



JOIN THE JOURNEY

THE ALMOND CONFERENCE

20
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2020 METAL SPONSOR PROSPECTUS
VIRTUAL | DECEMBER 8-10

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 also will 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



SPONSORSHIP INFORMATION

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.

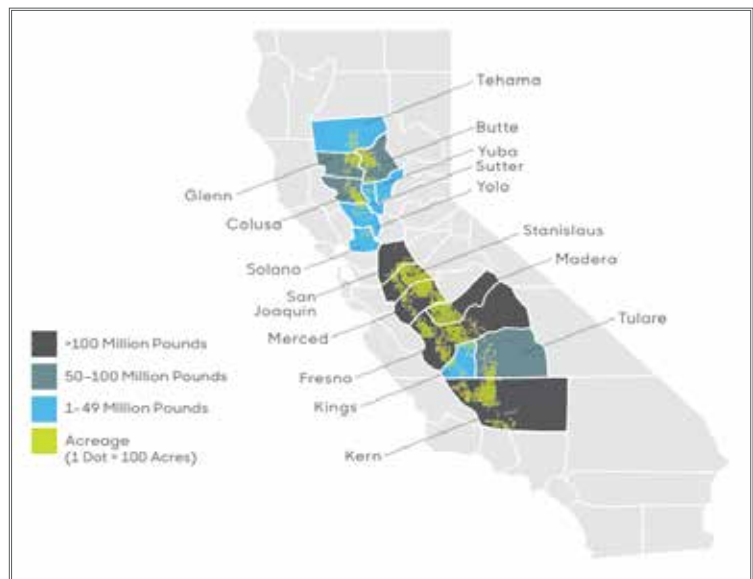
WE HAVE THE RANKING

- 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.

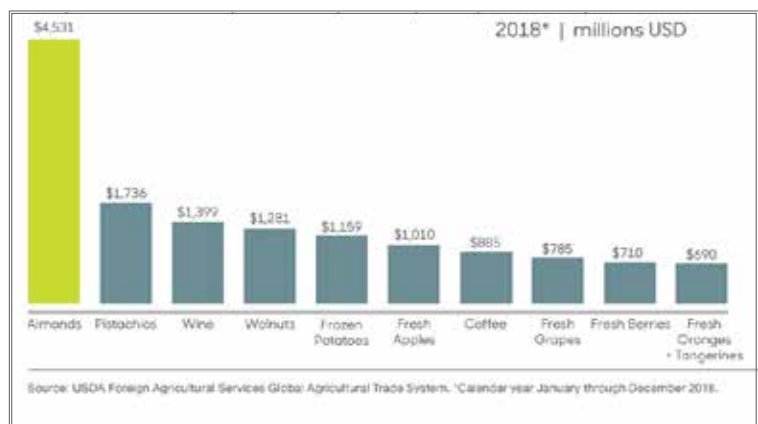
WE HAVE THE DEMAND

- 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)

