

TOO FAST TOO FINANCE

CSMFO

SACRAMENTO DRIFT

2027 CSMFO
ANNUAL CONFERENCE

FEBRUARY 1-4



2027 CSMFO

ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES

WHY SPONSOR AT CSMFO?

Sponsor levels sell out.

Register now and engage with us!

Reconnect with Clients

Strengthen existing
relationships.

Showcase Your Solutions

Get your company
in front of
decision-makers
seeking new ideas.

Premier Resource

Stand out in the
field of government
finance excellence.

California's Largest Government Finance Conference

Connect with
hundreds of
professionals.

CSMFO by the Numbers

Over 2,600 members!
Over 2,200
government members!

Conference
attendance typically
ranges from 1,500 -
2,000 attendees!

EVENT INFORMATION

Event Dates: Monday, February 1 - Thursday, February 4, 2027

Please note this DRIFT in pattern!

Location: SAFE Credit Union Convention Center

Exhibit Hall Dates: February 2 - February 3, 2027

Anticipated Attendance: 1,750

Sponsor Registration Opens: September 16, 2026, 9:00 am PDT

Sponsor Registration Deadline: December 2, 2026, 11:59 pm PDT

ROOM BLOCK INFORMATION

Room blocks are available at Sheraton Grand Sacramento, Hyatt Regency Sacramento, Residence Inn Sacramento Captiol Park, and Hyatt Centric Downtown. Rates are listed below. Booking opens with conference registration; a few weeks after sponsorship registration. The booking link will be in your confirmation email after you register as a sponsor, so you may reference it when the blocks open.

Sheraton Grand Sacramento

(across the street from Convention Center)

\$279 + taxes (Single/Double)

\$303 + taxes (Triple)

\$328 + taxes (Quad)

Hyatt Regency Sacramento

(across the street from Convention Center)

\$245 + taxes (Single/Double)

\$270 + taxes (Triple)

\$295 + taxes (Quad)

Residence Inn Sacramento

Capitol Park

(0.3 miles from Convention Center)

\$260 + taxes (Single/Double)

Hyatt Centric Downtown

(0.7 miles from Convention Center)

\$289 + taxes (Single/Double)

All of the above participating properties require a first night, non-refundable room and tax deposit when you make your room reservation. All cancellations will forfeit this deposit regardless of cancellation time frame. Room substitutions are allowed.



We recommend booking early as rooms within our block tend to sell out. Single = 1 person in room, double = 2 people in room, triple = 3 people in room, and quad = 4 people in room.

HOTEL LOCATIONS

Map Key:

