

THIRD ANNUAL

# PISTACHIO INDUSTRY INSIGHTS DAY

PRESENTED BY



FRIDAY JULY 24, 2026 • VISALIA CONVENTION CENTER • VISALIA, CA

**PARTNERSHIP & EXHIBITOR PROSPECTUS**



**Pistachio Industry Insights Day is American Pistachio Growers' signature summer education and engagement event**, bringing together growers, processors, industry leaders, and service providers for a focused day of timely updates, strategic insight, and high-value industry connection.

The program features key industry presentations, grower-focused education, advocacy and policy updates, and access to companies and resources supporting the continued growth of the pistachio industry.

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# Sponsorship Opportunities

Partnership opportunities at Insights Day are designed to deliver more than traditional visibility. From premium brand placement and curated hospitality moments to hands-on equipment displays, exhibit space, attendee materials, and high-impact onsite branding, each opportunity is built to create meaningful exposure throughout the event. Your participation strengthens APG's ability to deliver timely education, industry engagement, and advocacy, while positioning your company as an invested partner in the long-term success of the people and businesses driving the pistachio industry forward.

## SIGNATURE BRAND EXPERIENCES

Registration Experience Partner	\$7,000
Sweet Impressions Partner	\$4,000
Fresh Pick Floral Partner	\$3,250
VIP Insights Lounge Partner	\$2,750

## CULINARY & HOSPITALITY PARTNERSHIPS

Signature Lunch Partner	\$10,000
Advocacy Breakfast Partner	\$4,500
Networking Reception Partner	\$4,000
Morning Hospitality Partner	\$3,500
All-Day Coffee Bar Partner	\$2,500
Hosted Table Partner	\$1,250

## CORE EVENT BRANDING PARTNERSHIPS

Tote Bag Partner	\$5,000
Tote Bag Insert	\$500
Badge Partner	-
Lanyard Partner	-

## ORCHARD EQUIPMENT DISPLAYS

Orchard Innovation Showcase	\$4,500
Harvest Equipment Feature	\$4,000
Field Technology Display	\$3,500
Grower Solutions Display	\$3,000
Live Equipment Demo Add-On	\$1,500

# Registration Experience Partner

\$7,000 | Exclusive Opportunity

Place your brand within one of the first attendee touchpoints of Insights Day. From the Cvent registration page to onsite check-in, this opportunity creates early brand visibility during a high-traffic moment.

## SPONSORSHIP INCLUDES:

- Sponsor logo highlighted on the Cvent event registration page
- Sponsor logo featured on iPad check-in screens
- Branded check-in area signage
- Opportunity to include one branded item in attendee tote bags
- Logo recognition in the printed program, event website, and onsite sponsor signage

SIGNATURE BRAND EXPERIENCES

# Sweet Impressions Partner

\$4,000 | Exclusive Opportunity

Create a polished branded moment during the networking cocktail hour with custom cookies printed in edible ink with your logo, message, or approved artwork. Individually wrapped and displayed as a high-impact hospitality feature, this sponsorship offers a memorable takeaway attendees can enjoy during or after the event.

## SPONSORSHIP INCLUDES:

- Custom individually wrapped cookies printed with sponsor logo, message, or approved artwork
- Branded cookie display during the networking cocktail hour
- Sponsor recognition on cookie display signage
- Logo recognition in the printed program, event website, and onsite sponsor signage

# Fresh Pick Floral Partner

\$3,250 | Exclusive Opportunity

Add a refined brand detail to two of the day's hosted meal functions. The Fresh Pick Floral Partner will be featured through custom floral picks incorporated into dining table centerpieces during the Advocacy Breakfast and Signature Lunch, creating a subtle but visible presence within the event's hospitality settings.

## SPONSORSHIP INCLUDES:

- Sponsor recognition on custom floral picks placed in dining table centerpieces
- Visibility during the Advocacy Breakfast and Signature Lunch
- Floral pick design coordinated with sponsor branding when possible
- Logo recognition in the printed program, event website, and onsite sponsor signage

SIGNATURE BRAND EXPERIENCES

# VIP Insights Lounge Partner

\$2,750 each | Limited Availability

This premium soft-seating experience places your company in one of the most visible areas of Insights Day during keynote presentations, industry updates, and educational programming.

