



NNGA / CGA Joint Annual Conference

# Sponsorship & Exhibitor OPPORTUNITIES



# Cultivate Connections. Grow Your Impact.

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Exhibiting at the Northern Nut Growers Association / Chestnut Growers of America Annual Joint Conference places your brand in front of dedicated growers, researchers, orchard managers, and industry suppliers who are deeply invested in advancing nut production and innovation.

This is more than a booth space—it's an opportunity to connect with a highly engaged, knowledgeable audience actively seeking products, services, and partnerships to improve orchard performance, sustainability, and profitability. Instead of broad, unfocused outreach, you'll have meaningful, face-to-face conversations with people who understand the industry and are ready to invest in solutions.

## Why Exhibit?

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Targeted audience – Meet growers and decision-makers who directly influence purchasing and operational choices.



Strong industry relationships – Build credibility within two respected, mission-driven associations.



Education-driven environment – Engage attendees who are there to learn, improve, and adopt new ideas.



Quality lead generation – Have in-depth discussions that create long-term partnerships—not just quick exchanges.





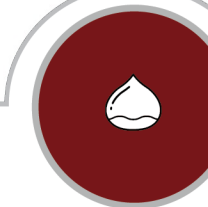


Market insight – Gain valuable feedback on emerging trends, challenges, and opportunities in nut production.

If your goal is to expand your reach within the nut-growing community, strengthen relationships, and position your company as a trusted industry partner, the NNGA/CGA Annual Joint Conference offers a focused and highly valuable platform to do just that.

# Sponsorship & Exhibitor **BENEFITS**

NNGA / CGA Joint Annual Conference

 <p><b>Nut Industry Sponsor</b> \$ 10,000.00</p>	 <p><b>Orchard Supporter</b> \$ 5,000.00</p>	 <p><b>Grower Supporter</b> \$2,500.00</p>	 <p><b>Tree Lover</b> \$ 1,000.00</p>	 <p><b>Nut Lover</b> \$ 500.00</p>
<ul style="list-style-type: none"> <li>✓ Scholarship Sponsor (Valued at \$2,000)</li> <li>✓ Welcome Dinner Sponsor (\$5,000 Value)</li> <li>✓ Listed as Featured Co-Sponsor of the Conference</li> <li>✓ Specialized Name Tag</li> <li>✓ Your Literature included in Attendee Conference Bag</li> <li>✓ Center-fold Premium 2-Page Ad in Conference Program</li> <li>✓ 1 Year NNGA Membership</li> <li>✓ Full Page Ad in The Nutshell Newsletter (1 Year) &amp; NNGA Marketplace (nutgrowing.org)</li> <li>✓ Premium Exhibitor Space</li> <li>✓ Saturday &amp; Sunday Digital Featured Advertisement During Technical Session Breaks</li> <li>✓ 2 Full Registrations</li> <li>✓ Sunday Evening Banquet Recognition &amp; Speaking Opportunity</li> </ul>	<ul style="list-style-type: none"> <li>✓ Scholarship Sponsor (Valued at \$1,000)</li> <li>✓ Listed as Co-Sponsor of the Conference</li> <li>✓ Specialized Name Tag</li> <li>✓ Your Literature included in Attendee Conference Bag</li> <li>✓ Full Page Ad in Conference Program</li> <li>✓ 1 Year NNGA Membership</li> <li>✓ 1/2 Page Ad in The Nutshell Newsletter (1 Year) &amp; NNGA Marketplace (nutgrowing.org)</li> <li>✓ Waive Fee for Exhibitor Table</li> <li>✓ 1 Full Registration</li> <li>✓ Sunday Evening Banquet Recognition</li> </ul>	<ul style="list-style-type: none"> <li>✓ Scholarship Sponsor (Valued at \$500.00)</li> <li>✓ Specialized Name Tag</li> <li>✓ Your Literature included in Attendee Conference Bag</li> <li>✓ Half Page Ad in Conference Program</li> <li>✓ 1 Year NNGA Membership</li> <li>✓ 1/2 Page Ad in The Nutshell Newsletter (1 Year) &amp; NNGA Marketplace (nutgrowing.org)</li> <li>✓ Waive Fee for Exhibitor Table</li> <li>✓ 1 Full Registration</li> <li>✓ Sunday Evening Banquet Recognition</li> </ul>	<ul style="list-style-type: none"> <li>✓ Scholarship Sponsor (Valued at \$200.00)</li> <li>✓ Specialized Name Tag</li> <li>✓ Your Literature included in Attendee Conference Bag</li> <li>✓ Half Page Ad in Conference Program</li> <li>✓ 1 Year NNGA Membership</li> <li>✓ 1/4 Page Ad in The Nutshell Newsletter (1 Year) &amp; NNGA Marketplace (nutgrowing.org)</li> <li>✓ Waive Fee for Exhibitor Table</li> <li>✓ Sunday Evening Banquet Recognition</li> </ul>	<ul style="list-style-type: none"> <li>✓ Scholarship Sponsor (Valued at \$100.00)</li> <li>✓ Specialized Name Tag</li> <li>✓ Your Literature included in Attendee Conference Bag</li> <li>✓ Business Card Ad in Conference Program</li> <li>✓ 1 Year NNGA Membership</li> <li>✓ 1/4 Page Ad in The Nutshell Newsletter (1 Year) &amp; NNGA Marketplace (nutgrowing.org)</li> <li>✓ Waive Fee for Exhibitor Table</li> </ul>
<p><i>Exhibitor tables (without sponsorship) are available for \$100.00, subject to availability.</i></p>				

