



2025 Prospectus

The Almond Conference

December 10-12, 2025

SAFE Credit Union Convention Center
1401 K St. Sacramento, CA 95814

Almonds.com/Conference



Mission Statement

The Almond Conference brings together growers and other industry stakeholders to serve as the **premier** gathering for networking, education and research in the almond industry.

The conference promotes collaboration by fostering a sense of community among all those who are committed to the success of California's almond industry.



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Welcome

Dear Industry Members,

The Almond Conference (TAC) stands out as the premier event for almond growers, handlers and other key stakeholders to network, exchange information, and learn about the latest research and industry news.

Hosted by the Almond Board of California each December, TAC has evolved into the industry's signature gathering, one that attracted more than 3,600 attendees from 23 countries and 42 states in 2024.

Our goal is to make our three days together even better this year in Sacramento. We are excited to share some of what we have planned:

- In the most significant change this year, the conference begins on Wednesday and ends on Friday.
- Attendees consistently tell us the chance to meet and talk with their peers and others in the industry is one of the main draws to TAC, which is a primary goal when making logistical decisions.
- The trade show is the centerpiece of TAC. Nearly 240 domestic and international exhibitors representing all facets of the industry will share the latest in equipment, technology, products and services.
- Once again, there will be fascinating breakout sessions, across three breakout rooms, featuring industry experts, researchers, government officials and Almond Board staff.
- The annual State of the Industry will take place on Wednesday led by ABC CEO Clarice Turner. There will be other meal sessions led by industry leaders.

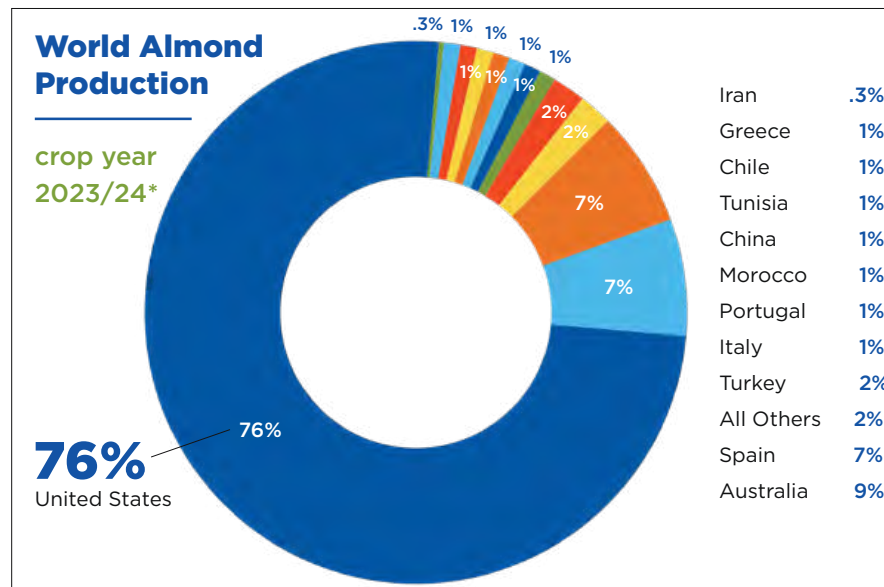
We couldn't organize and put on TAC without our exhibitors and sponsors. We are grateful and appreciative of their support and participation over many years.

Just as the almond industry strives to reach new markets, we at the Almond Board continue to look for ways to provide unparalleled opportunities for people in the industry to connect and prosper. TAC 2025 at the SAFE Credit Union Convention Center promises to be our best event yet.

We look forward to seeing you there!

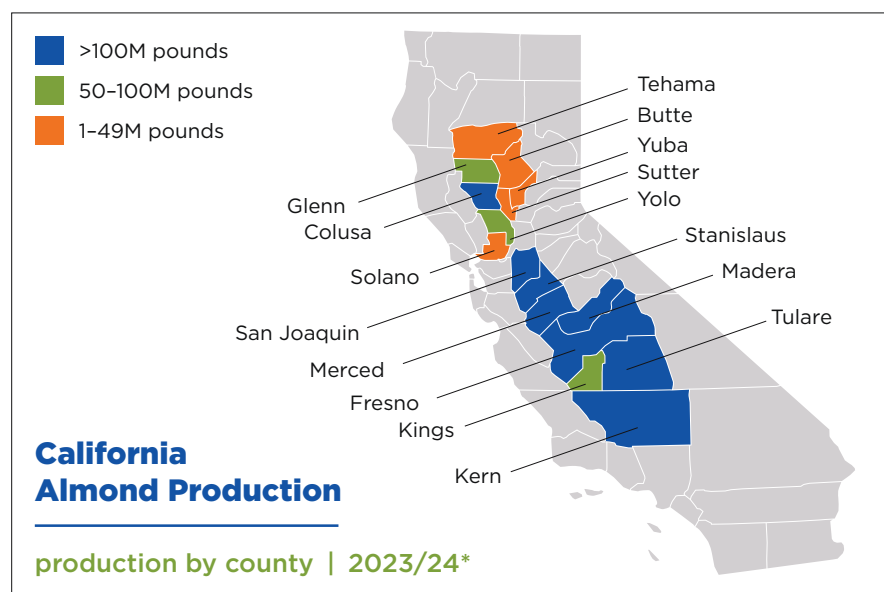
Sincerely,
The Almond Conference Planning Team

The Almond Board of California was established in 1950 and is dedicated to promoting California almonds to a domestic and international audience through strategic market development, global marketing programs, ensuring food safety, and funding and promoting research about almonds' health benefits, zero waste efforts and industry best practices. The Almond Board programs are funded by a per-pound assessment on all almonds grown in California.



California grows nearly 80% of the world's almonds.

