

# 56<sup>th</sup> Annual

# Western Pecan Growers Association Conference

Las Cruces Convention Center • March 7-10, 2022 • [westernpecan.org](http://westernpecan.org)

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Exhibitors,

The Western Pecan Growers Association (WPGA) has big things in store for this year's 56<sup>th</sup> Annual Conference and Trade Show! This year's event has new dates and a new location. The Las Cruces Convention Center will serve as the event facility with all events, programs, and the trade show. The dates of the event are Monday, March 7<sup>th</sup> through Thursday, March 10<sup>th</sup> 2022.

The change in plans gave WPGA an opportunity to continue with favorite events, such as the Food Fantasy Contest and Banquet, as well as start new traditions. In addition to the new facility and dates, WPGA has a number of new activities planned, including a new vendor lunch, welcome reception, and cornhole tournament. Events meant to bring customers to your booths! The Thursday half day program also includes an opportunity to give a 15-minute presentation about your products and services. Sign up on the contract to purchase a spot.

Thank you for your support. The WPGA Board of Directors and Staff look forward to welcoming you in March at the conference and trade show!

## Location

Las Cruces Convention Center  
680 E University Ave, Las Cruces, NM 88001  
<https://meetinlascruces.com>

## Schedule of Events

For a full list of events, please visit the WPGA website:

### Monday, March 7

Outdoor & Showcase Equipment Move-In 8 a.m. – 4 p.m.

### Tuesday, March 8

Vendor Breakfast 7 a.m. – 8 a.m.  
Indoor Trade Show Move-In 8 a.m. – 4 p.m.  
Cornhole Tournament at outdoor vendor booths 1 p.m. – 4 p.m.  
Welcome Reception & Beer Garden 4 p.m. - 6 p.m.

### Wednesday, March 9

Pecan Trade and Equipment Show 8 a.m. – 5 p.m.  
Sponsored Lunch 11:30 a.m. – 1 p.m.  
Social Hour / Cash Bar 6 p.m. – 7 p.m.  
WPGA Banquet and Auction 7 p.m. – 10 p.m.

### Thursday, March 10

Pecan Trade and Equipment Show 8 a.m. – 11 a.m.  
Vendor Presentations 8:30 a.m. – 12 p.m.

## Hotel Accommodations

### **Primary Hotel:**

#### **Courtyard by Marriott Las Cruces at NMSU**

456 E University Ave  
Las Cruces, NM 88005  
(575) 526-1722

The Courtyard by Marriott is next door to the Convention Center and WPGA has secured a \$139/night room rate. In addition, large truck parking will be available in their dirt lot.

For reservations use one of the following options.

- Click this direct reservation link: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1637696567102&key=GRP&app=resvlink>
- Call the hotel at (575) 526-1722, press 1 for reservations or press 3 to be connected to front desk. Ask to make a reservation under group block “WPG WESTERN PECAN GROWERS ” in March 2022
- Use Marriott mobile app on your phone and add the Group Code: WPGWPGQ or WPGWPGK

Please note that the last day to book under this group block is 02/6/2022. Any reservations made after this cut-off date will be based on next best available rate.

### **Other Hotel Options:**

#### **Holiday Inn Express Hotel & Suites**

2635 South Valley Drive  
Las Cruces, New Mexico 88005  
(575) 527-9947  
[www.hiexpress.com/lascrucesnm](http://www.hiexpress.com/lascrucesnm)

The Holiday Inn Express has a room block for WPGA at a \$103/night room rate. The cutoff date for the block is February 21, 2022. Call the hotel and mention the WPGA Conference for the room block.

#### **Ramada by Wyndham Las Cruces Hotel & Conference Center**

201 E University Ave  
Las Cruces, NM 88005  
Phone: (575) 613-4693  
[www.wyndhamhotels.com/ramada/las-cruces-new-mexico/ramada-palms-de-las-cruces/overview](http://www.wyndhamhotels.com/ramada/las-cruces-new-mexico/ramada-palms-de-las-cruces/overview)

The Ramada has a room block for WPGA at a \$89/night room rate. The cutoff date for the block is February 22, 2022. Call the hotel and mention the WPGA Conference for the room block.

## Trade Show Layout and Procedures

There are three booth options available this year. Indoor, Outdoor Equipment, and Showcase (indoor). Layouts to all are included in this packet.

**Indoor booths** are 8-foot-wide by 10 feet deep and will have a pipe and drape, table, and two chairs. Booths area available inside the main exhibit hall, as well as the hallway leading to the educational programs. The booth cost is \$450. Move-in will be on Tuesday March 8<sup>th</sup> starting at 8:00 a.m. You can use any convention center access point that is closest to your booth to unload materials. No trucks will be allowed to pull into the facility. Be ready by 4:00 p.m. on Tuesday for the Welcome Reception inside the exhibit hall!

