

Annual Greenhouse Crop Production & Engineering Design Short Course

Monday, April 9, 2012 to
Saturday, April 13, 2012

Westward Look Resort
Tucson, Arizona USA

“Controlled environment
agriculture for food
production within
traditional rural and
non-traditional urban
farms, with special
concerns for water,
energy use and
environmental
stewardship”



BECOME AN EXHIBITOR!

Special Guest Presenter:
Dr. James Rakocy,
Worldwide Aquaponics Specialist



Course Sessions Include*:

- Greenhouse Engineering: Structures & Design
- Greenhouse Site Selection
- Environmental Control
- Controlled Environment Agriculture (CEA)
- Hydroponics
- Aquaponics
- Fertigation Management
- Pollination and Bees Management
- Plant Nutrition Basics:
- Nutrients & Nutrient Deficiencies
- Critical Factors in Irrigation Management
- Bringing the Farm to the City: From Rooftops to Restaurants
- Specialty Crops and Local Foods
- Enhancing Produce Quality & Nutritional Value of Greenhouse Crops
- Getting Started in Urban Farming: Advantages and Challenges

<http://ag.arizona.edu/ceac>
<http://www.westwardlook.com/>

Who Are Short Course Attendees?

Entrepreneurs, Small Business Owners, Educators, Urban Planners, Greenhouse Engineers, Company Trainees, International Representatives, Researchers, Growers, Horticulturists, Urban Agriculturists, Entomologists & **YOU!**

FULL SHORT COURSE at a Glance

Mon: Registration, Welcome Reception, Exhibitor Gallery opens
Tue: Course Lectures
Wed: Course Lectures, CEAC Awards Dinner
Thu: **All Day Focus on Aquaponics***
Fri: Hands-on Workshops at The University of Arizona Controlled Environment Agriculture Center
Sat: Optional Tour to Willcox Greenhouses (**NEW** tour site)

* Thursday's Aquaponics Day is included as part of the **Full Short Course**.

New: Thursday's Aquaponics Day is also offered as a **One-Day-Only** Program to those not registered for the Full Short Course. Limited seating. (Separate Registration and Fee apply.)



2012 Short Course is presented & organized by:
The University of Arizona
College of Agriculture and Life Sciences
Dept of Agricultural & Biosystems Engineering
School of Plant Sciences
Controlled Environment Agriculture Center
Tucson, Arizona USA
Gene A. Giacomelli, PhD, Director CEAC

Our Course schedule & layout facilitates increased visibility & Exhibitor to Attendee contact!

Exhibitor Table Fee: \$950.00

Includes:

- 1 Paid Short Course Registration Fee
- After set-up, Exhibitor Tables provide 38 hours of your company's presence during Short Course!
- Company Logo included on Exhibitor Page of CEAC website
- Company Logo included on Exhibitor Page Slide projected during non-sponsored breaks
- Company Logo included on Exhibitor Page of Short Course Workbook
- Opportunity for a 5 minute live "I&I" (Introduction and Information) to gathered attendees at assigned time during Course
- Company information included on Resource List in Short Course Workbook
- List of Attendees Name, Company and Email (*NOTE: Upon registration, ALL attendees will have the option of privacy and may opt-out of sharing this information.*)

Exhibitor Gallery Hours

Monday: 3:30 pm – 7:30 pm
Tuesday: 7:00 am – 6:00 pm
Wednesday: 7:00 am – 7:00 pm
(Wednesday Reception featuring Exhibitors)
Thursday: 7:00 am – 6:00 pm

Detailed Information:

<http://ag.arizona.edu/ceac>

Course Coordinator: Liz MacLellan
lizmac@email.arizona.edu





EXHIBITOR OPTIONS: Course Schedule & layout facilitates increased visibility & Exhibitor to Attendee contact!

Exhibitors Table \$950.00:

- 1 Paid Registration Fee (Additional Registration Fee \$500 for 2nd person to attend Full Course)
- 38 hours of Exhibitor Gallery presence (1 3'x 6' table with 2 chairs)
- Company Logo included on Exhibitor Page of CEAC website
- Company Logo included on Exhibitor Page Slide projected during non-sponsored breaks
- Company Logo included on Exhibitor Page of Short Course Workbook
- Opportunity for a 5 minute live "I&I" (Introduction and Information) to gathered attendees at assigned time during Course
- Company information included on Resource List in Short Course Workbook
- List of Attendees Name, Company and Email (NOTE: Upon registration, ALL attendees will have the option of privacy and may opt-out of sharing this information.)

Exhibitor Gallery Hours

Monday: 3:30 pm – 7:30 pm (Exhibitor Set Up begins at 1:00 pm)

Tuesday: 7:00 am – 6:00 pm

Wednesday: 7:00 am – 7:00 pm (Reception featuring Exhibitors)

Thursday: 7:00 am – 6:00 pm (Exhibitor Gallery closes)

After set-up, Exhibitor Tables Provide 38 Hours of Your Company's Presence during Short Course!

SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFIT	PLATINUM \$3000	GOLD \$2500	SILVER \$1500	GREEN \$500
1 Paid Exhibitor Table	✓			
Preferred placement of logo/signage at Short Course location	✓			
1 Paid Course Registration	✓	✓		
Individual Sponsor Slide projected in rotation during non-sponsored breaks	✓	✓		
Inclusion on Sponsor Slide projected in rotation during non-sponsored breaks			✓	✓
Daily public announcements acknowledging your sponsorship	✓	✓	✓	
Company Ad with logo in Short Course Workbook	✓ Full page	✓ Full page	✓ Half page	✓ Quarter Page
Company Logo and acknowledgement on CEAC Website	✓	✓	✓	✓
Company Logo and acknowledgement in CEAC Newsletter	✓	✓	✓	✓
Company information included on Resource List in Short Course Workbook	✓	✓	✓	✓



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“CONTROLLED ENVIRONMENT AGRICULTURE (CEA) FOR
FOOD PRODUCTION AND ENVIRONMENTAL STEWARDSHIP”
April 9-13, 2012 - Westward Look Resort – Tucson, AZ**

INDIVIDUAL EVENT SPECIFIC SPONSORSHIP OPPORTUNITIES*:

Monday Welcome Reception: \$1000

Wednesday Exhibitors Highlight Reception: \$800

Tuesday Coffee Breaks (2 daily): \$300 each

Wednesday Coffee Breaks (2 daily): \$300 each

Thursday Coffee Breaks (2 daily): \$300 each

Tuesday Lunch: \$800

Wednesday Lunch: \$800

Thursday Lunch: \$800

Friday Lunch: \$800

Wednesday CEAC Awards Banquet: \$1200*

***Event Specific Sponsorship Benefits**

- During Event, Company Logo will be prominently displayed & company visibly acknowledged as that Event Sponsor
 - Place cards with company logo will be placed on each table during your sponsored event and its vicinity
 - A minimum of 2 public announcements will be made during Event, acknowledging your sponsorship
 - Company Logo included on Sponsor Page in Short Course Workbook
 - Company Logo included on Sponsor Page Slide projected during non-sponsored breaks
 - Company information included on Resource List in Short Course Workbook
- *CEAC Awards Banquet Sponsorship will include Logo & Ad in Awards Program for the evening

ADDITIONAL ADVERTISING OPTION:

\$250: Business Card Sized Ads for inclusion in Short Course Workbook