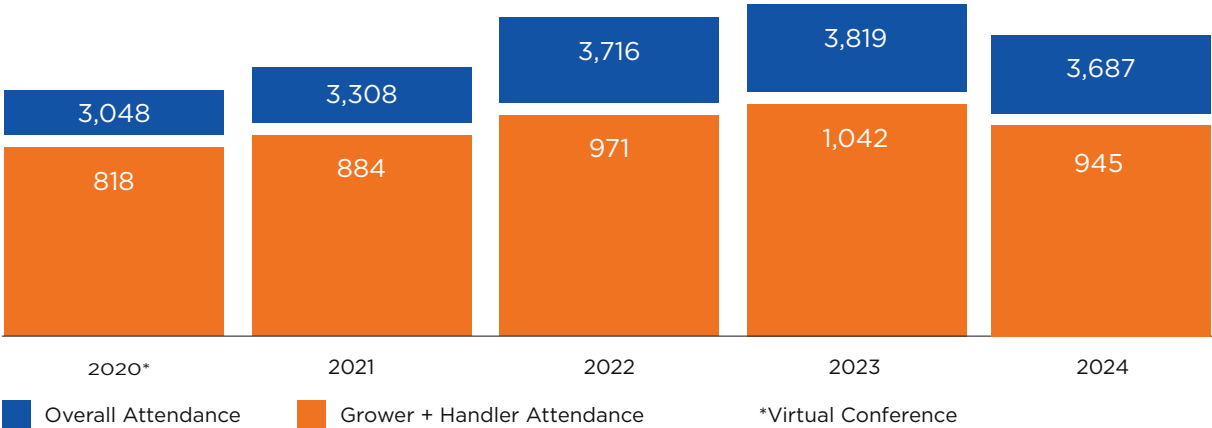
With its Mediterranean climate, California is one of the five places on Earth where almonds can grow. And thanks to some of the best agricultural universities in the world, top research partners, water infrastructure and great soils, it is the most productive almond-grower region on the planet.



90% of almond farms are family farms.

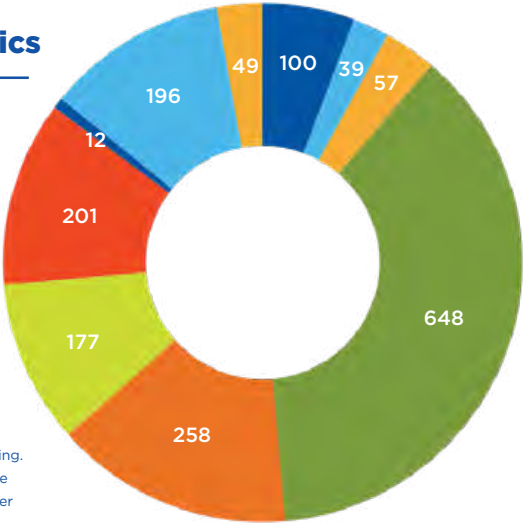
California is home to 7,600 almond farms and 90% of those are family farms. Many of them are owned and operated by third- and fourth-generation farmers who live on their land and plan to pass it on to their children and grandchildren.

Conference Attendance 5-year comparison (2020-2024)



Attendee Demographics

2024



| Number of Respondents | 2,327 |
|----------------------------------|-------|
| Allied Industry | 100 |
| Beekeepers | 39 |
| Food Safety / Lab | 57 |
| Grower (CA only) | 648 |
| Processor (CA only) | 258 |
| Huller / Sheller | 177 |
| Import / Export / Trader | 201 |
| Media | 12 |
| PCA / CCA / PA | 196 |
| Regulatory / Government Official | 49 |

Demographic response is not required upon registering. Exhibitor demographics are not included in total number of respondents.

“

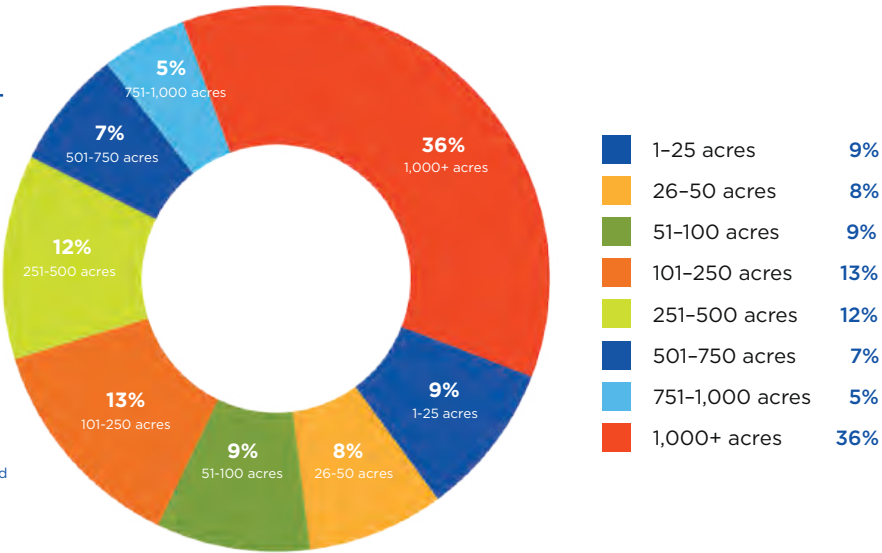
The Almond Conference is the "One" I attend.

2024 TAC ATTENDEE



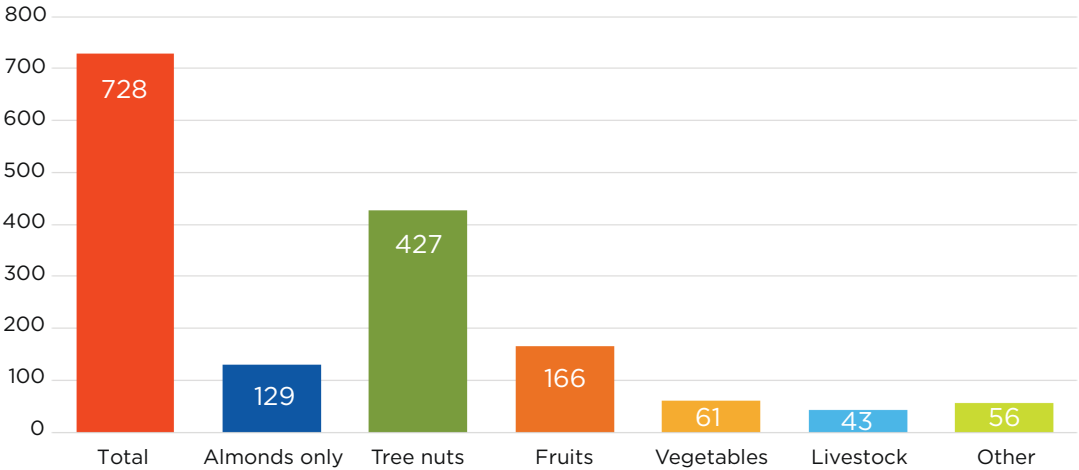
Growers: Attendance by Operation Size

Demographic response is not required upon registering. Only California growers are included in this data. This data is not representative of individual operations, multiple people from the same operation may have attended.



