



HARTNELL COLLEGE
AGRICULTURAL BUSINESS
AND TECHNOLOGY INSTITUTE



THE WESTERN FOOD SAFETY CONFERENCE

presented by HARTNELL COLLEGE

*FOOD SAFETY
STATE OF THE INDUSTRY*

SAVE THE DATE MAY 3-4, 2023

SHERWOOD HALL, SALINAS

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.

Topics for the 2023 conference include:

- FDA Field Sampling
- Rethinking Recalls and Communication in the Supply Chain
- Technology Advancements for Enhanced Traceability
- FSMA Inspections
- Ag Water Regulation Update
- Field Equipment Sanitation

VISIT: thewesternfoodsafetyconference.com



MORE THAN 500 INDUSTRY ATTENDEES

- 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.

Featuring:

**Day 1 KEYNOTE
with William (Bill) Marler**

Attorney and national expert in food safety, Marler Clark, The Food Safety Law Firm



Featuring:

**Day 2 KEYNOTE
with Karen Ross**

Secretary of the California Department of Food and Agriculture



This event is wheelchair accessible. Individuals requiring sign-language interpreters, real-time captioners or other accommodations should contact Hartnell College at (831) 755-6702 as soon as possible.

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 4/3/23).
- Two complimentary sponsor booths in our exhibitor area at the event. Booths will be located at the Check-In Area
- 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 4/3/23).
- 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 4/3/23).
- 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 4/3/23).
- 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 4/3/23).

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

18th Annual Western Food Safety Conference 2023 Sponsorship Opportunities May 3 & 4, 2023

thewesternfoodsafetyconference.com/sponsorship

Yes! I'd like to become a sponsor of the
18th 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, 2023

Please send your
company logo to:
agtech@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: agtech@hartnell.edu

(email preferred)

OR MAIL TO:

Hartnell College Foundation
411 Central Ave.
Salinas, CA 93901