

# Move to Cal Expo in 2019

## Frequently Asked Questions



### *WHY ISN'T THE ALMOND CONFERENCE BEING HELD AT THE SACRAMENTO CONVENTION CENTER IN 2019?*

The Sacramento Convention Center is undergoing an extensive remodel and will close down the entire facility following The 2018 Almond Conference.

### *WHERE WILL THE EVENT BE HELD IN 2019?*

The organizers have secured the Sacramento Cal Expo (site of the State Fair) as the host site for the 2019 (December 10-12, 2019) show during the Convention Center's remodel. Cal Expo is approximately five miles from the Convention Center. We look forward to returning to a brand new, fully remodeled and expanded Sacramento Convention Center!

### *WHY CAN'T THE ALMOND CONFERENCE BE HELD AT OTHER LOCATIONS SUCH AS:*

- Fresno – no venue large enough to accommodate The Almond Conference's size
- Visalia – no venue large enough to accommodate The Almond Conference's size
- San Francisco – rental costs triple existing costs
- San Jose – five unique workers unions with rules
- Santa Clara – dates were unavailable for 2019
- Monterey – not large enough meeting space
- Oakland Convention Center – no venue large enough to accommodate The Almond Conference's size

### *WILL THE ALMOND CONFERENCE COME BACK TO THE SACRAMENTO CONVENTION CENTER?*

Yes, The Almond Conference looks forward to returning to a newly renovated and expanded Sacramento Convention Center in 2020.

### *WILL THE TEMPORARY MOVE INCREASE COST FOR REGISTRATION AND/OR TO EXHIBIT?*

No, we do not anticipate any rate increases during this transition time.

### *WHAT DO THE FACILITIES LOOK LIKE AT THE NEW LOCATION?*

Cal Expo is the site of the California State Fair. As fairgrounds, it has ample space to accommodate The Almond Conference's needs for exhibition, sessions, , social networking and more. Custom tents will be setup for the seminars, and the livestock pavilion will be utilized as the exhibition space.

### *WILL THERE BE ENOUGH HOTELS TO ACCOMMODATE A GROUP OF THE ALMOND CONFERENCE'S SIZE?*

Yes, we plan to contract with our current hotel vendors and the surrounding hotels near Cal Expo. Cal Expo is approximately 5 miles from Sacramento's downtown and the Convention Center.

***IF USING DOWNTOWN HOTELS, WILL THERE BE A SHUTTLE SERVICE TO THE NEW LOCATION?***

Yes, free hotel shuttles will be provided to transport attendees from downtown to Cal Expo and back.

***ARE THERE RESTAURANTS/FOOD PLACES IN THE AREA TO ACCOMMODATE LUNCH AND DINNER CROWDS?***

Cal Expo provides on-site concessions and there are additional restaurants in the surrounding area, including restaurants at the nearby Arden Fair mall.

***HOW WILL THE EXHIBITORS BE AFFECTED BY THIS TEMPORARY MOVE?***

***Priority:*** Priority positions for current exhibitors will be considered when designing the exhibit layout at Cal Expo.

***Costs:*** We do not anticipate any cost increases.

***Space:*** Cal Expo will provide additional floor space, but the configuration is obviously different than the Sacramento Convention Center. The Almond Conference organizers are working with Cal Expo officials to create a logical and comfortable flow-plan for all guests visiting our exhibitors.

***Hotels:*** The Almond Conference will continue to contract with downtown Sacramento hotels plus the surrounding hotels near Cal Expo. A free shuttle service will be provided from contracted hotels to Cal Expo.