Growers: Crops Grown by 2024 TAC Attendees

Demographic response is not required upon registering. Only California growers are included in this data. Growers were asked to "select all that apply".



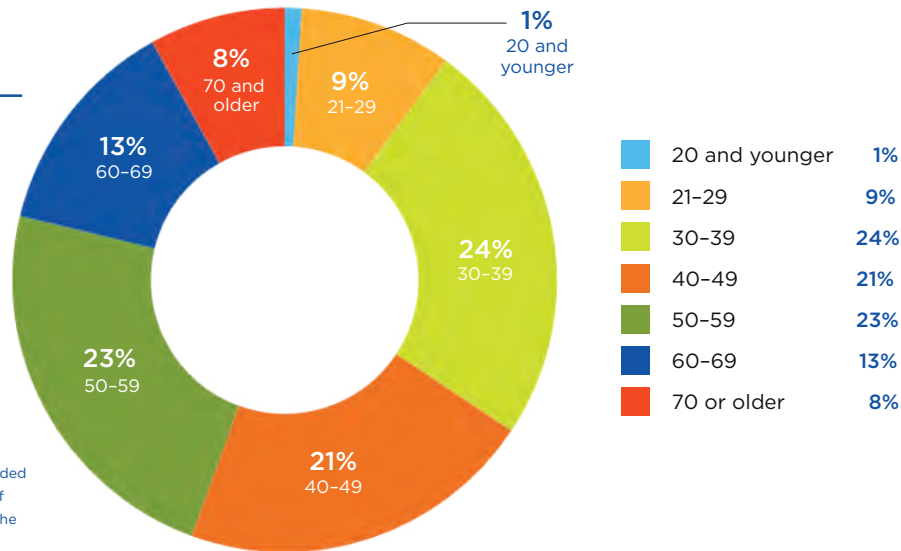
Event Demographics

“The Almond Conference is a favorite, I look forward to it and find it to be very successful in connecting the industry.”

2024 TAC ATTENDEE



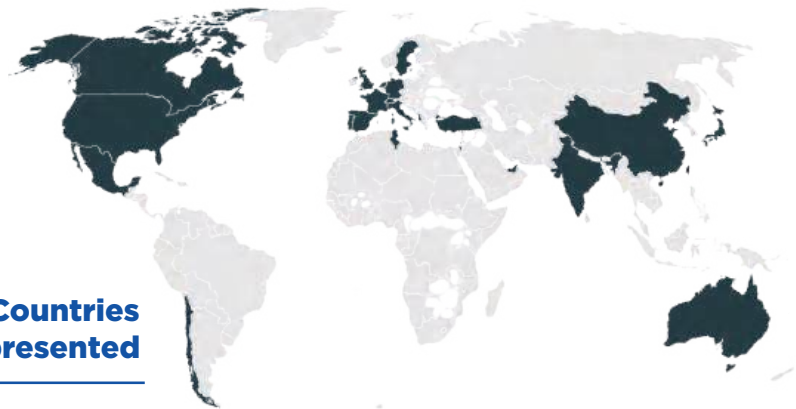
Growers: Attendance by Age



Demographic response is not required upon registering. Only California growers are included in this data. This data is not representative of individual operations, multiple people from the same operation may have attended.

23 Countries Represented

by 2024 attendees
and exhibitors



| | |
|-----------|----------------|
| Albania | Netherlands |
| Australia | Portugal |
| Canada | Spain |
| Chile | Sweden |
| China | Switzerland |
| France | Taiwan |
| Germany | Tunisia |
| India | Turkey |
| Israel | United Arab |
| Italy | Emirates |
| Japan | United Kingdom |
| Mexico | United States |

“

Great conference! I think there are a lot of great things packed into a few short days and we are able to maximize our time. Always a wonderful place to network.

2024 TAC ATTENDEE



Event Demographics



We invite your company to be an integral part of the largest almond conference in the world. This premier almond event gives sponsors and exhibitors access to nearly 4,000 attendees.

Metal Sponsorships

Platinum

As the Platinum sponsor, you will receive one broadcast email to the TAC industry outreach list, featuring only your company, a thirty-second commercial to play prior to The State of the Industry, the largest session attended at The Almond Conference, and branded recognition in the lounges of the Exhibit Hall.

\$50,000 limit one

Metal Sponsorships

PLATINUM

| | | | |
|-------------------------------------|---|--------------------------------|-------------------|
| Exhibit Hall Booth | 30' x 30' booth adjacent to the Almond Board booth, in the heart of the exhibit hall | | |
| Conference Program Ad | Full-page ad of your choice in the printed Conference Program | | |
| Sponsor-Specific Email Blast | One (1) broadcast email service to the Industry Outreach email list. This email is unique from other TAC eBlasts and will ONLY feature your content (no other TAC updates). Sponsor will provide content and ABC will distribute. | | |
| 30-Second Commercial | Thirty-second commercial with audio to play prior to State of the Industry | | |
| Tote Bag Insert | One (1) item provided by sponsor to be placed in conference tote bag | | |
| Special for Platinum | The Platinum sponsor is the official Lounge sponsor with additional branding in lounges and opportunity to place brochures. | | |
| Event Tickets | Leadership Reception 3 | Grower's Breakfast 4 | Lunch 6 |

Standard Metal Sponsor Deliverables

- 8 Hotel Rooms on hold; Sponsor responsible for payment of room(s)
- Metal sponsor logo placement for printed Conference Program, Company Directory and signage
- Metal sponsor logo placement digitally on session transition slides and West Lobby light projection
- Company logo placement on Almonds.com/Conference
- Use of metal sponsor logo on your marketing materials throughout the year
- Exhibit hall floor stickers
- Premium booth placement in exhibit hall
- Metal sponsor logo included on all conference eBlasts
- Recognition in one (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Thirty-second video spot (no audio) played throughout the duration of the conference (in the West Lobby)
- NEW! Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- NEW! Concierge Exhibitor Experience with AES show decorator; advanced communication and ordering assistance, freight arrival notification, live show check-ins, advanced preparation of outbound shipping paperwork and labels, and post-show contact for billing review
- NEW! Access to a private lounge exclusive for Metal Sponsors

Gold

As the Gold sponsor, your company logo will be printed on the conference lanyard, worn by all conference attendees.

