



California
WALNUT
CONFERENCE

JANUARY 9, 2025

YUBA-SUTTER FAIRGROUNDS

442 FRANKLIN AVE, YUBA CITY, CA 95991

**EXHIBITOR
INFORMATION**

EXHIBITS/TRADESHOW HOURS:

JAN 9, 2025 7:00AM - 3:30PM



HOSTED BY:

WEST COAST NUT

IN COLLABORATION WITH:





Dear Exhibitor,

On behalf of our team, I would like to thank you for choosing to exhibit at our annual **California Walnut Conference**, hosted by **West Coast Nut Magazine** in collaboration with the **California Walnut Board and Commission**.

Enclosed you will find information for the conference. Please refer to this exhibitor kit regarding move-in / move-out information, digital guide ad, liability insurance certificate, tote bag items and order options for rentals / service not included with your booth package.

This year's conference introduces marketing talks, designed to engage participants and explore innovative strategies that **benefit the walnut industry and exhibitors** alike. A late trade show break ensures more time to connect with participants, followed by an evening mixer for networking and relationship-building in a relaxed setting. We kindly ask exhibitors to **stay on-site through the mixer before packing up**. Your participation is key to maximizing these opportunities and ensuring the conference's success.

Sacramento Stage Lighting (SSL) will be assisting us this year to meet all of your exhibitor needs. If you have any questions after reviewing these forms, please contact SSL by phone: (916)447-3258 or by email: orders@sacstagelight.com.

For those needing overnight accommodations, local option is the Hampton Inn & Suites in Yuba City.

We look forward to working with you and moving the industry forward together.

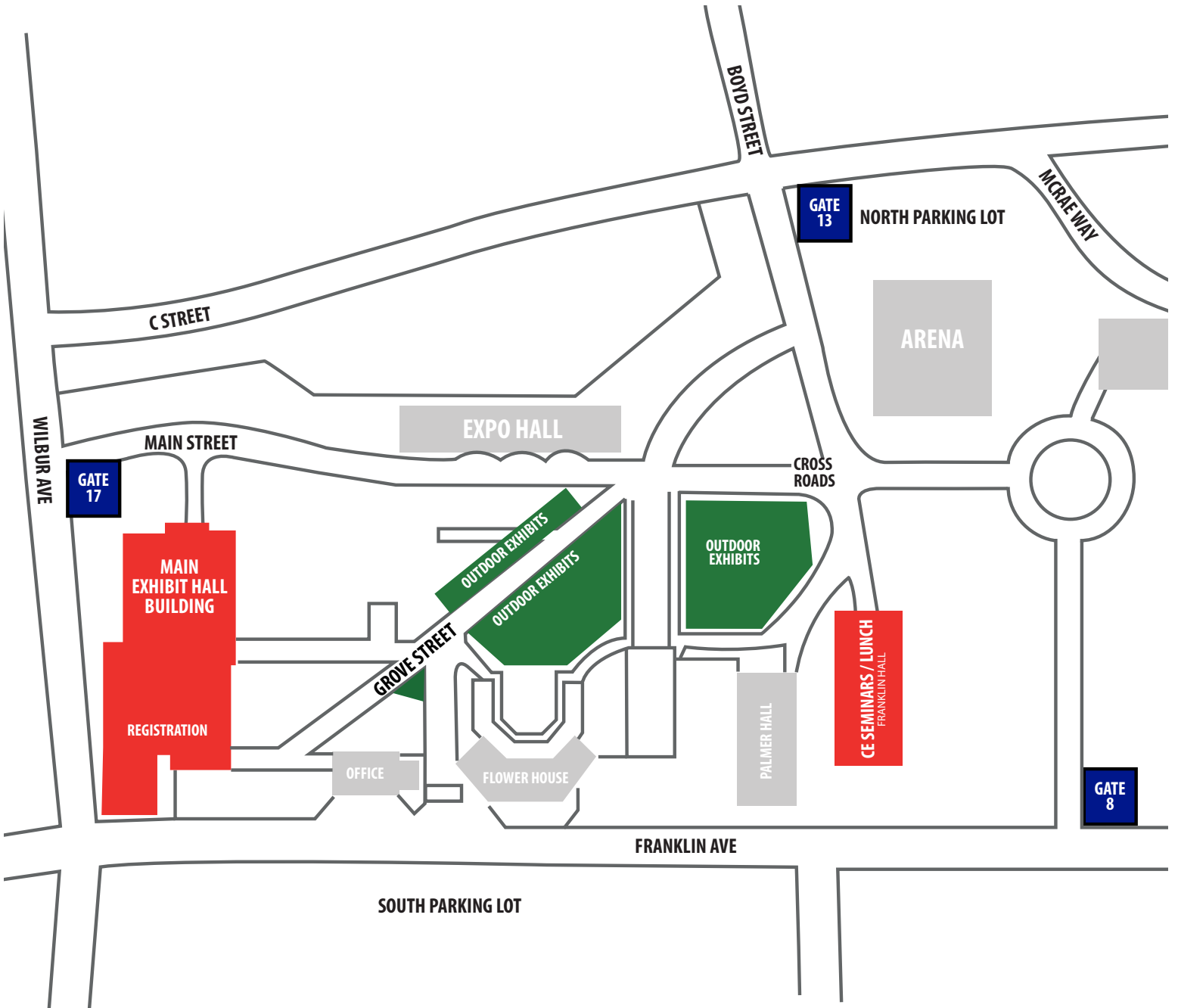
Sincerely,

Jason Scott
Jason Scott | Publisher



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REGISTER YOUR EXHIBITOR STAFF — Due by Dec 31, 2024

You asked and we listened! Register your exhibitor staff today to save time at your check-in:

<https://myaglife.com/exhibitor-event-registration/>

MOVE-IN: Use Gate# 17 or Gate# 8 - see map for details. Gates close at 5PM.

