



SECOND ANNUAL

**PISTACHIO INDUSTRY  
INSIGHTS DAY**

FRIDAY, JULY 25TH  
VISALIA CONVENTION CENTER

PRESENTED BY



**SPONSORSHIP PROSPECTUS**

# EVENT OVERVIEW

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Pistachio Industry Insights Day is American Pistachio Growers' premier summer event—a full day of education, engagement, and opportunity for the pistachio industry. We anticipate welcoming 600 attendees, including growers, processors, industry experts, and industry service providers from across the Western United States.

The day features high-value breakout sessions, key industry updates, a bustling exhibit hall, and a variety of networking experiences, including a cocktail reception. Insights Day is designed to deliver timely education while building connections across every segment of the pistachio supply chain.

## WHY SPONSOR

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Your sponsorship of Insights Day directly supports our mission to strengthen, promote, and protect the pistachio industry through strategic marketing, grower education, and legislative advocacy.

Sponsoring this event is more than just brand visibility—it's an investment in the long-term success of our community. From sustainability efforts to expanding market access, your support ensures that APG continues to lead the industry forward.





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# BRANDED SPONSORSHIPS





**\$10,000**

# LUNCH SPONSOR

This sponsorship is designed for a brand that wants a commanding presence, high-value engagement, and exclusive positioning during the most highly attended session of the day.

Sponsorship includes:

- 3-minute introduction at the start of the lunch presentation to welcome attendees and share a brief message or company highlight with logo displayed on screen
- Complimentary reserved dining table (seats 8), placed prominently near the stage
- 8 complimentary associate event passes for your team or guests
- Special 'Thank You' message from APG President during staff presentations
- LinkedIn recognition post before the event
- Premium logo placement in the printed program, website, and onsite signage
- Priority booth selection if exhibiting

Exclusive opportunity.



**\$5,000**

# BADGE SPONSOR

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As the Badge Sponsor, your logo will be worn by every attendee throughout the day. This sponsorship offers premium visibility and repeated brand exposure.

Sponsorship includes:

- Company logo prominently printed on all attendee name badges
- Logo placement in the printed program, website, and onsite signage

Exclusive opportunity.



**\$4,500**

# TOTE BAG SPONSOR

**Carry the conversation!** Be part of every step our attendees take throughout the day! As the exclusive Tote Bag Sponsor, your brand will be co-branded on the official event tote — the must-have bag given to every attendee at check-in. These totes are not only a practical way for guests to carry materials, but also a walking billboard for your brand throughout the venue.

Whether attendees are toting around giveaways, notes, or pistachio samples, your logo will be seen again and again — on the show floor, during meals, and long after the event wraps up.

Sponsorship includes:

- Co-branded logo placement on the front of each tote bag
- Opportunity to include one branded insert or promotional item inside the bag (flyer, brochure, small giveaway, etc.)
- Logo placement in the printed program, website, and onsite signage

Exclusive opportunity.



**\$4,000**

# COCKTAIL SPONSOR

Wrap up a day of learning with a high-energy networking reception in the exhibit area, where attendees gather to relax, mingle, and continue conversations with industry peers. This is one of the most social and vibrant moments of the event — and a prime time for your brand to shine.

Sponsorship includes:

- Verbal recognition from the podium during event closing remarks
- Option to provide a branded giveaway (e.g. bottle openers, coasters) at the bar area
- Logo on custom cocktail napkins
- Signage at each bar station
- Logo placement in the printed program, website, and onsite signage

Make a memorable impression as attendees unwind — and be part of the final, lasting experience of the day.

Limited availability.





**\$3,500**

# EDUCATIONAL SEMINARS

Position your brand alongside some of the most valuable and well-attended educational content of the day. Your company will be aligned with timely, expert-led discussions on the latest pistachio industry trends, research, and production updates — a must-attend for growers and professionals.

Sponsorship includes:

- Logo featured on the seminar title slide
- Verbal recognition by the seminar moderator at the beginning and end of the session
- Opportunity to provide a branded insert (flyer, brochure, or giveaway item) in the attendee tote bags
- Logo placement in the printed program, website, and onsite signage

Limited availability.



