



**JOIN THE JOURNEY**

**THE ALMOND CONFERENCE**

**20**  
**20**

**2020 SPONSORSHIP PROSPECTUS**  
**VIRTUAL | DECEMBER 8-10**

 **california  
almonds**  
Almond Board of California



**Dear Industry Members,**

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

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

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

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

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

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

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

Sincerely,  
The Almond Conference Planning Team

# AN INDUSTRY LIKE NO OTHER

## WE HAVE THE SUPPLY

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

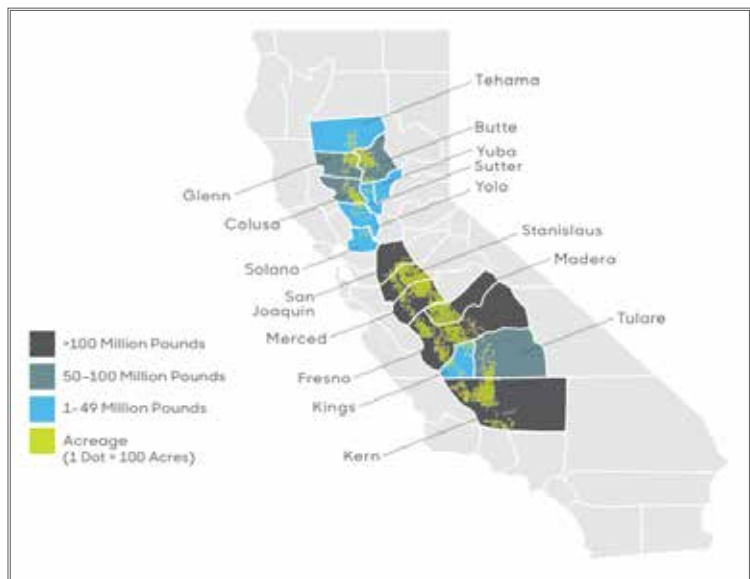
## WE HAVE THE RANKING

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

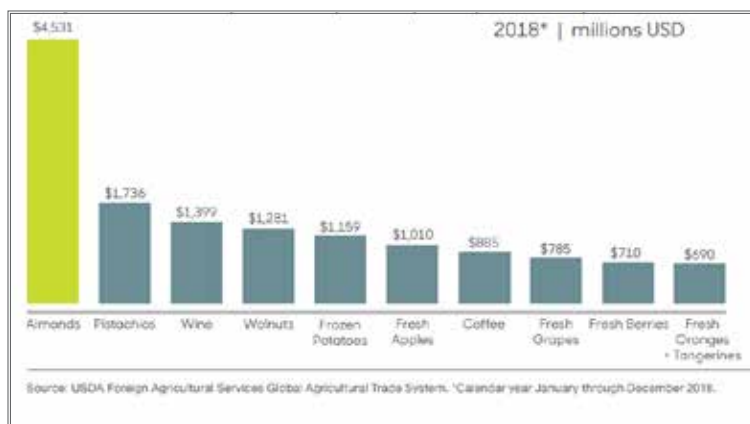
## WE HAVE THE DEMAND

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

## ALMOND PRODUCTION BY COUNTY CROP YEAR 2018/19



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





## AN UNPARALLELED CONFERENCE EXPERIENCE

### FEEDBACK FROM 2019 ATTENDEES

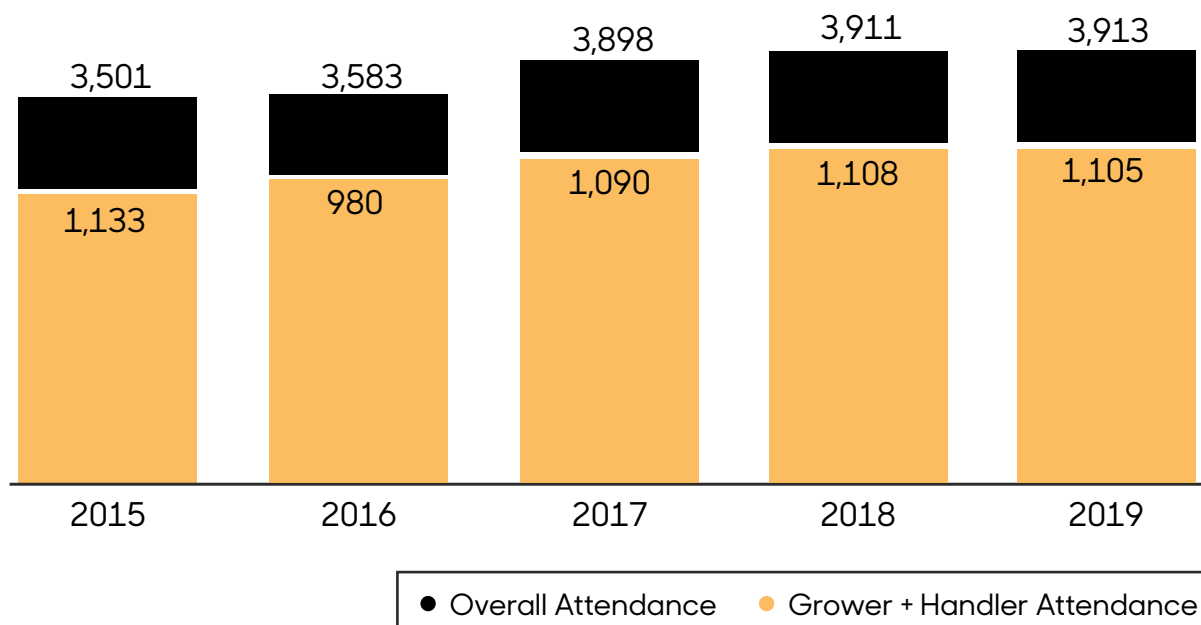
*"I felt the conference checked all the boxes for a great experience."*

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

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

*"Thank you for offering this event for free."*