Outdoor/Equipment: Jan 7, 2025 noon – 4PM and Jan 8, 2025 7AM – 11AM

Indoor: Jan 8, 2025 noon – 4PM

EXHIBITS/TRADESHOW HOURS: Park in South or North Parking Lots

Jan 9, 2025 7AM – 3:30PM

MOVE-OUT: Use Gate# 17 or Gate# 8 - see map for details. Gates close at 5PM.

Jan 9, 2025 3:30PM – 5:30PM

LIABILITY INSURANCE — Due by Dec 31, 2024

All exhibitors are required to have Comprehensive General Liability Insurance of at least \$1,000,000 for bodily injury/property damage, with the following listed as additionally insured: JCS Marketing, Inc., California Walnut Conference and Yuba-Sutter Fairgrounds. Exhibitors with booths larger than 10x10 must upload proof of insurance by the due date. Sample certificate of insurance to send to your insurance company is included in this document. No move-in without coverage.

Upload <https://www.wcngg.com/upload-proof-of-insurance/>

TOTE BAG ITEM — Due by Dec 31, 2024

Mail/deliver: JCS Marketing Inc., Attn: Jay Visser, 8469 N. Millbrook Ave, Suite 101, Fresno, CA 93720

DIGITAL AD AND SPONSOR FILE — Due by Dec 31, 2024

Specs: 8.5in by 11in vertical digital file in RGB format, resolution set at min. 72dpi, 792px by 612px, full color, full page, digital ad, no crop/registration marks necessary. Will be sent in “thank you” email following the conference. Upload <https://mediakit.jcsmarketinginc.com/advertiser-upload/>

HAVE QUESTIONS ABOUT YOUR SPONSORSHIP / EXHIBIT?

Call our office (559) 352-4456 or email Jay Visser jay@jcsmarketinginc.com

ONSITE POINT OF CONTACT

Jay Visser (559) 289-1980 and Rita Edwards (916) 792-2308

HOST HOTEL

Hampton Inn & Suites Yuba City
1375 Sunsweet Blvd, Yuba City, CA 95991
Phone (530) 751-1714



JANUARY 9, 2024

YUBA-SUTTER FAIRGROUNDS



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
CURRENT DATE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement.

PRODUCER: INSURANCE AGENT NAME AND ADDRESS
CONTACT NAME: CONTACT INFORMATION
PHONE (A/C, No, Ext): FAX (A/C, No):
E-MAIL ADDRESS:
PRODUCER CUSTOMER ID:
INSURER(S) AFFORDING COVERAGE NAIC #
INSURED: INSURED NAME AND ADDRESS
INSURER A: INSURANCE COMPANY NAME
INSURER B:
INSURER C:
INSURER D:
INSURER E:
INSURER F:

COVERAGES CERTIFICATE NUMBER: W02036242 REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES.

Table with columns: INSR LTR, TYPE OF INSURANCE, ADDL INSD, SUBR WVD, POLICY NUMBER, POLICY EFF (MM/DD/YYYY), POLICY EXP (MM/DD/YYYY), LIMITS, MINIMUM LIMITS. Includes rows for Commercial General Liability, Automobile Liability, Umbrella Liability, Workers Compensation, and Medical Payments.

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
JCS MARKETING, INC.
ADD EVENT NAME, DATES AND ENDORSEMENT FORM# - FORM TO BE ATTACHED
THIS INSURANCE SHALL BE PRIMARY AND NON-CONTRIBUTORY.

CERTIFICATE HOLDER: JCS Marketing, Inc. P.O. Box 27772 Fresno, CA 93729
CANCELLATION: SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
AUTHORIZED REPRESENTATIVE SIGNATURE

POLICY NUMBER: **POLICY NUMBER**

COMMERCIAL GENERAL LIABILITY
CG 20 26 04 13

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**ADDITIONAL INSURED – DESIGNATED
PERSON OR ORGANIZATION**

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

Name Of Additional Insured Person(s) Or Organization(s)
<p>JCS Marketing, Inc. P.O. Box 27772 Fresno, CA 93729</p>
<p>Information required to complete this Schedule, if not shown above, will be shown in the Declarations.</p>

SAMPLE
SEND TO YOUR
INSURANCE COMPANY

A. Section II – Who Is An Insured is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by your acts or omissions or the acts or omissions of those acting on your behalf:

1. In the performance of your ongoing operations; or
2. In connection with your premises owned by or rented to you.

However:

1. The insurance afforded to such additional insured only applies to the extent permitted by law; and
2. If coverage provided to the additional insured is required by a contract or agreement, the insurance afforded to such additional insured will not be broader than that which you are required by the contract or agreement to provide for such additional insured.

B. With respect to the insurance afforded to these additional insureds, the following is added to **Section III – Limits Of Insurance:**

If coverage provided to the additional insured is required by a contract or agreement, the most we will pay on behalf of the additional insured is the amount of insurance:

1. Required by the contract or agreement; or
2. Available under the applicable Limits of Insurance shown in the Declarations;

whichever is less.

This endorsement shall not increase the applicable Limits of Insurance shown in the Declarations.