



2026 Prospectus

The Almond Conference

THE ALMOND CONFERENCE

BOLD
HORIZONS

December 8-10, 2026

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

Almonds.org/Conference



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.

Mission Statement



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Welcome

Dear Industry Members,

The Almond Conference (TAC) is the premier event for almond growers, handlers, and industry stakeholders to connect, share knowledge, and stay informed on the latest research and industry developments.

Hosted each December by the Almond Board of California, TAC has grown into the industry's signature gathering, welcoming more than 3,600 attendees from 26 countries and 38 states in 2025.

Bold Horizons is the 2026 theme for TAC, and captures the California almond industry's commitment to leading with confidence to shape a bright future for California almonds, the people who grow them, the industries who support them, and the world they nourish. Together, the industry is charting new paths, embracing new opportunities, and making smart, future-focused decisions.

As we return to Sacramento, our goal is to make our three days together even better than ever. We're excited to share a preview of what we have planned:

- The trade show is back to its traditional timing and will begin on Tuesday and conclude on Thursday.
- The trade show is the centerpiece of TAC. Nearly 220 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 Tuesday led by ABC CEO Clarice Turner. There will be other meal sessions led by industry leaders.

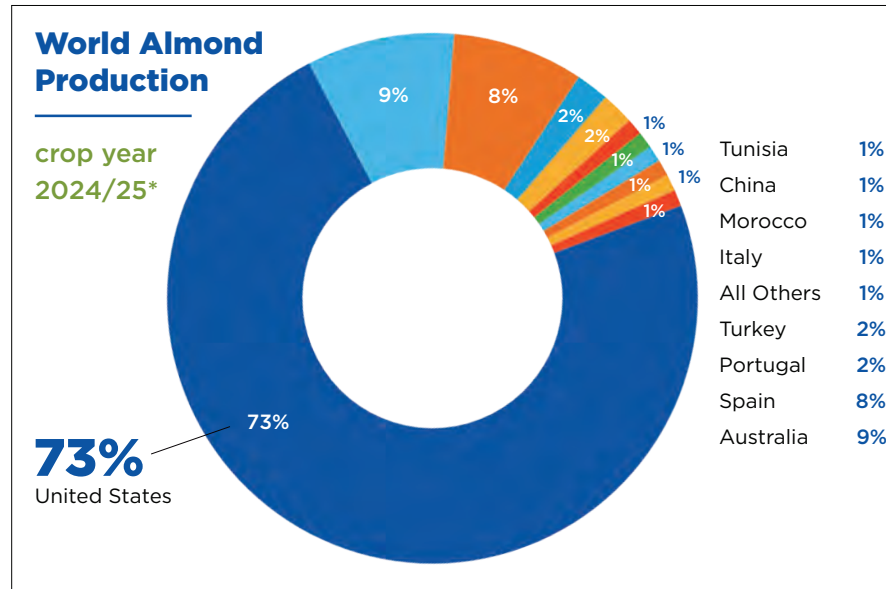
We couldn't organize and put on TAC without our exhibitors and sponsors. We are grateful and appreciative of their support and participation over many years.

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 2026 at the SAFE Credit Union Convention Center promises to be our best event yet.

We look forward to seeing you there!

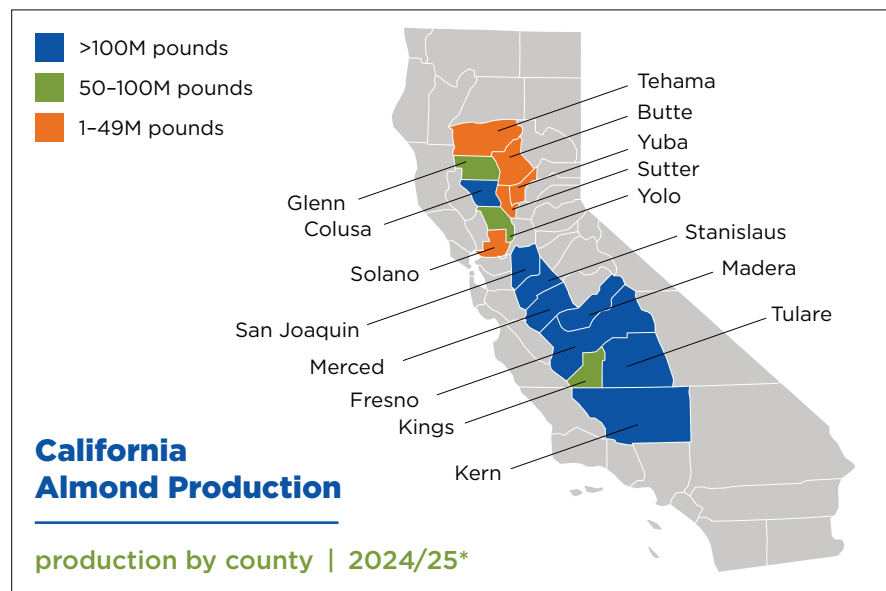
Sincerely,
The Almond Conference Planning Team

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.

