



107th ANNUAL CONFERENCE & EXPO

OCTOBER 20-22, 2024



**MAR MONTE HOTEL
SANTA BARBARA, CA**

**SPONSOR &
EXHIBITOR
PROSPECTUS**

CALIFORNIA ASSOCIATION OF COLLECTORS CAC 107th ANNUAL CONFERENCE & EXPO

EVENT SPONSORSHIP OPPORTUNITIES

Conference Headline Sponsor	\$3,500	Pocket Agenda Sponsor	\$1,500
PAC Fundraiser Dinner	\$2,500	Badge Sponsor	\$1,500
Opening Welcome Reception	\$2,500	Monday Breakfast	\$1,500
Luncheon	\$2,500	Tuesday Breakfast	\$1,500
Tote Bags	\$2,500	PAC Fundraiser Reception	\$1,500
Lanyard Sponsor	\$2,500	Networking Break <i>(3 available)</i>	\$1,500

Opportunities subject to change without notice.

Diamond Sponsorship Benefits (\$3,500):

- Complimentary single exhibit table
- 2 full complimentary conference registrations
- Full-page x 2 issues newsletter ads
- Event signage – logo will be listed on all conference signage.
- 12-month webpage banner ad
- Conference headline sponsor recognition in registration area
- 10 minutes at microphone during the opening session
- Full-page bag insert *(Ad to be provided by sponsor)*
- Recognition on the conference website
- Recognition on social media
- Recognition on looping PowerPoint during the event

Gold Sponsorship Benefits (\$2,500):

- 50% off single exhibit table
- 1 full complimentary conference registration
- Half-page x 1 issue newsletter ad
- Signage at event you are sponsoring
- 6-month webpage banner ad
- Full-page bag insert *(Ad to be provided by sponsor)*
- Recognition on the conference website
- Recognition on social media
- Recognition on looping PowerPoint during the event

Silver Sponsorship Benefits (\$1,500):

- Quarter-page x 1 issue newsletter ad
- Signage at event you are sponsoring
- 3-month webpage banner ad
- Full-page bag insert *(Ad to be provided by sponsor)*
- Recognition on the conference website
- Recognition on social media
- Recognition on looping PowerPoint during the event

Donate an item for the CAC PAC Event Silent Auction.

**If you have an item to
donate, please contact
info@calcollectors.net to
let us know. Thank you!**

Make your hotel reservations at Mar Monte Hotel by September 27, 2024 to receive the special group rate of \$259. The reservation link is available on the CAC Meeting website.

CALIFORNIA ASSOCIATION OF COLLECTORS

CAC 107th ANNUAL CONFERENCE & EXPO

The CAC 2024 Conference will be held October 20-22, 2024 at the Mar Monte Hotel in Santa Barbara. The Mar Monte is located across from East Beach and sits tucked between the Santa Ynez Mountains and the Pacific Ocean. Born of a grand dream and perfectly situated at the sweet spot between a restorative retreat and an immersive local experience, the Mar Monte embodies the gracious spirit and style of Santa Barbara and serves as a gateway for celebrating the finer things in life.

What kind of products and/or services appeal to CAC members?

Collection professionals are interested in things that will help them be successful – professional software and hardware, insurance, data & communications solutions, book resources, community resources, investment strategies, business tools, payment solutions and more.

How does exhibiting at the CAC conference benefit my business?

By exhibiting, you increase your visibility in the collections community in California. You will have direct exposure with your target audience and a chance to talk one-on-one with business decision makers who need your goods and services. This method is more personal and effective than a direct mail campaign or a cold call. We ensure that attendees have multiple opportunities to speak with you during the conference.

In what other ways will CAC promote their vendors?

All contracted exhibitors and sponsors will be provided a number of promotional opportunities. Our quarterly newsletter will promote all exhibitors and sponsors prior to and after the conference. Attendees will be provided a souvenir program book listing all exhibitors, sponsors and advertisers including product/service descriptions and contact information. Please see additional opportunities for sponsorship promotion below and on the next page.

If I am unable to attend the conference, can I still get my company's information to attendees?

Yes! CAC has remote vendor opportunities, Each attendee is provided with a complimentary tote bag that will contain conference information. Vendors will have the opportunity to promote their business via a full-page flyer, gift item or brochure insert. CAC also has a quarterly newsletter in which vendors have a great opportunity for visibility with CAC members.

EXHIBITOR DETAILS *(Also applies to sponsorships including an exhibit space)*

Included with Exhibit

Now includes one bag insert! Each exhibit space will include two chairs and one 6-foot draped table. Exhibitors also get to put one item of their choosing in each conference bag. Details will be provided in your confirmation packet. Exhibitors also receive one complimentary conference registration (includes all conference meals/events) and the opportunity to connect with attendees at any time during the conference. Electricity is available to purchase for an additional cost.

