

CONFERENCE PROSPECTUS



CESA 2019 ANNUAL TRAINING & CONFERENCE

OCTOBER 21-24, 2019
DOUBLETREE BY HILTON SONOMA WINE COUNTRY



WHY EXHIBIT AT THE ANNUAL CONFERENCE?

The California Emergency Services Association (CESA) is a nonprofit, professional organization that supports over 700 members. Its purpose is to promote mutual support and cooperation while planning, training, responding and recovering from all hazard events among government, private sector, non-governmental organizations, and the public. CESA has strong representation and involvement with the California Governor's Office of Emergency Services to ensure collaboration of thought, word, and action to protect California residents and businesses. The CESA Annual Training and Conference brings together emergency management professionals from a diverse variety of disciplines that must work jointly to build effective preparedness, mitigation, response, and recovery strategies. When you exhibit at the CESA Annual Conference, you will be provided with many opportunities to build and develop quality relationships with your current clients and prospects. You will meet face to face with seasoned professionals, leaders and decision makers in all phases of emergency management.

CESA 2019 TENTATIVE EXHIBIT SCHEDULE

MONDAY, 10/21/2019

8:30 am – 5:00 pm
Exhibit set up

TUESDAY, 10/22/2019

7:30 am – 5:30 pm
Exhibitor Area Open

WEDNESDAY, 10/23/2019

7:30 am – 3:30 pm
Exhibitor Area Open

EXHIBIT TEAR DOWN

Any time after 3:30 pm
on Wednesday

PLEASE NOTE: All breakfasts, coffee and snack breaks will take place in the Exhibit Area.

TAKE ADVANTAGE OF EXHIBITING AT THE ANNUAL CONFERENCE TO:

- Reach the largest range of California emergency management representatives possible
- Introduce and advance new products and services
- Gain exposure to CESA board members, managers and key personnel

BOOTH FEES

STANDARD

Includes one complimentary conference registration

- **\$1,500** prior to August 30, 2019
- **\$1,750** after August 30, 2019

NONPROFIT & GOVERNMENT

Includes one complimentary conference registration

- **\$1,300** prior to August 30, 2019
- **\$1,500** after August 30, 2019

SPONSOR AND EXHIBITOR DEADLINES:

August 15, 2019

Inclusion in conference registration information on website.

September 20, 2019

Inclusion in conference mobile app.

September 30, 2019

No refunds after this date.

October 4, 2019

All complimentary registrations must be completed online.

October 4, 2019

Booth payments made after this date will incur a \$350 late fee.

COMPLIMENTARY REGISTRANTS:

In addition to registering for a booth, you must also register each attendee manning the booth. Please register your complimentary attendee on the CESA Conference site at www.cesa.net using the discount code Exhibitor2019. Additional Vendor Meal tickets are available at \$350 each. All vendor registrations must be completed no later than October 4, 2019.

HOTEL ACCOMMODATIONS AND TRAVEL ARRANGEMENTS:

The conference will be held at the DoubleTree by Hilton Sonoma-Wine Country. All conference attendees and exhibitors are responsible for making their own travel and hotel reservations. Once you have paid for your booth or sponsorship, you will receive a confirmation with a link for your hotel room reservation at a special discounted group rate.

HOW DO I BECOME AN EXHIBITOR OR SPONSOR AT THE 2019 ANNUAL CONFERENCE?

All contracts for exhibiting or sponsoring must be completed on the CESA Conference Registration website at www.cesa.net. By completing the online registration, the company is agreeing to the exhibitor and sponsor contract rules contained in this brochure. Payments may be made by check or credit card. If paying by check, payment must be received within 30 days of receipt of invoice otherwise booth assignment and all associated benefits and opportunities will be subject to cancellation. Your booth is not confirmed until you have received an email confirmation from Beth Ramirez, Conference Manager. If any questions, please contact her at Beth@cesa.net.