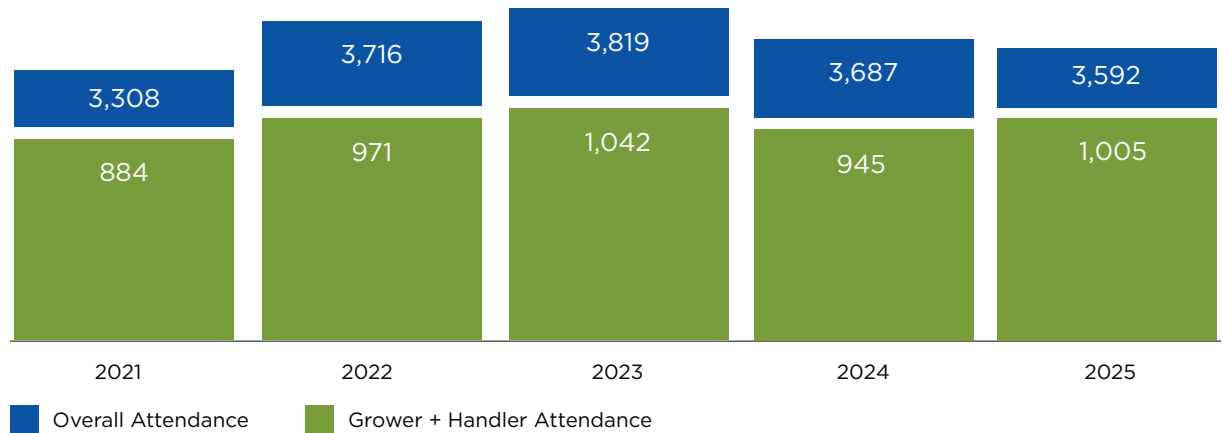
California is home to 7,600 almond farms and 90% of those are family farms. Many of them are owned and operated by third- and fourth-generation farmers who live on their land and plan to pass it on to their children and grandchildren.

Learn more here:



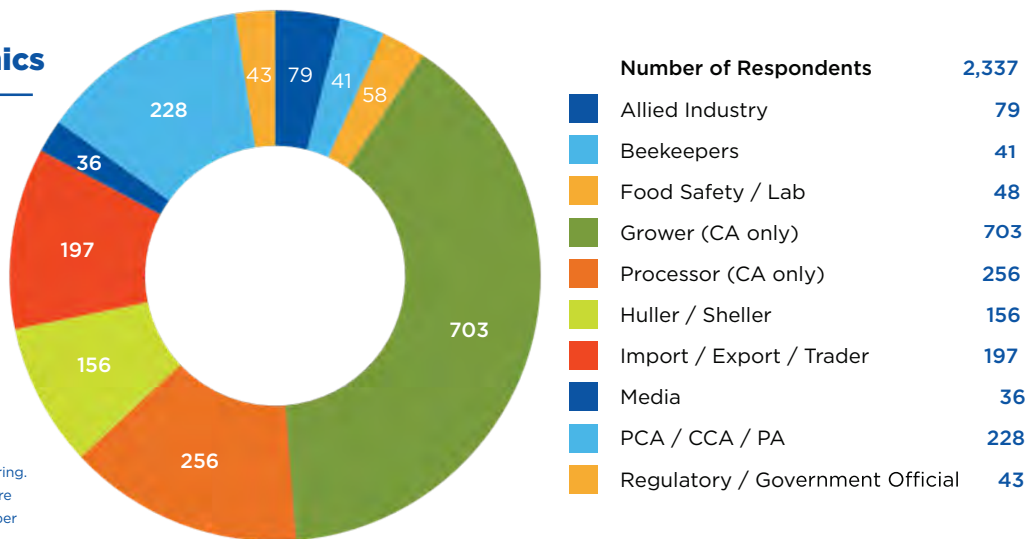
Attendee Demographics

Conference Attendance 5-year comparison (2021-2025)