**Showcase Equipment Booths (Indoor)** are new 20-foot-wide by 20-foot-deep equipment booths inside the exhibit hall. The cost of the booth is \$900 and gives you an opportunity to showcase your company's equipment in an indoor setting! At this time, we are allowing one showcase booth per company. Later, if there is any further availability, we will send out notice.

Move-in will be on Monday, March 7<sup>th</sup> starting at 8:00 a.m. Your location within the exhibit hall will determine what time you are able to move in equipment. Those furthest from the door will move-in first and so on. Please make note of any special restrictions on your booth selection. To get equipment into the facility, you will have to pull the equipment in with forklifts and abide by all convention center and fire marshal rules. The access doors are at the back of the facility, and are 12 feet wide by 11 feet and 10 inches tall. There are cement walls on either side of the doors, so be sure whatever equipment you plan to bring in can fit within those measurements. We are happy to send you photos of the facility and rollup door.

**Outdoor Equipment Booths** are 45 feet wide by 18 feet deep for a total of 810 square feet per booth. They are all located in the parking lot of the convention center, and the cost of each booth is \$600. Move-in will be on Monday, March 7<sup>th</sup> starting at 8:00 a.m.

Participants will park on the other side of the trade show and will walk through the vendor area to access the convention center. The cornhole tournament and other events will be held in the outdoor equipment area. There is little access to electricity, so you will need to bring generators. The convention center will be having an event before WPGA, so the parking lot will only be available starting on Monday morning.

### **All exhibitors:**

Please observe all the rules of the convention center and fire marshal. Electricity, internet, and other services will be ordered directly from the Convention center. We will pass along the order form when available.

On the contract, please choose your preferred booth number location. We will do our best to place you in your preferred area, taking into consideration other logistical factors. All exhibitors will be assigned booth based once they have returned their trade show contract. Enclosed is the exhibitor contract and trade show layouts to help you get registered for a booth.

When you arrive at the event, please see the registration booth inside the convention center, to check-in and gain assistance.

Move-out for all will be on Thursday, March 10<sup>th</sup> at 11:00am. For the safety of all participants, we will not open the exhibit hall roll-up door until that time.

Once you are a confirmed exhibitor, we will share further details as they become available.

**However, please reach out with any questions you might have: [info.wpga@gmail.com](mailto:info.wpga@gmail.com)**

**WESTERN PECAN GROWERS 56<sup>th</sup> ANNUAL CONFERENCE**  
**Exhibitor Registration Form & Contract**  
**March 7-10, 2022/Las Cruces Convention Center**

**EXHIBITOR COMPANY NAME** \_\_\_\_\_

**ATTENDEES (For name tags) 1.** \_\_\_\_\_ **2.** \_\_\_\_\_

**3.** \_\_\_\_\_ **4.** \_\_\_\_\_ **5.** \_\_\_\_\_

**MAILING ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**E-MAIL:** \_\_\_\_\_

**EXHIBIT BOOTH OPTIONS**

Please choose from the booth options below. Booth layouts can be found in this packet. Booth number assignments will be given at a later date. Each booth space includes 2 name badges and 2 banquet tickets.

**INDOOR DISPLAY BOOTH (8 ft x 10 ft)**

**Number of booths:** \_\_\_\_\_ **at \$450.00/each = \$** \_\_\_\_\_

Preferred location: 1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_ 3<sup>rd</sup> choice \_\_\_\_\_

**OUTDOOR EQUIPMENT BOOTH (45 ft x 18 ft)**

**Number of booths:** \_\_\_\_\_ **at \$600.00/each = \$** \_\_\_\_\_

Preferred location: 1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_ 3<sup>rd</sup> choice \_\_\_\_\_

**INDOOR SHOWCASE EQUIPMENT BOOTH (20 ft x 20 ft) (Limit one per company)**

**Number of booths:** \_\_\_\_\_ **at \$900.00/each = \$** \_\_\_\_\_

Preferred location: 1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_ 3<sup>rd</sup> choice \_\_\_\_\_

**Additional Options:**

**2022 WPGA Membership** \_\_\_\_\_ **at \$125.00** \$ \_\_\_\_\_

*\*WPGA Members will get first choice of booths for the 2023 conference.*

**Extra Banquet Tickets** \_\_\_\_\_ **at \$35.00 each = \$** \_\_\_\_\_

**Extra Name Badges** \_\_\_\_\_ **at \$100.00 each = \$** \_\_\_\_\_

**Presentations on Thursday** \$300.00 for 15 minutes \$ \_\_\_\_\_

Contact Richard Heerema: rjheerem@nmsu.edu

**Donation to WPGA Scholarship Fund** \$ \_\_\_\_\_

**Donation to Western Pecan Growers Association** \$ \_\_\_\_\_

**Sponsorship – further information in this packet.** \$ \_\_\_\_\_

**Total Enclosed** \$ \_\_\_\_\_

IF PAYING BY MAIL: Make Checks Payable to WPGA, P.O. Box 1298, Mesilla Park, NM 88047  
FOR MORE INFORMATION, email [info.wpga@gmail.com](mailto:info.wpga@gmail.com)

