10' x 10'), this year's event boasts 33% more booths than in Modesto. The larger conference area can easily accommodate equipment vendors and larger exhibitors, providing for a demo stage or allowing expansion into smaller space if needed.
- B** **Increased Poster Area.** A greatly expanded poster area (4,200 vs. 1,110 sq. ft.) strategically located in the bottom left of the exhibit hall will draw traffic, allow for more research posters, more kiosks and more seating areas within the poster lounge. The "Pollination Pavilion" will also be housed here.
- C** **Silent Auction.** Proceeds from the popular industry-donated silent auction, strategically located in the bottom-right quadrant to draw more traffic, will be used for FFA and/or 4-H scholarship funds.
- D** **Huge Attendees' Lounge.** Made up of numerous lounge areas, the expansive 60' x 80' main lounge area will provide a meeting ground for attendees, bring movement through the hall, and be anchored by the ABC booth and surrounding Metal Sponsors.
- E** **ABC Booth.** Dominating the central display area at 30' x 30', the ABC booth serves as ground central for the conference, providing almond promotion demos as well as plenty of discussion areas where attendees can meet the Board and talk sustainability, leadership and other important programs.
- F** **Cocktail Receptions.** Bars will be located in strategic, high-profile locations and in the Attendees' Lounge.

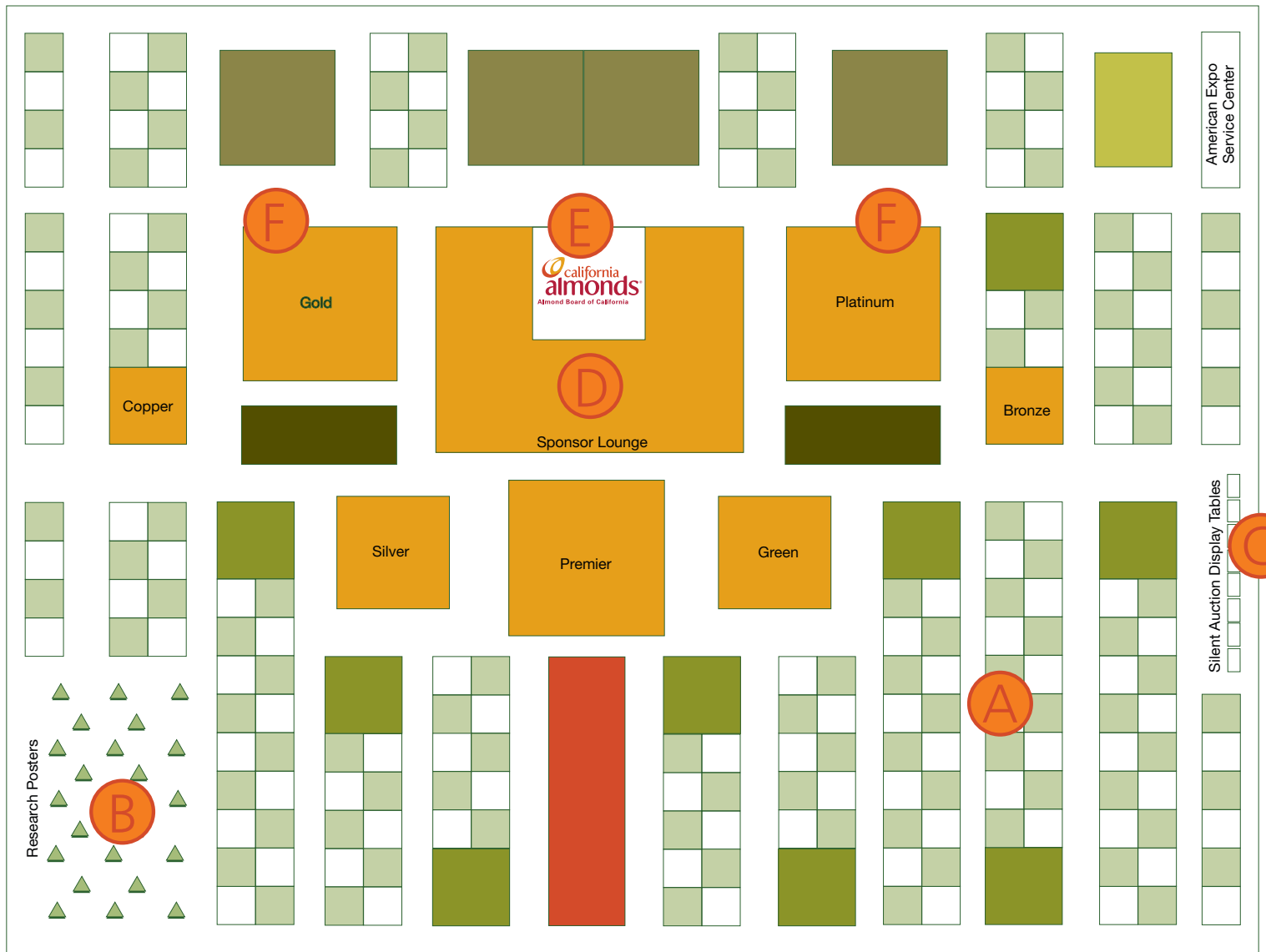
The oldest part of the town besides Sutter's Fort is Old Sacramento, which consists of cobble streets and many historic buildings, several from the 1850s and 1860s. Buildings have been preserved, restored or reconstructed, and the district is now a substantial tourist attraction, with rides on steam-hauled historic trains and paddle steamers. The Western Union office and the Pony Express alone are worth the visit.