Exhibit Set Up and Break Down

Set up is between 2:00 p.m. and 4:30 p.m. on Sunday, October 20th. Tear down can be as early as 4:30 to 5:30 p.m. on Monday, October 21st. Please do not set up or tear down during the conference as it is disruptive to other exhibitors and impacts attendees.

Exhibitors Schedule (subject to change):

Sunday, 10/20

- Reception in Hall 5:00-6:00 p.m.
- Opportunity to schedule dinner with clients or prospects after the reception.

Monday, 10/21

- Exhibit Hall Open (includes breakfast in the hall) 8:00-9:00 a.m.
- Lunch in the Hall 11:30-1:00 p.m.
- Networking breaks in the hall

Outside Events / Hospitality Hours

As a courtesy to all exhibitors, hospitality and private events will not be permitted during any scheduled CAC function. Exhibitors scheduling private functions in conflict with official CAC events will jeopardize their participation in future CAC events. Exhibitors desirous of participating as an event sponsor should contact CAC in order to make arrangements.

CALIFORNIA ASSOCIATION OF COLLECTORS CAC 107th ANNUAL CONFERENCE & EXPO

TERMS & CONDITIONS

1. CAC reserves the right to alter or change the space assigned to the Exhibitor. CAC further reserves the right, at its sole discretion to change the date or dates upon which the show is held, or to cancel the show, and shall not be liable for damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Exhibitor to Management.
2. Exhibitor agrees to follow all rules and regulations required by the hotel property and show management regarding health and safety guidelines during the time of the meeting.
3. The Exhibitor shall not assign this contract or sublet the space or any part thereof or permit same to be used by any other person, without the prior written consent of Management. Any attempt to do so is null and void and will result in immediate cancellation of this contract, and the forfeiture of any amounts paid by the Exhibitor to Management.
4. The Exhibitor shall comply with all rules and regulations by CAC for the show and agrees that CAC's decision to adopt and enforce any such rule or regulation shall be final and binding.
5. The Exhibitor is responsible for compliance with all applicable law, bylaw, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.
6. Exhibitor agrees to indemnify and hold harmless, CAC, and the Conference Hotel, from any and all judgments, orders, awards, costs and expenses, including attorney's fees, and also claims on account of damage to property or bodily injury (including death) which may be sustained by Exhibitor, Exhibitor's employees or third persons, arising out of or in connection with or resulting from said exhibition, provided, however, nothing contained herein shall be construed to require the Exhibitor to indemnify the above named representatives against liability for damages for (a) death or bodily injury to persons; (b) injury to property; (c) or any other loss, damage or expense arising under (a), (b), or (c) from the sole negligence or willful misconduct of the above named representatives.
7. The exhibitor portion of this contact may be canceled by either party provided written notice is received by the other by September 20, 2024, in which case all monies paid by the Exhibitors will be refunded less an administrative fee of \$125 per booth. If the Exhibitor cancels after such date, it will be responsible for the full contract price. All sponsorships are non-refundable upon completion of the contract.
8. CAC reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound, and to expel exhibitors or their personnel if, in CAC's opinion, their conduct or presentation is objectionable to CAC or to other show participants.
9. Exhibitor's display must comply with all requirements of CAC and of the owner of the building, including maximum height requirements. The Exhibitor must provide at least one, and not more than two, staff per booth, to maintain display during show hours. Only representatives from the company contracting for the booth rental will be attending the booth. Advertising material or signs of firms other than those who have engaged exhibit space are prohibited.
10. Exhibitors must limit displays to the dimensions of the exhibit booth to which they are assigned. Two chairs will be provided with each booth. All exhibits must be freestanding. No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floor of the Exhibit Area. No banners, posters or signs may be erected which in any way interfere or distract the view, light, or space of any other exhibitor or CAC.
11. All goods shipped to the show must be clearly marked with the name of the Exhibitor and the number of the display space (to be assigned). Goods must not be shipped to the show for any shipping charges to be paid on arrival and any such goods will not be accepted by CAC or the Hotel. CAC assumes no responsibility for loss or damage to the Exhibitors goods or property either before, during or after the show. A representative of the exhibitor must be present during uncrating, installation and dismantling of his/her exhibit. At least one person should be in attendance inside the Exhibit Area throughout the show hours.
12. In consideration of the Exhibitor's participation in the show, the Exhibitor hereby releases CAC, its directors, officers, management contractors, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Exhibitor in connection with its participation in the show, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of CAC or otherwise.
13. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the show. The Exhibitor agrees to remove the exhibit, equipment and appurtenances from the show building by the final move out time. In the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred by CAC or the Hotel.
14. The Exhibitor will comply with the rules and regulations of any unionized contractors, which may be selected by CAC to service the exhibitors. Any dispute between the Exhibitor and any such contractor or union representative will be referred to CAC for resolution, whose decision shall be final and binding on all parties.
15. CAC reserves the right to cancel this contract and to withhold possession of the space or to expel the Exhibitor there from if the Exhibitor fails to comply with any terms and conditions of this contract or the show rules and regulation, in which case the Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting CAC's other rights and remedies at law under this contract as a result of such failure to comply.
16. Processing of payment by CAC does not in itself constitute acceptance.
17. CAC will not be bound by any verbal agreements, representations, or statements between CAC (staff of volunteers), Sponsors, Exhibitors, or the Hotel staff. All agreements must be made in writing.
18. Information about other contracted services from the Hotel or others, will be sent with confirmation materials upon receipt of application and should be contracted for directly with service provider.

