Reach the nation’s top criminal defense attorneys and associated professionals as they gather at the San Diego Bayfront Hilton Center to learn the latest policies and practices in capital case defense. This seminar attracts the industry’s very best speakers from across the country which offers your company a great opportunity to promote your product or service and meet with leading decision-making lawyers.

This seminar will be held over the course of a four-day weekend from February 15th to 16th, 2020. CCDS is designed not only for lawyers, but also for mitigation specialists, paralegals, investigators, and experts working in capital defense. Experienced practitioners in any jurisdiction and those just entering the field can benefit from the lectures and workshops featuring over 100 experienced lawyers and experts, from both California and across the nation, providing intensive training over the four day weekend.

With an average of 1,450+ attendees each year, the Capital Case Defense Seminar (CCDS) is the largest of its kind and offers marketing and promotional opportunities to suit every budget.
One of the greatest ways to get event-goers to interface with you? Give them a reason to explore the venue. Our mobile event app features a scavenger hunt game, one of the simplest (and most effective) ways to guarantee booth traffic.

We will post QR codes throughout the venue and challenge the attendees to scan them all in exchange for a prize. The Sponsorship Packages includes placement of at least one of the QR codes near your booth, assuring your company will be a target for QR code hunters.

All exhibitor and sponsor website links will be included in the Guidebook phone app which will be the on-site resource for attendees to access syllabus materials, session schedules and locations.

Attendees will be guided to you, with your location on the map and access to your website all in their phone. The custom content can be an article you want to share, photos, website links, its up to you!

The app is compatible with iPhones, iPads, iPod Touches and Android devices. Windows Phone 7 and Blackberry users can access the same information via their website.

Sponsorship offers the ability to have a banner ad placed directly in the app. Mobile banner ads are dynamic, measurable, and easily editable for last-minute strategy tweaks. The attendees are focused on their phones throughout the experience—texting, checking email and using social media. They’re navigating the event app to manage to-do lists, connecting with other attendees, and checking the map. Putting your sponsor banner right into the app—clickable to any web destination—gives yours a direct digital way to interact with the event audience.

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**Event Sponsorships**

**Friday Reception Sponsorship**

**Key Benefits:**
- Exclusive meet and greet with attendees on Friday evening
- Opportunity for branded giveaways (sponsor will be responsible for providing)
- Signs with logo at reception stations
- 3 minute pitch during reception
- Optional raffle at reception (with company provided raffle item)

$2,195

**Saturday & Sunday Coffee Break Sponsorship**

**Key Benefits:**
- Opportunity for brand recognition at key conference location
- Signs with logo at coffee/tea tables showing sponsorship on Friday, Saturday, and Sunday
- Small (pre-approved) promotional items may be placed at refreshment stations by sponsor

$1,995

**Sunday Morning Breakfast Sponsorship**

**Key Benefits:**
- Exclusive event sponsorship opportunity
- Signs with logo at session breakfast showing sponsorship
- Opportunity for branded giveaways (sponsor will be responsible for providing the giveaway item)

$1,595
Attendee Perks Sponsorships

WiFi

All participants are offered on-site WiFi, which is crucial to the attendee experience. Sponsorship includes branded WiFi access throughout the conference meeting spaces and select hotel meeting rooms. During badge pickup, each attendee receives a branded information card containing WiFi access details. Special acknowledgement will be made in the main ballroom sessions.

Key Benefits:
- Sponsor name is featured prominently in password when attendees access WiFi from their laptops and mobile devices

$2,195

Charging Stations

In a technological world dominated by smart devices, battery life has apparently not caught up with the advancement of technology. So it is very common that by noon, an attendee’s smart device would have run out of juice. Charging station sponsor would be greatly appreciated by the attendees and the goodwill associated with being a sponsor would be excellent brand exposure.

Key Benefits:
- Sponsor provided stations placed in high-traffic locations
- Dedicated charging station provided
- Place small (pre-approved) promotional items at station for distribution

$1,895

Lanyards

Sponsor provided lanyards used as the official conference lanyard, distributed at registration, and worn by every attendee.

