

The 2024 Salinas Biological Summit

SUPPORTING GROWERS
ADAPT TO A CHANGING
ENVIRONMENT

JUNE 25 – 26, 2024
SALINAS, CALIFORNIA

Sponsorship Prospectus



www.salinas-summit.com

Dear Valued Sponsor,

On behalf of the Organizing Committee, we take great pleasure in inviting you to support the 2024 Salinas Biological Summit.

The Summit will be held from 25 – 26 June 2024 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 2024.

Peter Wren-Hilton

Convenor

Sponsorship Liaison: **Dennis Donohue**
*On behalf of the 2024 Salinas Biological Summit
Organizing Committee (US)*


Email: ddonohue@wga.com

Phone: +1831272 0661

Sponsorship Liaison: **Peter Wren-Hilton**
*On behalf of the 2024 Salinas Biological Summit
Organizing Committee (Rest of the world)*

Email: peter@wharf42.co.nz

Phone: +64 21791 120



“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 Platform10



Platform10 is an international, multi-year collaboration that will accelerate promising biopesticide companies, rigorously assess products, enhance grower confidence, and facilitate market development and adoption. Platform10 emerged as a key outcome from last year's 2023 Salinas Biological Summit. Platform10 is being developed by Western Growers and New Zealand-based AgriFoodTech consultancy, Wharf42.

Growers are up against mounting pest and disease challenges due to climate change, reduced efficacy, and diminishing availability of traditional pest control tools. The specialty crop industry in particular requires new crop input technologies due to governmental regulations and consumer demands. Bio-based and novel pest control options to address existing and anticipated gaps in pest management are sorely needed to ensure that our growers are properly equipped with the tools to address these challenges.

This new model to assess and accelerate biopesticide and bio-based pest control tools is intended to improve grower confidence and understanding for how to use biological products. Rigorous standards of efficacy including knockdown, crop damage, and increased yield/quality potential will be assessed. Additionally, effects on nontarget organisms and soil health, replacement potential for traditional chemical pesticides, and appropriate application rate/use pattern will be considered. This program will work with product companies to design protocols, developed to assess how the product works when incorporated into a more integrated, ecologically based farming system.



About the Summit



Following last year's successful 2023 Salinas Biological Summit, the need to place growers at the center of the accelerating global discussion around the application of biological inputs remains critical. Once again, the 2024 Salinas Biological Summit Program will reflect that need.

The Salinas Summit is unique. With the backing of Western Growers, whose members produce over 50% of all North America's specialty crops, delegates learn directly about the challenges and opportunities from those most impacted by them. The 2024 Summit will feature keynote speakers, panel discussions and targeted breakouts. A number of international delegations will once again be attending the Summit, sharing their experiences for delivering best practice.

With the post-2023 Summit launch of Platform10, delegates will also hear from the biopesticide companies and growers engaged in its field trial program. Addressing mounting pest and disease challenges due to climate change, reduced efficacy, and diminishing availability of traditional pest control tools will be a highlight of June's Summit Program.

The 2024 Summit will also host the launch of the Platform10 Global Partner Network. This will provide the template for the first 'Global Grower Trial Network' for emerging biopesticide products, leveraging counter-seasonal growing opportunities and dual hemisphere field trials. This offers a unique set of opportunities for the Summit's Sponsors and Exhibitors looking to engage with the international market.

As regulators and global consumers continue to call for 'less chemicals. more biologicals', the 2024 Salinas Biological Summit will once again bring together growers, consultants, entrepreneurs, investors and policymakers to provide a detailed overview of the current landscape for biological research, development and deployment. With its unique grower focus, it is one event that you should not miss.

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 emerging global regulatory environment and its impact on local growers
- thoughts from major corporate and industry leaders
- the future of research and investment opportunities
- Launching the Platform10 Global Partner Network.

The 2024 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.

| 2024 | MONDAY, JUNE 24 | TUESDAY, JUNE 25 | WEDNESDAY, JUNE 26 |
|------------------|----------------------------------|----------------------------------|----------------------------------|
| Breakfast | | Registration | Registration |
| Morning | | Plenary & Breakout Sessions | Plenary & Breakout Sessions |
| Lunch | | The Festival of Food | The Festival of Food |
| Afternoon | | Plenary & Breakout Sessions | Plenary & Breakout Sessions |
| Evening | VIP Reception Invitation Only | Summit Reception & Networking | Summit Reception & Networking |

Exhibition Timetable

| 2024 | MONDAY 24 JUNE | TUESDAY 25 JUNE | WEDNESDAY 26 JUNE |
|------|----------------|-----------------|-------------------|
| Day | Move In | Exhibition Open | Exhibition Open |



“Growers from California, the nation and the world will all benefit from the 2024 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



Western Growers and New Zealand-based global AgriFoodTech consultancy, Wharf42, are delighted to co-host the 2024 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.