Attendee Demographics

2025



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

“

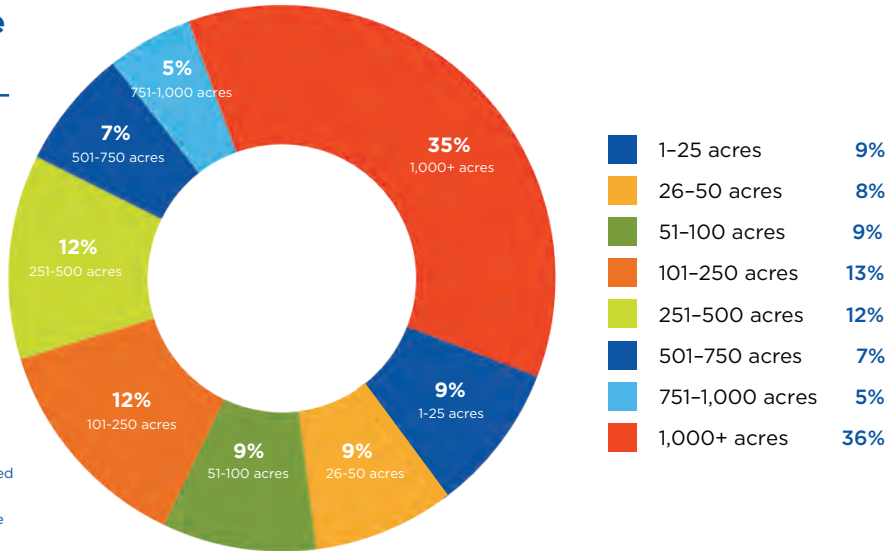
It is quite a bit larger than some of the other conferences we attend, so we were able to reach a larger group of people. Well done!!

2025 TAC EXHIBITOR



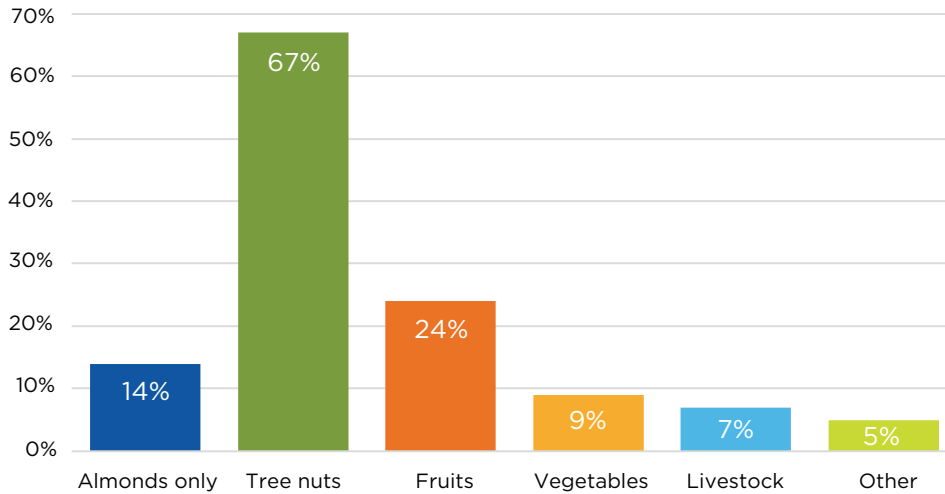
Attendee Demographics

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 2025 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".



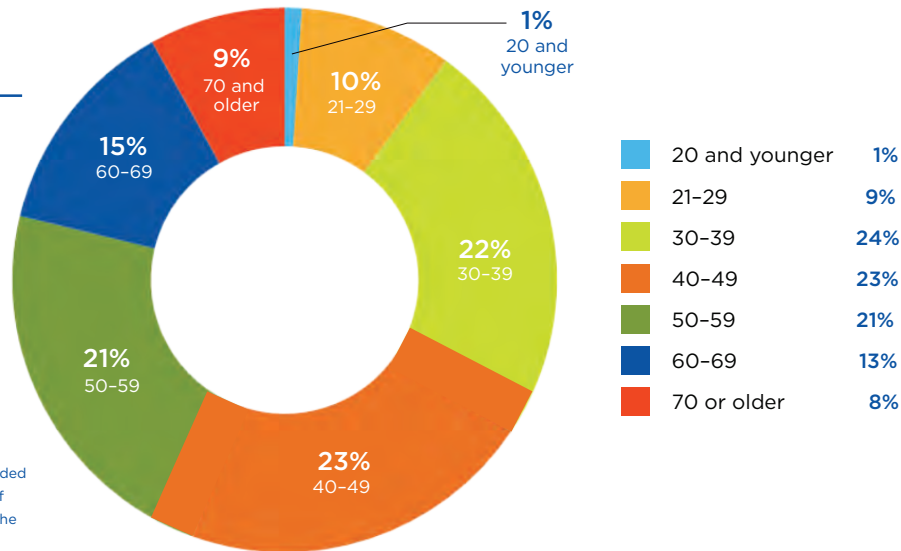
TAC is an amazing show!!