**\$3,500**

# LEADERSHIP & LEGISLATION BREAKFAST

This buffet-style breakfast is part of a special morning program focused on pistachio advocacy, policy updates, and government affairs — attended by engaged growers and industry leaders. Sponsorship of this breakfast positions your company in front of an informed and influential audience that’s invested in the future of the industry.

Sponsorship includes:

- Logo signage at the buffet
- Logo featured on the session title slide
- Special ‘Thank You’ message from APG Vice President, Government Relations
- Logo placement in the printed program and website

Limited availability.



**\$3,000**

# PHOTO BOOTH SPONSOR

**Strike a Pose with Pistachios!** Make your brand part of every smile, selfie, and group shot! As the exclusive Photo Booth Sponsor, your company will bring fun and energy to the event through a custom-branded photo experience. Located in a high-traffic area near the exhibit hall, the booth will feature fun props and instant photo prints or digital downloads — all co-branded with your logo.

This is an ideal sponsorship for a company looking to generate lasting visibility while adding interactive, memorable fun to the day.

Sponsorship includes:

- Co-branded logo placement on photos
- Opportunity to provide a branded giveaway near the booth (e.g., photo frame magnets, mini ring lights, or fun stickers)
- Logo placement in the printed program, website, and onsite signage

Exclusive opportunity.



**\$2,500**

# CONTINENTAL BREAKFAST

Start the day with visibility in a high-traffic area. The Continental Breakfast will be served in the exhibit area and available to all attendees as they check in and begin networking. This informal, standing breakfast is a great opportunity for sponsors to reach attendees early in the day and generate brand recognition in a relaxed environment.

Sponsorship includes:

- Logo recognition on breakfast signage in the exhibit area
- Logo placement in the printed program and website

Limited availability.



**\$2,500**

# FLOOR DECAL SPONSOR

**Lead the Way!** As the exclusive Floor Cling Sponsor, your brand will be featured on four custom-designed floor decals strategically placed in high-traffic areas throughout the event. Whether it's guiding attendees to your booth, a breakout session, or just keeping your brand top-of-mind, this sponsorship delivers eye-level exposure in a creative and fun way.

This is your chance to turn the floor into a canvas for branding and engagement!

Sponsorship includes:

- Four branded floor clings placed in key areas of the convention center (entrances, exhibit hall, breakout paths)
- Custom messaging such as “Follow [Company Name] to Booth #10”
- signage at the coffee bar stations throughout the event
- Full-color, high-quality decals designed by your marketing team
- Logo placement in the printed program, website, and onsite signage

Exclusive opportunity.



**\$2,500**

# LANYARD SPONSOR

As the exclusive Lanyard Sponsor, your logo will be prominently featured on a co-branded event lanyard worn by every attendee, speaker, exhibitor, and sponsor throughout the event. This high-visibility sponsorship ensures your brand is seen all day, every day—during sessions, networking, and across every photo taken at the event.

From coffee chats to keynote moments, your brand will be part of every interaction.

Sponsorship includes:

- Logo placement on a professionally designed, co-branded lanyard distributed to all attendees upon check-in
- Logo placement in the printed program, website, and onsite signage

Exclusive opportunity.



**\$2,000**

# DESSERT SPONSOR

Get ready to steal the spotlight and scoop up the smiles! As a Dessert Sponsor, your brand will add the final *cherry (or pistachio!)* on top of a full day of learning, networking, and engagement. This sweet finale will take place in the exhibit area where attendees can indulge in decadent desserts — and connect with your brand while they do.

Whether they're going nuts for cookies, cakes, or creamy creations, your company will be part of every delightful bite.

Sponsorship includes:

- Verbal recognition from the podium during event closing remarks
- Logo on custom cocktail napkins
- Signage at dessert station
- Logo placement in the printed program, website, and onsite signage

Limited availability.