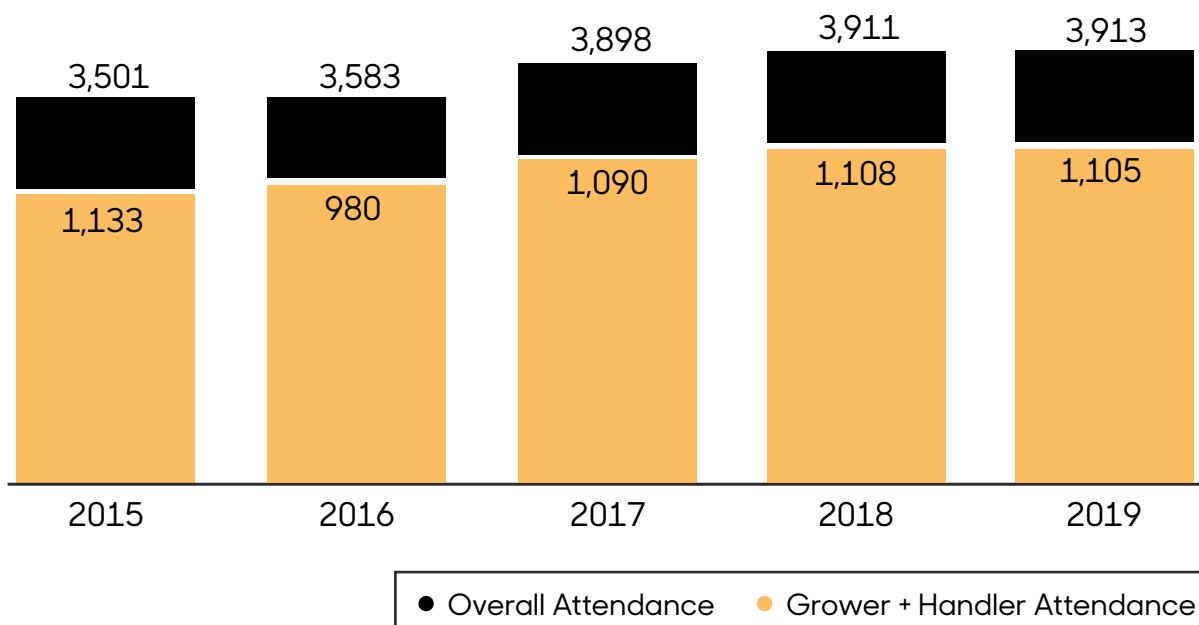


EXHIBIT BOOTH DELIVERABLES

	PLATINUM	GOLD	SILVER	EMERALD	TITANIUM	BRONZE	COPPER	NICKEL	COBALT
DELIVERABLES	\$40,000	\$30,000	\$27,500	\$25,000	\$24,500	\$20,000	\$15,000	\$12,500	\$10,000
EXHIBIT BOOTH									
Premium Booth Placement	●	●	●	●	●	●	●	●	●
Front Screen	Image or Video	Image or Video	Image or Video	Image or Video	Image or Video	Image or Video	Image or Video	Image or Video	Image or Video
Booth Build Set-up	White-Glove Service Available	White-Glove Service Available	White-Glove Service Available	White-Glove Service Available	White-Glove Service Available	White-Glove Service Available	White-Glove Service Available	White-Glove Service Available	White-Glove Service Available
Number of Tabs	10	9	8	7	7	7	6	6	6
Tab Option: Quantity of Uploadable Documents	10+	10+	10+	10+	10+	10+	10+	10+	10+
Tab Option: Chat Room	●	●	●	●	●	●	●	●	●
Tab Option: Social Media Links (Facebook, Twitter)	●	●	●	●	●	●	●	●	●
Tab Option: External Web Page	●	●	●	●	●	●	●	●	●
Tab Option: Survey	●	●	●	●	●	●	●	●	●
Tab Option: Video Collection	●	●	●	●	●	●	●	●	●
Marquee Message	●	●	●	●	●	●	●	●	●
Lead Retrieval/Reporting	●	●	●	●	●	●	●	●	●

BOOTH SAMPLE



MARQUEE Your message can scroll here for attendees to see

COMPANY LOGO Your company logo is uploaded here

FRONT SCREEN Upload an image or video

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

BOOTH DESIGN ELEMENTS

- **Booth Colors:** Marquee, tab background color and font color are customizable
- **Booth Style:** Premium booth
- **Logo:** 200x200 pixels
- **Front Screen:** Optimal size for image is 484x272 pixels (.jpg, .png) - Under 10 mb for video file (.mp4, .flv files)
- **Booth Staff:** Can chat with attendees that stop by the booth in live group chats
- **Tab Content:** Booths are set up with the following standard tabs: Documents and Links, Message Board, Video Collection, External URL, Live Chat, Social Media Feeds and Survey. You may change the verbiage and display order of the tabs.
- **Marquee Message:** Limit of one message per booth