 **Sheraton Grand Sacramento**
\$279 + taxes

 **Hyatt Regency Sacramento**
\$245 + taxes

 **Residence Inn Sacramento Capitol Park**
\$260 + taxes

 **Hyatt Centric Downtown**
\$289+ taxes

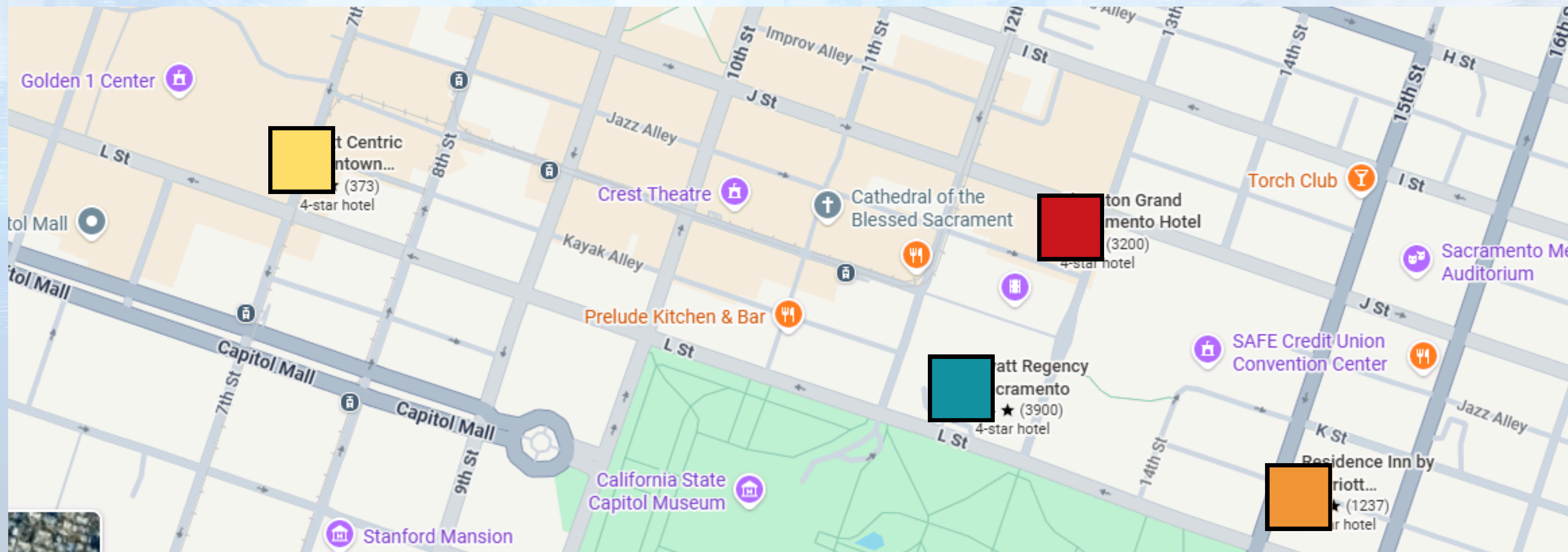


EXHIBIT HALL SCHEDULE

The times below represent events taking place in the Exhibit Hall as well as General Session and Lunch. Note these are the times that a majority of attendees will be in the exhibit hall. Concurrent educational sessions will take place in between these events. These times are subject to change.

Monday, February 1, 2027

12:00 pm - 5:00 pm	Exhibitor Booth Set Up
2:00 pm - 5:00 pm	Registration Open for Exhibitors and Attendees

Tuesday, February 2, 2027

7:30 am - 8:30 am	Exhibitor Booth Set Up
7:30 am - 5:30 pm	Registration Open for Exhibitors and Attendees
8:30 am - 6:15 pm	Exhibit Hall Open
8:30am - 9:45 am	Concurrent sessions
10:00 am - 11:15 am	General Session (Featured Speaker)
11:30 am - 12:45 pm	Concurrent sessions
12:45 pm - 2:00 pm	Lunch
2:00 pm - 5:15 pm	Concurrent sessions

Notable events in Exhibit Hall:

9:45 am - 10:00 am	Coffee break
3:15 pm - 4:00 pm	Dessert break
5:15 pm - 6:15 pm	Exhibitor Reception

Open night for Exhibitor/Sponsor Client Appreciation Opportunities

Wednesday, February 3, 2027

7:30 am - 5:00 pm	Registration Open for Exhibitors and Attendees
8:00 am - 3:30 pm	Exhibit Hall Open
9:00 am - 10:15 am	General Session (Featured Speaker)
10:30 am - 11:45 am	Concurrent sessions
11:45 am - 1:30 pm	Lunch
1:30 pm - 4:45 pm	Concurrent sessions
3:30 pm - 6:00 pm	Exhibit Hall Tear Down

Notable events in Exhibit Hall:

8:00 am - 9:00 am	Breakfast
12:30 pm - 1:30 pm	Dessert
2:45 pm - 3:30 pm	Refreshment break

We invite all sponsors to join us at our Wednesday Night Event! Information will be announced on our website.

Please note our full conference schedule will be posted on the website closer to the event at <https://csmfo.org/page/Schedule2027>



SPONSORSHIP OPPORTUNITIES

	SKYLINE	DIAMOND	SAPPHIRE	GOLD	SILVER
Price	\$20,000	\$13,000	\$8,000	\$5,000	\$3,500
Limit	3	10	35	60	25
Complimentary conference registrations ^[1]	10	8	5	3	2
Booth type ^[2]	10x20	10x20	10x10	10x10	6' tabletop
Booth selection (based on registration date)	First	Second	Third	Fourth	Based on registration date
Conference App	Logo/Name/Description	Logo/Name/Description	Logo/Name/Description	Logo/Name/Description	Logo/Name/Description
Conference website	Home page logo	Home page logo	Logo on sponsor list	Name on sponsor list	Name on sponsor list
2027 Post Conference Magazine Ads	Full page	Full page	Half page	Listing	Listing
General session slide display	Logo	Logo	Logo	Name	Name
Wednesday exhibitor reception passes ^[5]	2 Complimentary	2 Complimentary	2 Complimentary	2 Complimentary	
Exhibit Hall Game ^[4]	Complimentary participation	Complimentary participation	Additional \$200	Additional \$200	
Sponsorship of items/events ^[3]	✓	✓	✓		
Volunteer event attendance and recognition	2 attendees	2 attendees			
Recognition from the podium at general session	✓	✓			
Reserved Lunch Table for 10 on Wed & Thurs	✓				
Foursome for golf tournament or 2 pickleball players	Complimentary				