**\$1,500**

# COFFEE BAR SPONSOR

Be the brand that keeps the event energized! As a Coffee Bar Sponsor, your company will be front and center at the all-day coffee station located in the exhibit area — one of the most visited spots at any conference. With attendees stopping by for a morning pick-me-up and mid-day refuels, your sponsorship offers repeated brand exposure and positive associations all day long.

This is an ideal sponsorship for a company looking to generate lasting visibility while adding interactive, memorable fun to the day.

Sponsorship includes:

- Sponsor signage at the coffee bar stations throughout the event
- Sponsor designed coffee sleeves (design must be received by June 20)
- Option to provide branded coffee-related giveaways (e.g., mugs, stirrers, biscotti sleeves, etc.)
- Logo placement in the printed program, website, and onsite signage

Limited availability.





**\$1,500**

# MIRROR DECAL SPONSOR

**Reflect Your Brand!** Capture attention in an unexpected—and highly visible—place. As a Mirror Decal Sponsor, your brand message will be featured on custom decals placed on mirrors in both the men's and women's restrooms just outside of the main presentation hall. This creative sponsorship offers a clever and memorable way to reach attendees in a space where your message can't be missed.

It's the perfect place to display a call to action, fun message, or friendly reminder to visit your booth or session — all while reinforcing your brand in a subtle but impactful way.

Sponsorship includes:

- Sponsor custom-designed mirror decals placed in restrooms used by event attendees
- Messaging can include logos, booth numbers, hashtags, or witty phrases (subject to approval)
- Logo placement in the printed program, website, and onsite signage

Limited availability.



**\$1,500**

# PHONE CHARGING LOCKER

**Power Up with Your Brand!** As a Phone Charging Locker Sponsor, you'll be powering up the event by providing attendees with a secure, fast, and hygienic way to charge their mobile devices. Positioned in high-traffic areas, these stations are guaranteed to draw attention and foot traffic throughout the day, making them a prime branding opportunity for companies looking to make a lasting impression.

Sponsorship includes:

- Custom-branded charging locker featuring your logo on the front panel
- Engage users with dynamic video content while they charge on screen
- Logo placement in the printed program, website, and onsite signage

Ad/Video Requirements:

- Artwork must be received by June 20, 2025
- Video format: MP4/Picture format: JPG
- Resolution: 1920 x 1080, files must be under 300MB

Two lockers available.





**\$750**

# RESERVED DINING TABLE

Each reserved dining table seats 8 guests and offers your company a unique opportunity during the lunch presentation.

As a sponsor, you'll receive:

- Branded table signage with your company name/logo prominently displayed
- The ability to invite key clients, prospects, or team members to sit with you
- Prime placement in the dining area for maximum visibility
- Logo recognition in the printed program, event website and onsite signage

Limited availability. Multiple tables may be reserved.



# ENGAGEMENT OPPORTUNITIES





**\$3,000**

# SPEAKING OPPORTUNITY

**Spotlight Your Expertise!** Take the stage and position your company as a thought leader in the industry with a 20-minute sponsored breakout session, running concurrently with our educational seminars. This is your chance to deliver a high-impact presentation, product demo, case study, or solution showcase.

Sponsorship includes:

- A 20-minute breakout session with full AV - audio, presentation screens in the San Joaquin Ballroom
- Presentation recorded and delivered post-event for your own promotional use
- Logo placement on the main screen at the beginning of your session
- Listing in the printed program and on the event website, including a short session description to attract attendees
- Ability to display marketing materials or handouts on a dedicated table inside the room
- Opportunity to interact and engage directly with attendees in an educational setting—not just a sales pitch, but real value sharing

Limited availability.



**\$1,500**

# EXHIBITOR BOOTH

Position your company at the center of the action with a branded exhibitor booth at Insights Day. We anticipate 600 attendees—including growers, processors, buyers, and key decision-makers from across the pistachio industry—this is a prime opportunity to make lasting connections and elevate your brand visibility.

## Booth Location

This year, all exhibitor booths will be located in the Charter Oak Ballroom. This refreshed layout allows for improved traffic flow, expanded space, and greater visibility throughout the day—including during meals, networking breaks, and the cocktail reception.