YOUR EXHIBIT FEE INCLUDES:

- Company listing in the conference mobile app to include a 30 word company description
- One complimentary conference registration for one booth personnel who you must register online
- Pre-conference mailing list of attendees (September 2019)
- Post-conference mailing list of attendees by written request (October 2019)

YOUR BOOTH INCLUDES:

- One 6' draped table
- Two chairs
- Wireless internet access in the exhibit room

REFUNDS AND CANCELLATIONS:

All requests for refunds and cancellations of exhibit booth fees and sponsorships must be in writing to CESA by September 30, 2019. There will be no refunds after this date. All promotional materials, logo, and company name will be removed from all materials and website.

SPONSORING AT THE ANNUAL TRAINING AND CONFERENCE

Platinum Sponsors _____ \$3,000

- Three complimentary conference registrations
- Includes one booth
- Listing and logo in the conference mobile app
- Logo on CESA conference website with link to your website
- Recognition at the Wednesday Luncheon
- Ribbons for badges for all company attendees
- One reserved table at Wednesday's Awards Luncheon
- Signage during your sponsored event
- One sponsored item or event from the list below valued at \$3,000

Gold Sponsors _____ \$2,000

- Two complimentary conference registrations
- Includes one booth
- Listing and logo in the conference mobile app
- Logo on CESA conference website with link to your website
- Recognition at the Wednesday Luncheon
- Ribbons for badges for all company attendees
- Signage during your sponsored event
- One sponsored item or event from the list below valued at \$2,000

Silver Sponsors _____ \$1,000

- One complimentary conference registration
- Listing and logo in the conference mobile app
- Logo on CESA website with link to your website
- Recognition at the Wednesday Luncheon
- Ribbons for badges for all company attendees
- Signage during your sponsored event
- One sponsored item or event from the list below valued at \$1000

SPONSORSHIP OPPORTUNITIES

Please note: All Opportunities are on a First Come, First Served Basis. There is only one of each item listed below.

\$3,000 PLATINUM OPPORTUNITIES

Please select one of the following

KEYNOTE SPEAKER, OPENING SESSION, TUESDAY MORNING

Signage at event, introduction and photo opportunity with keynote speaker, opportunity to place a promotional item provided by your company at each place setting, thank you in conference mobile app and your logo with link to your website on the CESA website.

TOTE BAGS WITH YOUR COMPANY LOGO

Your company logo on the official tote bag which is provided to all attendees, signage at event, thank you in conference mobile app and your logo with link to your website on the CESA website.

SPIRAL BOUND NOTEBOOK WITH YOUR COMPANY LOGO

Your company logo on the official conference notebook which is included in the conference tote bag provided to all attendees, signage at event, thank you in conference mobile app and your logo with link to your company website on the CESA website.

WEDNESDAY'S AWARDS LUNCHEON

Prominent signage at event, centerpieces with your logo on all tables, opportunity to place a promotional item provided by your company at each place setting, thank you in conference mobile app and your logo with link to your company website on the CESA website.

\$2,000 GOLD OPPORTUNITIES

Please select one of the following

WEDNESDAY NIGHT DANCE AND CASINO NIGHT *New this year!*

Casino Night with Blackjack, Roulette, Craps, Poker, Dance floor and more! Signage and beverage napkins with your company logo in a single color at event, one drink ticket for beer, wine or soda per person with your logo on them, thank you in conference mobile app and your logo with link to your website on the CESA website.

LANYARDS WITH YOUR COMPANY LOGO

Your company logo on the official lanyard which is included in the conference tote bag provided to all attendees, signage at event, thank you in conference mobile app, and your logo with link to your company website on the CESA website.

A/V NEEDS FOR THE CONFERENCE

Prominent signage in each meeting room, thank you in Conference mobile app and your logo with link to your company website on the CESA website.

