



California Dairy Sustainability Summit

SPONSOR AND EXHIBITOR INFORMATION

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March 24, 2026

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 **2026**

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 the economic & environmental sustainability of their operation.

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 24, 2026
VISALIA CONVENTION CENTER
VISALIA, CA

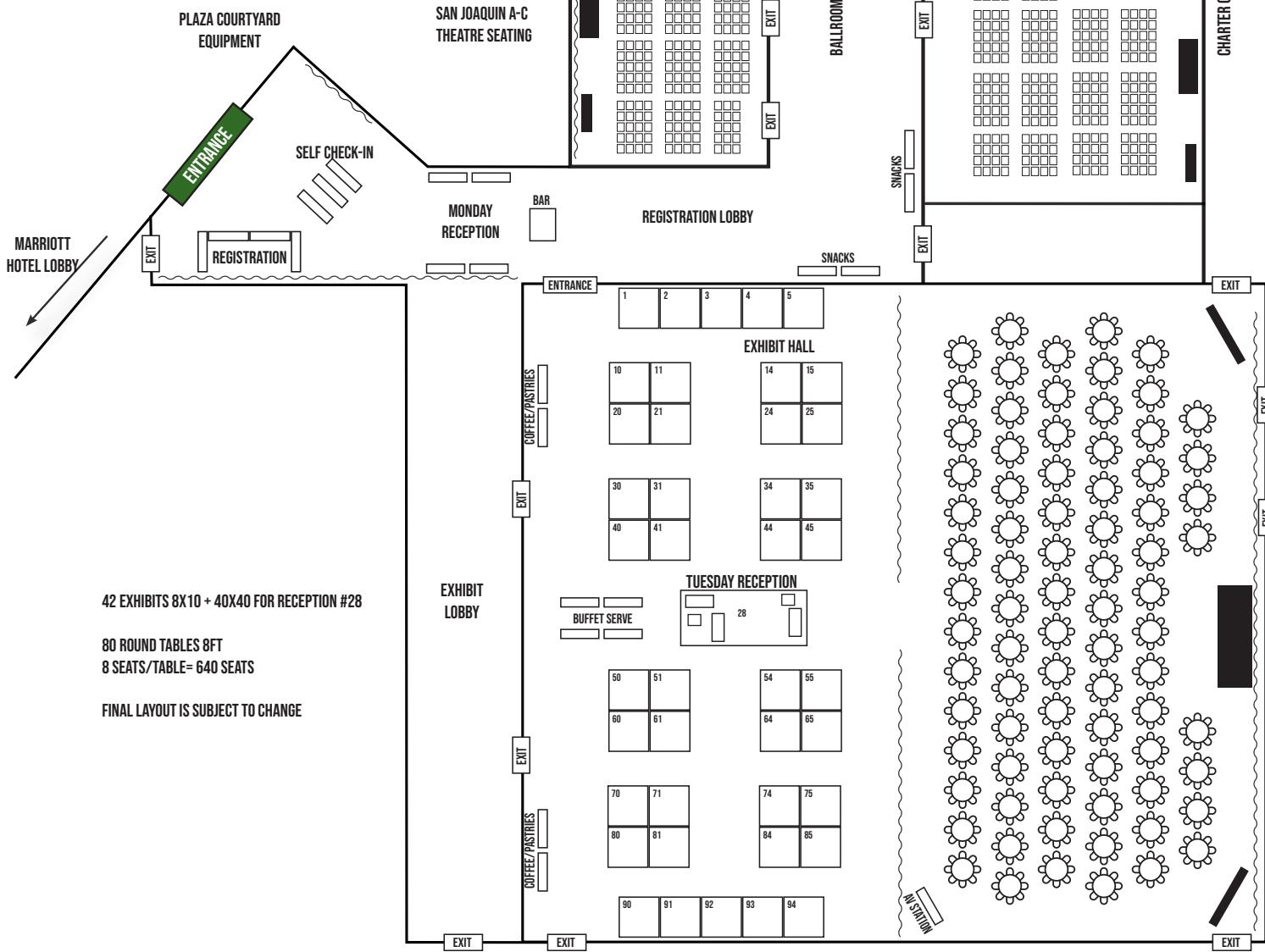


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303 E. Acequia Avenue • Visalia, CA 93291 • (559) 713-4000 • www.visalia.org





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NEW! REGISTER YOUR STAFF: register your staff before March 10, 2026 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 23, 2026: noon – 4PM

The California Milk Advisory Board will host a Dairy Innovation and Education Reception at the Visalia Convention Center lobby from 5-6:30 pm on Monday, March 23. The event includes a visit from Dairy Council of California's Mobile Dairy Classroom. Join us is you can for this welcome reception.

