

Dear Alfalfa Seed Industry Member,

EARLY BIRD SPECIAL!!

Register by **December 16**
and get a 10%.

We are pleased to announce the opportunities to sponsor, advertise and/or exhibit at the Western Alfalfa Seed Growers Convention again this year.

The location of the Winter Seed Conference is Las Vegas, Nevada. **Dates for the conference are January 15-17, 2012. It will be held at the Monte Carlo, Las Vegas, Nevada.** Las Vegas is a dynamic city

filled with entertainment and we expect a large turnout! Please consider one or more of the following ways to participate in the convention, support the industry and promote your business.

1. PLACE AN AD IN THE CONFERENCE PROCEEDINGS BOOK.

This book is provided to all attendees and is referred to during the conference and throughout the year. It's a great way to put your message in front of the most active people in the industry.

Prices for ads in the Proceedings Book are:

- Full Page Outside Back Cover	\$300
- Full Page Inside Front Cover	\$250
- Full Page Inside Back Cover	\$210
- Full Page Interior	\$180
- Half Page Interior	\$120

2. PARTICIPATE WITH A TRADE SHOW BOOTH AT THE WINTER SEED CONFERENCE.

The trade show will be located in the foyer outside the general session – in the same area as the Conference registration booth. You will not be in a separate room, but rather in the main traffic area for the conference. Exposure is the best it can be. You will be able to set up beginning at 1:00 pm on Sunday, January 15.

The price for a Trade Show Booth is \$350

It includes:

- A listing in the program and on easel boards displayed at the conference
- Recognition from the podium
- A listing in the Proceedings Book
- A list of all attendees at the conference
- One Conference Registration

ADVERTISE

EXHIBIT

SPONSOR

As alfalfa seed growers we are always appreciative of the support we receive from each of you and the opportunities we have to better the industry. We strive to enhance that relationship each year with our Winter Seed Conference and appreciated your attendance and support in the past. There are several ways to show your support and sponsor our event.

3. PARTICIPATE AS A SPECIAL EVENT SPONSOR.

As a special event sponsor, companies may sponsor a particular part of the conference.

These events are available on a first come – first choose basis:

- The Opening Social on Sunday, January 15 – **Sold Out**
- Lunch on Monday, January 16 – **Sold Out**
- The Researcher Poster Panel Social on Monday, January 16 – **Sold Out**
- Coffee Break Sponsor on Monday, January 16 and Tuesday, January 17 – **Sold Out**
- Lanyard Sponsor – Company name on all lanyards given to conference attendees – **Sold Out**

The cost for each one of these sponsorships is only \$750 – a great value!!!

Each event sponsor will receive

- All the benefits of Conference Sponsorship outlined below
- Plus one additional conference registration (Total of 2 conference registrations)
- A “PowerPoint” type repeating video presentation of your company that will be shown throughout the event you are sponsoring
- Recognition as a major sponsor of the conference
- A Trade Show Booth
- Individual recognition as a sponsor of the event
 1. In the program
 2. Over the podium
 3. On signage at the conference

4. CONFERENCE SPONSORSHIP – CONSIDER HELPING SPONSOR THE CONVENTION.

The price for Conference Sponsorship is \$350

It Includes:

- A listing in the program as a Sponsor
- A listing as a Sponsor on easel boards which will be on display throughout the conference
- Recognition from the podium
- A listing in the Proceedings Book
- A list of all attendees at the conference
- One full page interior ad in the Proceedings Book
- One Conference Registration

To participate in any of the above programs, fill out the accompanying SPONSORSHIP/ TRADE SHOW registration form or contact us at:

Phone: 1-509-585-5460 Fax: 1-509-585-2671
E-mail: agmgt@agmgt.com



CALIFORNIA COLORADO IDAHO MONTANA
OREGON WASHINGTON WYOMING

100 North Fruitland, Suite B
Kennewick, WA 99336
(509) 585-5460
(509) 585-2671 Fax

WINTER SEED CONFERENCE – JANUARY 15-17, 2012 SPONSORSHIP/TRADE SHOW FORM

Contact Name _____

Company Name _____

Address _____

City, ST Zip _____

Phone _____ Fax _____

E-Mail _____

Attending the Sunday Reception? YES NO

I would like to participate in the following:

SPECIAL EVENT SPONSOR

- Opening Social (\$750) – **Sold Out**
- Lunch on Monday (\$750) – **Sold Out**
- The Researcher Poster Panel Social (\$750) – **Sold Out**
- Break and Coffee Sponsor (\$750) – **Sold Out**
- Lanyard Sponsor (\$750) – **Sold Out**

Names: 1) _____
(Additional Registration Included in Sponsorship)

CONFERENCE SPONSORSHIP

- One Conference Sponsorship (\$350) _____

EXHIBIT

- One Booth at the Trade Show (\$350) _____

ADVERTISE in the Proceedings Book

- Full Page Outside Back Cover (\$300) _____
- Full Page Inside Front Cover (\$250) _____
- Full Page Inside Back Cover (\$210) _____
- Full Page Interior (\$180) _____
- Half Page Interior (\$120) _____

TOTAL

If payment will be received by December 16, 2011, reduce the Total amount due by 10%.

We are no longer accepting payment by credit card. Please enclose a check for payment. Sorry for any inconvenience this may cause. Thank you for your support of the Western Alfalfa Seed Growers Association.