## SPONSORSHIP INCLUDES:

- Exclusive use of a designated lounge-style seating area directly in front of the stage
- Reserved soft seating during presentations
- Branded lounge signage displayed within the seating area
- Recognition in the printed program, event website, and onsite sponsor signage



# Signature Lunch Partner

\$10,000 | Exclusive Opportunity

Own one of the most prominent hospitality moments of Insights Day. The Signature Lunch Partner receives high-value visibility during a key program transition when attendees are seated and focused, creating a strong brand presence during one of the day's most important shared experiences.

## SPONSORSHIP INCLUDES:

- 30-second sponsor video played immediately before lunch programming begins
- Sponsor logo displayed on screen during lunch seating and program transition
- Enhanced sponsor recognition within the lunch area
- Complimentary reserved VIP dining table for 8 in a premium location
- Opportunity to place approved table cards or branded materials at dining tables
- 8 complimentary associate event passes (if applicable)
- Recognition from APG leadership during lunch
- Premium logo placement in the printed program, event website, and onsite signage
- Priority booth selection if exhibiting

CULINARY & HOSPITALITY PARTNERSHIPS

# Advocacy Breakfast Partner

\$4,500 | Limited Availability

Position your company alongside a focused morning program centered on advocacy, policy updates, and key issues impacting the pistachio industry. This breakfast offers visibility with an engaged audience during a timely and highly relevant industry discussion.

## SPONSORSHIP INCLUDES:

- Sponsor recognition on breakfast-area signage
- Sponsor logo displayed on the breakfast program screen
- Logo recognition in the printed program, event website, and onsite sponsor signage

# Networking Reception Partner

\$4,000 | Limited Availability

Align your brand with the closing hospitality experience of Insights Day. The Networking Reception offers a polished presence during cocktails and end-of-day conversations across the exhibit area, creating a natural setting for brand visibility and relationship-building.

## SPONSORSHIP INCLUDES:

- Sponsor recognition on reception-area signage
- Logo placement on custom cocktail napkins
- Option to provide one approved branded item at the bar or reception area
- Logo recognition in the printed program, event website, and onsite sponsor signage

CULINARY & HOSPITALITY PARTNERSHIPS

# Morning Hospitality Partner

\$3,500 | Limited Availability

Align your brand with the first hosted hospitality experience of Insights Day. The Morning Hospitality Partner receives visibility during continental breakfast service, creating a polished brand presence before the day's programming begins.

## SPONSORSHIP INCLUDES:

- Sponsor recognition on continental breakfast signage
- Logo recognition in the printed program, event website, and onsite sponsor signage

# All-Day Coffee Bar Partner

\$2,500 | Limited Availability

Keep your brand visible at one of the most frequently visited hospitality stations of the day. The All-Day Coffee Bar offers repeated exposure as attendees return for coffee and refreshments between programming, exhibits, and event activities.

## SPONSORSHIP INCLUDES:

- Sponsor signage at the coffee bar
- Sponsor-designed coffee sleeves, subject to artwork deadline and production timeline
- Option to provide one approved coffee-related branded item
- Logo recognition in the printed program, event website, and onsite sponsor signage

CULINARY & HOSPITALITY PARTNERSHIPS

# Hosted Table Partner

\$1,250 | Limited Availability

Reserve a dedicated table during the Signature Lunch presentation. This opportunity provides a polished hosted presence within the dining area, with preferred placement and table-level brand recognition.

## SPONSORSHIP INCLUDES:

- One reserved table for 8 with preferred placement in the dining area
- Branded table signage with company name or logo
- Recognition in the printed program, event website, and onsite signage

## Tote Bag Partner

\$5,000 | Exclusive Opportunity

Place your brand directly into attendees' hands with the official Insights Day tote bag. Distributed at check-in and used throughout the event, this high-visibility sponsorship keeps your company present across sessions, exhibits, meals, and networking activities.

