



August 13, 2009

2009 Western Alfalfa & Forage Conference December 2-4, 2009, Reno, NV

Dear Alfalfa Industry Supporter:

Greetings! On behalf of the University of California Alfalfa Workgroup, we are pleased to invite you to sponsor or exhibit at the 2009 Western Alfalfa & Forage Conference in Reno, NV. This conference is organized by the University of California Alfalfa Workgroup and forage representatives from other Western States. It is supported by the generosity of the forage industry.

This is an important year for alfalfa. Hay prices are down, dairies are struggling, and growers are very interested in new products and ideas for saving money. It's a great time to be a part of this important conference!

This year, we are introducing a new activity in place of our traditional bus tour. A hands-on *Alfalfa Diagnostics Workshop* is scheduled for Wednesday, December 2nd from 1 to 5 PM. Each participant will rotate through sessions covering Soil Fertility, Weeds, Insects, and Diseases & Nematodes. Workshops will be conducted by experts from University campuses, Cooperative Extension, and industry. This interactive training will benefit pest control advisors, consultants, and progressive growers. Pre-registration is required, so if you are interested in attending, check the *Diagnostics Workshop* box on your symposium registration form and submit your payment of \$50 per person attending.

The conference program covers many issues related to alfalfa and other harvested forages (markets, pest management, soils and irrigation, alfalfa as an energy crop, and how management decisions affect profitability). Detailed information is available on our website: <http://alfalfa.ucdavis.edu>.

We invite you to participate in the following ways:

1) Become a Sponsor

We invite you to become a sponsor to help defray conference costs. Your sponsorship helps to cover the costs of speakers, luncheons and coffee breaks, and it lowers the registration costs for attendees. Sponsors will receive from one to three complimentary registrations (each includes the banquet lunch and a copy of the Proceedings). In addition, you will be acknowledged at the podium, in the Proceedings, in the program, and a sponsor ribbon will be attached to your name badge.

Sponsorship Levels

Gold	\$1000 (3 complimentary registrations)
Silver	\$500 (2 complimentary registrations)
Green	\$300 (1 complimentary registration)

2) Set Up an Exhibit

We invite you to set up a commercial exhibit at the symposium. Assigned on a first-come, first-served basis, the cost will be \$395 for a pipe-and-drape table top display. Optional electrical hook-up is available at an additional cost of \$50. Each exhibitor receives one complimentary registration (including banquet lunch and a copy of the Proceedings). You may fill out the enclosed registration/application form, or go to our website (listed above) to register. **The deadline to apply for exhibit space is November 2, 2009**, however, the exhibit hall may fill before this date, so register and make your payment early. Karen Nephew will handle registrations, but for questions about exhibit logistics, contact Exhibit Coordinator Blake Sanden (661-868-6218, blsanden@ucdavis.edu). Set up is scheduled for Wednesday, December 2, from 4 to 9 PM, or Thursday, December 3, from 6 to 8 AM.

Hotel Reservations: Reserve your hotel room at the Grand Sierra Resort and Casino (800-648-5080 or online at [Grand Sierra Reservations](#)). Be sure to mention the **Western Alfalfa Conference** and reserve by **November 18, 2009** to obtain the outstanding conference rate of \$44 per night. Luxury rooms and suites are available at a higher rate. Visit our alfalfa workgroup website to view the extras the hotel will provide to each registered guest!

Register for the Symposium. Please mail your Exhibitor and/or Sponsor form(s) and check, or register online at <http://alfalfa.ucdavis.edu/+symposium/> to reserve your spot. If you have any questions regarding registration, contact Karen Nephew at 559-259-4907 or sznephew@plantsciences.ucdavis.edu.

We appreciate your support and look forward to seeing you in Reno!

Sincerely,



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For questions regarding registration, contact Karen Nephew by phone at 559-259-4907 or by E-mail at sznephew@plantsciences.ucdavis.edu.

Enclosures: Exhibitor, Sponsor and General Registration forms