



**2018 Annual Code  
Enforcement Seminar  
& Exhibitor Showcase  
October 9-12, 2018**

**Sponsor/Exhibitor Prospectus**

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## EXHIBITOR DEADLINES

Last day to submit advertising insertion orders (for those not exhibiting)	August 1, 2018
Last Day to submit artwork for onsite seminar program (exhibitors and advertisers)	August 15, 2018
Last Day to submit Exhibitor Agreement and payment*:	September 1, 2018
Last Day to make changes to Exhibitor Badge List	September 18, 2018





# JOIN US FOR OUR ANNUAL EVENT!

You are cordially invited to be a part of the largest code enforcement conference in the United States. Join the California Association of Code Enforcement Officers (CACEO) for its 2018 Annual Code Enforcement Seminar and Exhibitor Showcase and gain access to hundreds of code enforcement professionals in California.

This year's event promises to be an exciting one as code enforcement professionals gather at Monterey Bay for the highest quality professional development, opportunities to network with fellow professionals, and quality time to spend learning about sponsor/exhibitors products and services.

When: October 9-12, 2018  
Where: Embassy Suites by Hilton  
Monterey Bay/Seaside  
Seaside, California

The hotel is perfectly situated with stunning views of Monterey Bay. Embassy Suites by Hilton Monterey Bay/Seaside has been completely remodeled and features a gorgeous new lobby and comfortable guest rooms.



## WHO ATTENDS THE CACEO ANNUAL SEMINAR?

- ◆ Code Enforcement Officers
- ◆ Managers, Supervisors, Senior Officers
- ◆ Building and Safety Personnel
- ◆ Public Safety and Health Department Officials
- ◆ Legal Services and Administrative Support
- ◆ Elected Officials and Policy Makers

## TENTATIVE EXHIBIT SCHEDULE

### Tuesday, October 9, 2018

Exhibitor Move-in: 1:00 PM — 4:00 PM  
Exhibit Hall Open: 5:00 PM — 7:00 PM

### Wednesday, October 10, 2018

Exhibit Hall Open: 9:45 AM — 4:00 PM

### Thursday, October 5, 2017

Exhibit Hall Open: 7:30 AM — 3:15 PM  
Exhibit Move-out: 3:15 PM — 6:00 PM



# TRAVEL AND LODGING

## Lodging

CACEO has reserved a block of rooms at the

### **Embassy Suites by Hilton Monterey Bay-Seaside**

1441 Canyon Del Rey Blvd.  
Seaside, CA 93955

Room Rates: \$199.00, single/double

Daily Parking: \$10.00, per night

Rate includes:

☞ Complimentary breakfast for hotel guests and ticketed attendees staying elsewhere (fee applies)

☞ Complimentary manager's reception for hotel guests and ticketed attendees staying elsewhere (fee applies)

Room Tax is currently 12.195%



Two methods for making your reservations:

1. Call (800) 362-2779 and refer to the CACEO 2018 Conference or group code CEO.
2. You may directly link to the Embassy Suites booking site from the CACEO website under Annual Seminar/Travel and Lodging (<http://caceocal.site-ym.com/page/TravelAndLodging>).

Please book your room **on or before September 8, 2018** (we anticipate the room block will sell out early so booking as quickly as possible is advised).

### **Monterey Tides**

2600 Sand Dunes Drive  
Monterey, CA 93940

Room Rate: \$140.00\* Single/Double

\* or current federal per diem

Please a resort fee of 20.00 and tax at 11.795% (or current local tax) and Monterey Improvement District Fee of \$2.00.

The resort fee includes:

Guestroom internet	Parking
Bottled Water	In-room coffee and local calls



Exhibit

The Monterey Tides is located just one block from Embassy Suites and is located right on Monterey Bay. Like Embassy Suites, it has gone through renovations throughout the property, including its bright and airy lobby.

