

# The 2023 Salinas Biological Summit

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SHOWCASING INTERNATIONAL  
SOLUTIONS FOR IMPROVING  
SOIL AND PLANT HEALTH

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JUNE 20 – 21, 2023  
SALINAS, CALIFORNIA

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## Sponsorship Prospectus



[www.salinas-summit.com](http://www.salinas-summit.com)

**Dear Valued Sponsor,**

On behalf of the Organizing Committee, we take great pleasure in inviting you to support the 2023 Salinas Biological Summit.

The Summit will be held from 20 – 21 June 2023 at the CSUMB Salinas City Center, California.

This prospectus outlines the sponsorship and exhibition opportunities available at the Summit. Please take some time to review the packages to determine the best fit for your promotion requirements, and contact us if you need further clarification.

Get ahead of your industry partners and start planning now!

We look forward to sharing this unique event and welcoming you as a valued Sponsor and Exhibitor to Salinas in 2023.

**Peter Wren-Hilton**

*Convenor*

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**Sponsorship Liaison:** **Dennis Donohoe**  
*On behalf of the 2023 Salinas Biological Summit  
Organizing Committee (US)*

**Email:** ddonohoe@wga.com

**Phone:** +1831272 0661


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**Sponsorship Liaison:** **Peter Wren-Hilton**  
*On behalf of the 2023 Salinas Biological Summit  
Organizing Committee (Rest of the world)*

**Email:** peter@wharf42.co.nz

**Phone:** +64 21791120





**“This is an incredibly important and timely Summit that focuses on an area that needs much more attention, planning and coordination of next Gen tools so we can ensure continued bountiful production of horticultural crops so critical to health and nutrition ”**

**Karen Ross, California Food and Agriculture Department Secretary**



# About the Summit



As the demand for nutritious and affordable food continues to rise, the need to accelerate sustainable agriculture, improve crop yields and offer protection against a wide variety of plant diseases and insect pests has never been more important.

The 2023 Salinas Biological Summit has been designed to provide growers, consultants, entrepreneurs, investors and policymakers with a detailed overview of the current landscape for biological research, development and deployment. The recently published *Roadmap for California; Accelerating Sustainable Pest Management* report provides some insights into the regulatory environment that growers in California need to navigate.

The Summit will feature keynote speakers, panel discussions and targeted breakouts. A number of international delegations will be attending the Summit, sharing their experiences for delivering best practice.

With global consumer sentiment driving both retail and regulatory behaviors, the 2023 Salinas Biological Summit provides the platform for delegates to meet, engage and learn.

# The Program

The Summit Program has been designed to be more than a two-day talkfest. It's a major opportunity for interested or invested stakeholders to meet, engage and network to support increased research and investment into biological tools that will assist growers improve soil and plant health. The Summit program will include the following themes:

- application of biological tools for soil and plants
- the *Roadmap for California; Accelerating Sustainable Pest Management* program
- the emerging global regulatory environment and its impact on local growers
- thoughts from major corporate and industry leaders
- the future of research and investment opportunities.

The 2023 Salinas Biological Summit Program has been designed to connect key local and international stakeholders to fully address the impact of biological tools on our soil and plants. It's a unique opportunity for growers to be at the center of this conversation. It's an opportunity that should not be missed.

2023	MONDAY, JUNE 19	TUESDAY, JUNE 20	WEDNESDAY, JUNE 21
<b>Breakfast</b>		Registration	Registration
<b>Morning</b>		Plenary & Breakout Sessions	Plenary & Breakout Sessions
<b>Lunch</b>		The Festival of Food	The Festival of Food
<b>Afternoon</b>		Plenary & Breakout Sessions	Plenary & Breakout Sessions
<b>Evening</b>	VIP Reception Invitation Only	Summit Reception & Networking	Summit Reception & Networking

## Exhibition Timetable

2023	MONDAY 19 JUNE	TUESDAY 20 JUNE	WEDNESDAY 21 JUNE
Day	Move In	Exhibition Open	Exhibition Open





**“Growers from California, the nation and the world will all benefit from the 2023 Salinas Biological Summit. New ways of controlling plant pests and diseases with new tools will help maintain healthy crops while increasing on-farm sustainability.”**

**Don Cameron, President, Terra Nova Ranches**

# About the hosts



Western Growers and New Zealand-based global AgriFoodTech consultancy, Wharf42, are delighted to co-host the 2023 Salinas Biological Summit.