Almond Conference Floor Plan*

*Layout subject to change.



Booth sizes and prices

	10 x 10		20 x 20		20 x 30		15 x 40		30 x 30		20 x 70		Metal Sponsors
	\$2,500		\$5,000		\$6,000		\$6,500		\$7,500		\$15,000		See chart

They support you. Give them your support back.

All year long, California Almond growers support your business. Now is your chance to support theirs.

As a sponsor of The Almond Conference, you can show more than 2,000 industry professionals your dedication to their continued success. With the conference's move to Sacramento, there are even more opportunities to highlight your company in front of this valued audience. Options are available for both overall conference support and individual custom sponsorships. No matter what level you choose to support at, you can guarantee you're making a difference at the almond industry's largest event.

Don't miss it.

- Conference sponsorship is the perfect opportunity to show your target customers how much you value their continued business and recognize the importance of continued education and growth.
- By sponsoring The Almond Conference, you can showcase your company in front of a valuable audience of current and potential customers including growers, handlers, distributors, suppliers and more.
- Though a sponsorship of The Almond Conference, you're supporting the continued status of California as the world almond production leader.
- The Almond Conference provides a variety of sponsorship levels designed to fit your company's desired level of support — there's something for everyone.
- You can choose to support the overall conference through one of the Metal Sponsorship packages, or you can sponsor individual events, activities or materials of your choosing.

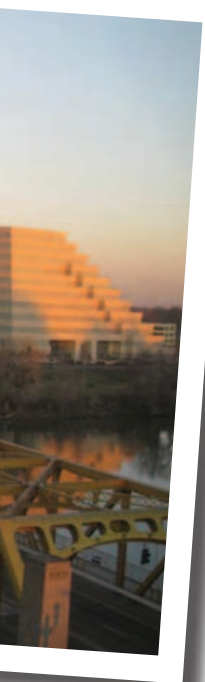




sponsor

It is without doubt the largest almond event in the world. Now in its 40th year, The Almond Conference provides an unsurpassed platform to showcase your company to a targeted audience of more than 2,000 growers, handlers, suppliers, distributors, marketers and researchers from around the globe.

With many sponsorships available in a wide array of price structures, this year's Almond Conference, occurring for the very first time in Sacramento from December 11–13, will provide every opportunity to reach this all-important audience.



The landmark Tower Bridge is a vertical lift bridge across the Sacramento River, linking West Sacramento in Yolo County to the west with the capital of California, Sacramento, in Sacramento County to the east.

Premier

\$50,000 (limit one)

Our Premier Sponsorship is reserved for one outstanding industry-leading organization and offers unique event-marketing opportunities not available at other sponsorship levels, as well as exclusive, executive-level conference access.

Benefits include: Award presented at Gala Dinner. Official sponsor of Opening Reception with the opportunity to give a five-minute address. Signage at Opening Reception. Branded almond image PowerPoint to be played at Opening Reception. Company logo on conference tote bag. Company logo on conference lanyards. 20-minute presentation during conference (time and location TBD). Acknowledgment in California Almond *Outlook* newsletter and *The Handle* e-newsletter. Prominent 40' x 40' booth ideally located on the center aisle across from the Attendees' Lounge.

Platinum

\$40,000 (limit one)

The Platinum Sponsorship is reserved for an industry-leading organization and affords the opportunity to take advantage of prestigious promotional elements at The Almond Conference. This sponsorship comprises several elements that are only available as part of the Platinum Sponsorship package, thus ensuring their exclusivity.