EXHIBITS/TRADESHOW HOURS:

March 24, 2026: 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 24, 2026: 5:30PM – 6:30PM

INTERACTIVE EXHIBITOR MAP:

You will be receiving a link 4 to 8 weeks before the summit to fill in your profile for the interactive online map.

TOTE BAG ITEM Due by March 10, 2026

Please note that any printed materials require approval by Jennifer Bingham, Dairy Cares, please email her the digital file(s) jbingham@westcoastadvisors.com Once material is approved, please mail/deliver to JCS Marketing Inc., Attn: Chyann Stiles, 8469 N. Millbrook Ave, Suite 101, Fresno, CA 93720

LIABILITY INSURANCE Due by March 10, 2026

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?

Jennifer Bingham, Dairy Cares at 916-717-9456 or email jbingham@westcoastadvisors.com

ONSITE POINT OF CONTACT

Chyann Stiles, JCS Marketing at 559-513-5389 or email cyhann@jcsmarketinginc.com



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:	CONTACT INFORMATION	FAX (A/C, No.):
	PHONE (A/C, No, Ext):		
INSURED INSURED NAME AND ADDRESS	E-MAIL ADDRESS:	INSURER(S) AFFORDING COVERAGE	NAIC #
	PRODUCER CUSTOMER ID:		
	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 WWD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS		MINIMUM LIMITS
A	X	COMMERCIAL GENERAL LIABILITY		X	MUST BE SELECTED	POLICY NUMBER	CURRENT POLICY PERIOD MUST COVER	EACH OCCURRENCE		\$1,000,000
		CLAIMS-MADE	<input checked="" type="checkbox"/>	OCCUR				DAMAGE TO RENTED PREMISES (Ea Occurrence)		\$1,000,000
		MUST BE SELECTED						MED EXP (Any one person)		\$5,000
								PERSONAL & ADV INJURY		\$1,000,000
		GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE		\$2,000,000
		POLICY	<input type="checkbox"/>	PRO- JECT				PRODUCTS - COMP/OP AGG		\$1,000,000
		OTHER:		LOC				PROFESSIONAL LIABILITY		
		AUTOMOBILE LIABILITY						LEGAL LIAB TO PARTICIPANTS		
		ANY AUTO						COMBINED SINGLE LIMIT (Ea accident)		
		OWNED AUTOS	<input type="checkbox"/>	SCHEDULED AUTOS				BODILY INJURY (Per person)		
		ONLY		NON-OWNED AUTOS				BODILY INJURY (Per accident)		
		Hired AUTOS ONLY	<input type="checkbox"/>	AUTOS ONLY				PROPERTY DAMAGE (Per accident)		
		NOT PROVIDED WHILE IN HAWAII								
		UMBRELLA LIAB	<input type="checkbox"/>	OCCUR				EACH OCCURRENCE		
		EXCESS LIAB	<input type="checkbox"/>	CLAIMS-MADE				AGGREGATE		
		DED	<input type="checkbox"/>	RETENTION						
		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY	N/A					PER STATUTE	<input type="checkbox"/>	OTHER
		ANY PROPRIETOR/PARTNER/ EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y / N					E.L. EACH ACCIDENT		
		If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE		
		MEDICAL PAYMENTS FOR PARTICIPANTS						E.L. DISEASE - POLICY LIMIT		
								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	CANCELLATION
JCS Marketing, Inc. P.O. Box 27772 Fresno, CA 93729	<p>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.</p> <p>AUTHORIZED REPRESENTATIVE</p> <p>SIGNATURE</p>



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.



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