



## Top Tier Sponsorship Opportunities

USApple's 2009 Apple Crop Outlook and Marketing Conference is the single best opportunity to gain access to national apple industry leaders, and Top Tier Sponsorships offer maximum exposure before conference attendees.

In addition to the specific benefits for each Top Tier Sponsorship, conference sponsors at this level will receive:

- Newsletter Sponsor Insert\*
- Registration Packet Insert\*
- Apple News Listing
- Display Space
- Sponsorship Thank You
- Signage
- Press Promotion
- Program Listing
- Four (4) Registrations

### Official Conference Program **\$20,000-with category exclusivity**

Every attendee of the 2009 Apple Crop Outlook and Marketing Conference will receive the program of events with the logo of the Program Sponsor prominently displayed on the cover. The program will be referenced by attendees throughout the conference. Program contents include complete sponsor contact information and a formal acknowledgement.

### *Production and Utilization Analysis* **\$20,000-exclusivity**

USApple produces the industry's best statistical reference, *Production and Utilization Analysis*. First distributed to **Apple Crop Outlook and Marketing Conference** attendees, the report is marketed by the association throughout the year as the "must have" reference to the U.S. apple industry.

### 2009 Conference Tote Bag **\$15,000-exclusivity**

Conference attendees will receive a green-friendly cloth tote bag to carry their materials from the conference. It will be emblazoned with the conference logo and the logo of the sponsoring organization. The tote bag is always one of the most sought after sponsorship opportunities due to a long shelf life well beyond the conference.

### 2009 Conference Portfolio **\$15,000-exclusivity**

All conference attendees receive a premium quality portfolio to help organize their notes from the conference. It will be emblazoned with the conference logo and the logo of the sponsoring organization. The portfolio is sure to be an important "take home" from the meeting allowing extended exposure for the sponsor long after the conference.

## 2009 Conference Attendee Lanyards \$15,000-exclusivity

Imagine your logo literally around the neck of every attendee of the **2009 Apple Crop Outlook and Marketing Conference** -- that is exactly what is possible through the lanyard sponsorship. The name of the sponsor and the conference name will adorn these high-quality lanyards distributed to every attendee.

## **NEW!** Thursday Welcome Luncheon Reception \$15,000-exclusivity

The Welcome Reception offers a prime opportunity to showcase sponsor products, services and representatives to attendees as they register, network and prepare for the conference opening. The kickoff social gathering of the conference, the reception allows attendees to meet and mingle while enjoying fine food and drink. Sponsors are provided exhibit space to showcase/ demonstrate products and marketing materials.

## Thursday Evening Buffet Reception \$10,000, with exclusivity

The Opening Day Evening Reception offers an outstanding networking opportunity at the conference. As a premier social gathering of the conference, the reception allows attendees to meet and mingle while enjoying fine food and drink. *The Packer/The Grower's* "Apple Person of the Year" will be announced at the reception.

### Benefits:

- |                              |                     |                      |
|------------------------------|---------------------|----------------------|
| ■ Registration Packet Insert | ■ Signage           | ■ Newsletter Listing |
| ■ Display Space              | ■ Event Recognition | ■ Program Listing    |

## Additional Sponsorship Opportunities

### Coffee Breaks \$5,000

Attendees network and make business deals while enjoying refreshments during extended conference breaks in the ballroom foyer.

### Benefits:

- |                   |           |                  |
|-------------------|-----------|------------------|
| ■ Program Listing | ■ Signage | ■ Packet Insert* |
|-------------------|-----------|------------------|

### Session Sponsorship Opportunities \$3,000

Sponsorship opportunities are available for each of the major sessions.

### Benefits:

- |                   |                      |           |
|-------------------|----------------------|-----------|
| ■ Program Listing | ■ Newsletter Listing | ■ Signage |
|-------------------|----------------------|-----------|

### Optional \$3,000 - \$12,000

Some sponsors provide their own giveaways or select from a menu of items offered by USApple.

- |                  |               |             |
|------------------|---------------|-------------|
| Options include: | Water bottles | Thermo mugs |
|                  | Caps          | T-shirts    |
|                  | Umbrellas     | Key chains  |
|                  | Flash drives  |             |

**Benefits:** Varies depending on sponsorship level.

## Sponsorship Guidelines

The U.S. Apple Association complies with federal tax laws governing sponsorship income. We ask our conference sponsors to comply with the following guidelines governing the content of materials submitted to the association. The following guidelines apply to only those sponsorships that offer the following benefits:

- (1) a program statement;
- (2) a registration package insert; or
- (3) a newsletter sponsor insert.

These materials should *exclude* advertising the sponsor's products or services, including messages containing the following items:

- qualitative or comparative language about a sponsor's products, services or facilities;
- pricing or other indications of savings or value associated with a product or service;
- an endorsement; or
- an inducement to purchase, sell or use the sponsor's products or services. (Distribution of product, free or for a charge, at the conference is not considered an inducement to purchase, sell or use the product.)

For assistance in developing compliant program statements or registration package inserts, contact USApple Director of Communications and Membership Todd Hultquist by telephone at (800) 781-4443 or via e-mail at [thultquist@usapple.org](mailto:thultquist@usapple.org).



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