Benefits include: Award presented at Gala Dinner. Official sponsor of the Almond Leadership Program with recognition at the Leadership Awards during the Gala Dinner, and the opportunity to present at a leadership seminar during the year. 20-minute presentation during conference (time and location TBD). 40' x 40' booth anchoring the Attendees' Lounge.



Gold

\$30,000 (limit one)

The Gold Sponsorship is reserved for only one industry-leading organization, affording the opportunity to take advantage of the most prestigious promotional elements of The Almond Conference.

Benefits include: Award presented at Day 1 Luncheon. Continuous PowerPoint on track presentation screens during one break (ABC to determine day and time). 40' x 40' booth anchoring the Attendees' Lounge.

Silver

\$25,000 (limit one)

The Silver Sponsorship is reserved for only one industry-leading organization, affording the opportunity to take advantage of the most prestigious promotional elements of The Almond Conference.

Benefits include: Award presented at Day 2 Luncheon. Special signage and recognition. 30' x 30' booth in high-traffic corridor.

Green

\$25,000 (limit one)

Benefits include: 20-minute speaking opportunity at Growers' Breakfast. Award presented at Growers' Breakfast. A feature window on AlmondBoard.com. 30' x 30' booth in high-traffic corridor.

Bronze

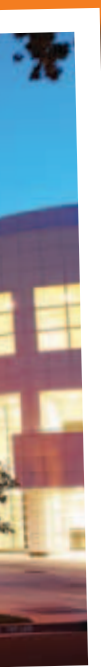
\$20,000 (limit one)

Benefits include: Registration desk and Continuing Education Units (CEUs) table signage. 20' x 20' booth on main aisle. Award presented at Day 1 Luncheon.

Copper

\$15,000 (limit one)

Benefits include: Award presented at Day 2 Luncheon. Special signage and recognition. Silent Auction Sponsorship. 20' x 20' booth on main aisle.



Sacramento Theater

There are several notable theater venues in the city of Sacramento. The Sacramento Convention Center complex governs both the Community Center Theater and Memorial Auditorium, with the neighboring Wells Fargo Pavilion housing the professional Sacramento Theater Company. Next to that is the McClatchy Main stage, which is the smallest of the venues. The Sacramento Ballet, Sacramento Philharmonic Orchestra and the Sacramento Opera perform at the Community Center Theater.

Metal Sponsorships

BENEFIT	PREMIER	PLATINUM	GOLD	SILVER	GREEN	BRONZE	COPPER
Company logo on conference program cover	●	●	●	●	●	●	●
Logo on website	Top Billing	2nd Billing	3rd Billing	4th Billing	4th Billing	5th Billing	6th Billing
One tote bag giveaway	●	●	●	●	●	●	●
Company logo on lanyards	●						
Company logo on signage and banners	Top Billing	2nd Billing	3rd Billing	4th Billing	4th Billing	5th Billing	6th Billing
Company name included in press releases	Top Billing	2nd Billing	3rd Billing	4th Billing	4th Billing	5th Billing	6th Billing
Company logo on main and interim general-session screens pre-session and during breaks	Top Billing	2nd Billing	3rd Billing	4th Billing	4th Billing	5th Billing	6th Billing
Use of Metal Sponsor logo	Top Billing	2nd Billing	3rd Billing	4th Billing	4th Billing	5th Billing	6th Billing
Exhibit hall banner	●	●	●	●	●	●	●
Booth choice 40' x 40'	●	●	●				
Booth choice 30' x 30'				●	●		
Booth choice 20' x 20'						●	●
Presentation opportunity during dedicated track	●	●					
Gala Dinner tickets	10	8	6	6	6	4	4
Luncheon Day 1 and 2 tickets	8	6	6	6	6	4	4
Growers' Breakfast tickets	8	6	6	6	6	4	4
VIP Reception tickets	5	4	3	3	3	2	2
CA Outlook + The Handle e-newsletter (pre-conference)	●						
CA Outlook + The Handle e-newsletter (post-conference)	●	●	●	●	●	●	●
Recognition conference print advertising	Top Billing	2nd Billing	3rd Billing	4th Billing	4th Billing	5th Billing	6th Billing
Full-page ad in conference program	●	●					
1/2-page ad			●				
1/4-page ad				●	●		
1/8-page ad						●	●
Award presented	Opening Session	Lunch	Lunch	Lunch	Breakfast	Lunch	Breakfast
Official sponsor of opening reception	●						
Official sponsor of ABC Leadership program		●					
Metal Sponsor logo rotation on JumboTron	●	●	●	●	●	●	●

Custom Sponsorship Options

Program Advertisements*

\$750 – \$10,000

The conference program is available for multiple advertising opportunities. Attendees will receive a full-color conference program listing the schedule of all presentations, as well as all of the event's sponsors and exhibitors. This sponsorship ensures your company's name is recognized throughout the annual Almond Conference.