\$30,000 limit one



Metal Sponsorships



| | | | |
|-------------------------------------|---|--------------------------------|-------------------|
| Exhibit Hall Booth | 30' x 30' booth adjacent to the Almond Board booth, in the heart of the exhibit hall | | |
| Conference Program Ad | Half-page ad of your choice in the printed Conference Program | | |
| Sponsor-Specific Email Blast | One (1) broadcast email service to the Industry Outreach email list. This email is unique from other TAC eBlasts and will ONLY feature your content (no other TAC updates). Sponsor will provide content and ABC will distribute. | | |
| 30-Second Commercial | Thirty-second commercial with audio to play prior to a session | | |
| Tote Bag Insert | One (1) item provided by sponsor to be placed in conference tote bag | | |
| Special for Gold | Your company logo will be printed on the conference lanyard, worn by all attendees at The Almond Conference. | | |
| Event Tickets | Leadership Reception 3 | Grower's Breakfast 4 | Lunch 6 |

Standard Metal Sponsor Deliverables

- 8 Hotel Rooms on hold; Sponsor responsible for payment of room(s)
- Metal sponsor logo placement for printed Conference Program, Company Directory and signage
- Metal sponsor logo placement digitally on session transition slides and West Lobby light projection
- Company logo placement on Almonds.com/Conference
- Use of metal sponsor logo on your marketing materials throughout the year
- Exhibit hall floor stickers
- Premium booth placement in exhibit hall
- Metal sponsor logo included on all conference eBlasts
- Recognition in one (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Thirty-second video spot (no audio) played throughout the duration of the conference (in the West Lobby)
- NEW! Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- NEW! Concierge Exhibitor Experience with AES show decorator; advanced communication and ordering assistance, freight arrival notification, live show check-ins, advanced preparation of outbound shipping paperwork and labels, and post-show contact for billing review
- NEW! Access to a private lounge exclusive for Metal Sponsors

Silver

The Silver sponsor is the official Registration and CEU sponsor with additional signage featuring your sponsorship of both areas, and on the online registration platform.

\$27,500 limit one

Metal Sponsorships

SILVER

| | | | |
|-------------------------------------|---|--------------------------------|-------------------|
| Exhibit Hall Booth | 20' x 30' booth adjacent to the Almond Board booth, in the heart of the exhibit hall | | |
| Conference Program Ad | Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference Program. | | |
| Sponsor-Specific Email Blast | One (1) broadcast email service to the Industry Outreach email list. This email is unique from other TAC eBlasts and will ONLY feature your content (no other TAC updates). Sponsor will provide content and ABC will distribute. | | |
| 30-Second Commercial | Thirty-second commercial with audio to play prior to a session | | |
| Tote Bag Insert | One (1) item provided by sponsor to be placed in conference tote bag | | |
| Special for Silver | The Silver sponsor is the official Registration and CEU sponsor with additional signage featuring your sponsorship of both areas, and on the online registration platform. | | |
| Event Tickets | Leadership Reception 3 | Grower's Breakfast 4 | Lunch 6 |

Standard Metal Sponsor Deliverables

- 8 Hotel Rooms on hold; Sponsor responsible for payment of room(s)
- Metal sponsor logo placement for printed Conference Program, Company Directory and signage
- Metal sponsor logo placement digitally on session transition slides and West Lobby light projection
- Company logo placement on Almonds.com/Conference
- Use of metal sponsor logo on your marketing materials throughout the year
- Exhibit hall floor stickers
- Premium booth placement in exhibit hall
- Metal sponsor logo included on all conference eBlasts
- Recognition in one (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Thirty-second video spot (no audio) played throughout the duration of the conference (in the West Lobby)
- NEW! Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- NEW! Concierge Exhibitor Experience with AES show decorator; advanced communication and ordering assistance, freight arrival notification, live show check-ins, advanced preparation of outbound shipping paperwork and labels, and post-show contact for billing review
- NEW! Access to a private lounge exclusive for Metal Sponsors

Emerald

The Emerald Sponsor is the official Silent Auction sponsor, benefiting the California FFA Foundation Scholarship fund.

\$25,000 limit one

Metal Sponsorships

EMERALD

| | | | |
|-------------------------------------|---|--------------------------------|-------------------|
| Exhibit Hall Booth | 20' x 30' booth adjacent to the Almond Board booth, in the heart of the exhibit hall | | |
| Conference Program Ad | Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference Program. | | |
| Sponsor-Specific Email Blast | One (1) broadcast email service to the Industry Outreach email list. This email is unique from other TAC eBlasts and will ONLY feature your content (no other TAC updates). Sponsor will provide content and ABC will distribute. | | |
| 30-Second Commercial | Thirty-second commercial with audio to play prior to a session | | |
| Tote Bag Insert | One (1) item provided by sponsor to be placed in conference tote bag | | |
| Special for Emerald | The Emerald Sponsor is the official Silent Auction sponsor, benefitting the California FFA Foundation Scholarship fund. | | |
| Event Tickets | Leadership Reception 2 | Grower's Breakfast 4 | Lunch 6 |

Standard Metal Sponsor Deliverables

- 8 Hotel Rooms on hold; Sponsor responsible for payment of room(s)
- Metal sponsor logo placement for printed Conference Program, Company Directory and signage
- Metal sponsor logo placement digitally on session transition slides and West Lobby light projection
- Company logo placement on Almonds.com/Conference
- Use of metal sponsor logo on your marketing materials throughout the year
- Exhibit hall floor stickers
- Premium booth placement in exhibit hall
- Metal sponsor logo included on all conference eBlasts
- Recognition in one (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Thirty-second video spot (no audio) played throughout the duration of the conference (in the West Lobby)
- NEW! Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- NEW! Concierge Exhibitor Experience with AES show decorator; advanced communication and ordering assistance, freight arrival notification, live show check-ins, advanced preparation of outbound shipping paperwork and labels, and post-show contact for billing review
- NEW! Access to a private lounge exclusive for Metal Sponsors

Titanium

The Titanium Sponsor receives special branding recognition with floor stickers in the Exhibit Hall to increase visibility and brand awareness.