**WESTERN PECAN GROWERS ASSOCIATION  
WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT**

As partial consideration for participation in \_\_\_\_\_(event), sponsored by the Western Pecan Growers Association (“WPGA”) to be held at the Las Cruces Convention Center (“Convention Center”), 680 E University Ave, Las Cruces, NM 88001 on \_\_\_\_\_(date), the below identified vendor/exhibitor/company is hereby given written notice of and agrees to the following:

- (1) Neither WPGA nor the Convention Center maintains insurance covering property brought onto or stored anywhere inside or outside Convention Center’s premises by, or for the benefit of, any vendor or exhibitor.
- (2) As part of WPGA’s contract with Convention Center, neither party to that contract shall be liable to the other party or any third party with respect to any Claim sought to be resolved by litigation or by arbitration for any consequential or special damages of any type whatsoever, whether or not such party has been advised of the possibility of such loss, arising out of or in connection with this contract, however caused and on any theory of liability.
- (3) It is the responsibility of each vendor/exhibitor/company to arrange for liability insurance suitable for both the nature of the equipment displayed and for either/both the internal and /or external display location of the Convention Center.
- (4) Vendor/exhibitor/company further agrees to defend, indemnify and hold harmless WPGA from any loss, liability, damage or costs, including court costs and attorney fees, that they may incur due to participation in said event, whether caused by the negligence of WPGA or otherwise. In the event that the Convention Center requests evidence of liability insurance, the vendor/exhibitor/company shall provide such evidence of coverage to WPGA.
- (5) It is the express intent that this Waiver of Liability and Hold Harmless Agreement shall bind all officers, employees and independent contractors of the vendor/exhibitor/company.
- (6) In signing this Release, I, as an authorized representative of the vendor/exhibitor/company, represent I have read the foregoing Waiver of Liability and Hold Harmless Agreement, understand it and sign it voluntarily as my own free act and deed; no oral representatives, statements, or inducements, apart from the foregoing written agreement, have been made; I am at least eighteen (18) years of age and fully competent; and I execute this Release fully intending to be bound by the same.

Signed on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

**WESTERN PECAN GROWERS ASSOCIATION**

**VENDOR/EXHIBITOR/COMPANY**

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

## **Western Pecan Growers Association Sponsorship Opportunities and Levels**

The Western Pecan Growers Association Conference and Trade Show would not be possible without the generous sponsors who make the event special. Below are the different tiers of sponsorship for the event. However, there are a number of special sponsorship opportunities available, which will help show your support for pecan growers in the Western region!

### **Sponsorship Opportunities:**

- Equipment show lunch
- Cornhole tournament
- Welcome Reception; band, food, and a beer garden.
- Banquet and Auction
- Educational program
- Coffee breaks and more

**Contact WPGA Executive Director John White to discuss and reserve your sponsorship.  
directorwesternpecan@gmail.com or (575) 640-7555**

### ***Tier 1 – donations at \$1,000 and over***

- Banners made with sponsor's name and logo during the sponsored event (Hi-resolution logo must be provided).
- Acknowledgements in conference program under the event sponsored (typically inside cover for welcome reception and page 2 for banquet) with logos (Hi-resolution logo must be provided).
- Acknowledgements for sponsorship listed on Association's webpage for one year with logos (Hi-resolution logo must be provided), as well as links to sponsor's webpage (link must be provided).
- Invitation to provide swag items, brochures, and/or inserts for the association's attendee welcome bags (around 500 items are usually needed).

### ***Tier 2 – donations at \$500 and up to \$1,000***

- Banners/signs made with sponsor's name and logo during the sponsored event (Hi-resolution logo must be provided).
- Acknowledgements in conference program under the event sponsored (typically inside cover for welcome reception and page 2 for banquet) with logos (Hi-resolution logo must be provided).

### ***Tier 3 – donations at \$100 and up to \$500***

- Donors will be acknowledged in conference program on sponsorship page and any special event sponsorship.