### SPONSORSHIP INCLUDES:

- Sponsor logo featured on the official event tote bag
- Opportunity to include one approved branded insert or promotional item inside the tote bag
- Logo recognition in the printed program, event website, and onsite sponsor signage

## Tote Bag Insert

\$500 | Limited Availability

Put your message directly into attendees' hands with an insert or promotional item placed inside the official Insights Day tote bag. This is a simple, high-visibility way to extend your brand presence.

### SPONSORSHIP INCLUDES:

- One approved flyer, brochure, postcard, or small promotional item placed in attendee tote bags
- Sponsor responsible for providing 600 pieces by the published deadline

## CORE EVENT BRANDING PARTNERSHIPS

## Badge Partner

SOLD | Right of First Refusal Item

Keep your brand visible throughout the full event with logo placement on attendee badges. Worn by attendees, speakers, exhibitors, and sponsors, this exclusive opportunity provides consistent exposure across the entire Insights Day experience.

### SPONSORSHIP INCLUDES:

- Sponsor logo printed on all attendee name badges
- Logo recognition in the printed program, event website, and onsite sponsor signage

## Lanyard Partner

SOLD | Right of First Refusal Item

Make your brand part of every attendee interaction with logo placement on the official Insights Day lanyard. Worn throughout the day, this exclusive opportunity provides continuous visibility across the event.

### SPONSORSHIP INCLUDES:

- Sponsor logo featured on the official event lanyard
- Logo recognition in the printed program, event website, and onsite sponsor signage

# Orchard Innovation Showcase

30' x 20' | \$4,500 | Exclusive Opportunity

This premium footprint is designed for large-scale equipment, trailers, implements, or interactive displays in a highly visible outdoor event area.

## SPONSORSHIP INCLUDES:

- Company listing in the printed program and event website
- Logo recognition on outdoor display-area signage
- Opportunity to add a Live Equipment Demonstration, subject to schedule availability
- Priority demonstration time selection if adding the Live Equipment Demonstration Add-On
- Sponsor responsible for equipment delivery, setup, staffing, and removal in coordination with APG and venue guidelines

ORCHARD EQUIPMENT DISPLAYS

# Harvest Equipment Feature

55' x 10' | \$4,000 | Exclusive Opportunity

Showcase major equipment or a large-format display within a highly visible outdoor footprint. This opportunity is ideal for sponsors needing substantial space to feature trailers, machinery, vehicles, implements, or field technology in a polished and accessible setting.

## SPONSORSHIP INCLUDES:

- Company listing in the printed program and event website
- Logo recognition on outdoor display-area signage
- Opportunity to add a Live Equipment Demonstration, subject to schedule availability
- Sponsor responsible for equipment delivery, setup, staffing, and removal in coordination with APG and venue guidelines

## Field Technology Display

20' x 20' | \$3,500 | Exclusive Opportunity

Create a dedicated outdoor presence for equipment, technology, product showcases, or interactive grower solutions. This mid-size display space provides room for a hands-on brand presence beyond the exhibit hall.

### SPONSORSHIP INCLUDES:

- Company listing in the printed program and event website
- Logo recognition on outdoor display-area signage
- Opportunity to add a Live Equipment Demonstration, subject to schedule availability
- Sponsor responsible for equipment delivery, setup, staffing, and removal in coordination with APG and venue guidelines

## Grower Solutions Display

20' x 10' | \$3,000 | Exclusive Opportunity

Highlight equipment, tools, technology, or grower-focused solutions in a dedicated outdoor display space. This opportunity offers a focused footprint for companies looking to extend their presence beyond a standard exhibit booth.