2025 TAC EXHIBITOR

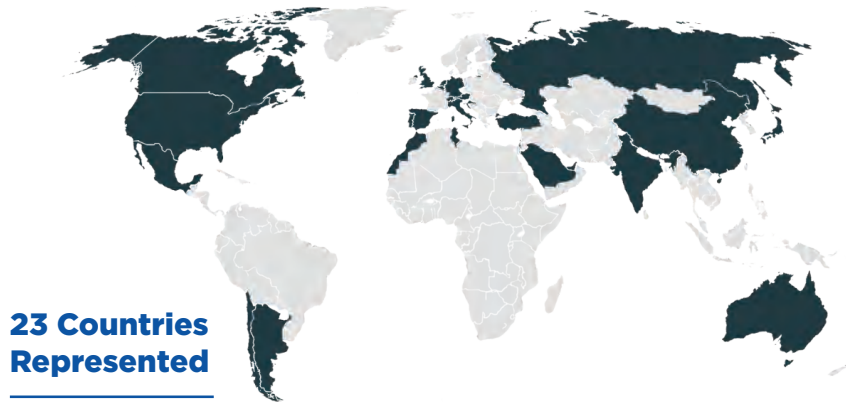


Attendee Demographics

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 2025 attendees and exhibitors

- | | |
|-----------|----------------------|
| Argentina | Morocco |
| Australia | Netherlands |
| Austria | Portugal |
| Belgium | Russia |
| Canada | Saudi Arabia |
| Chile | Spain |
| China | Sweden |
| Croatia | Switzerland |
| Germany | Tunisia |
| India | Turkey |
| Israel | United Arab Emirates |
| Italy | United Kingdom |
| Japan | United States |
| Mexico | |

“

Overall the show was great! We felt there was good attendance by our targeted audience. The booth was easy to set up and take down. We plan to be back in 2026 and would not change anything for the event.

2025 TAC EXHIBITOR





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 more than 3,600 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



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 the West Lobby
- Company logo placement on Almonds.org/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)
- Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- 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
- Access to a private meeting space in the Exhibit Hall, exclusive for Metal Sponsors only

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

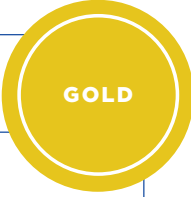


Exhibit Hall Booth	30' x 30' booth adjacent to the Almond Board booth, in the heart of the exhibit hall		
Conference Program Ad	Half-page ad of your choice in the printed Conference Program		
Sponsor-Specific Email Blast	One (1) broadcast email service to the Industry Outreach email list. This email 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 the West Lobby
- Company logo placement on Almonds.org/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)
- Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- 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
- Access to a private meeting space in the Exhibit Hall, exclusive for Metal Sponsors only

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



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 the West Lobby
- Company logo placement on Almonds.org/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)
- Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- 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
- Access to a private meeting space in the Exhibit Hall, exclusive for Metal Sponsors only

Emerald

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

\$25,000 limit one

Metal Sponsorships

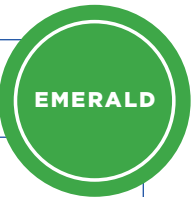


Exhibit Hall Booth	20' x 30' booth adjacent to the Almond Board booth, in the heart of the exhibit hall		
Conference Program Ad	Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference Program.		
Sponsor-Specific Email Blast	One (1) broadcast 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, benefiting 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 the West Lobby
- Company logo placement on Almonds.org/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)
- Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- 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
- Access to a private meeting space in the Exhibit Hall, exclusive for Metal Sponsors only

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

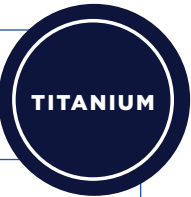


Exhibit Hall Booth	20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall. Opportunity to increase booth size to 20x30 (+\$5,000)		
Conference Program Ad	Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference 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 2	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 the West Lobby
- Company logo placement on Almonds.org/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)
- Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- 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
- Access to a private meeting space in the Exhibit Hall, exclusive for Metal Sponsors only