Back Cover*

\$10,000 full-page advertisement (limit one)

Interior Pages*

- \$7,500 full-page inside front cover.
- \$5,000 full-page advertisement.
- \$2,500 half-page advertisement.
- \$1,250 quarter-page advertisement.
- \$750 eighth-page advertisement.

Sponsorship Benefits

- Prominent display of company name in program.
- Opportunity to add item in attendee tote bags

*Due to Almond Board of California's Federal Marketing Order status, all recognition pages must include a disclaimer stating, "Almond Board of California does not directly endorse the products of the sponsoring company."

Conference Tote Bags

\$10,000 (limit one)

The tote bag sponsor's logo will be prominently featured on the bag given to each attendee upon registration (while supplies last). This ensures your company's name will be seen during the entire conference and long afterward. The bags are distributed to more than 1,800 attendees (limit one bag per exhibiting company).

- Company name will appear alongside other individual sponsors in the program, on the conference website and on a display board in the registration area.

- You may place a piece of collateral or gift item in the tote bag.
- You may display company materials prominently in front of the general-session hall.
- Two complimentary tickets to the VIP Reception.

Attendees' Lounge

\$7,500 (limit one)

Have you seen the layout? It's huge, and so will be the recognition you receive!

Other benefits:

- Signage or logo lights announcing your sponsorship prominently placed in lounge.
- Company name will appear alongside other individual sponsors in the program, on the website and on a display board in the registration area.
- You may display company materials prominently in front of the general-session hall.
- Two complimentary tickets to the VIP Reception.
- Callout on the agenda page in the printed program.

Sheraton Hotel Keycard

\$5,000 (Exclusive)

Promote your company from the moment attendees check into the Sheraton Grand Sacramento Hotel with your company name and logo on the hotel keycards. This is a wonderful opportunity to make a lasting impression throughout the conference.

Hyatt Regency Hotel Keycard

\$5,000 (Exclusive)

Promote your company from the moment attendees check into the Hyatt Regency Hotel with your company name and logo on the hotel keycards. This is a wonderful opportunity to make a lasting impression throughout the conference.

Pen with company logo

\$3,500

To be distributed in conference bags. Get your name in everyone's pocket. Be the pen that goes everywhere with every attendee.

Research Update[†] Belly Band

\$3,500 (limit one)

Your company's logo will be prominently displayed on an eye-catching band that is wrapped around each Research Update. This is a great opportunity to publicize your booth location or catch attendees' attention.

[†]Formerly known as the Proceedings.

Espresso Cart
\$3,000 (limit one)

Get everyone's attention throughout the entire conference by hosting an espresso cart located in either the Convention Center lobby or the exhibit hall. Your company logo or message will be prominently displayed on the cart signage and napkins. Plan to bring your own customized cups or coffee grips to get even more exposure.

Smoothie Cart
\$3,000 (limit one)

Plan to sponsor a refreshing and healthy smoothie cart. This is a great opportunity to brand your company name in the exhibit hall. We will feature your company's name on the smoothie cart signage and napkins.

Popcorn Cart
\$3,000 (limit one)

Drive traffic to your booth and help carry attendees through those hungry times with popcorn for all. Branded popcorn bags will be provided for your company to distribute popcorn during peak exhibit hall hours.

Digital Display
\$2,500 (limit five)

Sponsor the highly visible plasma monitors located in the exhibit and pre-function spaces. It's your opportunity to have your logo or video commercial as part of a

running content loop on the monitors throughout the center. (Monitors will also display session information, conference agenda and other updates.)

Meter Sign
\$2,500

Located in the high-traffic areas of the Sacramento Convention Center, this freestanding panel effectively communicates your company's message, products and services. To maximize your exposure, you may order multiple panels.

Logo Lights
\$1,000 (limit five)

Display your company's logo in a unique way. Your company logo will light up the wall in the conference center foyer. This is a subtle yet extremely effective method to market your brand and message to attendees.

Tote Bag Gift Item
\$250 (one item per \$250 sponsorship + cost of materials)

Sponsoring a tote bag giveaway item is an excellent opportunity to position your company with this influential group both during and after the conference. These gifts will be distributed within the conference tote bags to the first 1,800 attendees at registration. Possible giveaway options include notepads or portfolios, hats, key chains, T-shirts, pens and coffee mugs.



Enjoy seasonal sights and holiday shopping at Sacramento's Westfield Downtown Plaza.

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