### SPONSORSHIP INCLUDES:

- Company listing in the printed program and event website
- Logo recognition on outdoor display-area signage
- Opportunity to add a Live Equipment Demonstration, subject to schedule availability
- Sponsor responsible for equipment delivery, setup, staffing, and removal in coordination with APG and venue guidelines

ORCHARD EQUIPMENT DISPLAYS

## Live Equipment Demonstration Add-On

\$1,500 | Limited Availability

Bring your display to life with a dedicated live demonstration during a scheduled break or networking period. This add-on gives equipment display sponsors a focused opportunity to highlight product features, demonstrate functionality, and invite attendees to experience their solution in action.

### SPONSORSHIP INCLUDES:

- One 10-minute live demonstration during a scheduled break or networking period
- Demonstration listing in the printed program
- Verbal announcement from the stage before attendees are released to break
- Opportunity to include demonstration time on approved display-area signage
- Available only to confirmed equipment display sponsors; limited availability with times assigned in coordination with APG

# Sponsored Speaking Session

\$3,000 | Limited Availability

Position your company as a resource through a dedicated sponsored session. This opportunity provides a focused platform to present an industry insight, product solution, case study, demonstration, or grower-focused topic in an educational format.

**SPONSORSHIP INCLUDES:**

- One 20-minute sponsored session in an assigned meeting room
- Standard AV support for presentation needs
- Session listing in the printed program and event website
- Sponsor logo displayed on the session title slide
- Opportunity to provide approved handouts or materials within the session room
- Sponsored sessions must be educational in nature and are subject to APG review and approval

## Recognition Levels

Support Insights Day and demonstrate your company’s commitment to grower education, industry engagement, and the continued success of the pistachio industry.

Each recognition level includes visibility in key event materials, with additional benefits based on sponsorship level.



**Silver** | \$1,000

INCLUDES 4 COMPLIMENTARY ASSOCIATE PASSES



**Bronze** | \$750

INCLUDES 2 COMPLIMENTARY ASSOCIATE PASSES



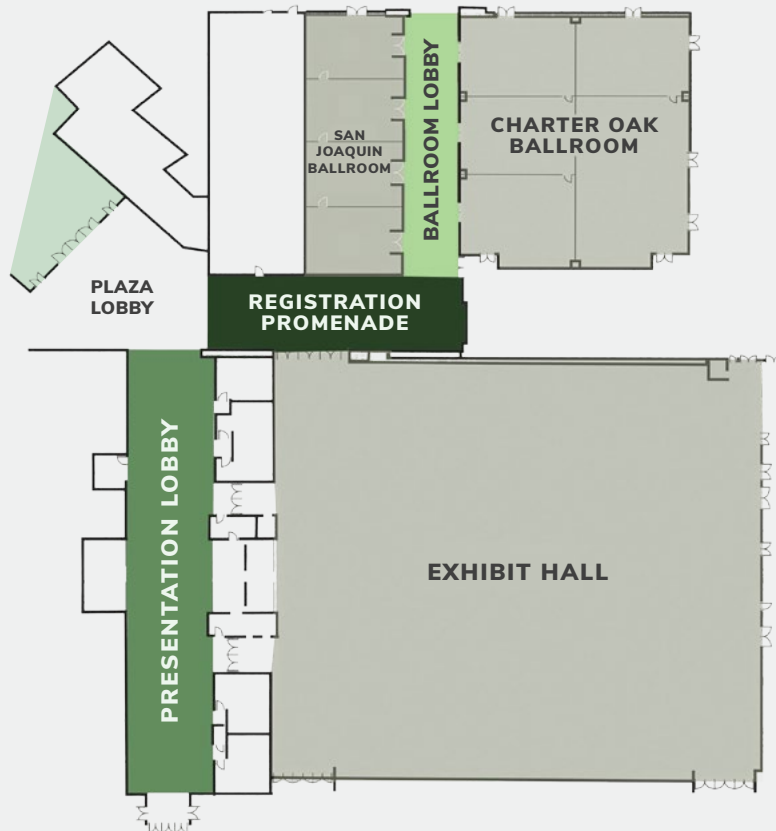
**Supporting** | \$500

INCLUDES 1 COMPLIMENTARY ASSOCIATE PASS

# On-Site Signage Opportunities

Enhance your brand visibility throughout Insights Day with premium on-site branding opportunities positioned across key attendee pathways, registration, breakfast and coffee service locations, presentation areas, and networking spaces. These high-impact placements are designed to maximize exposure and keep your brand front and center throughout the event.

