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Agronomy Research and Information Center
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Western Alfalfa & Forage Conference December 11-13, 2006, Reno, Nevada

Dear Conference Exhibitor:

WELCOME! Thank you for registering for a commercial exhibit space at the **2006 Western Alfalfa & Forage Conference** which will be held in Reno, Nevada at John Ascuaga's Nugget, December 11-13, 2006. We have over 70 exhibits registered this year, and we expect attendance to be between 500 to 700 people. All things are 'GO' for a terrific Forage Conference!

INFORMATION ABOUT THE EXHIBITS.

Your welcome email has two pdf files and an excel file attached. One pdf file is a diagram of the exhibit room layout. The other pdf file is a close-up table diagram showing table numbers. The excel file lists all registered exhibitors with each exhibitor's table number. All of these files can be found on our website. I used a random drawing to choose table locations and tried to be as fair as possible.

Please review your table location as soon as possible. If you are not happy with your location or if I placed you next to a competitor, please let me know. I will try and accommodate your needs. However, **ALL CHANGES** must be made by **December 4, 2006**. I also tried to maximize traffic throughout the exhibit space by placing morning and afternoon breaks in the back of the exhibit hall, so conference attendees get a chance to walk through the exhibit aisles during each break. The evening auction will be in Pavilion E and will be connected to the exhibit hall, so attendees get a chance to visit exhibits and participate in the auction at the same time.

Each exhibit space will have one 8' x 24" skirted table with two chairs. There is 2 feet between each exhibit table and 4 to 5 feet behind each table. There is a backdrop behind all the tables in the center but not on the perimeter. You are welcome to hang a light banner on the cloth backdrop if you desire.

Exhibit Set-Up Times

Monday, December 11, 2006- 3:00 pm to 8:30 pm

The exhibit room will be closed with security from 8:30 pm to 6:30 am

Exhibit Show Times

Tuesday, December 12, 2006- 7:00 am to 7:30 pm

The exhibit room will be closed with security from 7:30 pm to 7:00 am following the Tuesday auction. *Exhibits should get traffic throughout the day with heavy traffic during morning and afternoon breaks and in the evening during the reception/auction.*

Wednesday, December 13, 2006- 7:00 am to noon

Exhibit Take Down Times

Wednesday, December 13, 2006- noon to 3:00 pm

Exhibits should be out of the room by 4:00 pm!!

CONTRIBUTE AN AUCTION ITEM FOR THE HAY GROWER AUCTION!

Please consider DONATING an item for the 'Haygrower's Auction', to be held Tuesday evening for the benefit of all of the haygrower's groups from all western states (see flyer and website). Exhibitors, sponsors, equipment companies and anyone else who would like to participate will be providing items. These can include pesticides and fertilizers, lab analysis, equipment or equipment rental, seed, tarps, and twine to name just a few agricultural items. Donors may also include more general items such as a weekend at a resort, race tickets, baskets of goodies, a day at a spa, DVD player, laptop computer, TV, artwork, toys or unique items, a cruise or whatever your group would agree to donate that would generate funds. Remember the holidays are approaching. All items will be displayed prior to the auction in the exhibit area either in person or by photo (depending on the size of the item and the space available) and description with proper credit to the company or group that provides the item. During the auction, each item will be displayed in a PowerPoint presentation, behind the auctioneer, again with donor acknowledgment as the item is auctioned.

Smaller items that identify your product or service can be given away at your booth. The auction will occur on December 12th from 5:30-7:00 pm near the exhibit area. There will be free beer and appetizers as well as a no host bar. This should be a fun way to encourage participation in the exhibits, and allow relaxed interaction among participants. If you would like to donate an item to the auction, PLEASE contact Tome Martin-Duvall at 559-675-7879, extension 213 or tmmartinduvall@ucdavis.edu to give her information about your donated item for the auction.

MAKE YOUR HOTEL RESERVATIONS NOW.

Please make your room reservations at the John Ascuaga's Nugget, (1-800-648-1177 or <http://janugget.com>) by November 20th to receive the group rate. Mention the Western Alfalfa Conference to the operator to get the conference rate of \$80 for single or double occupancy.

We appreciate your support and are looking forward to seeing you in Reno!!

Sincerely,

Rob Wilson, Exhibits Coordinator
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