Since 1926, the Western Growers Family of Companies has been dedicated to helping the agricultural industry grow. From its humble beginnings, Western Growers has been built on the foundational beliefs of strength and commitment. Western Growers members depend on us to help keep them competitive and profitable as we help ensure they continue to thrive in an increasingly complex and challenging global marketplace.

Wharf42 brings a global lens to identifying emerging solutions that assist farmers and growers address some of the key challenges they face. As regulators around the world begin to focus on reducing chemical application to soil and plants, Wharf42 will support international delegations, including growers, attend the 2023 Salinas Biological Summit to showcase the research and commercial delivery of biological solutions being undertaken in the global marketplace.

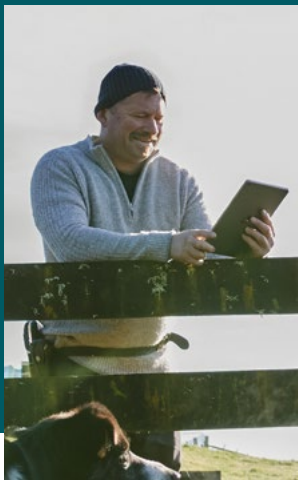


# About the delegates

The 2023 Salinas Biological Summit provides the platform for a wide cross-section of stakeholders to meet, network and collaborate on emerging biological technologies.

## These key stakeholder groups include

- Growers
- R&D Specialists
- Agribusiness Leaders
- Start-up Entrepreneurs
- Software Developers and Systems Integrators
- Investors
- Government Representatives
- Policy Makers
- Environmental Experts
- Compliance Officers



# Social Program

To complement the program there will be social activities taking place during the Summit, providing sponsors and exhibitors with ample opportunities to mingle and network with delegates in a relaxed atmosphere.

## The following social events are outlined for the Summit:

Monday, June 19	VIP Reception
Tuesday, June 20	The Festival of Food
Wednesday, June 21	The Festival of Food
	Multiple breakouts throughout the Summit Program





## CSUMB Salinas City Center

Designed with flexibility in mind, the CSUMB Salinas City Center, home to the National Steinbeck Center, offers a vibrant selection of meeting rooms, exhibition spaces and networking places.

Positioned at One Main Street in the heart of Salinas, the Center has not only served to revitalize the city's downtown area but has distinguished itself as a locale for global conversations inspired by visiting scholars, speakers, guests and patrons.

As one of the largest literary museums in the United States dedicated to a single author, the National Steinbeck Center began as an initiative by the local community and civic leaders to create a forum for John Steinbeck's writings and one that would inspire and launch successful literacy and educational programming.

John Steinbeck received worldwide recognition for his perception of the "common man" and his keen observations and powerful descriptions of the human condition and the rich locations like the Salinas Valley in which the characters in his novels inhabited.

# Why your presence is essential at the 2023 Salinas Biological Summit

We understand how important it is for all of our sponsors and exhibitors to feel that your investment is wisely placed.

## The Benefits of Participating as a Sponsor

- Maximum exposure at the premier Summit devoted to the agrifood and technology industry
- The opportunity for you to interact with the most influential figures in the fields of biological research and application
- The opportunity to participate in the excellent social program allowing you to network with colleagues, renew old friendships and foster new relationships
- High visibility on the Summit website and throughout official marketing material
- The opportunity to deliver a clear message that you have a genuine commitment to Growers and the agrifood technology industry
- Build new relationships and strengthen existing ones
- Acquire highly qualified leads and increase brand awareness
- Meet the decision makers and gain instant market feedback

## Why Exhibit at the 2023 Salinas Biological Summit?

1. You can show your full product range in real life rather than a catalog – live events provide an optimized interactive marketing platform
2. You can develop a personal and direct relationship with your clients
3. You will receive immediate feedback on your product range and purchasers can gain a full appreciation of your product
4. You will raise your profile in the biological and agrifood technology field and add value to your brands
5. You can extend the scope of your promotions through the international delegations attending the Summit
6. You could launch a new product and thereby generate media interest

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To summarize, the benefits of your investment are exceptional exposure, creative networking spaces and opportunities, direct connections, new relationships, displayed commitment and excellent business transactions.