See following pages for footnotes.

SPONSORSHIP OPPORTUNITIES NOTES:

1. Sponsor attendees receive the same access and benefits as all other full conference registrations.

Registration includes access to all educational sessions and Tuesday breaks, Tuesday lunch, Tuesday exhibitor reception, Wednesday breakfast, Wednesday breaks, Wednesday lunch, access to the Wednesday night event, and Thursday breakfast.

2. Each sponsorship (10' x 10' and tabletop) comes with one 6' skirted table, two chairs, an ID sign, and a waste basket.

20' x 10' booths include an additional table and two chairs. All booths include pipe/drape. Limited WiFi connections will be available- **if you need dedicated internet connection for your booth, we recommend purchasing that separately through SmartCity.** Please note that the exhibit hall is not carpeted and electrical is not included in any exhibitor package. Purchase options will be included in the exhibit services kit from our exhibit management company, TriCord. Due to space limitations tabletop booths do NOT have the ability to purchase additional furniture.



SPONSORSHIP OPPORTUNITIES NOTES:

3. Sponsorship opportunities are listed below, which are included in the top three levels

Skyline Sponsors receive all of the below opportunities:

- Wednesday Event sponsor (logo and marketing)
- Branding sponsor (logo in highly visible area at Convention Center space)
- Logo on lanyard (1/3 of lanyards each with large solo logo)
- Opportunity to have specialty bar in your booth during Tuesday exhibit hall reception (space would need to be made available in booth)

Diamond Sponsors may choose ONE option of the below upon registering:

- Key Card sponsor (2 available): Logo on hotel key cards
- Mobile App sponsor: Logo prominently displayed
- Charging station sponsor
- Headshot Station sponsor
- Lounge sponsor
- Connect Space Sponsor: Opportunity to supply swag at a separate lounge and networking area for attendees
- Car Photo Opp Sponsor
- Exhibit Hall Photobooth Sponsor
- WiFi Sponsor

Sapphire Sponsors may choose ONE option of the below upon registering (max 3 sponsors per event):

- Tuesday morning coffee by registration
- Tuesday morning opening break in Exhibit Hall (beverages/snacks)
- Tuesday lunch
- Tuesday dessert break
- Wednesday breakfast
- Wednesday lunch
- Wednesday PM break
- Tuesday featured speaker technology sponsor
- Wednesday featured speaker technology sponsor

Options are a first come first serve basis.

Have questions? Learn more about these offerings on the Commercial Partner Roundtable on Friday, September 11th at 1 pm PDT.

Register on our website.



SPONSORSHIP OPPORTUNITIES NOTES:

4. We're happy to offer an Exhibit Hall Game for attendees and exhibitors to participate in.

Increase booth traffic and attendee engagement by participating in this interactive exhibit hall activity, which encourages attendees to visit participating exhibitor and sponsor booths throughout the event. Participation is complimentary for Skyline and Diamond Sponsors and available to other sponsor levels for an **additional \$200**. More information on the game will be announced closer to the event.

5. Complimentary Passes for Tuesday Exhibit Hall Reception.

Gold-level sponsors and above receive two (2) complimentary Exhibit Hall Reception Passes—an excellent opportunity to invite prospective clients, current customers, colleagues, or guests to experience the conference's premier networking event.

These passes may be used for individuals who are not otherwise registered for the conference, such as an additional company representative, customer, or spouse/guest. Pass holders will have access **only to the Exhibit Hall Reception** on the opening day of the conference. Exhibit Hall Reception Passes do not include admission to educational sessions, general conference activities, or any other conference events.