\$24,500 limit one



Metal Sponsorships



| | | | |
|------------------------------|--|--------------------------------|-----------------------------|
| Exhibit Hall Booth | 20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall. Opportunity to increase booth size to 20x30 (+\$5,000) | | |
| Conference Program Ad | Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference Program. | | |
| 30-Second Commercial | Thirty-second commercial with audio to play prior to a session | | |
| Tote Bag Insert | One (1) item provided by sponsor to be placed in conference tote bag | | |
| Special for Titanium | The Titanium Sponsor receives special branding recognition with floor stickers in the Exhibit Hall to increase visibility and brand awareness. | | |
| Event Tickets | Leadership Reception 2 | Grower's Breakfast 4 | Wednesday Lunch 4 |

Standard Metal Sponsor Deliverables

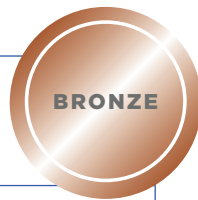
- 8 Hotel Rooms on hold; Sponsor responsible for payment of room(s)
- Metal sponsor logo placement for printed Conference Program, Company Directory and signage
- Metal sponsor logo placement digitally on session transition slides and West Lobby light projection
- Company logo placement on Almonds.com/Conference
- Use of metal sponsor logo on your marketing materials throughout the year
- Exhibit hall floor stickers
- Premium booth placement in exhibit hall
- Metal sponsor logo included on all conference eBlasts
- Recognition in one (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Thirty-second video spot (no audio) played throughout the duration of the conference (in the West Lobby)
- NEW! Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- NEW! Concierge Exhibitor Experience with AES show decorator; advanced communication and ordering assistance, freight arrival notification, live show check-ins, advanced preparation of outbound shipping paperwork and labels, and post-show contact for billing review
- NEW! Access to a private lounge exclusive for Metal Sponsors

Bronze

The Bronze Sponsor is the official sponsor of the Wednesday afternoon Coffee Break served upstairs before the State of the Industry meeting, with Bronze sponsor-branded signage and napkins.

\$20,000 limit one

Metal Sponsorships



| | | | |
|------------------------------|---|--------------------------------|-------------------|
| Exhibit Hall Booth | 20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall. Opportunity to increase booth size to 20x30 (+\$5,000) | | |
| Conference Program Ad | Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference Program. | | |
| 30-Second Commercial | Thirty-second commercial with audio to play prior to a session | | |
| Tote Bag Insert | One (1) item provided by sponsor to be placed in conference tote bag | | |
| Special for Bronze | The Bronze Sponsor is the official sponsor of the Wednesday afternoon Coffee Break served upstairs before the State of the Industry meeting, with Bronze sponsor-branded signage and napkins. | | |
| Event Tickets | Leadership Reception 2 | Grower's Breakfast 4 | Lunch 4 |

Standard Metal Sponsor Deliverables

- 8 Hotel Rooms on hold; Sponsor responsible for payment of room(s)
- Metal sponsor logo placement for printed Conference Program, Company Directory and signage
- Metal sponsor logo placement digitally on session transition slides and West Lobby light projection
- Company logo placement on Almonds.com/Conference
- Use of metal sponsor logo on your marketing materials throughout the year
- Exhibit hall floor stickers
- Premium booth placement in exhibit hall
- Metal sponsor logo included on all conference eBlasts
- Recognition in one (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Thirty-second video spot (no audio) played throughout the duration of the conference (in the West Lobby)
- NEW! Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- NEW! Concierge Exhibitor Experience with AES show decorator; advanced communication and ordering assistance, freight arrival notification, live show check-ins, advanced preparation of outbound shipping paperwork and labels, and post-show contact for billing review
- NEW! Access to a private lounge exclusive for Metal Sponsors

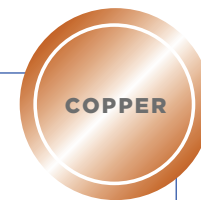
Copper

The Copper Sponsor is the official sponsor of the Thursday morning Coffee Break served upstairs, with Copper sponsor-branded signage and napkins.

\$15,000 limit one



Metal Sponsorships



| | | | |
|------------------------------|---|--------------------------------|-------------------|
| Exhibit Hall Booth | 20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall. Opportunity to increase booth size to 20x30 (+\$5,000) | | |
| Conference Program Ad | Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference Program. | | |
| 30-Second Commercial | Thirty-second commercial with audio to play prior to a session | | |
| Tote Bag Insert | One (1) item provided by sponsor to be placed in conference tote bag | | |
| Special for Copper | The Copper Sponsor is the official sponsor of the Thursday Morning Coffee Break, with Copper sponsor-branded signage and napkins. | | |
| Event Tickets | Leadership Reception 2 | Grower's Breakfast 4 | Lunch 2 |

Standard Metal Sponsor Deliverables

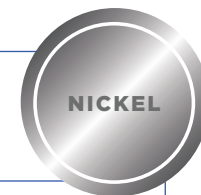
- 8 Hotel Rooms on hold; Sponsor responsible for payment of room(s)
- Metal sponsor logo placement for printed Conference Program, Company Directory and signage
- Metal sponsor logo placement digitally on session transition slides and West Lobby light projection
- Company logo placement on Almonds.com/Conference
- Use of metal sponsor logo on your marketing materials throughout the year
- Exhibit hall floor stickers
- Premium booth placement in exhibit hall
- Metal sponsor logo included on all conference eBlasts
- Recognition in one (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Thirty-second video spot (no audio) played throughout the duration of the conference (in the West Lobby)
- NEW! Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- NEW! Concierge Exhibitor Experience with AES show decorator; advanced communication and ordering assistance, freight arrival notification, live show check-ins, advanced preparation of outbound shipping paperwork and labels, and post-show contact for billing review
- NEW! Access to a private lounge exclusive for Metal Sponsors

Nickel

The Nickel Sponsor receives a 20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall.