New Zealand-based AgriFoodTech consultancy Wharf42 brings a global lens to identifying emerging solutions that assist farmers and growers address some of the key challenges they face. As co-convenors of the 2023 Salinas Biological Summit and co-founders of the Platform10 initiative, Wharf42 will support international delegations, including growers, attend the 2024 Salinas Biological Summit, to showcase the research and commercial delivery of biological solutions being undertaken around the world.

About the delegates

The 2024 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 24 | VIP Reception |
| Tuesday, June 25 | Summit Evening Reception |
| Wednesday, June 26 | 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.

In 2024, the Summit's exhibitor area will be located in the Vista Room and main Center Rotunda. Both these locations are set at the front of the CSUMB Salinas City Center, ensuring significant foot-traffic between the presentation rooms and the networking areas.

Additionally, the Summit will once again make full use of the Plaza adjacent to the Center, closing it off to public access and ensuring that delegates can network throughout the Summit. The Plaza will also host the Summit's Evening Reception on Tuesday 25 June.

Notable Keynote Speakers

Last year's speaker line-up was filled with a powerhouse of expertise. We've already secured a number of prominent speakers which is continually growing. This year you can expect the following notable keynote speakers to make an appearance at The 2024 Salinas Biological Summit.



Kevin Andrew

Senior Vice President, Illume:
Former Chair, Western Growers



Don Cameron

VP and GM, Terranova Ranch:
President, California State
Board of Food and Agriculture



Carl Casale

Co-founder, Ospraie Ag
Science, the venture arm of
Ospraie Management.



Sherry Frey

Vice President, Total
Wellness – NielsenIQ



Julie Henderson

Director, California Department
of Pesticide Regulation



Josette Lewis

Chief Scientific Officer,
Almond Board of California



Pam Marrone

Co-founder & Executive Chair,
Invasive Species Foundation and
Invasive Species Corporation



Amy O'Shea

President and CEO,
Certis Biologicals



Keith Pitts

SVP, Sustainability and
Regulatory Strategy,
Bioceres Crop Solutions



Karen Ross

Secretary, California Department
of Food & Agriculture



Terry Stone

Global Biologicals
Regulatory Policy Leader,
Corteva Agriscience



Stuart Woolf

President and CEO of Woolf
Farming & Processing:
Chair, Western Growers



Why your presence is essential at the 2024 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 2024 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

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.

The Summit and Exhibitor organizers are keen to assist you leverage your investment. Please contact them directly with any specific requests you might have to deliver a unique proposition.

2024 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 Summit Evening (Tuesday) Reception | 6 | 4 | 2 | |
| Complimentary exhibitor staff passes (including morning tea, afternoon tea, lunches, and The Summit Evening (Tuesday) Reception | 3 | 2 | 1 | 1 |
| Exhibition | | | | |
| Exhibition Space | 6' x 8' | 6' x 8' | 6' x 8' | 6' x 8' |
| Educational Platforms | | | | |
| Opportunity to sponsor/align with a session in the program (subject to committee and speaker approval. Sponsor will have no input into the session) | ✓ | ✓ | | |
| Promotional Platforms | | | | |
| 1 minute promotional video (to be placed on Summit website and shown during breaks between sessions) | ✓ | | | |
| Invite only dinner with CDFA Secretary Karen Ross (Tuesday 25 June) | ✓ | | | |
| Access to the Green Room for private meetings | ✓ | ✓ | | |
| Verbal acknowledgment of your sponsorship during the opening and closing sessions | ✓ | ✓ | ✓ | |
| Company logo on the Summit website | ✓ | ✓ | ✓ | ✓ |
| Company logo on the Summit signage | ✓ | ✓ | ✓ | |
| Copy of delegate list (name, organization, state, country, email). Names are limited to those who have agreed to name disclosure | Post-summit | Post-summit | | |

2024 Salinas Biological Summit Sponsorship Opportunities

GOLD SPONSOR

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 tea, lunch and Summit Delegate Receptions.
- Three (3) exhibitor staff passes (morning coffee, afternoon tea, 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