Reservations can be made by calling Monterey Tides at (800) 242-8627, using Group Code CACEO18. or by using the Monterey Tides link found on <http://caceocal.site-ym.com/page/TravelAndLodging>. A limited number of rooms are available at Monterey Tides so be sure to book early. Room block closes **September**

# TRAVEL AND LODGING

## Travel

The Monterey-Seaside area is served by the Monterey Airport (MRY) and the Norman Y Mineta San Jose International Airport (SJC). If you wish to travel on Southwest Airlines, you must fly into San Jose International. Other airlines, such as United and Alaska fly directly into MRY from parts of southern California and northern California.



Airlines traveling to MRY include:

- American Airlines  
from Palm Springs
- United Airlines  
from Los Angeles, San Francisco,  
Santa Rosa and Redding
- Alaska Airlines  
from San Diego



The Embassy Suites by Hilton Monterey Bay-Seaside is approximately 71.7 miles, with drive time approximated at 1 hour, 12 minutes from SJC. There is an airport shuttle that runs from SJC into downtown Monterey (cost approximately \$35, one-way) but you will need to secure additional travel options from the shuttle terminal to the Embassy Suites. Car rentals are also an option.

Approximate drive time to the hotel from various cities is:

Fresno	2 hours, 35 minutes
Livermore	1 hour, 46 minutes
Modesto	2 hours, 11 minutes
Oakland	1 hour, 58 minutes
Sacramento	3 hours, 2 minutes
San Francisco	2 hours, 23 minutes
San Jose	1 hours, 20 minutes
Santa Barbara	3 hours, 43 minutes
Stockton	2 hours, 19 minutes
Ventura	4 hours, 5 minutes



### **Monterey Regional Airport to Embassy Suites**

1. Head southwest on Olmsted Rd toward Garden Rd (0.1 mi)
2. Turn right onto CA-68 W (1.2 mi)
3. Keep right at the fork to continue on Exit 7B, follow signs for CA-1 N/Santa Cruz and merge onto CA-1 N
4. Take exit 402B toward Del Monte Ave (0.4 mi). Arrive at Embassy Suites by Hilton Monterey Bay Seaside, 1441 Canyon Del Rey Blvd, Seaside, CA 93955.



5 min (2.8 mi) via CA-68 W

# EXHIBIT BOOTHS

## PLATINUM LEVEL

**\$1,600.00**

Includes:

- ☞ Annual Seminar exhibit space, skirted table
- ☞ Exhibitor Contact Listing in Seminar Onsite Program Guide
- ☞ Full page, 4/color ad in the Seminar Onsite Program Guide
- ☞ Recognition in the Winter 2018 issue of CACEO News



## GOLD LEVEL

**\$1,400.00**

Includes:

- ☞ Annual Seminar exhibit space, skirted table
- ☞ Exhibitor Contact Listing in Seminar Onsite Program Guide
- ☞ Half-page 4/color ad in the Seminar Onsite Program Guide
- ☞ Recognition in the Winter issue of CACEO News



## SILVER LEVEL

**\$1,200.00**

Includes:

- ☞ Annual Seminar exhibit space, skirted table
- ☞ Exhibitor Contact Listing in Seminar Onsite Program Guide
- ☞ Recognition in the Winter issue of CACEO News



## BRONZE LEVEL

**\$1,000.00**

Includes:

- ☞ Annual Seminar exhibit space, skirted table
- ☞ Exhibitor Contact Listing in Seminar Onsite Program Guide



# PREMIER SPONSORSHIP OPPORTUNITIES

Looking for increased visibility from CACEO members? Consider adding one of the following Premier sponsorship opportunities to your Exhibitor level. Exhibit Space not included; must be registered as an Exhibitor.



## THE LONE CYPRESS SPONSORSHIP **\$3,500.00** **ONE AVAILABLE**

Just as the Lone Cypress Tree in Pebble Beach has stood alone for more than 250 years, let your visibility at the 2018 attain the highest visibility, as more and more attendees rely on their mobile devices to not only make and receive calls and text messages, but also to access their seminar programming at their fingertips. This **EXCLUSIVE** sponsorship is available to one exhibitor whose logo will be the first thing 2018 attendees see as they open their mobile devices to access seminar schedules and speaker handouts. Will that be you?