UPDATED INFORMATION REGARDING CONFERENCE REGISTRATIONS

New Information on Member Registrations

Please note that if you would like to register additional associates above your complimentary attendees, that pricing will be per your membership status at the time of registration. [Registration rates can be found on the website here.](#)

Introducing: Sponsor Marketing Specialist Rate

We recognize that successful conference engagement requires dedicated marketing support. To help your firm maximize its on-site presence, CSMFO is introducing a new, targeted registration option specifically for your firm's marketing personnel. This year, CSMFO is trialing a restricted, non-educational pass at a discounted rate of \$860. As a trial initiative, availability in future years is not guaranteed and will depend on the program's success at this event.

Why We Are Offering This Rate

Many firms want their dedicated marketing and event staff on the ground to manage exhibit setup, handle branding logistics, and capture content, without requiring full conference educational access. This specialty rate offers a cost-effective way to bring your marketing coordinator on-site to handle logistics while your technical experts focus on networking and sessions.

Rate & Inclusions

- Special Rate: \$860 (A 20% savings compared to the Commercial Member Full Conference Rate)
- Exclusive Access: Includes entry to the Exhibit Hall, Conference Meals, and the Wednesday Night Social Event.
- Session Restrictions: Access is limited to logistics and networking; this pass does not include entry to concurrent or general educational sessions.

Eligibility & Rules

- Firm Requirement: The firm must have an active sponsor at the Skyline, Diamond, or Sapphire level for the 2027 conference.
- Strict Limit: Maximum of one (1) Marketing Specialist pass per firm.
- Title Verification: The registrant must hold an official marketing or event-related corporate title.
- Deadlines: This rate is only available during the Early Bird registration window and will not be offered on-site.
- Access Limitations: This pass grants access exclusively to the Exhibit Hall and the Wednesday night social event. Should the registrant attend general or concurrent educational sessions, CSMFO reserves the right to upgrade the registration and invoice the firm for the full conference rate.



IMPORTANT DATES

Upon registering, **you must submit an .eps or vector-based logo in addition to a png logo** to CSMFO at events@staff.csmfo.org. Specifications are on the following page. After registration and submittal of your logo, it may take up to a week for the website to reflect all changes.

September 16, 2026 - Sponsor registration opens on the CSMFO website at 9:00 am PDT.

December 2, 2026 - Online sponsor registrations end. Registrations received after this day may not be included in any printed conference documents or the mobile app.

December 2, 2026* - Company logo submitted to events@staff.csmfo.org

December 14, 2026 - No refunds after this date.

January 4, 2027 - Payments must be received by CSMFO to avoid a \$250 late fee.

January 4, 2027 - CSMFO Conference Magazine ad submitted.

January 25, 2027 - Any outstanding payments will be required on-site to access exhibit space.

**The sooner a logo is submitted and the sponsorship is paid for, the sooner it will be put on the website. We highly encourage sending the logo as soon as possible.*



COLLATERAL SPECIFICATIONS

Please note that after you register and submit your logo, it may take up to a week for the website to reflect all changes.

LOGO SPECIFICATIONS - IMPORTANT!

You must send your logo in a .eps or .ai vector format. If you do not have a .eps version of your logo, please ensure you send a high-resolution transparent .png or pdf. Logos pulled from websites are not suitable for CSMFO printing.

SEND YOUR LOGO TO:

events@staff.csmfo.org by **January 4, 2027**

2027 CSMFO CONFERENCE MAGAZINE*

This year, sponsors receive the following print and digital packages:

SKYLINE SPONSORS - Full-page color ad in the 2027 Conference Magazine

DIAMOND SPONSOR - Full-page color ad in the 2027 Conference Magazine

SAPPHIRE SPONSOR - Half-page color ad in the 2027 Conference Magazine

GOLD SPONSOR - Listing in 2027 Conference Magazine

SILVER SPONSOR - Listing in 2027 Conference Magazine

*Conference Magazine is released post conference with recaps from the event.



CSMFO CONFERENCE MAGAZINE

AD SPECIFICATIONS

ANNUAL CSMFO CONFERENCE MAGAZINE

File type: 300 dpi PDF

Full Page Color ad:

8.5"W X 11"H - Full dimensions

Half Page Color ad:

4.25"W X 11"H - Full dimensions

When ads are complete (Sapphire and above), send them and a copy of your confirmation email with your exhibitor level to events@staff.csmfo.org by **January 4, 2027**. Head to issuu.com/csmfo to view past Annual Conference Magazines.