**Send completed, signed form
with payment to:**

**California Association of Collectors
3200 Courthouse Lane
Eagan, MN 55121**

**Phone: 916-929-2125
Fax: 952-926-1624**

Email: info@calcollectors.net

CALIFORNIA ASSOCIATION OF COLLECTORS CAC 107th ANNUAL CONFERENCE & EXPO

October 20-22, 2024 • Mar Monte Hotel, 1111 E. Cabrillo Blvd., Santa Barbara, CA 93103

EXHIBITOR, SPONSOR AND/OR ADVERTISER COMMITMENT FORM

Completed forms must be returned by **September 20, 2024** with full payment in order to receive the lowest rate. Please note that sponsorships and exhibit spaces may fill at any time so we encourage early commitments. Sponsorship opportunities, exhibit spaces and bag insert opportunities will be filled on a first-come, first-served basis, with sponsors getting highest priority.

CONTACT INFORMATION

Company Name: _____ Contact Person: _____
 Street Address: _____ City, State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____
 Product or Service Description (15 words max): _____
 Website: _____

SPONSORS (MULTIPLE LEVELS)

If your selection is not available, we will contact you regarding an alternative selection.

Level:

- Diamond (\$3,500) Gold (\$2,500) Silver (\$1,500)

Event/Item: _____

EXHIBITORS (\$895 for members, \$1,195 non-members)
IMPORTANT: Price increases to \$1,119 for members and \$1,500 for non-members (25% higher) for commitments received after September 20, 2024.



Each exhibit space includes one complimentary conference registration (includes all conference meals/events), one bag insert item, and the opportunity to connect with attendees at any time during the conference. Booth spaces will be assigned to sponsors first and then to other exhibitors in the order of registration.

- Diamond Sponsor Exhibitor Tabletop (Complimentary single exhibit space.)
 Gold Sponsor Exhibitor Tabletop (50% off single exhibit space.)
 Exhibitor Tabletop Only or Silver Sponsor Exhibitor Tabletop

BAG INSERT (\$225 / \$400 FOR TWO ITEMS; LIMIT TWO)

Provide a brochure, flyer, gift and/or promotional item for each conference bag. Charge is per item. Exhibitors receive one complimentary bag insert with their booth. Plan for 125 of each item and to have the items to us by October 9, 2024. Shipping information is provided at the right.

COMPANY REPRESENTATIVES

Please print carefully for badge purposes. One conference badge is included with exhibit space (covers all of the conference activities and food functions). Additional badges may be purchased for \$395 each.

Badge Name(s): _____

- \$395 Additional Registrant

TERMS AND CONDITIONS

We agree to the terms and conditions of the Agreement as provided in the Sponsor and Exhibitor Prospectus

Signature: _____

Printed Name of Signer: _____

COMMITMENT/PAYMENT

Sponsorship: \$ _____

Exhibit: \$ _____

Bag Insert(s): \$ _____

Additional Badge(s): \$ _____

TOTAL AMOUNT DUE: \$ _____

Check # _____ payable to "CAC" enclosed

MasterCard • VISA • American Express

Credit Card Number: _____

Exp Date: _____ Security Code: _____

Name on Card: _____

Signature: _____

Payment is due in full at the time of commitment.

Credit card surcharge disclosure: A 3% non-refundable surcharge will be applied to all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH, check, debit card, or from companies based in CO, CT, MA, ME, NY, or outside the U.S.

Send completed, signed form with payment to:

California Association of Collectors
 3200 Courthouse Lane
 Eagan, MN 55121

Phone: 916-929-2125

Fax: 952-926-1624

Email: info@calcollectors.net

Questions or Concerns?

Contact CAC at 916-929-2125

or info@calcollectors.net