### CONFERENCE ATTENDANCE 5-YEAR COMPARISON (2015-2019)



# GENERAL SESSION SPONSORSHIPS

## **WEDNESDAY GENERAL SESSION \$15,000** (limit one)

Sponsor the Wednesday Keynote Session! Provide a pre-recorded video to welcome attendees to the General Session and introduce the Keynote speaker. Company logo/message will be displayed on a clickable banner ad on the Session landing page. Company logo/message will remain visible throughout the presentation. Contact information of sponsored Keynote session viewers will be provided to sponsor post-conference.

- Video File Format: MP4
- Video File Specs: <10MB and no longer than 2 minutes
- Ad Specs: 468 x 60 pixels
- Ad Specs File Type: JPEG or PNG
- Ad Specs File Size Limit: 1 MB

Deadline: Friday, November 6, 2020

## **THURSDAY GENERAL SESSION \$15,000** (limit one)

Sponsor the Thursday Keynote Session! Provide a pre-recorded video to welcome attendees to the General Session and introduce the Keynote speaker. Company logo/message will be displayed on a clickable banner ad on the Session landing page. Company logo/message will remain visible throughout the presentation. Contact information of sponsored Keynote session viewers will be provided to sponsor post-conference.

- Video File Format: MP4
- Video File Specs: <10MB and no longer than 2 minutes
- Ad Specs: 468 x 60 pixels
- Ad Specs File Type: JPEG or PNG
- Ad Specs File Size Limit: 1 MB

Deadline: Friday, November 6, 2020



# EVENT MARKETING OPPORTUNITIES

## **ALMOND STAGE 20-MINUTE PRESENTATION** \$7,500 (limit 8)

The Almond Stage is a perfect opportunity to pitch your product or services to the California almond community. Record a 20-minute presentation which will be made available for on-demand viewing by conference attendees throughout the three days of the conference and thereafter on YouTube.