- 1 minute promotional video (to be placed on Summit website and shown during breaks between sessions)
- Invite only dinner with CDFA Secretary Karen Ross (Tuesday 25 June)
- Access to the Green Room for private meetings
- 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

USD\$15,000

Benefits

Registration

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

Exhibition Space

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

Profile

- Verbal acknowledgment as a Silver Sponsor at the Opening and Closing sessions.
- Company logo on website with a hyperlink to your nominated website.
- Company logo on Summit signage where applicable.
- Access to the Green Room for private meetings.
- Access to delegate list (provided immediately after the Summit): Name of only those who have agreed to name disclosure will be shared.

2024 Salinas Biological Summit Sponsorship Opportunities

BRONZE SPONSOR

USD\$7,500

Benefits

Registration

- Two (2) delegate registrations including sessions, morning coffee, afternoon tea, lunch and Summit Delegate Receptions.
- One (1) exhibitor staff passes (morning coffee, afternoon tea, lunch and Summit Delegate Receptions).
- Invitation to attend the Sponsors & Speakers VIP reception — (number of tickets (1).

Exhibition Space

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

Profile

- Company logo on website with a hyperlink to your nominated website.
- Company logo on the Summit signage.
- Verbal acknowledgment of your sponsorship during the opening and closing sessions.

EXHIBITOR

USD\$2,500

Benefits

Registration

- One (1) exhibitor staff passes (morning coffee, afternoon tea, 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 tea, lunch and Summit Receptions.
- Naming rights for all Summit Food events, including the Tuesday Summit Evening Reception.
- Verbal acknowledgment at the Opening & Closing sessions.
- Opportunity to display two (2) free-standing banners (or other static display) at the Summit Reception.
- Invitation to attend the Sponsors & Speakers VIP reception — (number of tickets (1)).

Profile

- 1 minute promotional video (to be placed on Summit website and shown before each lunch break and before the Tuesday Summit Evening Reception).
- Company logo included on website with a hyperlink to your nominated website.
- Company logo on Summit signage where applicable.

WATER BOTTLE SPONSOR

USD\$10,000

EXCLUSIVE OPPORTUNITY

Benefits

Registration

- Two (2) delegate registrations including sessions, morning coffee, afternoon tea, lunch and Summit Delegate Reception.
- Invitation to attend the Sponsors & Speakers VIP reception — (number of tickets (1)).

Profile

- High quality reusable water bottles given to all delegates on arrival at the registration desk. The sponsor's logo will be prominently displayed on one side of the bottle.
- Company logo included on website with a hyperlink to your nominated website.
- Company logo on Summit signage where applicable.

Innovative Enhancements

(Additional Opportunities)

LANYARD SPONSOR

USD\$7,500

EXCLUSIVE OPPORTUNITY

Benefits

Registration

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

Profile

- The Summit lanyards will feature the Sponsor logo
- Company logo included on website with a hyperlink to your nominated website.
- Company logo on Summit signage where applicable.

SUMMIT NOTEBOOK SPONSOR

USD\$7,500

EXCLUSIVE OPPORTUNITY

Benefits

Registration

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

Profile

- All delegates will receive a notebook and pen on arrival. The Summit Notebook sponsor logo will appear on the cover of each book
- Company logo included on website with a hyperlink to your nominated website.
- Company logo on Summit signage where applicable.

Application for Sponsorship 2024 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: |
|---------|-------|

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\$ |
| Total Sponsorship Spend (incl. GST) | USD\$ |

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 10 May, 2024. 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 10 April, 2024, your deposit will be refunded, less 20% administration fee.
- from 10 April, 2024, you are liable for 100% of the package selected.



We Invite Your Support

Thank you for taking the time to consider the possibilities the 2024 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 Donohue

On behalf of the 2024 Salinas Biological Summit Organizing Committee (US)

Email: ddonohue@wga.com

Phone: +1831272 0661

Peter Wren-Hilton

On behalf of the 2024 Salinas Biological Summit Organising Committee (Rest of the world)

Email: peter@wharf42.co.nz

Phone: +64 21 791 120





“Biologicals are growing at double digits and expected to surpass chemical pesticides within 20 years. The 2024 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 2024 Salinas Biological Summit

SUPPORTING GROWERS
ADAPT TO A CHANGING
ENVIRONMENT

JUNE 25 – 26, 2024
SALINAS, CALIFORNIA



www.salinas-summit.com