



JOIN THE JOURNEY

THE ALMOND CONFERENCE

20
20

2020 EXHIBITOR PROSPECTUS
VIRTUAL | DECEMBER 8-10

 **california**
almonds[®]
Almond Board of California

Dear Industry Members,

The California almond industry is at the top of the list in terms of innovation, sustainability practices and continued success. With more than 7,600 growers, 100 processors and countless allied industry members, our future is only limited by our imagination.

Each year, California almond growers continue to grow more almonds with tightened regulations, challenging weather conditions and increased public scrutiny. It is through our commitment to continuous improvement, perseverance, and a desire to care for our families and the land that we continue to defend our right to farm.

And, each year, The Almond Conference is the premier almond industry event, drawing members of the almond community from across the globe. It is an opportunity for everyone involved in the California almond industry to come together for the latest updates on research, marketing, regulatory, food safety and industry trends. Just as important as the sessions, The Almond Conference is a chance for almond growers and processors to connect and learn from the exhibitors and sponsors.

Given current restrictions on large gatherings in California and ongoing uncertainty around when such gatherings will be permitted, The Almond Conference 2020 will be held in a virtual setting. Making the decision now also helps exhibitors and sponsors plan their involvement, which is critical to the success of the Conference. ABC plans to return to Sacramento in December 2021 at the new Sacramento Convention Center, set to open early next year.

This modified event is free to attend and will include educational sessions, networking gatherings, an exhibit hall, and poster sessions, as in the past. The virtual setting will also present new opportunities for attendees, exhibitors and sponsors, including the flexibility to participate in an educational session in the morning, work in the orchard in the afternoon, and network throughout the day. Exhibitors and attendees can share information, view videos, chat live and make the same connections one would at an in-person event.

Together, we are planning for a one-of-a-kind event as we celebrate the successes and future of the California almond industry! Be sure to reserve your sponsorships and book your booth for The Almond Conference 2020, scheduled from Dec. 8-10, before it's too late!

We look forward to seeing you and your company at the 48th annual Almond Conference!

Sincerely,
The Almond Conference Planning Team

AN INDUSTRY LIKE NO OTHER

WE HAVE THE SUPPLY

- There are more than 7,600 almond growers and 100 almond handlers (processors) in California.
- The almond-growing region stretches more than 500 miles between Red Bluff and Bakersfield in the fertile Central Valley of California.
- In the 2018/19 growing season, California almond growers produced more than 2.5 billion pounds of almonds, establishing the largest almond crop on record.

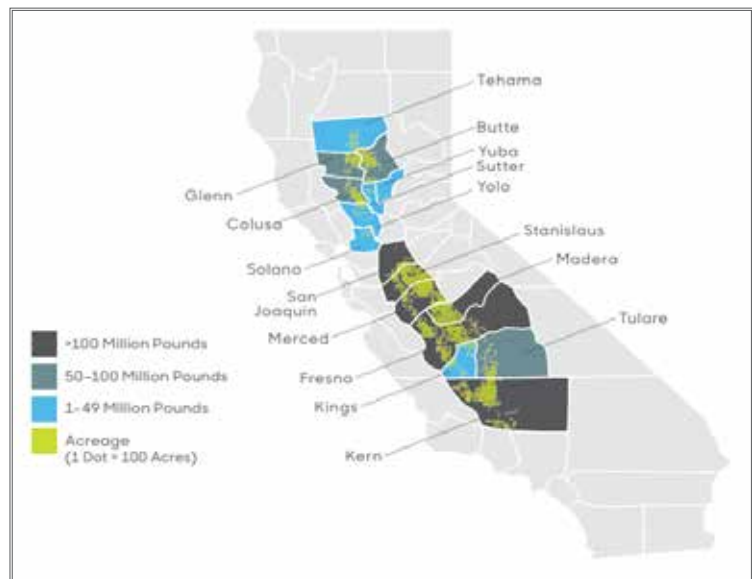
WE HAVE THE RANKING

- Almonds are the United States' #1 agricultural specialty crop export, valued at \$4.5 billion (2018 USDA Foreign Agricultural Services Global Agricultural Trade System).
- California produces about 80% of the world's almonds and 100% of the U.S. commercial supply.