- Video File Format: MP4
- Video File Specs: < than 4GB

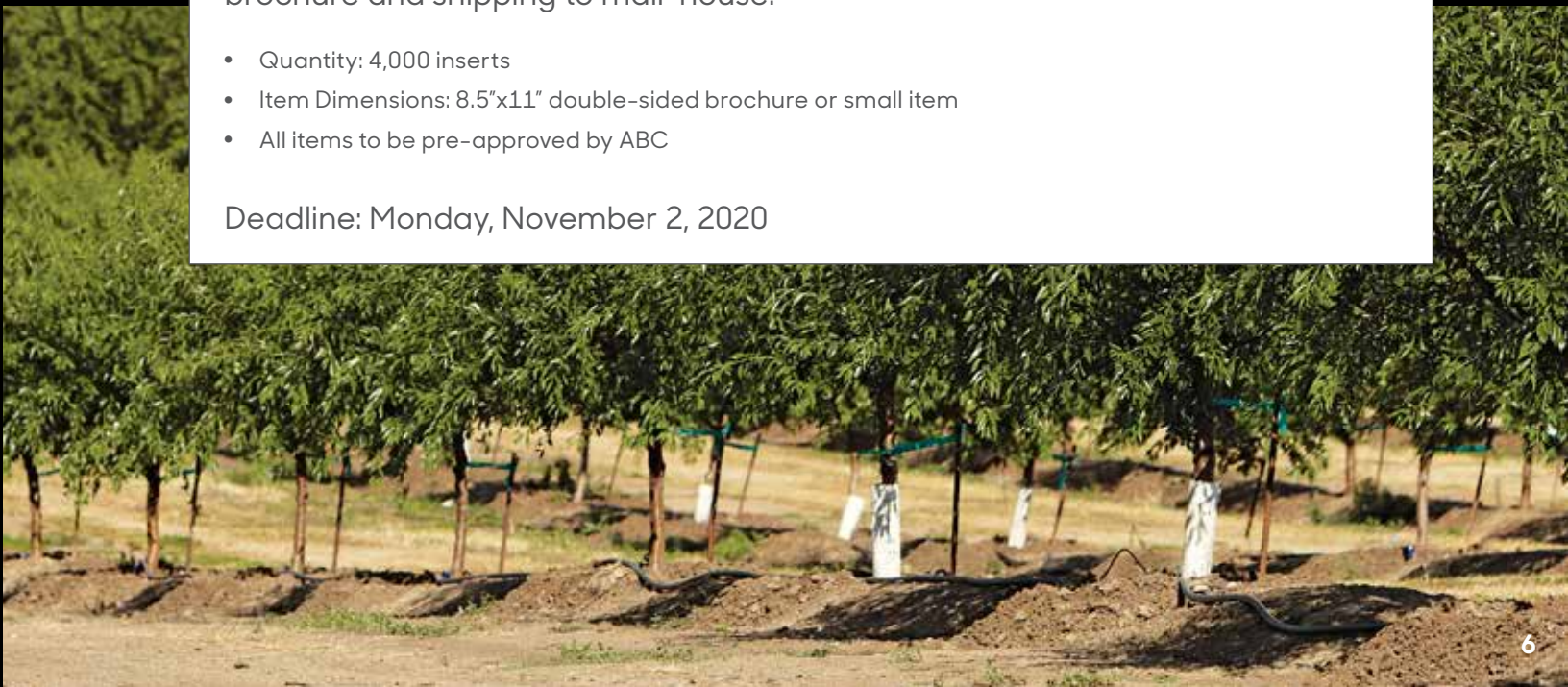
Deadline: Friday, November 13, 2020

## **CONFERENCE MAILER INSERT** \$2,500 (limit 3)

U.S.-based attendees that register by November 1 will receive a mailed swag bag the week prior to Conference. This mailer will include the Company Directory, Agenda, Welcome Letter and additional sponsor inserts. Item must be pre-approved by ABC. Sponsor is responsible for the cost of item or printed brochure and shipping to mail-house.

- Quantity: 4,000 inserts
- Item Dimensions: 8.5"x11" double-sided brochure or small item
- All items to be pre-approved by ABC

Deadline: Monday, November 2, 2020



# EVENT MARKETING OPPORTUNITIES

## **EXHIBITION PASSPORT GAME \$500** (20 available)

All registered attendees can participate in the Exhibition Passport Game. Attendees that visit the booths of participating companies and complete a task, will earn a badge. Attendees that visit all participating booths will be entered into a drawing for prizes. Post-conference, participating companies will be provided the contact information of visiting attendees.