All on-site signage opportunities include production and installation. Sponsor-provided artwork required. Final artwork specifications, upload instructions, and submission deadlines will be provided through the sponsor's Cvent portal after sponsorship confirmation.



Opportunity	Investment	Availability
Arrival Window Displays	\$7,500 Each	2 Available
Main Entrance Door Branding	\$5,000 Each	2 Available
Premier Banner	\$4,000	Exclusive
Feature Banner	\$3,500	Exclusive
Concourse Banner	\$3,000	Exclusive
Corridor Banner	\$2,500	Exclusive
Grand Registration Feature Wall	\$9,000	Exclusive
Registration Promenade Display A	\$4,500	Exclusive
Registration Promenade Display B	\$4,500	Exclusive
Registration Promenade Display C	\$4,500	Exclusive
Registration Corridor Columns	\$1,500	4 Available
Ballroom Lobby Feature Wall	\$3,500	Exclusive
Ballroom Lobby Display A	\$2,250	Exclusive
Ballroom Lobby Display B	\$2,250	Exclusive
Ballroom Lobby Display C	\$2,250	Exclusive
Ballroom Lobby Display - Large	\$2,000	Exclusive
Ballroom Lobby Display - Companion	\$1,500	Exclusive
Ballroom Lobby Entry Display A	\$1,500	Exclusive
Ballroom Lobby Entry Display B	\$1,500	Exclusive
Directional Floor Branding (Set of 2)	\$1,250 Per Set	10 Available
Restroom Mirror Branding (Set of 2)	\$950 Per Set	3 Available

## Arrival Window Displays | \$7,500 Each

64" W x 93" H Per Window Panel (2 Panels Per Investment)

Command attention before attendees even step inside. These large-scale branded window displays create a bold first impression at the primary event entrance, delivering high-impact exposure during attendee arrival and departure.



## Main Entrance Door Branding | \$5,000 Each

27.75" W x 81" H Per Door Panel (2 Panels Per Investment)

Create a powerful first impression with branded exterior entry doors at the primary attendee entrance to Insights Day.

Each sponsorship includes one exclusive two-door entrance set located alongside the Arrival Window Displays.



# Premier Banner | \$4,000

120" W x 30" H

Primary attendee-facing overhead banner showcased upon entering the registration area.

## PRESENTATION LOBBY BRANDING

Position your brand above one of the event's most prominent corridors, located directly outside registration and leading into the day's presentations. These suspended banner placements provide premium exposure during breakfast and coffee service, networking, restroom traffic, and transitions into educational programming.

Banner placements are designed to capture visibility from multiple attendee travel paths throughout the presentation lobby corridor.



EXCLUSIVE OPPORTUNITY

## Feature Banner | \$3,500

120" W x 30" H

Attendee-facing overhead banner featured above the breakfast buffet and coffee service area.



EXCLUSIVE OPPORTUNITY

## Concourse Banner | \$3,000

120" W x 30" H

Reverse-facing overhead banner located along key circulation routes connecting breakfast and coffee service areas, presentations, and main restroom access.



EXCLUSIVE OPPORTUNITY

## Corridor Banner | \$2,500

120" W x 30" H

Reverse-facing overhead banner located within the presentation lobby corridor.



EXCLUSIVE OPPORTUNITY

# Grand Registration Feature Wall | \$4,000

190.5" W x 88.5" H

Signature feature wall centered within one of Insights Day's most traveled attendee corridors.

## REGISTRATION EXPERIENCE

Located along the primary promenade connecting registration, presentations, exhibits, sponsored breakout sessions, continental breakfast and coffee service areas, and attendee gathering spaces, these opportunities provide continuous exposure along one of the event's most traveled walkways.