# Advertising SPECIFICATIONS

Ad Sizes For Conference Program	Vertical Dimensions	Bleed Dimensions	Visual Ad Size (within Margins)
2 - Page (Full-Color)	8.5" x 11"	9" x 11.5"	7.5" x 10.5"
Full Page (Full-Color)	5.5" x 8.5"	6" x 9"	5" x 8"
½ Page (Full-Color)	5.5" x 4.25"	6" x 4.5"	6" x 4.5"

- Conference brochure advertisements must be submitted in print-ready format (PDF or high-resolution JPEG with bleeds). All dimensions are measured in inches. Minor adjustments may be made as needed to ensure proper placement within the publication layout.
- Nutshell newsletter advertisements must be provided in a native, editable file format. Size adjustments may be made to accommodate the slightly larger publication format.
- For questions regarding advertisements, contact, and ad submittals please send inquires to [NNGAConference@gmail.com](mailto:NNGAConference@gmail.com)

# Vendor SPACE INFO

## **Venues**

- Sunderland Town Park Pavilion – Friday, July 31 | 3:00 PM – 8:30 PM
- University of Massachusetts Amherst, Amherst, MA – August 1 - August 3 | 7:00 AM – 7:00 PM

## **Literature Distribution**

Please provide 250 copies of your literature for inclusion in the conference bags.

*Research groups and Extension organizations are not required to sponsor in order to participate.*

## **Exhibit Spaces**

- Vendor booth space is available on a first-come, first-served basis until capacity is reached.
- Each booth includes one 6-foot table and chairs. Please note that conference meals and session attendance are not included with booth registration. Vendors are encouraged to register separately to take full advantage of the event.
- Equipment display space is flexible and will be arranged based on the size and type of equipment, as well as available facility space.

## **Set-up & Event Schedule**

- Set-Up: 7:00 AM – 9:00 AM on Saturday, August 1
- Exhibit Opens: 9:00 AM on Saturday, August 1
- Tear Down: Must be completed between 4:00 PM and 6:00 PM on Sunday, August 2

For sponsorship inquiries, please contact [NNGAConference@gmail.com](mailto:NNGAConference@gmail.com)