# 2023 Salinas Biological Summit

## Sponsorship Opportunities

Overview	Gold USD\$25,000	Silver USD\$15,000	Bronze USD\$7,500	Exhibitor USD\$2,500
Complimentary delegate registrations (including sessions, morning tea, afternoon tea on all applicable days, lunches, and The Festival of Food Welcome Reception)	6	4	2	
Complimentary exhibitor staff passes (including morning tea, afternoon tea, lunches and the Festival of Food Welcome Reception)	3	2	1	1
<b>Exhibition</b>				
Exhibition Space	6' x 8'	6' x 8'	6' x 8'	6' x 8'
<b>Educational Platforms</b>				
Opportunity to sponsor/align with a session in the program (subject to committee and speaker approval. Sponsor will have no input into the session)	✓			
<b>Promotional Platforms</b>				
Verbal acknowledgment of your sponsorship during the opening and closing sessions	✓			
Company logo on the Summit website	✓	✓	✓	Name only
Company logo on the Summit signage	✓	✓		
Opportunity to place a printed product information document on the Sponsor Information table next to the Registration desk	✓	✓	✓	
Copy of delegate list (name, organization, state, country, email). Names are limited to those who have agreed to name disclosure	1 week prior, and post-Summit			

# 2023 Salinas Biological Summit

## Sponsorship Opportunities

### GOLD SPONSOR

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USD\$25,000

You will be recognized as a Premier Partner of the Summit.

#### Benefits

##### Registration:

- Six (6) delegate registrations including sessions, morning coffee, afternoon coffee, lunch and Summit Delegate Receptions.
- Three (3) exhibitor staff passes (morning coffee, afternoon coffee, lunch and Summit Delegate Receptions).
- Invitation to attend the Sponsors & Speakers VIP reception — number of tickets (4).

##### Exhibition Space

- 6' x 8' prime space in the Exhibition area.

##### High value association

- Opportunity to sponsor / align with a session in the program (subject to committee and speaker approval. Sponsor will have no input into the session).

##### Profile

- Verbal acknowledgment as a Gold Sponsor at the Opening and Closing sessions.
- Company logo included on website with a hyperlink to your nominated website.
- Company logo on Summit signage where applicable.
- Opportunity to place a standard roll up banner next to the registration desk.
- Access to delegate list (provided immediately after the Summit): Name of only those who have agreed to name disclosure will be shared

### SILVER SPONSOR

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USD\$15,000

#### Benefits

##### Registration

- Four (4) delegate registrations including sessions, morning coffee, afternoon coffee, lunch and Summit Delegate Receptions
- Two (2) exhibitor staff passes (morning coffee, afternoon coffee, lunch and Summit Delegate Receptions).
- Invitation to attend the Sponsors & Exhibitors VIP reception — (number of tickets (2).

##### Exhibition Space

- 6' x 8' prime space in the Exhibition area.

##### Profile

- Verbal acknowledgment as a Silver Sponsor during Presentation sessions.
- Company logo on website with a hyperlink to your nominated website.
- Company logo on Summit signage where applicable.



# 2023 Salinas Biological Summit

## Sponsorship Opportunities

### BRONZE SPONSOR

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USD\$7,500

#### Benefits

##### Registration

- Two (2) delegate registrations including sessions, morning coffee, afternoon coffee, lunch and Summit Delegate Receptions
- One (1) exhibitor staff passes (morning coffee, afternoon coffee, lunch and Summit Delegate Receptions).

##### Exhibition Space

- 6' x 8' prime space in the Exhibition area.

##### Profile

- Company logo on website with a hyperlink to your nominated website.

### EXHIBITOR

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USD\$2,500

#### Benefits

##### Registration

- One (1) exhibitor staff passes (morning coffee, afternoon coffee, lunch and Summit Delegate Receptions).
- Each booth is size 6' x 8' in the Exhibition area.

##### Each booth includes:

- 8' High Back Drape
- 3' High Side Rail
- 7"x44" Identification Sign
- (1) 6' Skirted Table
- (2) 2 Side Chairs
- (1) Waste Basket

##### Profile

- Company name on website with a hyperlink to your nominated website.