**EXCLUSIVE OPPORTUNITY**

## Registration Promenade Display A | \$4,500

156" W x 42" H

Large-scale promenade displays delivering continuous eye-level exposure along the main event walkway.



## Registration Promenade Display B | \$4,500

156" W x 42" H

Large-scale promenade displays delivering continuous eye-level exposure along the main event walkway.



# Registration Promenade Display C | \$4,500

156" W x 42" H

Large-scale promenade displays delivering continuous eye-level exposure along the main event walkway.



## Registration Corridor Columns

\$1,500 Each (4 Available)

24" W x 42" H

Column branding integrated throughout the main registration corridor.



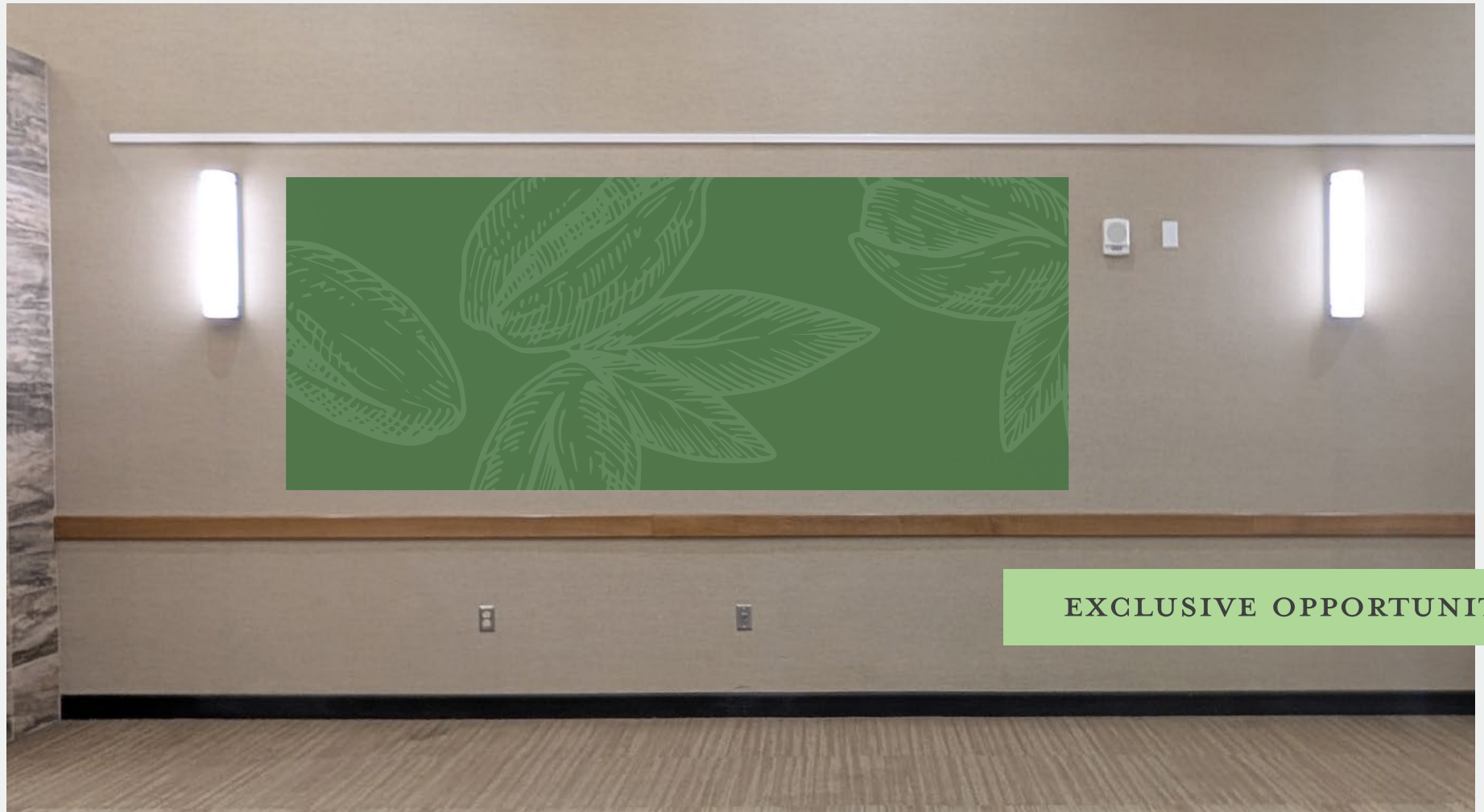
## Ballroom Lobby Feature Wall | \$3,500