SPONSORSHIP RULES AND REGULATIONS

SPONSOR REGISTRATION INFORMATION

Registration for all Sponsors will be online. Sponsorships open September 16 and close December 2.

- Select Sponsorship Package
- Within 1 week, confirmation with attendee registration codes will be sent by CSMFO.
- October 1 - Register complimentary attendees as stated within the sponsorship level package. Please note: Any additional attendees will be at the rate at the time of registration and based on membership status.
- Complete registration of complimentary attendees by December 21st to ensure all participants have timely access to conference announcements.
- Sponsor registration is NOT attendee registration - be sure to register attendees and use the discount code provided.

EXHIBIT BOOTH SET-UP

Exhibits may be installed on Monday, February 1st from 12:00 pm to 5:00 pm or Tuesday, February 2nd from 7:30 am to 8:30 am. All exhibitors will be provided with a 6' X 2' skirted table, two chairs, a wastebasket, and company ID Sign. 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 the assigned space. Display materials or equipment at the sides of the booth shall not exceed the height of the side walls. Materials used to decorate shall be flame retardant. Safety exits and equipment must always be left accessible and in full view.

TABLETOP EXHIBITS

Exhibitors may set up their tabletop exhibit on Monday, February 1st from 12:00 pm to 5:00 pm or Tuesday, February 2nd from 7:30 am to 8:30 am. The exhibitor's display must fit on top of the table. No part of the display can be on the floor.

EXHIBIT HALL BREAKDOWN

The exhibits will be broken down from 3:30 p.m. to 6:00 p.m. on Wednesday, February 3rd. Tearing down early may affect your ability to exhibit in 2028.

TRADESHOW MANAGEMENT

TriCord Tradeshow Services will provide all exhibitor services in the Exhibit Hall, including but not limited to: booth equipment, rental furnishings, electrical distribution, freight and material handling labor, custom display rentals, sign producing, and hanging capabilities. An Exhibitor Service Kit containing the necessary information and order forms will be emailed to your organization's contact person once your registration is processed.

TriCord Contact

Jordan Pezzini: jordan@tricord.net
(831) 883-8600

SHIPPING AND HANDLING

Shipping of materials and installation fees are not included in the registration fee. Arrangements for shipping and storage of displays and materials, as well as additional items such as electrical needs, must be made through TriCord Tradeshow Services. You may contact TriCord at (831) 883-8600. Please reference the 2027 CSMFO Annual Conference. The necessary forms will be sent to you in their Exhibitor Kit.



SPONSORSHIP APPLICATION AGREEMENT AND REGULATIONS

CONTRACT FOR SPACE

The last day to register as an exhibitor is Wednesday, December 2, 2026. The completed exhibitor registration form, the notice of space assignment, and the full payment of exhibitor booth fees together constitute a contract between CSMFO 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 that may be established by CSMFO.

SPACE ASSIGNMENT

Space assignment priority is given according to sponsorship level, date, and time of registration within that sponsorship level. CSMFO does reserve the right to place, move, or relocate any exhibitor in case of necessity for the total benefit and operation of the show. Space assignment shall begin in December with the top tier levels and work down. Please allow up to a month.

BOOTH PAYMENT

Each exhibitor must submit payment for their reserved booth by Monday, December 14, 2026, to avoid a \$250 late fee.

CANCELLATION

All refunds and cancellations of sponsor booth fees and sponsorships must be submitted in writing to CSMFO staff no later than 7 weeks prior to conference. Cancellations will be refunded until this date, less a 25% administrative fee. There will be no refunds after this date, December 14.

Any exceptions to this policy for cancellations after this date are subject to CSMFO review for consideration.

ALL COMPANY REPRESENTATIVES WORKING IN EXHIBIT HALL

MUST BE REGISTERED FOR CONFERENCE

All company representatives 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. The rights of an exhibitor shall not be assignable to any other firm or person.

SECURITY

Overnight security will not be provided for the exhibit hall. We recommend that you do not leave any personal valuables in your booth after exhibit hall hours.

EXHIBITOR RESPONSIBILITIES

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