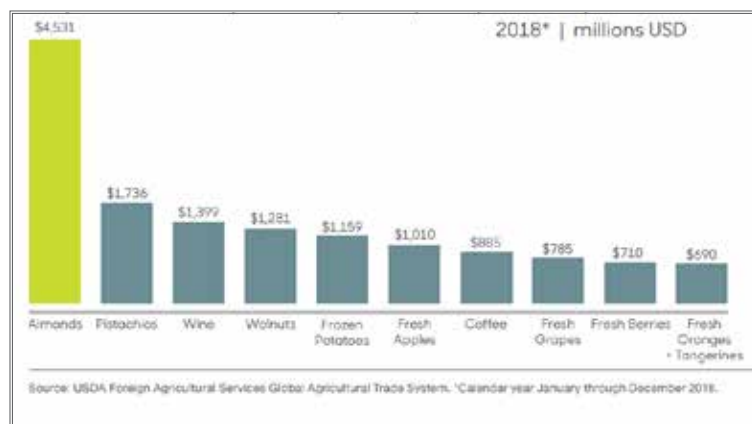
WE HAVE THE DEMAND

- California ships approximately 70% of its total crop to more than 100 countries throughout the world.
- The top ten markets represent 70% of total export shipments.
- Almonds, the most nutrient-dense nut, are recommended by health professionals as a natural means for managing cholesterol and promoting healthy living.

ALMOND PRODUCTION BY COUNTY CROP YEAR 2018/19



TOP TEN U.S. SPECIALTY CROP EXPORTS BY VALUE 2018* | MILLIONS USD





AN UNPARALLELED CONFERENCE EXPERIENCE

FEEDBACK FROM 2019 ATTENDEES

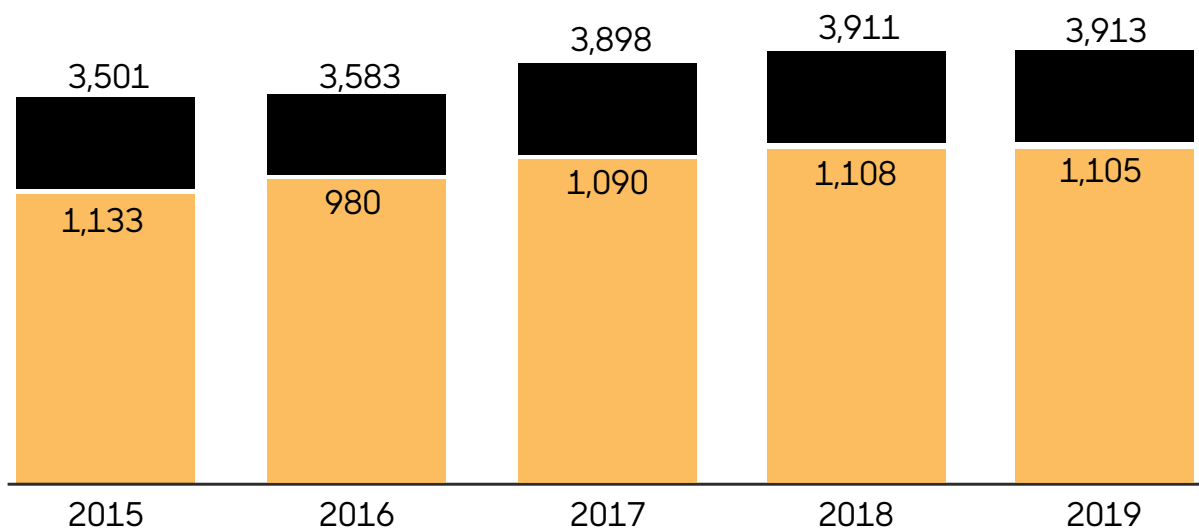
"I felt the conference checked all the boxes for a great experience."

"The Almond Conference has always been well done. There isn't much that could be done to improve it at this point as it has always adapted well to the concerns and urgencies of the industry."

"Overall, the Almond Board put together a very quality conference, especially under unique circumstances."

"Thank you for offering this event for free."

CONFERENCE ATTENDANCE 5-YEAR COMPARISON (2015-2019)



● Overall Attendance ● Grower + Handler Attendance

EXHIBIT BOOTH DELIVERABLES

	STANDARD PLUS	STANDARD
DELIVERABLES	\$2,500	\$1,750
EXHIBIT HALL		
Front Screen	Image	Image
Booth Build Set-up	Self-Build	Self-Build
Booth Location	Listed alphabetically by company name	Listed alphabetically by company name
Search Capabilities	Provide key words for attendee search	Provide key words for attendee search
Number of Tabs	5	3
Tab Option: Quantity of Uploadable Documents	10	8
Tab Option: Chat Room	●	●
Tab Option: Social Media Links (Facebook, Twitter)	●	●
Tab Option: External Web Page	●	●
Tab Option: Survey	If chosen	n/a
Tab Option: Video Collection	If chosen	n/a
About Us Description	●	●
Marquee Message	●	●
Lead Retrieval/Reporting	●	●

STANDARD PLUS BOOTH | \$2,500

MARQUEE Your message can scroll here for attendees to see



FRONT SCREEN Upload an image

COMPANY LOGO Your company logo is uploaded here

TAB CONTENT Each tab can contain uploads or data such as videos, surveys, social media, website links, etc.