EXHIBITOR PASSPORT

Your company logo on Exhibitor Passport which all attendees must have stamped at each exhibit booth in order to enter contest, introduction by Emcee of one staff member to pull the winning card and special thank you by Emcee at the event, signage at event, thank you in conference mobile app and your logo with link to your company website on the CESA website. Prize value of \$300 which CESA will provide.

CONFERENCE MOBILE APP WITH YOUR COMPANY LOGO

Your company logo prominently featured on the official conference mobile app, signage at event, thank you in Conference mobile app and your logo with link to your company website on the CESA website. **Please note:** App will contain a page which lists all exhibitors and sponsors.

\$1,000 SILVER OPPORTUNITIES

Please select one of the following

TUESDAY MORNING CONTINENTAL BREAKFAST

Signage and beverage napkins with your company logo in a single color at the food station/s, thank you in conference mobile app and your logo with link to your website on the CESA website.

WEDNESDAY MORNING CONTINENTAL BREAKFAST

Signage and beverage napkins with your company logo in a single color at the food station/s, thank you in conference mobile app and your logo with link to your website on the CESA website.

THURSDAY MORNING CONTINENTAL BREAKFAST

Signage and beverage napkins with your company logo in a single color at the food station/s, thank you in conference mobile app and your logo with link to your website on the CESA website.

2019 CONFERENCE EXHIBITOR RENTAL SPACE & SPONSORSHIP APPLICATION RULES AND REGULATIONS

MULTIPLE BOOTHS

Exhibitors may purchase multiple booths; however, booths may not be shared with another company.

SHIPPING AND HANDLING

Shipping of materials and installation fees are not included in the exhibit booth fee. Arrangements for shipping and storage of displays and materials must be directed to the DoubleTree by Hilton Sonoma Wine Country, Attention Becky Sarlatte and marked CESA Exhibitor. Boxes may not arrive prior to 10/15/2019. Additional instructions will be sent to exhibitor in September 2019.

CONTRACT FOR SPACE

The exhibit contract and booth space application, the formal notice of space assignment and the full payment of exhibit booth fees together constitute a contract between CESA and the exhibitor for the right to use the assigned booth space and to comply with these rules and regulations. Exhibitors shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by CESA.

SPACE ASSIGNMENT

Space assignment priority is given according to sponsorship level. CESA will make every effort to place exhibitors in the areas of their choice, and once a space is paid for, confirm that space to the exhibitor. However, CESA does reserve the right to place, move or relocate any exhibitor in case of necessity for the total benefit and operation of the show.

EXHIBIT BOOTH SETUP

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisles must be kept clear. Exhibits should be arranged so that company representatives will be inside of the space assigned. Materials used to decorate shall be of flame-retardant material. Safety exits and equipment must be left accessible and in full view at all times.

BOOTH PAYMENT

Each exhibitor MUST submit a signed application with full payment to reserve a booth. Payment must be received within 30 days of invoice or the booth may be forfeited.

CANCELLATION

If an exhibitor cancels a booth space contract prior to September 30, 2019, all fees paid will be returned. If an exhibitor rents a booth, pays in full, but does not attend the conference, there will be no refund of the booth rental fee. In addition, cancellation of a booth after September 30, 2019, will result in a full forfeiture of fees.

REPRESENTATIVE FEES

The exhibit fee for each booth includes one conference registration for the designated company representative. Additional Vendor Meal Tickets may be purchased at the reduced fee of \$350 per person via the CESA conference registration site.

ALL COMPANY REPRESENTATIVES WORKING IN THE EXHIBIT HALL MUST BE REGISTERED FOR THE CONFERENCE

All exhibitors must check in at the registration area upon arrival at the conference for a badge and conference information. Please register all persons in your booth so that a badge can be made in advance. Admission shall be by badge and badges are not transferable. Rights of an exhibitor shall not be assignable to any other firm or person.

