



**HARTNELL COLLEGE**

AGRICULTURAL BUSINESS  
AND TECHNOLOGY INSTITUTE

19TH  
ANNUAL

# THE WESTERN FOOD SAFETY CONFERENCE



presented by HARTNELL COLLEGE

## SAVE THE DATE **MAY 1-2, 2024**

SHERWOOD HALL, SALINAS



**MORE THAN 500 INDUSTRY ATTENDEES**

- 19th Annual Conference
- Improve our industry's understanding of regulations throughout the supply chain.
- Increase the science-based knowledge of our workforce, managers and business owners.
- Support for student scholarships in food safety science.

**Remember: Food Safety is Everyone's Business!**

This event is wheelchair accessible. Individuals requiring sign-language interpreters, real-time captioners or other accommodations should contact Hartnell College at (831) 755-6760 as soon as possible.

**The Western Food Safety Conference** is an annual two-day conference designed especially for you—our food safety industry leaders! The conference will provide you with current produce safety information, research and regulatory developments to the fresh produce industry that you can apply to today's environment. Join us and industry leading scientists, executives, and professionals for the latest science-based industry information and networking opportunities.

**VISIT: [thewesternfoodsafetyconference.com](http://thewesternfoodsafetyconference.com)**

# SPONSORSHIP BENEFITS BY LEVEL

## **Platinum \$10,000** (Only Two Sponsorships Available – One for Each Day)

- Eight complimentary registrations to the conference (please submit the each attendee's name by 4/3/24).
- Two complimentary sponsor booths in our exhibitor area at the event. Booths will be located at the Check-In Area
- Host VIP dinner, conference speakers & key industry stakeholders. Dinner details determined by Sponsor
- Exposure to Salinas Valley Ag businesses throughout the event with logo displayed on posters, pull-up banners and on screen.
- Company logo on Food Safety Conference materials: eblasts, attendees' manual, website, and donor banner.
- Logo Featured - **Large**
- Opportunity to present 5-minute video to be displayed throughout the conference on the video screen (minimum 5 times per day) and displayed on the final video sent to all attendees.
- 5-minute video on the home page of the website above all other sponsors
- 2 spotlights on a newsletter with your logo, 1 photo, 1-minute video and up to 400 words
- Custom page dedicated to the Platinum sponsor on the website
- Recognition for: **Premiere Sponsor of the event for Day #1 or Day #2**
- Signage on stage and opportunity to present all attendees with a Swag Bag



## **Gold \$5,000** (Only Two Sponsorships Available)

- Three complimentary registrations to the conference (please submit each attendee's name by 4/3/24).
- One complimentary sponsor's booth in our exhibitor area at the event.
- Exposure to Salinas Valley Ag businesses throughout the event with logo displayed on posters, pull-up banners and on screen.
- Company logo on Food Safety Conference materials: eblasts, attendees' manual, website, and donor banner.
- Logo Featured - **Medium**
- Opportunity to present 3-minute video to be displayed throughout the conference on the video screen (minimum 5 times per day) and displayed on the final video sent to all attendees.
- 3-minute video on the home page of the website
- 2 spotlights on a newsletter with your logo, 1 photo, 1-minute video and up to 400 words
- Recognition for: **Lunch** • The Lunch Break is dedicated for choice of Day #1 or Day #2 to this level sponsor



## **Silver \$3,000** (Only Two Sponsorships Available)

- Two complimentary registrations to the conference (please submit the attendee's name by 4/3/24).
- One complimentary sponsor's booth in our exhibitor area at the event.
- Exposure to Salinas Valley Ag businesses throughout the event with logo displayed on posters, pull-up banners and on screen.
- Company logo on Food Safety Conference materials: eblasts, attendees' manual, website, and donor banner.
- Logo Featured - **Medium**
- Opportunity to present 2-minute video to be displayed throughout the conference on the video screen (minimum 3 times per day) and displayed on the final video sent to all attendees.
- 2-minute video on the home page of the website
- 1 spotlight on a newsletter with your logo, 1 photo, 1-minute video and up to 400 words
- Recognition for: **Breakfast/Coffee** • The Breakfast Coffee Break is dedicated for choice of Day #1 or Day #2 to this level sponsor

## **Bronze \$2,000**

- One complimentary registration to the conference (please submit the attendee's name by 4/3/24).
- One complimentary sponsor's booth in our exhibitor area at the event.
- Exposure to Salinas Valley Ag businesses throughout the event with logo displayed on posters, pull up banners and on screen.
- Company logo on Food Safety Conference materials: eblasts, attendees' manual, website, and donor banner.
- Logo Featured - Small Size
- Opportunity to present 1-minute video to be displayed throughout the conference on the video screen (minimum 1 time per day) and displayed on the final video sent to all attendees.
- 1-minute video on the home page of the website
- 1 spotlight on a newsletter with your logo, 1 photo, 1-minute video and up to 400 words



## **Partner \$1,500**

- Significant exposure to Salinas Valley Ag businesses throughout the event.
- Company logo on Food Safety Conference materials: flyer, attendees' manual, website, and donor banner.
- One complimentary registration to the conference (please submit the attendee's name by 4/3/24).

**Sponsor-Only \$\_\_\_\_\_ I do not want to exhibit, but I would like to make a contribution as a sponsor.**



# 19th Annual Western Food Safety Conference 2024 Sponsorship Opportunities May 1 & 2, 2024

[thewesternfoodsafetyconference.com/sponsorship](http://thewesternfoodsafetyconference.com/sponsorship)

**Yes!** I'd like to become a sponsor of the  
19th Annual Western Food Safety Conference!

**SPONSORSHIP LEVEL** (check one):

- Platinum \$ 10,000
- Gold \$ 5,000
- Silver \$ 3,000
- Bronze \$ 2,000
- Partner \$ 1,500
- I am not able to sponsor but enclosed is my gift of \$\_\_\_\_\_.

Sponsoring company \_\_\_\_\_  
(Exactly as name should appear in publications)

Contact name \_\_\_\_\_

Title \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email address \_\_\_\_\_

Will your organization utilize the sponsor's booth? ( ) yes ( ) no

Complimentary registration attendee:

Name \_\_\_\_\_

Title \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

**PAYMENT METHOD** — Check one:

- ( ) Enclosed check (make payable to Hartnell College Foundation)
- ( ) Please send invoice
- ( ) Charge my Visa or MasterCard (circle one)

Number \_\_\_\_\_

Expiration \_\_\_\_/\_\_\_\_ Code \_\_\_\_\_ Name on card \_\_\_\_\_

Billing address (if different from above) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

**THANK YOU!**



**LOGO DEADLINE:**  
**March 1, 2024**

Please send your  
company logo to:  
**nfortman@hartnell.edu**

**SPECIFICATIONS FOR LOGO:**

- Acceptable file formats: JPEG, PDF and EPS at 300 dpi
- To ensure best print quality, low-resolution files cannot be used.
- Please send file with clear background.
- Sponsor recognition will begin upon receipt of payment.

**QUESTIONS:**

Contact the Hartnell College  
Foundation at (831) 755-6810

**Please complete this form,  
sign and send it to:**

*(please keep a photocopy for your files)*

**FAX:** (831) 759-6038

**EMAIL:** nfortman@hartnell.edu

*(email preferred)*

**OR MAIL TO:**

Hartnell College Foundation  
P.O. Box 2258  
Salinas, CA 93902