# PREMIER SPONSORSHIPS CONTINUED

## THE LONE CYPRESS SPONSORSHIP (CONTINUED)

**\$3,500.00**

**ONE AVAILABLE**

- ☞ Sponsor recognition in the Seminar Onsite Program Guide
- ☞ Sponsor ribbons for your staff's name badges
- ☞ Onsite recognition (signage and announcements) throughout Seminar
- ☞ Two (2) full page, 4/color ads in CACEO News (one each issue)
- ☞ Logo (top billing) on CACEO website, with link to your website



## THE CANNERY ROW SPONSORSHIP

**\$3,000.00**

**ONE AVAILABLE**

Cannery Row is one of the most visited spots in the Monterey area, whether your interests lean towards history, nature, fine dining or so many other things. Promotional items distributed to attendees at Seminar are always popular 'take home/use' items. Whether it is a tote bag, a padfolio or some other item, this high visibility sponsorship prominently features your logo and CACEO's logo. Attendees not only use these items at Seminar but also long after Seminar is concluded.

- ☞ Sponsor recognition in the Seminar Onsite Program Guide
- ☞ Sponsor ribbons for your staff name badges
- ☞ Onsite recognition (signage and announcements) throughout Seminar
- ☞ Two (2) half-page, 4/color ads in CACEO News (one each issue)
- ☞ Logo on CACEO website, with link to your website



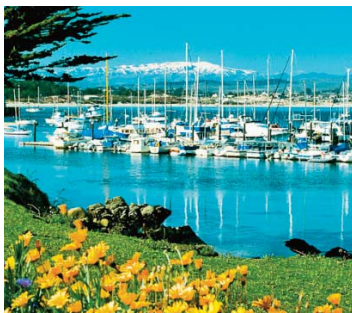
## THE AQUARIUM SPONSORSHIP

**\$2,000.00**

**FOUR AVAILABLE**

Perched at ocean's edge of Cannery Row, the Monterey Bay Aquarium serves as a window to the area's marine life. Become a sponsor for the Wednesday night Mixer and offer Seminar attendees a whale of a good time. As a co-host of the Wednesday Night Mixer, your company will be recognized at the beginning of the evening. Sponsorship includes:

- ☞ Sponsor Recognition in the Seminar Onsite Program Guide
- ☞ Sponsor ribbons for your staff name badges
- ☞ Onsite recognition (signage and announcements)
- ☞ One (1) quarter-page, 4/color ad in CACEO News (Winter 2018 issue)
- ☞ Logo on CACEO website, with link to your website



## THE BAY AND BOATS SPONSORSHIP

**\$1,500.00**

**ACCEPTING**

### MULTIPLE SPONSORS

Delicious seafood abounds in Monterey Bay, thanks to local fishermen. Whether you choose a Wednesday or Thursday co-sponsorship, your company will be recognized as a seminar luncheon co-host. Exhibit space not included; must be registered as an Exhibitor.

- ☞ Sponsor ribbons for your staff name badges
- ☞ Logo on CACEO website, with link to your website

# ADDITIONAL SPONSOR OPPORTUNITIES

Looking for increased visibility from CACEO members? Consider adding one of the following Premier sponsorship opportunities to your Exhibitor/Sponsor levels.

## **Wednesday Lunch Sponsorship** **\$1,000.00** **Accepting Multiple Sponsors**

As a host/co-host of the Wednesday luncheon, your company will receive three (3) minutes at the beginning of the presentation to tell attendees about your services. Exhibit space not included; must be registered as an Exhibitor.



## **Wednesday Night Mixer** **\$1,500.00** **Accepting Multiple Sponsors**

As a host/co-host of the Wednesday Night Mixer, your company will receive three (3) minutes at the beginning of the evening to tell attendees about your services. Your company logo will be printed on drink tickets distributed to each attendees. Exhibit space not included; must be registered as an Exhibitor.