130" W x 42" H

High-impact feature wall located within the ballroom lobby corridor.

### BALLROOM LOBBY BRANDING

Position your brand within one of Insights Day's most active attendee corridors connecting continental breakfast and coffee service areas, sponsored breakout sessions, exhibit traffic, and the afternoon networking reception.



EXCLUSIVE OPPORTUNITY

## Ballroom Lobby Display A | \$2,250

120" W x 42" H

Large-scale branded displays featured throughout the ballroom lobby corridor.



## Ballroom Lobby Display B | \$2,250

120" W x 42" H

Large-scale branded displays featured throughout the ballroom lobby corridor.



## Ballroom Lobby Display C | \$2,250

120" W x 42" H

Large-scale branded displays featured throughout the ballroom lobby corridor.



## Ballroom Lobby Display Series

Large - \$2,000 / Companion - \$1,500

84" W x 42" H & 60" W x 36" H

Supporting display placements positioned within the ballroom lobby corridor.



EXCLUSIVE OPPORTUNITY

## Ballroom Lobby Entry Display A | \$1,500

42" W x 42" H

Entry signage featured at key ballroom lobby access points.



## Ballroom Lobby Entry Display B | \$1,500

42" W x 42" H

Entry signage featured at key ballroom lobby access points.



## Directional Floor Branding | \$1,250 Per Set of 2 24" W x 24" H

Floor graphics placed along key routes connecting registration, exhibits, presentations, and networking areas.



## Restroom Mirror Branding | \$950 Per Set of 2 24" W x 12" H

Mirror graphics featured in attendee restroom areas. Each set includes one graphic in both the men's and women's restrooms.



# Exhibitor Opportunities

Create a focused presence within the Insights Day exhibit area and position your company in front of 500+ attendees through booth visibility, in-person interaction, and recognition in the event program.

## Exhibitor Booth

\$1,500 | Limited Availability

Establish a dedicated space to showcase your products, services, and solutions within the Insights Day exhibit area.

### SPONSORSHIP INCLUDES:

- One 6-foot table with linen and two chairs
- Two exhibitor badges
- Company listing in the printed program
- Electrical available for an additional cost

## Featured Exhibitor Upgrade

\$750 | Limited Availability

Enhance your exhibitor presence with upgraded recognition in the printed program and exhibitor map, helping attendees more easily identify your booth location and company listing.

### SPONSORSHIP INCLUDES:

- Highlighted booth space on the printed exhibitor map
- Enhanced company listing in the exhibitor directory

**Associate Membership Requirement** - Exhibitor Booth access is reserved exclusively for APG Associate Members as a valued member benefit. Companies that have not yet joined or renewed for 2026 may add Associate Membership during registration before selecting a booth.

## Program Advertising

Full Page: \$1,000 | Half Page: \$500 | Limited Availability

Place your brand in the official Insights Day printed program, a key attendee resource for schedules, session details, exhibitor listings, sponsor recognition, and event information. Program advertising offers a polished, cost-effective way to reinforce your company's presence throughout the event.

### SPONSORSHIP INCLUDES:

- Full-page or half-page advertisement in the printed event program
- Placement within the official attendee program distributed at check-in
- Opportunity to promote company messaging, products, services, or event participation

*Final artwork specifications, upload instructions, and submission deadlines will be provided through the sponsor's Cvent portal after sponsorship confirmation.*