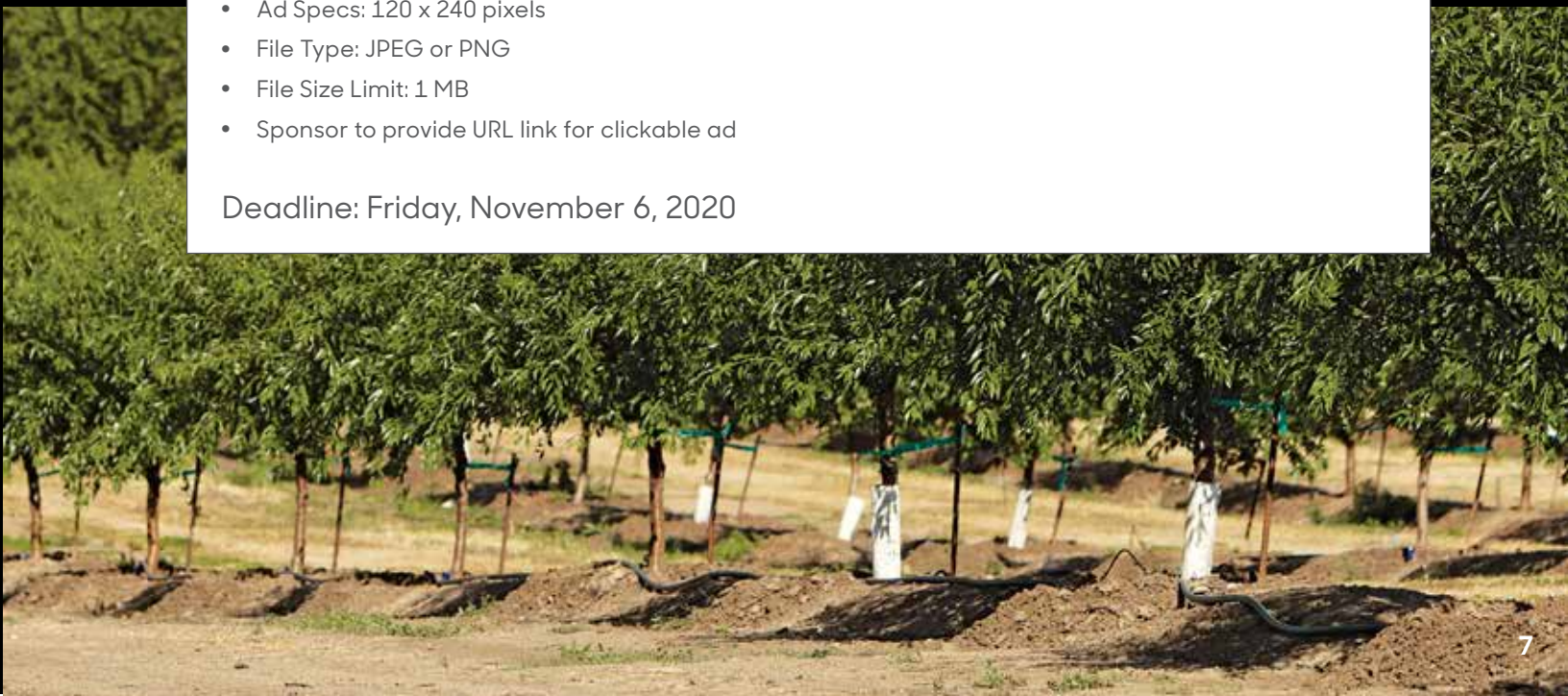
Deadline: Wednesday, November 18, 2020

## **NETWORKING LOUNGE BANNER AD \$3,000** (limit 3)

The Lounge is the area in the virtual conference where attendees will convene after Sessions to chat with one other. This Banner Ad is a clickable ad that can direct attendees to your booth or to an external web link. Contact information of click-throughs will be shared with sponsor post-conference. Banner ad will be displayed all three days of the conference - December 8 - 10.