METAL SPONSOR OPPORTUNITIES + DELIVERABLES

	PLATINUM	GOLD	SILVER	EMERALD	TITANIUM	BRONZE	COPPER	NICKEL	COBALT
DELIVERABLES	\$40,000	\$30,000	\$27,500	\$25,000	\$24,500	\$20,000	\$15,000	\$12,500	\$10,000
METAL SPONSOR USAGE AND PLACEMENT									
Company Directory (metal logo)	●	●	●	●	●	●	●	●	●
Conference Lobby Banner	●	●	●	●	●	●	●	●	●
Session Transition Slides	●	●	●	●	●	●	●	●	●
Logo on Conference website platform	●	●	●	●	●	●	●	●	●
Use of Logo on Marketing Materials	●	●	●	●	●	●	●	●	●
Pre-Conference eBlast Recognition	●	●	●	●	●	●	●	●	●
MISCELLANEOUS/SPECIAL VISIBILITY									
Company Directory Ad	Full	Half	Half	Half	Half	Half	Half	*Full OR Half	*Full OR Half
Exhibition Passport Game	●	●	●	●	●	●	●	●	●
Pre-Conference Mailer	●	●	●	●	●	●	●	●	
30-second Video Played Before Sessions	●	●	●	●	●	●	●		
20-Minute Pre-Recorded Almond Stage Video	●	●	●	●					
Co-sponsor of 3 "Lunch and Learn Events"	●								
Registration			●						
Leadership Program 2021					●				

* First right of refusal to purchase a full or half-page ad



PLATINUM

\$40,000 (limit one)

As the Platinum sponsor, you have the right to use the Platinum sponsor logo on your website, all printed marketing materials, social media platforms and any other item that features your special contribution to The Almond Conference 2020.

STANDARD METAL SPONSORSHIP DELIVERABLES

- Metal sponsor logo placement on printed Company Directory cover (front or back), Exhibition Passport Game session transition slides and on all Conference eBlasts
- One (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Use of metal sponsor logo on your marketing materials throughout the year
- Virtual lobby banner
- Premium booth placement in virtual exhibit hall
- Company logo placement on Conference website and platform

ADDITIONAL BENEFITS

Exhibit Booth	Premium booth placed next to the ABC Booth on the virtual exhibit hall landing page (see page 5 of prospectus)
Printed Company Directory Ad	Full-page ad of your choice in the printed Company Directory that will be mailed to each pre-registered attendee
Presentation	Twenty-minute, pre-recorded presentation time slot on the Almond Stage. The presentation can be a user panel, case study with growers or product demonstration.
Pre-Conference Mailer	One piece of collateral to be included in pre-Conference mailer to all pre-registered attendees
Video	Thirty-second video spot played prior the State of the Industry session
Special for Platinum	Co-sponsor of three (3) "Lunch and Learn Events" with Almond Board

GOLD

\$30,000 (limit one)

As the Gold sponsor, you have the right to use the Gold sponsor logo on your website, all printed marketing materials, social media platforms and any other item that features your special contribution to The Almond Conference 2020.

STANDARD METAL SPONSORSHIP DELIVERABLES

- Metal sponsor logo placement on printed Company Directory cover (front or back), Exhibition Passport Game, session transition slides and on all Conference eBlasts
- One (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Use of metal sponsor logo on your marketing materials throughout the year
- Virtual lobby banner
- Premium booth placement in virtual exhibit hall
- Company logo placement on Conference website and platform

ADDITIONAL BENEFITS

Exhibit Booth	Premium booth placed next to the ABC Booth on the virtual exhibit hall landing page (see page 5 of prospectus)
Printed Company Directory Ad	Half-page ad of your choice in the printed Company Directory that will be mailed to each pre-registered attendee
Presentation	Twenty-minute, pre-recorded presentation time slot on the Almond Stage. The presentation can be a user panel, case study with growers or product demonstration.
Pre-Conference Mailer	One piece of collateral to be included in pre-Conference mailer to all pre-registered attendees
Video	Thirty-second video spot played prior to a breakout session through the duration of the Conference

SILVER

\$27,500 (limit one)

As the Silver sponsor, you have the right to use the Silver sponsor logo on your website, all printed marketing materials, social media platforms and any other item that features your special contribution to The Almond Conference 2020.

