



CALIFORNIA
FRESH FRUIT
ASSOCIATION

88TH ANNUAL MEETING
REGISTRATION
INFORMATION

THE RITZ-CARLTON
HALF MOON BAY

MARCH 10-12, 2024



CFFA 88TH ANNUAL MEETING INFORMATION

THE RITZ-CARLTON HALF MOON BAY

1 MIRAMONTES POINT ROAD, HALF MOON BAY, CA 94019

CONFERENCE FEES

Annual Meeting registration fees include participation in the Chairman's Welcome Reception, Industry Workshops, Annual Membership Meeting & Breakfast, and Suppliers Party. (*Participation in Monday afternoon activities will require an additional fee.*)

EARLY BIRD REGISTRATION - NOVEMBER 15, 2023 TO DECEMBER 31, 2023

\$400 - Grower and Shipper Members

\$500 - Associate Members

\$700 - Non- Members

\$200 - Spouse/Guests

REGULAR REGISTRATION - JANUARY 1, 2024 TO FEBRUARY 8, 2024

\$500 - Grower and Shipper Members

\$600 - Associate Members

\$800 - Non- Members

\$225 - Spouse/Guests

LATE REGISTRATION - FEBRUARY 8, 2024 TO MARCH 1, 2024

\$600 - Grower and Shipper Members

\$700 - Associate Members

\$900 - Non- Members

\$250 - Spouse/Guests

SCHEDULE OF EVENTS

SUNDAY, MARCH 10, 2024

- Hospitality Suite - 1 p.m. to 5 p.m.
- Chairman's Welcome Reception - 5:30 p.m. to 7 p.m.
 - Past Chairman's Dinner - 7 p.m. to 10 p.m. **Invite only*

MONDAY, MARCH 11, 2024

- Annual Membership Meeting & Breakfast - 8:30 a.m.
 - Industry Workshop - Keynote - 10 a.m.
 - Afternoon Activities - 11 a.m. to 5 p.m.
 - Suppliers Party - 6:30 p.m. to 8 p.m.

TUESDAY, MARCH 12, 2024

- Buffet Breakfast - 7:30 a.m.
- Industry Workshop - Keynote - 8:30 a.m.
- Board of Directors Meeting - 10 a.m.

HOTEL ACCOMODATIONS (RATES ON A PER NIGHT BASIS):

\$450 Per Room • \$30 Resort Fee • \$40 Valet Parking

To make your reservations, please [click here](#) or call (800) 241-3333

******The deadline to secure your hotel reservation is February 8, 2024***



88TH ANNUAL MEETING REGISTRATION FORM

MARCH 10-12, 2024 | REGISTRATION DEADLINE: FEBRUARY 8, 2024

CONTACT INFORMATION:

Name: _____

Guest Name: _____

Company: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Phone Number: _____

Email: _____

<u>REGISTRATION TYPE</u>	<u>EARLY BIRD</u> <i>Through December 31, 2023</i>	<u>REGULAR</u> <i>Through February 8, 2024</i>	<u>LATE</u> <i>Through March 1, 2024</i>
Grower/Shipper Members	\$400	\$500	\$600
Associate Members	\$500	\$600	\$700
Non-Members	\$700	\$800	\$900
Guest/Spouse	\$200	\$225	\$250

MONDAY AFTERNOON ACTIVITIES: (OPTIONAL)

**Pre-Registration is Required to Participate*

PARTICIPANT NAME(S)

A TASTE OF HALF MOON BAY

Experience the local cuisine that Half Moon Bay is known for. A progressive dining experience that will take you through the town's culinary neighborhoods.

\$250 per person

BOCCE BALL TOURNAMENT

The 8th Annual Tournament will be held on the Del Mar Lawn.

\$50 per player

MILA CARATAN GOLF TOURNAMENT

The 20th annual golf tournament will take place on the Half Moon Bay Golf Links Old Course.

\$200 per player

REGISTRATION PAYMENT INFORMATION

Please Send the Completed Form To:
California Fresh Fruit Association, 7647 North Fresno Street, Suite 103, Fresno, CA 93720 or
email to Courtney Razor at crazor@cafreshfruit.com

Check Enclosed

Please Send An Invoice

Credit Card

(please complete information below)

CREDIT CARD PAYMENT INFORMATION

CFFA accepts American Express, Discover, Mastercard and Visa.
(All credit card payments will be processed via PayPal.)

Credit Card Number: _____

Expiration Date: _____ CVV Code: _____

Corporate Credit Card

Personal Credit Card

Name on Card: _____

Company Name:

Email Address:

BILLING ADDRESS INFORMATION

Same as Registration Page

Address: _____

City: _____ State: _____ Zip Code: _____

REFUND SCHEDULE:

Before December 31 - 100% Refund
January 1 - February 8 - 50% Refund
No Refunds Will Be Issued After February 8

ADDITIONAL INFORMATION:

Hotel Accomodations
The Ritz-Carlton Half Moon Bay
\$450 Per Room, Per Night
\$30 Resort Fee
\$40 Valet Parking, Per Night



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For More Information:
Courtney Razor

(559) 226-6330 or crazor@cafreshfruit.com