

From: Daley, Erin
Sent: 9/13/2010 1:58:29 PM
To: 'Zafar, Marzia' (marzia.zafar@cpuc.ca.gov)
Cc: [Redacted] 'Caron,
Jennifer' (jennifer.caron@cpuc.ca.gov); Harvey, Sommer C.
(sommer.harvey@cpuc.ca.gov); [Redacted]
[Redacted]; Dietz, Sidney
(/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4)
Bcc:
Subject: RE: Colusa & Tulare

Marzia,

Thanks for your note. Agree that the events sound ideal for reaching Ag customers to explain TOU/PDP among other topics (energy savings opportunities, etc). If needed we would be happy to share tables/booth/other resources and work together to educate customers.

We can discuss more details as you like over the next couple of months.

Best,
Erin

Erin Daley
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From: Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]
Sent: Monday, September 13, 2010 1:30 PM
To: [Redacted]
Cc: Harvey, Sommer C.
Subject: FW: Colusa & Tulare

Hi Erin,

here's the info for the Colusa and Tulare Ag fairs. We would like to have our own booth, but with our budget impasse we may not be able to secure a spot; if the budget gets approved before mid-October we would then have our own contract, but if not then we would like to "borrow" a table from PG&E's contract as well as participating in your table.

I definitely think either PG&E or a PG&E/CPUC presentation should be made at the Tulare event, and it seems that we have time to confirm that.

Please let me know if you have any questions/concerns.

thanks,
marzia

From: Harvey, Sommer C.
Sent: Friday, September 10, 2010 11:19 AM
To: Zafar, Marzia
Subject: Colusa & Tulare

Hi there,

Here is the info on Colusa and Tulare. We need to get contracts and payment to both by mid-October to be able to exhibit. The deadline for nominations for seminars at Tulare was end of July, so we may have missed our chance. We need to submit a late nomination form for the possibility of getting any remaining spots.

THE COLUSA FARM SHOW 2011
"The Granddaddy of Farm Shows"
Colusa, CA - Feb. 2-4, 2011

Exhibiting:

A **50 sq. ft./10' x 5' booth** inside one of the halls costs **\$450**, and an **80 sq. ft./10' x 8' booth** costs **\$500**

Last year's exhibitors get first dibs, and then they open it up to new exhibitors. We need to get them back **by early October** to be eligible for any exhibitor spaces that are open once last year's exhibitors have their shot.

WORLD AG EXPO 2011
Tulare, CA - Feb. 8-11, 2011

Exhibiting:

A **10' x 10' booth** inside the General Ag exhibit space costs **\$1,115 - \$1,520** (the higher price is for a corner booth)

We need to submit a contract and check by **October 15** to be listed in the Official World Ag Expo Magazine

Seminar presentation:

The deadline for this was August 1. I contacted Lisa Garcia who confirmed that the applications were already being reviewed, but if we hurry and submit a proposal ASAP she will try to get it considered for us. **We need to quickly identify the following things and send them off to her:**

Topic: Must be related to technology advancements, production techniques, agriculture services and hot topic issues relating to the agricultural industry (I think we can fall under the "hot topics" category)

Presenter name: Marzia Zafar (yes?)
Title of Seminar Presentation
Brief Description of the Presentation
Brief Resume of Presenter
Photo of Presenter
CPUC Logo
Audio Visual Requirements

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