Bronze

The Bronze Sponsor is the official sponsor of the Tuesday 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

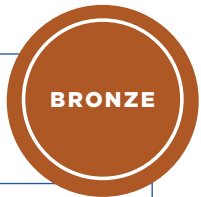


Exhibit Hall Booth	20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall. Opportunity to increase booth size to 20x30 (+\$5,000)		
Conference Program Ad	Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference 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 Tuesday 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 the West Lobby
- Company logo placement on Almonds.org/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)
- Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- 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
- Access to a private meeting space in the Exhibit Hall, exclusive for Metal Sponsors only

Copper

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

\$15,000 limit one



Metal Sponsorships

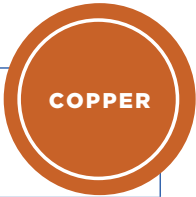


Exhibit Hall Booth	20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall. Opportunity to increase booth size to 20x30 (+\$5,000)		
Conference Program Ad	Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference 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 Wednesday 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 the West Lobby
- Company logo placement on Almonds.org/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)
- Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- 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
- Access to a private meeting space in the Exhibit Hall, exclusive for Metal Sponsors only

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

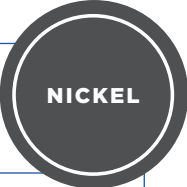


Exhibit Hall Booth	20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall. Opportunity to increase booth size to 20x30 (+\$5,000)		
Conference Program Ad	Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference 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 the West Lobby
- Company logo placement on Almonds.org/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
- Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- 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
- Access to a private meeting space in the Exhibit Hall, exclusive for Metal Sponsors only
- **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 the West Lobby
- Company logo placement on Almonds.org/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
- Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- 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
- Access to a private meeting space in the Exhibit Hall, exclusive for Metal Sponsors only
- **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

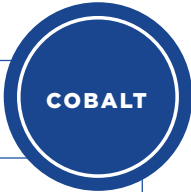


Exhibit Hall Booth	20' x 20' booth adjacent to the Almond Board booth, in the heart of the exhibit hall.		
Conference Program Ad	Priority access to purchase a half-page (+\$3,000) or full-page (+\$6,000) ad of your choice in the printed Conference Program.		
Tote Bag Insert	Priority access to purchase 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 the West Lobby
- Company logo placement on Almonds.org/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
- Twenty percent (20%) discount from show decorator on all material handling services, including free priority empty container return
- 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
- Access to a private meeting space in the Exhibit Hall, exclusive for Metal Sponsors only
- **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 Recognition (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	20 x 20
Lodging Hotel Rooms on Hold	8	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	2	4	4	4	4	4
	Wednesday 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						Tuesday SOTI	Wednesday			



Meal + Event Sponsorships

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TAC is definitely the largest, with the most attractions. It also seems to be the most well organized. We definitely put our all into it to compete with others.

2025 TAC EXHIBITOR

Tuesday 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.

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

\$8,500 limit one

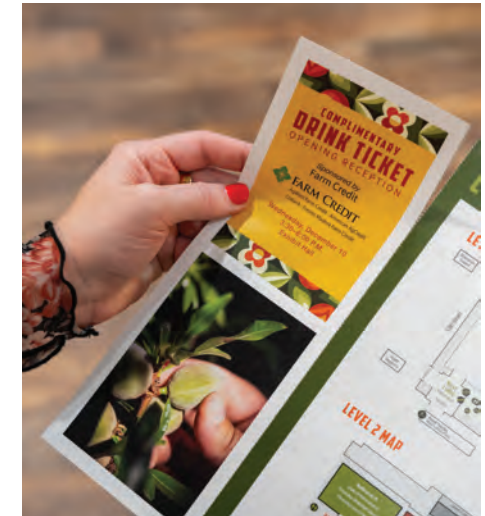


Tuesday Opening Reception

Tuesday 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



Wednesday 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.

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- 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



Wednesday 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 their booth (if applicable).

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

\$8,500 limit one



Wednesday 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 reserved seating at two VIP tables
- 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



Wednesday Reception

Wednesday 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 Tuesday **and** Wednesday reception in the exhibit hall.

- Company logo printed on pre-purchased drink tickets
- 25 drink tickets for use at the Tuesday **and** Wednesday reception

\$375 for a bundle of 25 tickets.

Unlimited number of bundles available for purchase.

Drink ticket is valid for both Tuesday and Wednesday night.