## **Thursday Lunch Sponsorship** **\$1,000.00** **Accepting Multiple Sponsors**

As a host/co-host of the Thursday luncheon, your company will receive three (3) minutes at the beginning of the presentation to tell attendees about your services. Exhibit space not included; must be registered as an Exhibitor.



## **Thursday Night Bonfire on the Beach** **\$750.00** **Accepting Multiple Sponsors**

After dinner on Thursday night, take a short walk to the beach behind the Monterey Tides Hotel for a fun time in front of a small bonfire. Details and times coming soon but who doesn't love a bonfire on the beach!

Don't forget to pack your beach walking shoes and a sweater, jacket or hoodie in case the temps cools down.





# APPLICATION TO EXHIBIT/SPONSOR

Company Name: \_\_\_\_\_

Contact First Name: \_\_\_\_\_ Contact Last Name: \_\_\_\_\_

Title: \_\_\_\_\_ Email address: \_\_\_\_\_

Address Line 1: \_\_\_\_\_

Address Line 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Website Address: \_\_\_\_\_

List or describe good/services your company plans to exhibit:

\_\_\_\_\_  
\_\_\_\_\_

Additional Exhibit Booth Personnel (1): \_\_\_\_\_

Additional Exhibit Booth Personnel (2): \_\_\_\_\_

**Select Sponsor Level**                      \_\_\_\_\_ Platinum (\$1,600)                      \_\_\_\_\_ Gold (\$1,400)  
   \_\_\_\_\_ Silver (\$1,200)                      \_\_\_\_\_ Bronze (\$1,000)

**Additional Sponsor Opportunities (all multiple opportunities except for those marked with an \*)**

\_\_\_\_\_ Wednesday Lunch (1,000)                      \_\_\_\_\_ Wednesday Night Mixer (\$1,500)  
\_\_\_\_\_ Thursday Lunch (\$1,500)                      \_\_\_\_\_ Promotional Item\* (\$3,000)                      \_\_\_\_\_ Mobile App\* (\$5,000)

**Fee Calculation:** Sponsor Level \_\_\_\_\_ + Additional Sponsor Opportunities \_\_\_\_\_ = TOTAL DUE \$ \_\_\_\_\_

\_\_\_\_\_ I/We agree to the Exhibitor Rules and Regulations and the additional Requirements of the Renaissance.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Remit to:  
**California Association of Code Enforcement Officers**  
6939 Sunrise Blvd., Ste. 119  
Citrus Heights, CA 95610  
mbobrow@caceo.us — Email | (866) 508-3947

# EXHIBIT RULES & REGULATIONS

## 2018 EXHIBIT RULES AND REGULATIONS

**CONTRACT FOR SPACE:** Your application for exhibit space has been accepted by the California Association of Code Enforcement Officers (CACEO). We will attempt to comply with any special requirements you may request, however, CACEO cannot guarantee that all your requests may be complied with to your satisfaction. No exhibitor will be allowed to set up in any area not designated to that firm nor can any exhibitor attempt to move, exchange or in any manner alter the master Floor Plan layout. Exhibit space will be assigned by CACEO and all exhibitors will be notified of their location. No exhibitor will be allowed to participate whose exhibit's dimensions exceed the area provided. Please advise your exhibit personnel that they must comply with this requirement or be excluded from the exhibit area with no refund due.

Any person who is observed to be soliciting business in the Exhibit area or other public spaces, in another company's booth, or in violation of any portion of the CACEO policies, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to CACEO. CACEO recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. CACEO must be informed of any hospitality suites and expressed consent must be received prior to the event. Suitcasing is defined as any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by the event sponsor or in ways that violate the rules of the event or exhibition. The Exhibitor Floor Plan is subject to change and final approval by the local Fire Marshal.