EXHIBITOR'S RESPONSIBILITIES

CESA will not be responsible for damage to uncrated materials, materials improperly packed, glass breakage or concealed damage. CESA will not be responsible for loss or disappearance of the exhibitor's materials after some have been delivered to the exhibitor's booth. Similarly, CESA cannot be responsible for disappearance of the exhibitor's materials before the materials are picked up from the exhibitor's booth for loading after the conference.

PRIZES

Representatives from the companies' exhibiting at the conference are not eligible to win prizes. Prize winners will be eligible to win more than one prize. Individual exhibitors may determine if the prize winner needs to be in attendance at the time of the drawing. Exhibitors accept responsibility for delivery of their prizes to the winner.

INSURANCE AND LIABILITY

Exhibitor agrees to protect, save and keep CESA and DoubleTree by Hilton Sonoma Wine Country forever harmless from any damages or charges imposed for violation of any law or ordinance occasioned by negligence of the exhibitor, as well as to comply strictly with the applicable terms and conditions contained in the agreement between DoubleTree by Hilton Sonoma Wine Country and CESA regarding exhibition premises.

Further, exhibitor shall at all times protect, indemnify, save, defend and hold harmless CESA and DoubleTree by Hilton Sonoma Wine Country against and from any and all loss, costs (including attorney fees), damages, liability, or expense arising from or out of or by reason of any accident or bodily injury or any other occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof. Additionally,

CESA shall not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restrictions, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of CESA.

CA EXHIBITORS PROPERTY

CESA (and its conference host facilities) cannot assume responsibility for the safety of the property of the Exhibitor, its officers, agents or employees from theft, damage by fire, accident or other causes, but will use all reasonable care to protect them against such loss. Occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and when exhibits are being set up or dismantled, to protect against loss. CESA (and its host conference facilities) cannot be responsible for any item left unattended or left in the Exhibit Hall during the times the exhibits are closed.

RULES AND COMPLIANCE

Exhibitors agree to comply with rules and regulations as specified in the exhibitor package.

NONCOMPLIANCE WITH EXHIBITOR RULES AND REGULATIONS

Each exhibitor and all its employees agree to abide by the rules and regulations given herein and by subsequent amendments and additions considered by CESA management to be in the best interest of all exhibitors.

Upon noncompliance with the rules formulated, CESA management reserves the right to prohibit, reject, or eject any exhibitor, exhibitor's representatives, or exhibit in whole or part, with or without giving cause. If cause is not given, CESA's liability shall not exceed the return to the exhibiting company of the rental unearned at the time of ejection. If an exhibitor is ejected for violation of these rules, or for any other reason, no return of monies received shall be made.

AMENDMENT TO RULES

These rules, regulations and conditions have been drawn for the purpose and intention of providing a well-balanced, well-regulated, attractive, and successful exposition. Any and all matters or questions, not specifically covered by the preceding rules and regulations shall be subject solely to the decision of CESA management. In an effort to provide the greatest good to the greatest number, CESA management shall have full power to so interpret the rules and regulations or make such rulings as may appear to be for the best interest of the entire exposition and all amendments of the foregoing rules shall bind the exhibitors.

CESA 2019 Annual Training & Conference Sponsor/Exhibitor Application

SECTION 1: COMPANY / ORGANIZATION

ORGANIZATION NAME (AS IT WILL BE LISTED IN CONFERENCE MATERIALS)

STREET ADDRESS

CITY, STATE, ZIP

PHONE

FAX

DESIGNATED CONTACT*

TITLE

EMAIL

PHONE

* Designate the name of the person in your organization who is to receive all pre-conference correspondence and information, including confirmations, scheduling updates and alerts. It will be the responsibility of this person to share any and all conference information and updates with your organization.

