



**California Dairy
Sustainability
Summit**

SPONSOR AND EXHIBITOR INFORMATION

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March 25, 2025

Visalia Convention Center
303 E Acequia Ave, Visalia, CA 93291



California Dairy Sustainability Summit



MARKETING

PO BOX 27772 | FRESNO CA | 93729
Phone: (559) 352-4456

Dear Sponsors and Exhibitors,

On behalf of our teams, we would like to thank you for joining us at **2025 California Dairy Sustainability Summit**. This premier event, hosted by Dairy Cares, California Milk Advisory Board, Dairy Council of California, California Dairy Quality Assurance Program, and California Dairy Research Foundation and organized with JCS Marketing, empowers dairy owners and employees with information and tools to enhance and future-proof farming operations.

We are honored to have the support of leading organizations, including the California Dairy Campaign, California Dairies, Inc., California Farm Bureau Federation, Dairy Farmers of America, Hilmar Cheese Company, Land O'Lakes, Inc., Milk Producers Council, Producer's Dairy, Joseph Gallo Farms, Valley Milk, LLC, and Western United Dairies Foundation..

Enclosed you will find information for the conference. For those exhibiting, please refer to this document for all details needed.

We also have arranged a block of rooms for the conference with preferred hotels, for those who need overnight accommodation, see details in this document.

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

Sincerely,

Michael Boccadoro

Michael Boccadoro
Executive Director
Dairy Cares

and

Jason Scott

Jason Scott
Publisher
JCS Marketing, Inc.