\$12,500 limit one

Metal Sponsorships



| | | | |
|------------------------------|--|--------------------------------|-------------------|
| Exhibit Hall Booth | 20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall. Opportunity to increase booth size to 20x30 (+\$5,000) | | |
| Conference Program Ad | Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference Program. | | |
| Tote Bag Insert | One (1) item provided by sponsor to be placed in conference tote bag | | |
| Event Tickets | Leadership Reception 2 | Grower's Breakfast 4 | Lunch 2 |

Standard Metal Sponsor Deliverables

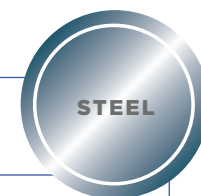
- 8 Hotel Rooms on hold; Sponsor responsible for payment of room(s)
- Metal sponsor logo placement for printed Conference Program, Company Directory and signage
- Metal sponsor logo placement digitally on session transition slides and West Lobby light projection
- Company logo placement on Almonds.com/Conference
- Use of metal sponsor logo on your marketing materials throughout the year
- Premium booth placement in exhibit hall
- Recognition in one (1) pre-Conference marketing communication eBlast to all pre-registered attendees. Sponsor provides content, ABC to distribute
- Metal sponsor logo included on all conference eBlasts
- NEW! Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- NEW! Concierge Exhibitor Experience with AES show decorator; advanced communication and ordering assistance, freight arrival notification, live show check-ins, advanced preparation of outbound shipping paperwork and labels, and post-show contact for billing review
- NEW! Access to a private lounge exclusive for Metal Sponsors
- Exhibit hall floor stickers available for an additional cost (+\$2,500)

Steel

The Steel Sponsor receives a 20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall.

\$11,500 limit one

| | | | |
|------------------------------|---|--------------------------------|-------------------|
| Exhibit Hall Booth | 20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall. | | |
| Conference Program Ad | Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference Program. | | |
| Tote Bag Insert | One (1) item provided by sponsor to be placed in conference tote bag | | |
| Event Tickets | Leadership Reception 2 | Grower's Breakfast 4 | Lunch 2 |



Standard Metal Sponsor Deliverables

- 8 Hotel Rooms on hold; Sponsor responsible for payment of room(s)
- Metal sponsor logo placement for printed Conference Program, Company Directory and signage
- Metal sponsor logo placement digitally on session transition slides and West Lobby light projection
- Company logo placement on Almonds.com/Conference
- Use of metal sponsor logo on your marketing materials throughout the year
- Premium booth placement in exhibit hall
- Metal sponsor logo included on all conference eBlasts
- NEW! Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- NEW! Concierge Exhibitor Experience with AES show decorator; advanced communication and ordering assistance, freight arrival notification, live show check-ins, advanced preparation of outbound shipping paperwork and labels, and post-show contact for billing review
- NEW! Access to a private lounge exclusive for Metal Sponsors
- Exhibit hall floor stickers available for an additional cost (+\$2,500)

Metal Sponsorships

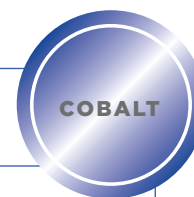
Cobalt

The Cobalt Sponsor receives a 20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall.

\$10,000 limit one



Metal Sponsorships



| | | | |
|------------------------------|---|--------------------------------|-------------------|
| Exhibit Hall Booth | 20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall. | | |
| Conference Program Ad | Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference Program. | | |
| Tote Bag Insert | Priority access to purchase a tote bag insert. One (1) item provided by sponsor to be placed in conference tote bag (+\$1,000) | | |
| Event Tickets | Leadership Reception 2 | Grower's Breakfast 4 | Lunch 2 |

Standard Metal Sponsor Deliverables

- 8 Hotel Rooms on hold; Sponsor responsible for payment of room(s)
- Metal sponsor logo placement for printed Conference Program, Company Directory and signage
- Metal sponsor logo placement digitally on session transition slides and West Lobby light projection
- Company logo placement on Almonds.com/Conference
- Use of metal sponsor logo on your marketing materials throughout the year
- Premium booth placement in exhibit hall
- Metal sponsor logo included on all conference eBlasts
- NEW! Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- NEW! Concierge Exhibitor Experience with AES show decorator; advanced communication and ordering assistance, freight arrival notification, live show check-ins, advanced preparation of outbound shipping paperwork and labels, and post-show contact for billing review
- NEW! Access to a private lounge exclusive for Metal Sponsors
- **Exhibit hall floor stickers available for an additional cost (+\$2,500)**

| | | Platinum \$50,000 | Gold \$30,000 | Silver \$27,500 | Emerald \$25,000 | Titanium \$24,500 | Bronze \$20,000 | Copper \$15,000 | Nickel \$12,500 | Steel \$11,500 | Cobalt \$10,000 |
|--|---|----------------------|------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Metal Sponsor Usage and Placement | Company Directory (metal logo) | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Company Program (metal logo) | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Conference Website (metal logo) | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Sponsor Acknowledgement Signage | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Session Transition Slides (metal logo) | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | West Lobby Light Projection (metal logo) | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Use of Metal Logo on Marketing Materials | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Acknowledgment on all Conference e-blasts | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Metal Sponsor Floor Sticker in Exhibit Hall | ● | ● | ● | ● | ● | ● | ● | Available for purchase | Available for purchase | Available for purchase |
| | Recognition in one (1) Pre-Conference e-blast | ● | ● | ● | ● | ● | ● | ● | ● | | |
| Exhibit Hall Premium Booth / Premier Placement | | 30 x 30 | 30 x 30 | 20 x 30 | 20 x 30 | 20 x 20 | 20 x 20 | 20 x 20 | 20 x 20 | 20 x 20 | 20 x 20 |
| Lodging Hotel Rooms on Hold | | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 |
| Tickets | Almond Leadership Reception | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| | Grower's Breakfast | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| | Thursday Lunch | 6 | 6 | 6 | 6 | 4 | 4 | 2 | 2 | 2 | 2 |
| Miscellaneous / Special | Conference Program Ad | Full-page Ad | Half-page Ad | Available for purchase | Available for purchase | Available for purchase | Available for purchase | Available for purchase | Available for purchase | Available for purchase | Available for purchase |
| | Tote Bag Insert | ● | ● | ● | ● | ● | ● | ● | ● | ● | Available for purchase |
| | 30-second video ad with audio before Session | Tuesday SOTI | ● | ● | ● | ● | ● | ● | | | |
| | 30-second video (no audio) in West Lobby | ● | ● | ● | ● | ● | ● | ● | | | |
| | Sponsor-Specific Email Blast | ● | ● | ● | ● | | | | | | |
| | Lounge Branding | ● | | | | | | | | | |
| | Lanyard Branding | | ● | | | | | | | | |
| | Registration and CEU Sponsor | | | ● | | | | | | | |
| | CA FFA Silent Auction Sponsor | | | | ● | | | | | | |
| | Exhibit Hall Floor Stickers | | | | | ● | | | | | |
| | Coffee Break Sponsor | | | | | | Wednesday SOTI | Thursday | | | |



“

I am impressed. This was one of the best shows I have been to and it was not overwhelming at all.