# Innovative Enhancements

(Additional Opportunities)

## NETWORKING & FOOD SPONSOR

USD\$25,000

EXCLUSIVE OPPORTUNITY

### Benefits

#### Registration

- Three (3) delegate registration including sessions, morning coffee, afternoon coffee, lunch and 2 x Summit Receptions.
- Naming rights to the Summit Receptions.
- Verbal acknowledgment at the Opening & Closing sessions.
- Opportunity to display two (2) free-standing banners (or other static display) at the Summit Reception.
- Company logo on website with a hyperlink to your nominated website.
- Company logo on Summit signage where applicable.
- Access to delegate list (provided immediately after the Summit): Name of only those who have agreed to name disclosure will be shared.

## SUMMIT LOUNGE SPONSOR

USD\$10,000

EXCLUSIVE OPPORTUNITY

An area will be allocated within the exhibition to provide delegates with an area in which to relax and re-energize. The Conference Lounge provides the perfect setting and level of comfort from a busy program schedule.

### Benefits

- The Summit Lounge will be located in a prominent location in the exhibition area with 10 sqm allocated to the sponsor to theme the space as required. (Theming costs for the area will be borne by the sponsor including furniture and internet. Power will be supplied by the Summit).
- Opportunity to display a freestanding banner (maximum size 2m high and 1m wide) in the Summit Lounge (banners to be provided by the sponsor).

#### Registration

- Two (2) delegate registrations including sessions, morning coffee, afternoon coffee, lunch and Summit Receptions.

#### Profile

- Company logo on website with a hyperlink to your nominated website.
- Company logo on Summit signage where applicable.



# Application for Sponsorship 2023 Salinas Biological Summit

Please complete the form below.

We, ..... (company name),  
apply for sponsorship in accordance with the terms and conditions set out in the prospectus.

Signed:	Date:
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Please forward this form to: jacqui@wharf42.co.nz

## Company Details

Company:	
Postal Address:	
Telephone:	Facsimile:
Mobile:	Email:
Contact Person:	

## A. Sponsorship Opportunities

Sponsorship and/or Item/s requested

1:	USD\$
2:	USD\$
3:	USD\$
4:	USD\$
<b>Total Sponsorship Spend (incl. GST)</b>	<b>USD\$</b>

# Terms and Conditions

## Booking and Payment

All prices are quoted in United States dollars.

On receipt of a signed Booking Form, an invoice for the required 50% deposit will be sent.

Confirmation of Sponsorship Packages and Exhibition space confirmation will only be made upon receipt of this deposit.

The balance will be invoiced on March 15, 2023. Applications after this date will be invoiced in full. Payment terms: 15 days.

All payments due must be received by the Summit Managers prior to the Summit. No sponsor/exhibitor will be allowed to set up their exhibition stand at the Summit until full payment has been received.

## Cancellation Policy

If notification of cancellation of sponsorship is received in writing:

- prior to 15 March, 2023, your deposit will be refunded, less 20% administration fee
- from 15 March, 2023, you are liable for 100% of the package selected.

# We Invite Your Support

Thank you for taking the time to consider the possibilities the 2023 Salinas Biological Summit has to offer.

If you have made your choices, please complete and return the Application for Sponsorship form.

If we can assist with further information, or discussing other opportunities, please contact the Summit Managers.

We hope that you are as enthusiastic about the opportunities that are available in Salinas, and we look forward to welcoming you to the CSUMB Salinas City Center in June.

**Dennis Donohoe**

*On behalf of the 2023 Salinas  
Biological Summit Organizing  
Committee (US)*

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**Phone:** +1831272 0661

**Peter Wren-Hilton**


*On behalf of the 2023 Salinas  
Biological Summit Organising  
Committee (Rest of the world)*

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**Phone:** +64 21 791 120







**“Biologicals are growing at double digits and expected to surpass chemical pesticides within 20 years. The 2023 Salinas Biological Summit will allow California growers the opportunity to look at innovations in biologicals on a global basis.”**

**Pam Marrone, CEO and Founder, Chestnut Bio Advisors**



# The 2023 Salinas Biological Summit

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