Key Benefits:
- Prominent brand exposure throughout the conference by over 1250 attendees

$1,695
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Event Sponsorships</th>
<th>Fee</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| Annual Reception Sponsorship
  Friday, February 15th
  (limited to 1) | $2,195 | ◊ Exclusive meet and greet with attendees on Friday evening
◊ Opportunity for branded giveaways (sponsor will be responsible for providing)
◊ Signs with logo at reception stations
◊ 3 minute pitch during reception
◊ Optional raffle at reception (with company provided raffle item) |
| Coffee Break Sponsorship
  (limited to 2) | $1,995 | ◊ Opportunity for brand recognition at key conference location
◊ Signs with logo at coffee/tea tables showing sponsorship on Friday, Saturday, and Sunday
◊ Small (pre-approved) promotional items may be placed at refreshment stations by sponsor |
| Breakfast Sponsorship
  Sunday, February 17th
  (limited to 1) | $1,595 | ◊ Exclusive event sponsorship opportunity
◊ Signs with logo at session breakfast showing sponsorship
◊ Opportunity for branded giveaways (sponsor will be responsible for providing the giveaway item) |

<table>
<thead>
<tr>
<th>Attendee Perks Sponsorship</th>
<th>Fee</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| WiFi Sponsor
  (limited to 1) | $2,195 | ◊ Wifi passwords will be distributed and posted along with company logo
◊ Company name used to generate passcode for wifi |
| Charging Station Sponsorship
  (limited to 4) | $1,895 | ◊ Signs with logo at charging station in high traffic areas
◊ Option to place company provided materials at charging station |
| Lanyard Sponsor
  (limited to 1) | $1,695 | ◊ Company provided lanyards distributed with name tags at registration |

### All Sponsorships Packages Include:

- Exhibiting 2 days February 15th-16th 2020, with standard skirted 6ft. table
- Table selection
- Option of adding Friday tabling to package
- Audience Interaction - QR code Placement near your table
- Rotating Sponsorship Banner on main page in Guidebook App
- Featured in the Guidebook App with customized company information
- Special acknowledgements will be made in the main ballroom sessions thanking sponsors
- Company logo on event signage
- Sponsorship listing in program schedule
- Thank you with link to your website on CCDS website
# Exhibiting Opportunities

<table>
<thead>
<tr>
<th>Exhibiting</th>
<th>Fee</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **Saturday & Sunday Exhibit Booth**  
February 15th & 16th, 2020 | $1295 | ◇ 6ft. table with chairs  
◇ Company name on CCDS event signage  
Inclusion in the Guidebook app with customized company information  
◇ Thank you with logo and link to your website on CCDS website  
Inclusion in pre-seminar attendee email |
| **Add Friday**  
February 14th, 2020 | $495 | ◇ Optional addition of Friday exhibiting  
*Only avail to Saturday & Sunday Exhibitors or Sponsors* |
| **Saturday Only Exhibit Booth**  
(limited, call for availability)  
February 15th, 2020 | $795 | ◇ 6ft. table with chairs  
◇ Company name on CCDS event signage  
Inclusion in the Guidebook app with customized company information  
◇ Thank you with logo and link to your website on CCDS website  
Inclusion in pre-seminar attendee email |
| **Sunday Only Exhibit Booth**  
(limited, call for availability)  
February 16th, 2020 | $695 | ◇ 6ft. table with chairs  
◇ Company name on CCDS event signage  
◇ Inclusion in the Guidebook app with customized company information  
◇ Thank you with logo and link to your website on CCDS website  
Inclusion in pre-seminar attendee email |
Sponsor and Exhibitor Registration Form
Capital Case Defense Seminar
February 14th - 17th, 2020
San Diego Bayfront Hilton

GENERAL INFORMATION {please print}

Company ___________________________________________________________________________________________
Billing Contact _______________________________________________________________________________________
Phone _______________________________ E-mail _______________________________
Address ____________________________________________________________________________________________
City _________________________________________ State ____________________________ Zip ________________

On-Site Contact: __________________________________________________________________
Additional On-Site Representative:_____________________________________________________
Additional On-Site Representative:_____________________________________________________
Additional On-Site Representative:_____________________________________________________

PAYMENT INFORMATION

MasterCard, Visa or Discover ______________________________ Exp. Date _________ CVV _______
Address ___________________________________________________________________________________________
City _____________________________ State ________________ Zip ________________

Sponsor Selections

- Event Sponsorship
  - Reception - $2,195
  - Breaks - $1,995
  - Breakfast - $1,595

- Attendee Perks Sponsorship
  - Wi-Fi - $2,195
  - Charging Station - $1,895
  - Lanyard - $1,695

Additional Options: ☐ Friday Tabling - $495

Table Preference: # ___________

Make checks payable to CACJ and return along with signed registration form to:
California Attorneys for Criminal Justice
1555 River Park Drive, Suite 105
Sacramento, CA 95815

or scan/email/fax to EMAIL tara@cacj.org
FAX 916.643.1836

Registration forms will NOT be processed without payment.

CANCELLATION POLICY
Requests for cancellation MUST be made in writing and received in the CACJ office by January 25, 2020. A non-refundable administration fee of 25% will be retained. NO transfers of conference registrations and NO refunds for cancellations or "no shows" will be made after this date.

Exhibitor Selections

- $1295 Two Day Exhibit
- $795 Saturday Day Exhibit
- $695 Sunday Day Exhibit