STANDARD METAL SPONSORSHIP DELIVERABLES

- Metal sponsor logo placement on printed Company Directory cover (front or back), Exhibition Passport Game, session transition slides and on all Conference eBlasts
- One (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Use of metal sponsor logo on your marketing materials throughout the year
- Virtual lobby banner
- Premium booth placement in virtual exhibit hall
- Company logo placement on Conference website and platform

ADDITIONAL BENEFITS

Exhibition Booth	Premium booth placed next to the ABC Booth on the virtual exhibit hall landing page (see page 5 of prospectus)
Printed Company Directory Ad	Half-page ad of your choice in the printed Company Directory that will be mailed to each pre-registered attendee
Presentation	Twenty-minute, pre-recorded presentation time slot on the Almond Stage. The presentation can be a user panel, case study with growers or product demonstration.
Pre-Conference Mailer	One piece of collateral to be included in pre-Conference mailer to all pre-registered attendees
Video	Thirty-second video spot played prior to a breakout session through the duration of the Conference
Special for Silver	The Silver sponsor is the official Registration sponsor with logo recognition on the Registration landing page

EMERALD

\$25,000 (limit one)

As the Emerald sponsor, you have the right to use the Emerald sponsor logo on your website, all printed marketing materials, social media platforms and any other item that features your special contribution to The Almond Conference 2020.

STANDARD METAL SPONSORSHIP DELIVERABLES

- Metal sponsor logo placement on printed Company Directory cover (front or back), Exhibition Passport Game, session transition slides and on all Conference eBlasts
- One (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Use of metal sponsor logo on your marketing materials throughout the year
- Virtual lobby banner
- Premium booth placement in virtual exhibit hall
- Company logo placement on Conference website and platform

ADDITIONAL BENEFITS

Exhibit Booth	Premium booth placed next to the ABC Booth on the virtual exhibit hall landing page (see page 5 of prospectus)
Printed Company Directory Ad	Half-page ad of your choice in the printed Company Directory that will be mailed to each pre-registered attendee
Presentation	Twenty-minute, pre-recorded presentation time slot on the Almond Stage. The presentation can be a user panel, case study with growers or product demonstration.
Video	Thirty-second video spot played prior to a breakout session through the duration of the Conference

TITANIUM

\$24,500 (limit one)

As the Titanium sponsor, you have the right to use the Titanium sponsor logo on your website, all printed marketing materials, social media platforms and any other item that features your special contribution to The Almond Conference 2020.

STANDARD METAL SPONSORSHIP DELIVERABLES

- Metal sponsor logo placement on printed Company Directory cover (front or back), Exhibition Passport Game, session transition slides and on all Conference eBlasts
- One (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Use of metal sponsor logo on your marketing materials throughout the year
- Virtual lobby banner
- Premium booth placement in virtual exhibit hall
- Company logo placement on Conference website and platform

ADDITIONAL BENEFITS

Exhibit Booth	Premium booth placed next to the ABC Booth on the virtual exhibit hall landing page (see page 5 of prospectus)
Printed Company Directory Ad	Half-page ad of your choice in the printed Company Directory that will be mailed to each pre-registered attendee
Pre-Conference Mailer	One piece of collateral to be included in pre-Conference mailer to all pre-registered attendees
Video	Thirty-second video spot played prior to a breakout session through the duration of the Conference
Special for Titanium	The Titanium sponsor is the official sponsor of the 2021 Almond Leadership Program to be announced by ABC Leadership during the 2020 conference opening remarks. Program provides a year-long services of collaborative educational workshops with industry members looking to grow and expand their almond knowledge.

BRONZE

\$20,000 (limit one)

As the Bronze sponsor, you have the right to use the Bronze sponsor logo on your website, all printed marketing materials, social media platforms and any other item that features your special contribution to The Almond Conference 2020.

