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Agronomy Research and Information Center  
Department of Plant Sciences, MS-4  
One Shields Avenue  
Davis, California 95616-8780  
July 25, 2006

## **Western Alfalfa & Forage Conference** **December 11-13, 2006, Reno, Nevada**

Re: **Invitation for Sponsors and Exhibitors**

Dear Alfalfa Industry Supporter:

Greetings! On the behalf of the organizing committee, we are pleased to invite you to sponsor or exhibit at the **2006 Western Alfalfa & Forage Conference**, which will be held in Reno, Nevada at John Ascuaga's Nugget, December 11-13, 2006. The last time we had a multi-state meeting in Reno (2002), we had over 700 attendees, and we expect excellent attendance this year.

Throughout the western United States, forage crops, particularly alfalfa, are very important, being either first or in the top three in value and/or acreage. This symposium will cover many issues related to alfalfa (markets, pest management, varieties, biotechnology, forage quality), but will also cover several issues related to other harvested forages. Planning and development of the conference is a collaborative effort of all western states, but is primarily sponsored by YOU, alfalfa industry supporters. See further information on our website at <http://alfalfa.ucdavis.edu>.

### **We invite your participation in any of the following ways**

**1. BECOME A SPONSOR.** We invite you to become a sponsor and help defray program costs. Your sponsorship helps to cover the costs for speakers, luncheons, and coffee breaks, and will lower the overall costs for attendees. All sponsors will receive at least one complimentary registration, which includes the banquet lunch, one copy of the proceedings, acknowledgment at the podium, in the proceedings and in the program, and a sponsor ribbon on your nametag. Sponsors at the Silver and Gold levels will also have the opportunity to display a banner featuring their company near the coffee or registration area. We hope that you will consider being a sponsor this year. Kindly complete and return the enclosed sponsorship form.

***Alfalfa Gold Sponsors (\$1,000 and above)*** (three *gratis* registrations, listing in the proceedings and on poster boards, opportunity to display a banner provided by you in the break area, acknowledgement at the podium, and sponsor ribbon)

***Alfalfa Silver Sponsors (\$500)*** (two *gratis* registrations, listing in proceedings and on poster boards, acknowledgement during breaks, opportunity to display a banner provided by you in the break area, acknowledgement at the podium, and a sponsor ribbon)

***Alfalfa Green Sponsors (\$250)*** (one *gratis* registration, listing in proceedings and poster boards, acknowledgement at the podium, and a sponsor ribbon)

**2. PUT UP AN EXHIBIT.** We invite you to put up a commercial exhibit at the conference. Assigned on a first-come, first-served basis, the cost will be \$375 for a tabletop display (cloth covered, without electricity),

with optional electrical hookup (\$50), and cloth back board (\$50). Each exhibitor will receive one complimentary registration, which includes the banquet lunch and a copy of the proceedings. Fill out the exhibitor form and send your check or visit <http://alfalfa.ucdavis.edu> for online exhibitor registration. **DEADLINE FOR EXHIBIT SPACE APPLICATIONS is October 16, 2006**, but space will be allocated on a first-come, first-served basis, and may fill before this time. **For questions about exhibits, contact Rob Wilson, exhibit coordinator (530-251-8132) or [rgwilson@ucdavis.edu](mailto:rgwilson@ucdavis.edu).**

**3. CONTRIBUTE AN AUCTION ITEM TO THE HAY GROWER AUCTION.** This year, for the first time, we will sponsor a 'Hay Grower's Auction' to benefit the non-profit hay grower representative groups from the Western States. Please consider contributing to this. Many participants will contribute a substantial prize for the auction (i.e. tool kits, leather jackets, bags of seed, gift baskets, chemical products, equipment or equipment rentals). Smaller items that identify your product or service can be given away at your booth. The auction will occur Tuesday, December 12<sup>th</sup>, from 5:30 p.m. to 7:00 p.m., near the exhibit area. There will be drinks and appetizers. This should be a fun way to encourage participation in the trade show, and to allow better interaction among participants. Please check the box, and bring your item to the trade show organizers.

**SYMPOSIUM TOUR.** You may be interested in attending the pre-symposium tour to on Monday, December 11<sup>th</sup>, from 9:00 a.m. to 5:00 p.m. This tour will include visits to points of agronomic and general interest in the Fallon area. Register now for a special Exhibitor/Sponsor rate of \$30.00. Pre-registration is required.

**MAKE YOUR HOTEL RESERVATIONS NOW.** Please make your room reservations at the John Ascuaga's Nugget (1-800-648-1177 or <http://janugget.com/hotel/reservations.cfm> ). Please mention the Western Alfalfa & Forage Conference (or enter group code GALF6). The conference rate is \$80 for single or double occupancy. The cut-off date for guaranteed reservations is November 20<sup>th</sup>.

Please register for the conference as soon as possible – mail your Exhibitor and/or Sponsor forms and check, or register on-line, to reserve your spot. Exhibitor space will be allotted on a first-come, first-served basis. For any questions about exhibits, **contact Rob Wilson** at the email or phone below. For questions about registration, contact Janice Corner at [jecorner@ucdavis.edu](mailto:jecorner@ucdavis.edu) (530-752-7091).

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

Sincerely,



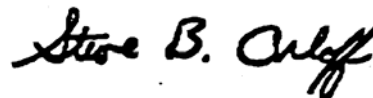
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2 Enclosures

<http://alfalfa.ucdavis.edu>