Each exhibitor booth includes:

- One (1) 6-foot table with linen and two chairs
- Two (2) exhibitor badges
- Company listing in the printed program
- *Electrical can be provided for an additional cost.*

Limited availability.



**\$1,000/\$500**

# PROGRAM ADVERTISING

**Full Page: \$1,000 | Half Page: \$500**

**Artwork Deadline: June 20, 2025**

Be part of something new—and highly visible. For the first time, American Pistachio Growers is introducing a professionally printed Insights Day Event Program, designed to serve as a key resource for attendees during the event.

## Ad Options and Specs:

- Full Page Ad – 7.5” (w) x 10” (h)
- Half Page Ad – 7.5” (w) x 5” (h)
- Ads must be submitted as PDF (press quality) with:
  - All images embedded at 300 dpi
  - CMYK color
  - Fonts converted to outlines
- Deadline for final artwork: June 20, 2025

Upload your ad here: [Program Ad Submission](#)

Limited availability.





**\$500**

# FEATURED EXHIBITOR

**Stand Out on the Show Floor!** New for this year's Insights Day, exhibitors now have the opportunity to elevate their presence with our Featured Exhibitor upgrade, which enhances both your visibility on the printed floor map and your profile in the exhibitor directory included in the all-new event program.

This limited opportunity is designed to help companies drive booth traffic, highlight new products or services, and make a lasting impression before attendees even step foot on the trade show floor.

Sponsorship includes:

- Highlighted booth space on the printed exhibitor map, making your location stand out at a glance
- Highlighted company description in the exhibitor directory

Limited availability.





**\$250**

# TOTE BAG INSERT

Put your brand directly into the hands of every attendee! With the Tote Bag Insert opportunity, you'll have the chance to include a promotional flyer, brochure, hat, or other small giveaway item in the official attendee tote bag — distributed to all participants at check-in.

This is a cost-effective, high-visibility way to deliver your message, showcase a product, or extend a special offer that attendees can take with them.

Sponsorship includes:

- One inserted promotional item or flyer placed in all attendee bags

Insert Requirements:

- Minimum of 600 pieces required
- No larger than 8.5" x 11"
- Giveaway items must be individually wrapped/bagged
- Flyers/postcards must be bound and tagged with quantity provided
- Shipped or delivered to our office no later than **July 7, 2025**
  - 9 River Park Place East, Suite 410, Fresno, CA 93720



# MONETARY SPONSORSHIPS





# RECOGNITION LEVELS

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These sponsorship opportunities are designed for companies who want to demonstrate their commitment to the pistachio industry while gaining valuable exposure across the event. Your support helps us deliver high-quality education, experiences, and networking opportunities for our grower and industry community.

Each level offers logo recognition in the program, on the event website, and onsite signage. Plus, you'll receive complimentary associate passes to share with your team or industry guests.

## **Silver Sponsor - \$1,000**

- Includes 4 complimentary associate passes

## **Bronze Sponsor - \$750**

- Includes 2 complimentary associate passes

## **Supporting Sponsor - \$500**

- Includes 1 complimentary associate pass



# THANK YOU!



Thank you for considering sponsorship at our second annual Pistachio Industry Insights Day. Your support helps American Pistachio Growers continue our mission to educate, advocate, and grow a stronger, more sustainable pistachio industry. Whether you're a returning sponsor or joining us for the first time, we are grateful for your partnership and the role you play in making this event a success.

Please note that several sponsorship opportunities are exclusive or have limited availability. For current availability and to secure your sponsorship, please visit the [event registration page](#). Opportunities are available on a first-come, first-served basis.

## **Sponsorship Deadline**

Unless otherwise noted, all sponsorships must be **confirmed and paid in full by July 7, 2025** to be included in the **printed program** and **onsite signage**.

Sponsorships secured after this date may not receive full promotional recognition.

If you have questions or need assistance, please don't hesitate to reach out:

Email: [info@americanpistachios.org](mailto:info@americanpistachios.org)

Phone: (559) 475-0435

Event Website: [Pistachio Industry Insights Day](#)

We look forward to partnering with you!