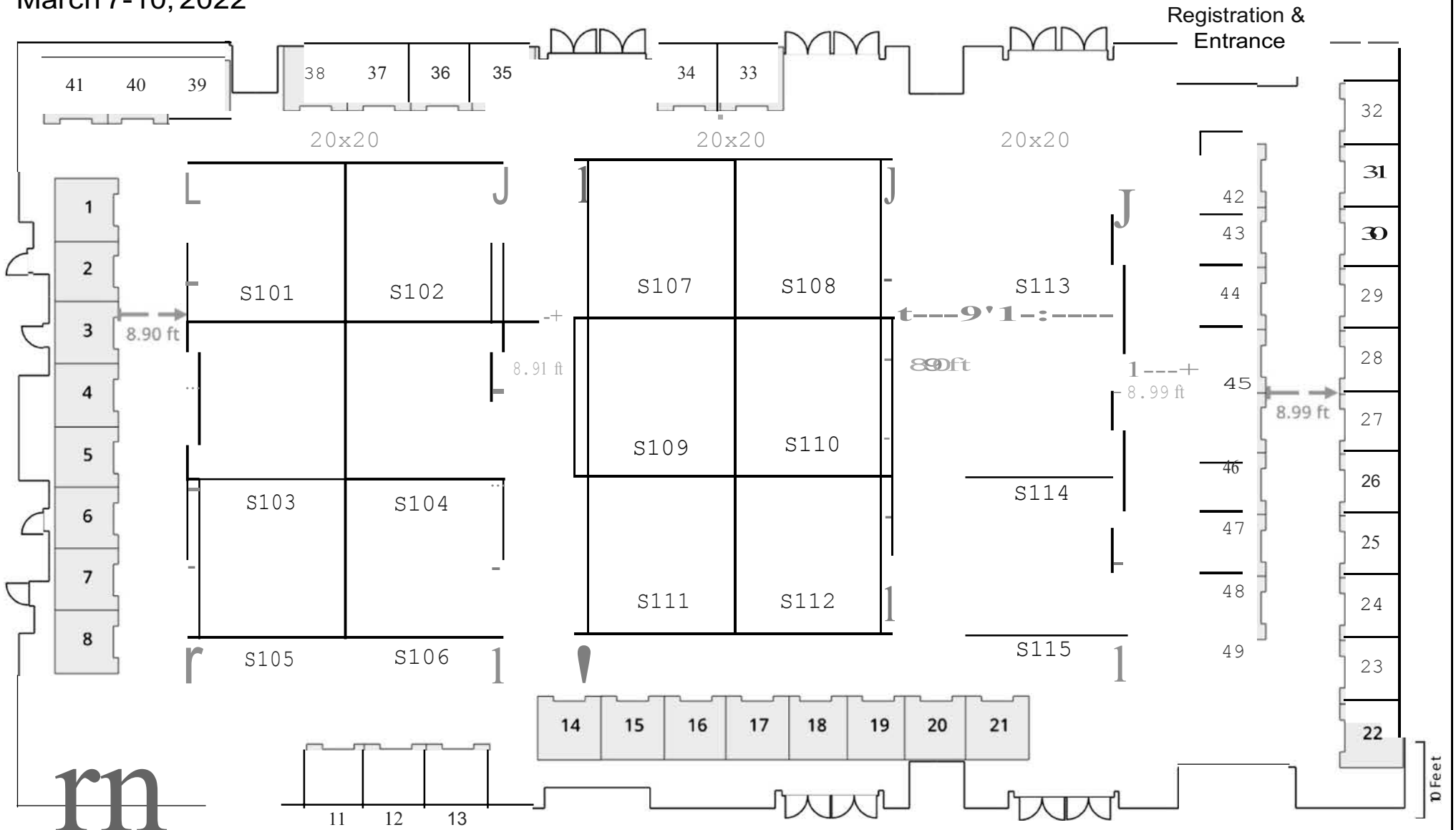
Questions or want to talk about how best you or your company can sponsor WPGA?

Reach out to WPGA Executive Director John White at:  
directorwesternpecan@gmail.com or (575) 640-7555

# Western Pecan Growers Association Conference & Trade Show

Las Cruces Convention Center - Las Cruces, New Mexico

March 7-10, 2022



<--- Hallway to educational program, banquet, and events.

## Indoor Exhibit Hall:

Indoor Display Booths (8ft x 10ft)

Booths 1-49 - \$450 per booth, more booths available in hallway

Indoor Showcase Equipment Booths (20ft x 20ft)



s S101-S115 - \$900  
per booth, limit 1

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**Convention Center:**  
Indoor exhibits, registration,  
program, & events

Entrance to  
facility

Handicap parking &  
medians

E Union Ave

E Union Ave

← Primary Hotel:  
Courtyard by Marriott

Las Cruces at NMSU

**Western Pecan Growers  
Association  
Conference & Trade Show  
Las Cruces Convention**

**Center  
March 7-10, 2022**

**Outdoor Booths**  
Booths 101-146  
Size: 810 square feet  
Dimensions: 45 ft wide by 18 ft deep  
Price: \$600

Participant Parking

E College Ave

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