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 their 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 multiple available each day



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 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.

\$8,500



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

2025 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.

- Company logo on hotel key cards
- Acknowledgment in the conference program and on the conference website.

\$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

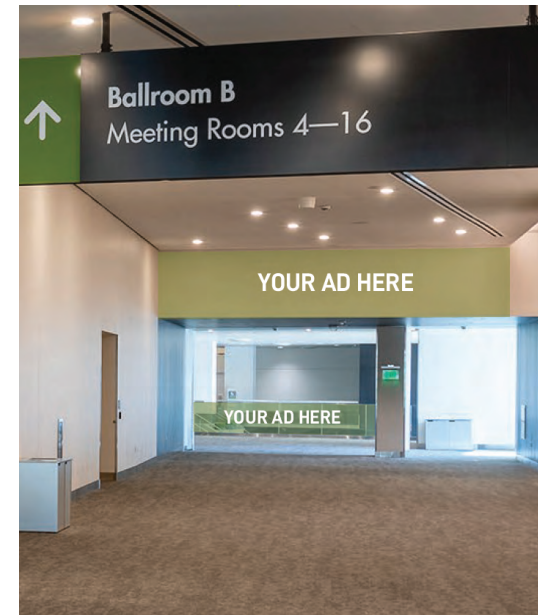
\$7,500 limit one

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!

Contact Taline Tabakian to discuss additional opportunities!

**ttabakian@mosaicevents.com
415.848.7802**



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.

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

\$8,000 limit one



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 waste receptacles
- Acknowledgement in the conference program and on the conference website

\$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”
- Acknowledgement in the conference program and on the conference website

\$15,000 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.

\$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

NEW: Sponsor Specific eBlast

This opportunity provides a dedicated eBlast sent by the Almond Board of California on the sponsor's behalf to the ABC Industry List. The email will exclusively feature the sponsor's content and will not include other Conference or ABC messaging. The eBlast may be scheduled pre-Conference, providing flexibility to promote products, services or announcements. Sponsor provides final content, and ABC will manage distribution to ensure consistency with industry communications.

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\$5,000 limit one

NEW: Photo Booth

Create a memorable and fun experience for attendees with a branded photo booth located in the exhibit hall. Conference attendees are invited to step into the booth and receive a custom photo strip as a keepsake from The Almond Conference. The sponsor's logo will be prominently featured on each printed photo strip alongside Conference branding, providing lasting brand exposure beyond the event. This interactive sponsorship encourages attendee engagement while putting your brand directly in participants' hands.

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\$5,000 (Tuesday and Wednesday only)

NEW: Phone Charging Stations

Keep attendees powered throughout the conference with conveniently located phone charging stations in the Exhibit Hall. This sponsorship provides high visibility and practical value as attendees pause to recharge devices, check messages, and stay connected during the event. Charging solutions may include branded charging stations or a more streamlined option featuring charging docks placed on tables within the Exhibit Hall. Sponsor recognition will be included through simple, clean signage near the charging areas, offering repeated brand exposure in a high-traffic space.

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\$3,500

NEW: Text Message to all attendees

Reach attendees directly and instantly with an exclusive, sponsor-branded text message sent to all registered Conference participants. This opportunity allows one sponsor to share a timely message—such as an announcement, reminder, or call to action—delivered directly to attendees' mobile devices during the Conference. The text message will be distributed by the TAC planning team, ensuring consistency with Conference communications and compliance with attendee opt-in requirements. This sponsorship offers high visibility and immediate engagement with the full attendee audience.

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\$5,000 limit one





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 25, 2026.

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.

Advertising

A close-up photograph of pink cherry blossoms. A bee is visible on one of the flowers, positioned near the center-right of the frame. The background is a soft, out-of-focus grey. The image is partially overlaid by a green graphic element on the left side of the page.

“

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

2025 TAC ATTENDEE

Exhibitor Opportunities

Logistics

Setup

Monday, December 7

8:00 a.m. – 5:00 p.m.

Tuesday, December 8

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 Tuesday

Takedown

Thursday, Decmber 10

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 2026.

Exhibitor Opportunities

Standard Booth

- One 10' x 10' booth
- One 6' draped table
- Two chairs
- One waste basket
- One company ID sign
- 6' 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

Tuesday, December 8

1:00 – 6:00 p.m.

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

Wednesday, December 9

9:00 a.m. – 6:00 p.m.

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

Thursday, December 10

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
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Modesto, CA 95354

Almonds.org/Conference