**CONDUCT:** The rights and privileges of an exhibitor should not be infringed upon by any other exhibitor. Exhibitors shall not disparage the goods, services or reputation of other exhibitors. CACEO reserves the right to expel, without refund, any exhibitor engaging in misconduct, or to restrict exhibits or exhibitors that may be objectionable or in the judgment of CACEO detrimental or detracts from the general order of the exhibit area. This applies to persons advertising, soliciting, or anything of a similar nature.

Please note: you must have an actual product or service to sell to qualify as an Exhibitor at the CACEO Annual Seminar. Exhibitor personnel are required to keep equipment, merchandise, and promotional or advertising materials within the confines of the exhibit space contracted. Solicitation in the exhibit area by persons other than exhibitor personnel is prohibited. Persons conducting unauthorized solicitations will be expelled from the exhibit hall. There will be no exceptions. Show management maintains a strict NO SUITCASING policy (see second paragraph under Contract for Space on this page). The exhibitor is permitted to demonstrate the firm's equipment and to make formal presentations regarding the product line or service in the booth. Hard sell tactics are considered inappropriate. Attention-getting devices in the form of entertainment or amusement are strictly prohibited. Vendor representative(s) must staff exhibit always during exhibit hours. All exhibitors are required to wear their exhibitor badges during all show hours. All Exhibitors are required to dress in appropriate attire. Attire for attendees and exhibitors is business casual.

**LIABILITY:** Neither the California Association of Code Enforcement Officers nor the Embassy Suites by Hilton Monterey/Seaside assumes responsibility for damage or loss of any kind. The exhibit area will offer all exhibitors maximum exposure. It is suggested that any property of value be removed from the exhibit area during non-exhibit hours. Neither the California Association of Code Enforcement Officers nor the Embassy Suites by Hilton Monterey/Seaside will be held responsible for property or material left unattended at any time in the hotel. If the exhibitor wishes to insure its property, it must be done at the exhibitor's expense. It is expressly understood that by signing the Exhibit Agreement, the exhibitor agrees to accept the rules stated herein and will make no claim of any kind against show management, or any officers, agents, servants, or employees of the California Association of Code Enforcement Officers. Exhibitor shall be fully responsible to pay for all damages to property owned by the Embassy Suites by Hilton Monterey/Seaside, its owners, managers, officers, or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting from exhibitor's use of property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of

*(Continued on Page 10)*

# EXHIBIT RULES & REGULATIONS (CONT'D)

*(Continued from Page 9)*

or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the Embassy Suites by Hilton Monterey/Seaside or any part thereof.

**HOLD HARMLESS:** In the event that the premises in which the CACEO Annual Seminar was to be conducted shall become, in the sole discretion of CACEO, unfit for occupancy, or has been substantially interfered with by reason of any cause or causes not reasonably within the control of CACEO, this agreement may be terminated by the California Association of Code Enforcement Officers. For this purpose, the term "cause or causes" shall include but not by way of any limitation, fire, embargo, inclement weather, government restraints, restraints or orders of civil defense or military authorities, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, or commandeering of necessary supplies or equipment by local, state, or federal law, ordinance, rule, order or decree or regulation, legislative, executive or judicial, and whether constitutional or an act of God.

Should CACEO terminate this agreement pursuant to the provisions of the Cancellation Policy, the Exhibitor waives all claims for damages and agrees that CACEO may, after computing the total amount refundable to all Exhibitors (the amount by which the total amount of fees paid by preparation for conducting the show, including reasonable reserve for claims and other contingencies), refund to the Exhibitor, as and for, complete settlement and discharge of all said Exhibitor's claims and demands.

The Exhibitor indemnifies and agrees to hold harmless the California Association of Code Enforcement Officers the Embassy Suites by Hilton Monterey/Seaside, and their officers, directors, employees and agents, from and against any actions, losses, costs, damages, claims and expenses (including attorney's fees) arising from any damage to property or bodily injury to Exhibitors, his agents, representatives, or employees by reason of the exhibitor's occupancy or use of the exhibition facilities.