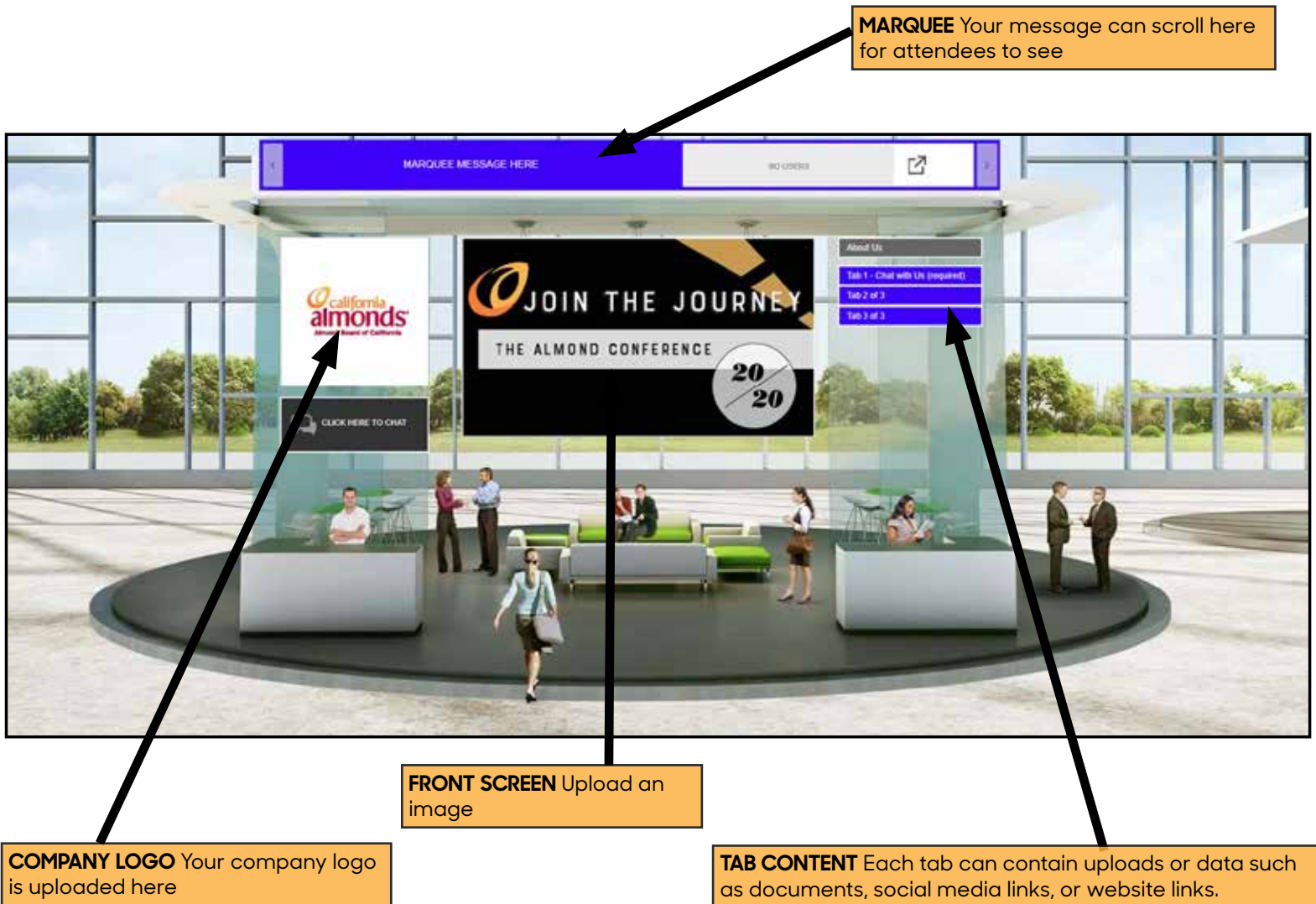
STANDARD PLUS BOOTH DESIGN FEATURES

Standard Plus booths have more options for documents and interactions with attendees

- **Booth Colors:** Marquee board and tab background color and font color are customizable
- **Logo:** 200x200 pixels
- **Front Screen:** Optimal size for image is 484x272 pixels (.jpg, .png)
- **Booth Staff:** Can chat with attendees that stop by the booth in live group chats
- **Tab Content:** Select from the following tab options: Documents and Links, Message Board, External URL, Live Chat, Social Media Feeds, *Survey* or *Video Collection*
- **Marquee Message:** Limit of one message per booth



STANDARD BOOTH | \$1,750



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