STANDARD METAL SPONSORSHIP DELIVERABLES

- Metal sponsor logo placement on printed Company Directory cover (front or back), Exhibition Passport Game, session transition slides and on all Conference eBlasts
- One (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Use of metal sponsor logo on your marketing materials throughout the year
- Virtual lobby banner
- Premium booth placement in virtual exhibit hall
- Company logo placement on Conference website and platform

ADDITIONAL BENEFITS

Exhibit Booth	Premium booth placed next to the ABC Booth on the virtual exhibit hall landing page (see page 5 of prospectus)
Printed Company Directory Ad	Half-page ad of your choice in the printed Company Directory that will be mailed to each pre-registered attendee
Video	Thirty-second video spot played prior to a breakout session through the duration of the Conference
Pre-Conference Mailer	One piece of collateral to be included in pre-Conference mailer to all pre-registered attendees



COPPER

\$15,000 (limit one)

As the Copper sponsor, you have the right to use the Copper sponsor logo on your website, all printed marketing materials, social media platforms and any other item that features your special contribution to The Almond Conference 2020.

STANDARD METAL SPONSORSHIP DELIVERABLES

- Metal sponsor logo placement on printed Company Directory cover (front or back), Exhibition Passport Game, session transition slides and on all Conference eBlasts
- One (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Use of metal sponsor logo on your marketing materials throughout the year
- Virtual lobby banner
- Premium booth placement in virtual exhibit hall
- Company logo placement on Conference website and platform

ADDITIONAL BENEFITS

Exhibit Booth	Premium booth placed next to the ABC Booth on the virtual exhibit hall landing page (see page 5 of prospectus)
Printed Company Directory Ad	Half-page ad of your choice in the printed Company Directory that will be mailed to each pre-registered attendee
Video	Thirty-second video spot played prior to a breakout session through the duration of the Conference
Pre-Conference Mailer	One piece of collateral to be included in pre-Conference mailer to all pre-registered attendees

NICKEL

\$12,500 (limit one)

As the Nickel sponsor, you have the right to use the Nickel sponsor logo on your website, all printed marketing materials, social media platforms and any other item that features your special contribution to The Almond Conference 2020.

STANDARD METAL SPONSORSHIP DELIVERABLES

- Metal sponsor logo placement on printed Company Directory cover (front or back), Exhibition Passport Game, session transition slides and on all Conference eBlasts
- One (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Use of metal sponsor logo on your marketing materials throughout the year
- Virtual lobby banner
- Premium booth placement in virtual exhibit hall
- Company logo placement on Conference website and platform

ADDITIONAL BENEFITS

Exhibit Booth	Premium booth placed next to the ABC Booth on the virtual exhibit hall landing page (see page 5 of prospectus)
Printed Company Directory Ad	First right of refusal for a half-page ad purchase of your choice in the printed Company Directory that will be mailed to each pre-registered attendee
Pre-Conference Mailer	One piece of collateral to be included in pre-Conference mailer to all pre-registered attendees



COBALT

\$10,000 (limit one)

As the Cobalt sponsor, you have the right to use the Cobalt sponsor logo on your website, all printed marketing materials, social media platforms and any other item that features your special contribution to The Almond Conference 2020.

STANDARD METAL SPONSORSHIP DELIVERABLES

- Metal sponsor logo placement on printed Company Directory cover (front or back), Exhibition Passport Game, session transition slides and on all Conference eBlasts
- One (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Use of metal sponsor logo on your marketing materials throughout the year
- Virtual lobby banner
- Premium booth placement in virtual exhibit hall
- Company logo placement on Conference website and platform

ADDITIONAL BENEFITS

Exhibit Hall Booth	Premium booth placed next to the ABC Booth on the virtual exhibit hall landing page (see page 5 of prospectus)
Printed Company Directory Ad	First right of refusal for a half-page ad purchase of your choice in the printed Company Directory that will be mailed to each pre-registered attendee

JOIN THE JOURNEY



EXHIBIT AND
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