2024 TAC EXHIBITOR

Meal + Event Sponsorships

Wednesday Morning Coffee

Between Breakout Sessions

Each year we are asked to serve coffee outside session rooms, and with a sponsorship, we can. Our morning Coffee Break sponsor will have branded napkins on the buffet stations and will have coffee served from a portable station located near breakout sessions.

- Company logo on coffee break signage and printed napkins
- Acknowledgment in conference program and on the conference website

\$5,000 limit one

Wednesday Opening Reception

Wednesday Opening Reception held inside the exhibit hall. Help kick-off the opening of the exhibit hall at the social reception.

- Company logo on reception signage and printed napkins placed at the bars
- Acknowledgment in the printed conference program and on the conference website

\$10,000 limit one





Thursday Grower's Breakfast

Start the day off right for attendees by hosting the morning breakfast. Growers and all attendees are welcome to enjoy breakfast over a session discussion.

.....

- Sponsor receives 8 breakfast tickets with seating at a VIP table
- Company brochure placed at each seat
- Acknowledgment in printed conference program and on the conference website
- Company logo and acknowledgment on AV screens at the beginning and end of the presentation
- Session will be recorded and posted on the California Almonds Conference YouTube playlist, extending sponsor recognition

.....

\$12,500 limit one

Thursday Morning Coffee Exhibit Hall

Each year we are asked to serve coffee in the exhibit hall, and with a sponsorship, we can. Our morning Coffee Break sponsor will have branded napkins on the buffet stations and will have coffee served from a portable station located near the sponsor's booth (if applicable).

.....

- Company logo on coffee break signage and printed napkins
- Acknowledgment in conference program and on the conference website

.....

\$8,500 limit one

Thursday Lunch

The Conference lunch sells out every year. Don't miss this opportunity for recognition at this sought-after function.

- Lunch sponsor receives 8 lunch tickets and seating at a VIP table
- Company brochure placed at each seat
- Acknowledgment on conference website and in the printed conference program
- Company logo and acknowledgment on AV screens at beginning and end of luncheon
- Company logo on lunch signage
- Two tickets to attend the Almond Leadership Reception

\$15,000 limit one

Thursday Meal + Event Sponsorships

Thursday Reception

Thursday Reception held in the exhibit hall.

- Company logo on reception signage and printed napkins placed at the bars
- Acknowledgement in the printed conference program and on the conference website

\$10,000 limit one

Reception Drink Ticket Bundle

Drink ticket bundles available for use at the Wednesday or Thursday reception in the exhibit hall.

- Company logo printed on pre-purchased drink tickets
- 25 drink tickets for use at the Wednesday or Thursday reception

\$400 for a bundle of 25 tickets.
Unlimited number of bundles available for purchase.
Drink ticket is valid for both Wednesday and Thursday night.



Friday Morning Coffee

Exhibit Hall

Each year we are asked to serve coffee in the exhibit hall, and with a sponsorship, we can. Our morning Coffee Break sponsor will have branded napkins on the buffet stations and will have coffee served from a portable station located near the sponsor's booth (if applicable).

- Company logo on coffee break signage and printed napkins
- Acknowledgment in conference program and on the conference website

\$8,500 limit one





Almond Leadership Reception

You can be the sole host of the Almond Leadership Reception. Invitees include conference VIPs, sponsors, ABC Board of Directors and staff, Almond Leadership Program participants (past and present) and mentors, as well as other almond industry executives. Attendance at the reception is exclusive and by invitation only.

- Company logo on reception signage and printed napkins placed at the bars
- Acknowledgment at the reception, in the printed conference program and on the conference website
- Almond Leadership Reception Sponsor receives invitations from ABC for 20 industry members or clients of your choice

\$8,500 limit one

Snack Sponsor

A branded cart roves through the Exhibit Hall delivering 500 afternoon snacks to attendees. The snack packaging will include your company name and booth number (if applicable). Choose from several snack options for afternoon snack deliveries.

- Snack packaging branded with your company and booth number (if applicable)
- Roving cart branded with your company and booth number (if applicable)
- Acknowledgment in conference program and on the conference website

\$4,000

Almond Cookie Break

Delight attendees and spotlight your brand with the Almond Cookie Break sponsorship. Fuel meaningful connections and energize the crowd by sponsoring one of the most anticipated moments of The Almond Conference. The Almond Cookie Break offers attendees a refreshing pause during busy trade show hours—an ideal time for networking and recharging. As the sponsor, your brand will be front and center, leaving a lasting impression while demonstrating your commitment to attendee experience and satisfaction.

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\$15,000 limit one

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“

We had many customers filter through and potential new customers to view and see our products.

2024 TAC ATTENDEE

Event Marketing Opportunities



Conference Tote Bag

The Almond Conference tote bag will prominently feature your company logo. The bag is available to all conference attendees, ensuring your visibility during the conference and long afterward.

.....

- Company logo on conference bags
- Acknowledgment on the conference website
- Two tickets to the Almond Leadership Reception

.....

\$16,000 limit one

Tote Bag Insert

Providing a tote bag insert is an excellent opportunity to position your company with this influential group both during and after the conference. Possible insert items include company collateral, notepads, hats, key chains, T-shirts, pens, or any other pre-approved item of your choice. Sponsor is responsible for the cost of item or printed brochure and shipping costs.

.....

- Quantity: 3,500 inserts
- Item Dimensions: 8.5"x11" double-sided brochure or small item
- All items to be pre-approved by ABC

.....

\$1,000 each limit five

Hotel Key Cards

Promote your company from the moment attendees check into the Hyatt Regency or Sheraton Grand with your company name, logo and messaging printed on the hotel keycards. You provide the print-ready artwork. First sponsor selects which hotel they would like to sponsor.

.....

\$6,500 per hotel limit two one for each hotel

Water Bubbler Wraps

Have your company logo on the water coolers located throughout the exhibit hall, registration and session rooms. Your brand will be featured on fabric sleeves that cover the bubblers with your brand prominently featured.

.....

- Company logo on custom-branded sleeves for water coolers placed throughout the conference
- Acknowledgment on the conference website

.....