SECTION 2: COMPANY / ORGANIZATION INFORMATION

Our products or services belong to the following groups (check all that apply):

- | | | |
|--|---|--|
| <input type="checkbox"/> Colleges/Universities Communication Services Damage Restoration Detection Devices | <input type="checkbox"/> Exercise/Training Products or Services | <input type="checkbox"/> Satellite Technologies |
| <input type="checkbox"/> Emergency Management Consulting | <input type="checkbox"/> Hazmat Gear/Accessories | <input type="checkbox"/> Shelter Supplies Utilities |
| <input type="checkbox"/> Emergency Management Software | <input type="checkbox"/> Information Systems Preparedness Equipment Protective Clothing Public/Governmental Entity Risk Management | <input type="checkbox"/> Warning Systems |
| <input type="checkbox"/> Emergency Management Vehicles | | <input type="checkbox"/> Weather/Meteorological Services |
| <input type="checkbox"/> EMS Medical Equipment | | <input type="checkbox"/> Other |

SECTION 3: EXHIBIT INFORMATION + FEES

STANDARD EXHIBITOR

- 1 space
- \$1500 until August 30, \$1750 after August 30

NONPROFIT/GOVERNMENT

- 1 space
- \$1300 until August 30, \$1500 after August 30

PRODUCT/SERVICE TO BE MARKETED: _____

PREFER NOT TO BE LOCATED NEAR: _____

* Reference Sponsor and Exhibitor Prospectus for details on exhibit space and entitlements. CESA will undertake good faith efforts to locate the applicant's booth in one of the desired locations specified. Notwithstanding the above, CESA cannot and does not guarantee that the applicant will be assigned one of the desired booth locations and reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

SECTION 4: SPONSORSHIP OPPORTUNITIES + FEES

Check any that you wish to participate in. If none, leave this section blank.

SPONSORSHIP LEVEL*

- Platinum \$3,000 Gold \$2,000 Silver \$1000

Preferred Item or Event _____

CONTINUED ON NEXT PAGE

SECTION 5: PAYMENT INFORMATION

Please read the Contract Terms and Conditions listed in the Official Rules and Obligations (as outlined on page 6). Payment in full is due at time of application submission.

CHECK

Please make check payable to: "CESA"

Mail completed application and check to: CESA, 320 Pine Avenue, Suite 1050, Long Beach, CA 90802

Check No. _____

CREDIT CARD

VISA MASTERCARD AMERICAN EXPRESS

NAME OF CARDHOLDER

BILLING ADDRESS

CARD NUMBER

EXP. DATE

CVV NO.

SECTION 6: CANCELLATION POLICY

All cancellations must be received by CESA in writing. CESA will respond in writing confirming the cancellation. Sponsors and exhibitors that submit cancellations by September 30, 2019 to receive a refund. No refunds after September 30, 2019.

SPONSORS AND EXHIBITORS MUST ABIDE BY THE FOLLOWING PAYMENT OPTIONS AND DEADLINES:

- All cancellations and reductions must be received in writing.
- Booth space will NOT be assigned without the required payment being received by CESA together with this fully executed Application.

SECTION 7: SIGNATURE AND ACCEPTANCE OF TERMS The applications must be signed in order to confirm reservation

_____ I have read and understand the information provided and agree to abide by the rules and provisions set forth in this document which incorporates the Sponsorship and Exhibitor Prospectus.

_____ In accordance with the responsibilities listed in this document, the undersigned hereby applies to be an Exhibitor and/or Sponsor of the California Emergency Services Association (CESA) Annual Conference. We have read and agree to the stated responsibilities in the Sponsorship and Exhibitor Prospectus and Official Rules, Regulations, and Obligations, and we understand these responsibilities are incorporated into this application as a contract when accepted and confirmed by CESA. We understand full payment is required for registration.

PRINT NAME

TITLE

SIGNATURE

DATE

ADMINISTRATIVE USE ONLY

Date Application Received: _____

CESA Member Yes No

EXHIBITOR

SPONSOR

Payment Received Date _____

Payment Received Date _____

Space(s) Assigned Date _____

Space(s) Assigned Date _____

Past CESA Exhibitor Yes No

Past CESA Sponsor Yes No

Additional Notes: _____

Additional Notes: _____