- Ad Specs: 120 x 240 pixels
- File Type: JPEG or PNG
- File Size Limit: 1 MB
- Sponsor to provide URL link for clickable ad

Deadline: Friday, November 6, 2020





# ADVERTISING

## ADVERTISEMENT IN THE PRINTED COMPANY DIRECTORY

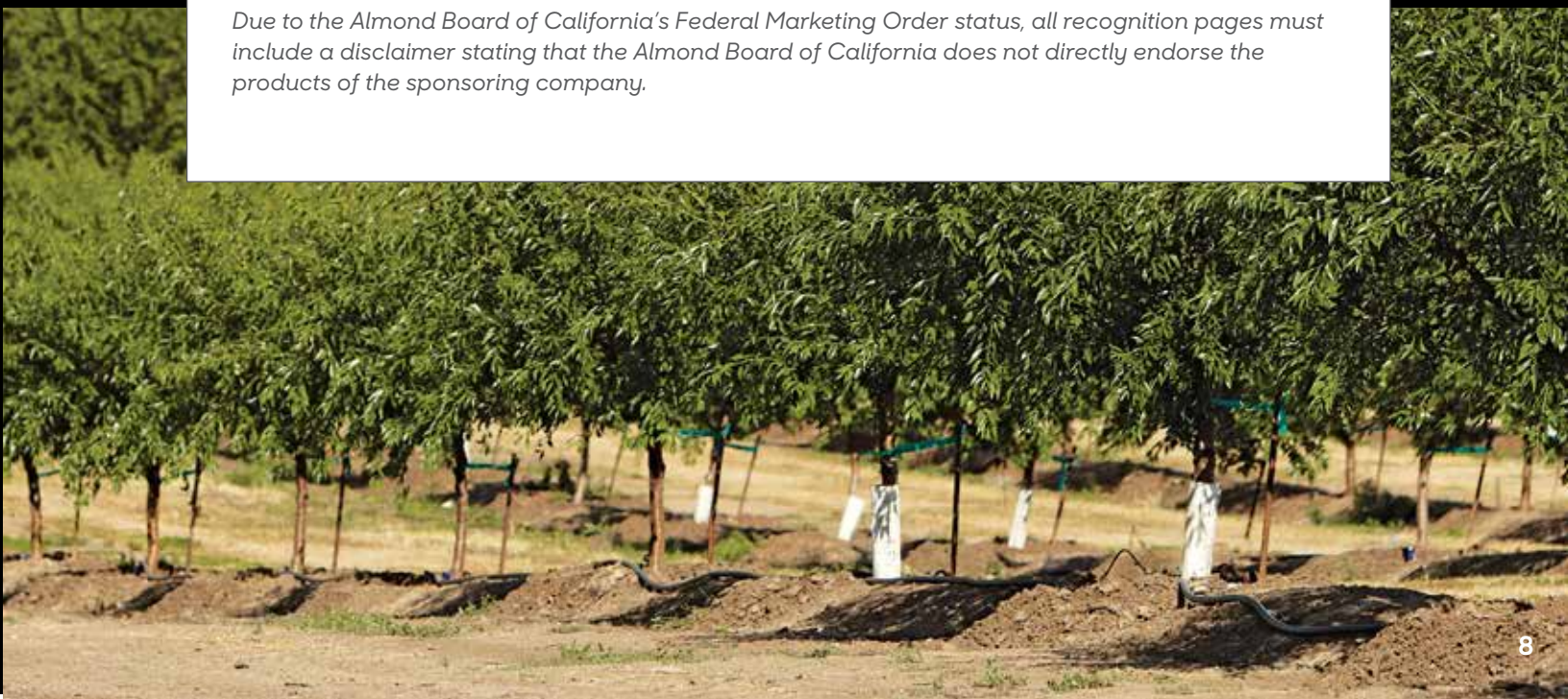
The printed Company Directory offers numerous advertising opportunities to catch the eye and attention of conference attendees. All US-based conference registrants that register by November 1 will receive the printed, full-color Company Directory by mail in advance of the conference. The Company Directory includes, among other things, the conference's exhibition listing, conference information and eye-catching advertisements.

SIZE	PRICE	LIMIT
Full Page: 8.5 x 11	\$6,000	2
Half-Page: Horizontal: 8.5 x 5.5 OR Vertical: 4.25 x 11	\$3,000	4

- File Type: High-res PDF digital artwork
- Bleed: +.25
- Safety: -.25

Deadline: Thursday, October 15, 2020

*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.*





# JOIN THE JOURNEY



EXHIBIT AND  
SPONSOR  
QUESTIONS:

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