California Dairy Sustainability Summit

MARCH 25, 2025
VISALIA CONVENTION CENTER
VISALIA, CA



MAX. 400 CHAIRS
THEATRE SEATING

PLAZA COURTYARD
EQUIPMENT

SELF CHECK-IN

SAN JOAQUIN BALLROOM

BALLROOM LOBBY

CHARTER OAK BALLROOM

REGISTRATION LOBBY

MARRIOTT
HOTEL LOBBY

REGISTRATION

MARRIOTT BALLROOM

42 EXHIBITS 8X10 + 40X40 FOR RECEPTION #28

80 ROUND TABLES 8FT
8 SEATS/TABLE= 640 SEATS

FINAL LAYOUT IS SUBJECT TO CHANGE

EXHIBIT
LOBBY

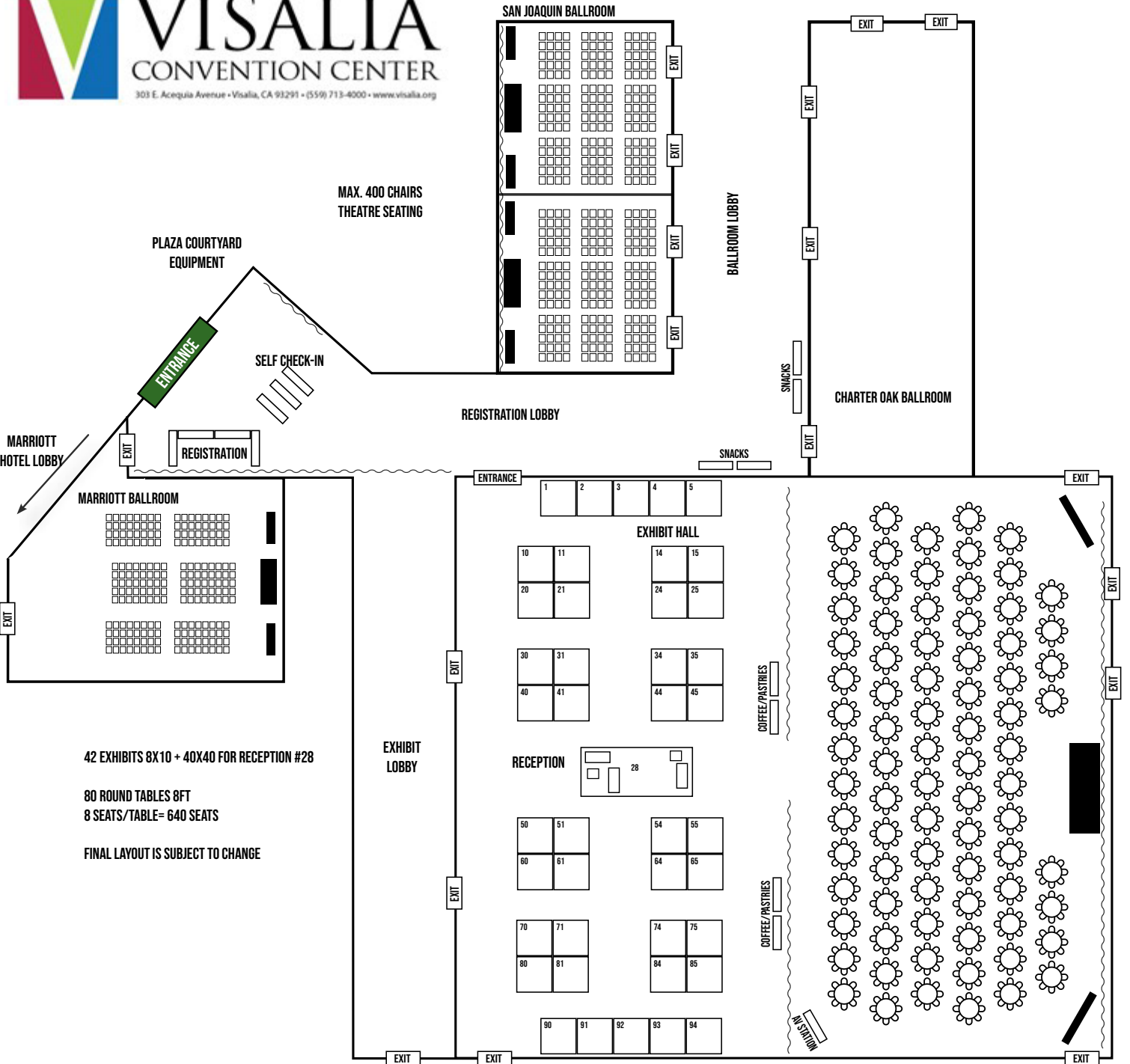
RECEPTION

EXHIBIT HALL

COFFEE/PASTRIES

COFFEE/PASTRIES

RESTROOM



NEW! REGISTER YOUR STAFF: register your staff before March 20th to save time at your check-in; no on-site registration: <https://myaglife.com/exhibitor-event-registration/>

MOVE-IN: See map for details. Doors open at 7AM
March 24, 2025: noon – 4PM

EXHIBITS/TRADESHOW HOURS:
March 25, 2025: 7AM – 5:30PM with reception in the exhibit hall 3:30PM - 5:30PM

MOVE-OUT: See map for details. Doors close at 6:30PM
March 25, 2025: 5:30PM – 6:30PM

TOTE BAG ITEM Due by March 10, 2025
Mail/deliver: JCS Marketing Inc., Attn: Jay Visser, 8469 N. Millbrook Ave, Suite 101, Fresno, CA 93720

LIABILITY INSURANCE Due by March 10, 2025
All exhibitors must have Comprehensive General Liability Insurance of at least \$1,000,000 for bodily injury/property damage, with the following listed as additionally insured: Dairy Cares, JCS Marketing, Inc., and Visalia Convention Center. Exhibitors with booths larger than 10x10 must upload proof of insurance by the due date. No move-in without coverage. Sample certificate of insurance to send to your insurance company is included in this document. [Upload Here](#)

HOST HOTEL
Visalia Marriott at the Convention Center, 300 S. Court Street, Visalia, CA, 93291.
Phone: 559-636 -1111. Book hotel room: [Click Here](#)

Comfort Suites Visalia at the Convention Center, 210 E Acequia Ave, Visalia, CA 93291
Phone: 559-738-1700 – please ask for California Dairy Sustainability Summit when calling to receive our negotiated hotel room rate.

The Darling Hotel, 210 N Court St, Visalia, CA 93291
Phone: 559-713-2113 – please ask for California Dairy Sustainability Summit when calling to receive our negotiated hotel room rate.

HAVE QUESTIONS ABOUT YOUR SPONSORSHIP / EXHIBIT?
Call our office (559) 352-4456 or email Jay Visser jay@jcsmarketinginc.com or Rita Edwards rita@jcsmarketinginc.com

ONSITE POINT OF CONTACT
Jay Visser (559) 289-1980 and Rita Edwards (916) 792-2308



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. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

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. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER INSURANCE AGENT NAME AND ADDRESS	CONTACT NAME:	
	PHONE (A/C, No, Ext): E-MAIL: ADDRESS: PRODUCER CUSTOMER ID:	CONTACT INFORMATION FAX (A/C, No):
INSURED INSURED NAME AND ADDRESS	INSURER(S) AFFORDING COVERAGE	
	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. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	MINIMUM LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR MUST BE SELECTED GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:		MUST BE SELECTED	POLICY NUMBER	CURRENT POLICY PERIOD MUST COVER		EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea Occurrence) \$1,000,000 MED EXP (Any one person) \$5,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMP/OP AGG \$1,000,000 PROFESSIONAL LIABILITY LEGAL LIAB TO PARTICIPANTS	
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NOT PROVIDED WHILE IN HAWAII						COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)	
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION						EACH OCCURRENCE AGGREGATE	
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y / N If yes, describe under DESCRIPTION OF OPERATIONS below	N/A					PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT	
	MEDICAL PAYMENTS FOR PARTICIPANTS						PRIMARY MEDICAL EXCESS MEDICAL	

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)
JCS Marketing, Inc. P.O. Box 27772 Fresno, CA 93729
Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

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.

303 E. Acequia
Visalia, CA 93291
Email: vcc@visalia.city
Website: www.visalia.org
Phone: (559) 713-4000
Fax (559) 713-4804