**Cancellation Policy:** There will be a refund of all fees paid if CACEO cancels the program. In such cases, CACEO shall be free from any claim for damages which exhibitor alleges to have suffered as the result of such cancellation. All cancellations must be made in writing to CACEO (email accepted). A cancellation fee of 50% of exhibitor fees will be assessed for all cancellations received sixty (60) days prior to the commencement of the event. No refunds will be given for cancellations received after August 8, 2018.

**ACCEPTABILITY OF EXHIBIT MATERIALS:** Show management reserves the right to deny space to any company whose representation is objectionable to the California Association of Code Enforcement Officers.

**COPYRIGHT LAWS:** Copyright laws forbid the playing of music in any form without paying a fee to or obtaining permission of the composer. Any exhibitor providing music in an exhibit booth or hospitality or social event is responsible for obtaining the appropriate music licensing for such activities.

**FIRE REGULATIONS:** Exhibitor agrees to abide by any local fire regulations, as well as any specific regulations imposed by the Embassy Suites by Hilton Monterey/Seaside. All materials used in the exhibit area must be nonflammable to conform to the local Fire Regulations.

Electrical wiring and equipment installation must conform to appropriate local codes. Material not conforming to such regulations will be removed immediately at the exhibitor's expenses.

**INFECTIOUS OR DANGEROUS MATERIALS:** No exhibitor shall display or bring onto the premises any substance or material which is biohazardous, infectious, or dangerous to the health, safety or well-being of attendees.



# ONSITE PROGRAM INSERTION ORDER

## ADVERTISING OPPORTUNITIES

Can't attend the 2018 Annual Seminar?

Consider advertising in the Annual Seminar Program to keep your company's name in front of the CACEO Annual Seminar Attendees. Advertising sizes and rates:

<u>AD TYPE</u>	<u>DIMENSIONS</u>	<u>RATE</u>
Full Page (color)	7.5 " width x 10" height	\$750.00
Half Page; Horizontal (color)	7.5" width x 5" height	\$500.00
Half Page; Vertical (color)	3.6" width x 10" height	\$500.00
Quarter Page; Vertical (color)	3.6" width x 4.8" height	\$300.00

## SPECIFICATIONS:

- \* Advertising rates are non-commissionable.
- \* Advertisers and advertising agencies assume liability for all content (including text, representation, and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims made against the publisher.
- \* Completed Insertion Orders are due by August 1, 2018; payment and artwork must be RECEIVED by **August 15, 2018**, for inclusion in the program.
- \* Publisher reserves the right to reject advertising not in keeping with the publication's standards.
- \* All Annual Meeting Program advertising is color, NO BLEED, and run of press. Advertisements should be submitted in JPEG or PDF format. All artwork must be at least 300 dpi.
- \* Ads will not be included in the Annual Meeting Program until payment is received in full.



Company Name: \_\_\_\_\_

Advertising Contact: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email address: \_\_\_\_\_

### Please insert number of insertions for each category.

\_\_\_\_\_ Full Page    \_\_\_\_\_ Half Page, Horizontal    \_\_\_\_\_ Half Page, Vertical    \_\_\_\_\_ Quarter Page

Total enclosed: \$ \_\_\_\_\_ (payable by check) **You may also complete this form and pay online.**

### Submit to:

California Association of Code Enforcement Officers  
6939 Sunrise Blvd., Ste. 119  
Citrus Heights, CA 95610-3153  
(916) 492-CACE Phone  
mbobrow@caceo.us Email

# SAVE THE DATE!

## CACEO 2019 ANNUAL CODE ENFORCEMENT SEMINAR AND EXHIBITOR SHOWCASE

**PROPOSED DATES:  
SEPTEMBER 30 TO OCTOBER 4, 2019**



### TOWN AND COUNTRY SAN DIEGO, CA

**CALIFORNIA ASSOCIATION OF CODE ENFORCEMENT OFFICERS**  
6939 Sunrise Blvd., Ste. 119 | Citrus Heights, CA 95610-3153  
(916) 492-CACE Phone | [info@caceo.us](mailto:info@caceo.us) | [www.caceo.us](http://www.caceo.us)