\$15,000 limit one

Escalator Landing Branding

Capture the eyes of attendees as they ride the escalators between the ground level and second level in the convention center’s West Lobby. There are two sets of glass landings brandable by the same company. You provide the print-ready artwork.

.....

- Company logo on glass landings
- Acknowledgment on the conference website
- Two tickets to the Almond Leadership Reception

.....

\$7,500 limit one

Additional Branding

The SAFE Credit Union Convention Center has a wide array of options to place your company logo or advertising. Call us to find out where and what can be branded. You provide the print-ready artwork. We'll manage the set-up!

.....

Call to discuss opportunities and pricing



Ribbon Wall

Stand Out with the Ribbon Wall Sponsorship. Welcome attendees in style and put your brand at the center of the action with the Ribbon Wall near registration. This vibrant, interactive display invites attendees to select fun and meaningful ribbons to attach to their name badge —creating a buzz right from the start. As the exclusive sponsor, your brand will be prominently featured on the Ribbon Wall and two customizable ribbons of your choice.

.....

\$16,000 limit one

Almond Exchange

The Almond Exchange will host dynamic, TED Talk-style presentations—each lasting 20-30 minutes—spotlighting key topics in the agriculture and almond industries. This is a unique platform for you to connect with conference attendees and share insights about your company. Located within the Exhibit Hall, this space encourages informal learning through interactive sessions, hands-on workshops, and engaging discussions on the latest industry trends and innovations. All sessions will be recorded and posted to ABC’s YouTube channel.

-
- Company logo on Almond Stage signage
 - Acknowledgement in the conference program and on the conference website
 - *Timing preference will be available on a first come, first served basis“Where are you From Map”
-

\$7,000 limit ten

Waste Receptacle

Showcase your commitment to sustainability while maximizing brand visibility at The Almond Conference. By sponsoring the Waste Receptacles, your brand will be prominently displayed throughout the event, reinforcing your dedication to environmental responsibility. This sponsorship not only helps maintain a clean and eco-friendly conference environment but also positions your company as a leader in sustainable practices.

-
- Company logo on Ribbon Wall
 - Acknowledgement in the conference program and on the conference website
 - Two customized ribbons
-

\$6,500 limit one

Map Package

Guide attendees and elevate your brand with the Map Package sponsorship. As the exclusive sponsor, your brand will be featured on all conference maps—essential tools that help attendees navigate the exhibit hall. This sponsorship also includes a “Tell Us Where You’re From” map, where attendees can mark their hometowns, showcasing the wide reach of The Almond Conference. It’s a unique opportunity to align your brand with convenience, connection, and a memorable attendee experience.

-
- Company logo included on Exhibit Hall map in the conference program and company directory
 - Company logo included on large floor sticker map near the entrance of the exhibit hall
 - Company logo included on “Where are you From Map”
 - Acknowledgement in the conference program and on the conference website
-

\$17,000 limit one



Bathroom Branding

Maximize brand exposure with high-impact Bathroom Branding at The Almond Conference. This exclusive sponsorship offers continuous visibility in one of the most frequented areas of the event. Your brand will be prominently displayed on bathroom mirrors and stalls, ensuring repeated exposure and strong brand recall. It's a unique opportunity to align your company with attendee convenience while making a lasting impression in a high-traffic, high-visibility space.

-
- Acknowledgement in the conference program and on the conference website
 - Company logo included on Wifi landing page
-

\$11,000 limit one

Convention Center WiFi

Keep attendees connected—and your brand front and center—with the WiFi Sponsorship at The Almond Conference. As the exclusive WiFi sponsor, your brand will be prominently associated with one of the most essential services at the event: internet access. This sponsorship not only ensures attendees stay connected and productive throughout the conference but also positions your company as a key supporter of innovation, accessibility, and attendee satisfaction.

-
- Acknowledgement in the conference program and on the conference website
 - Company logo included on Wifi landing page
-

\$40,000 limit one



Advertising

Advertisement in the Conference Program

The printed conference program offers multiple advertising opportunities. All conference attendees receive a full-color conference program, featuring a detailed agenda, and all conference sponsors and exhibitors.

Advertising Deadline:
Friday, September 19, 2025.
Print-ready digital artwork must be submitted by this date.

-
- Acknowledgment in Conference Program
-

| | | |
|------------------|----------------|------------|
| Full Page | \$6,000 | limit one |
| Half Page | \$3,000 | limit four |

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

30

“

The exhibit hall has a great flow,
I like the wide walkways and the
new "meeting/lounge" spaces

2024 TAC ATTENDEE

Exhibitor Opportunities

Logistics

Setup

Tuesday, December 9
8:00 a.m. – 5:00 p.m.

Wednesday, December 10
7:00 – 11:00 a.m.
Hand-Carry Only

Note: Exhibitors will not have access to the hall between 11:00 am and 12:30 pm on Wednesday

Takedown

Friday December 12
12:00 – 5:00 p.m.

Note: Exhibitors with large equipment will have different scheduled setup and takedown days and times. Details will be communicated well in advance.

Exhibitor logistics kit will be available in September 2025

Exhibitor Opportunities

Standard Booth

- One 10’ x 10’ booth
- One 8’ draped table
- Two side chairs
- One waste basket
- One company ID sign
- 8’ high back drape with 3’ side drape dividers

\$3,000

Large Booth Options

10’ x 20’ | \$5,500

20’ x 20’ | \$9,000

20’ x 30’ | \$10,500

20’ x 40’ | \$11,500

30’ x 30’ | \$12,500

Exhibit Hall Hours

Wednesday, December 10

1:00 – 6:00 p.m.

Opening Reception in Exhibit
Hall 3:30 – 6:00 p.m.

Thursday, December 11

9:00 a.m. – 6:00 p.m.

Cocktail Reception in Exhibit
Hall 3:30 – 5:00 p.m.

Friday, December 12

9:00 a.m. – 12:00 p.m.

Note: Agenda and show hours are preliminary and
are subject to change.

Contact Information

Exhibit and Sponsor Leads

Taline Tabakian
ttabakian@mosaicevents.com
415.848.7802

Sarah Koenig
skoenig@mosaicevents.com
415.848.7803

Almond Board of California
1150 9th Street, Suite 1500
Modesto, CA 95354

Almonds.com/Conference

Exhibit Hours + Contact

