

2014 CPTA ANNUAL CONFERENCE

Oakland, CA | October 24-25, 2014

EXHIBITOR PROSPECTUS



2014 CPTA ANNUAL CONFERENCE

EXHIBITOR PROSPECTUS

TOP 10 REASONS to Exhibit at the 2014 CPTA Annual Conference

1. Access to more than 1,100 physical therapy professionals
2. FREE company listing in the CPTA conference program
3. Seven hours of unopposed exhibit breaks and more than twelve hours of total exhibit time
4. The ability to sell your products directly on the exhibit hall floor
5. Advertising and Sponsorship opportunities
6. Lead Retrieval Services that include email addresses
7. A 10% discount off your booth rate and conference advertising when your company joins CPTA's Business Partners of Physical Therapy Program
8. Free pre- and post-conference mailing list to assist you with pre-show marketing and post-show follow-up
9. Attendance at conference programming (space permitting and no CEUs)
10. The opportunity to tell your story and gain life-long colleagues

*Photos courtesy of the Oakland Convention & Visitors Bureau
© Skyline, Chabot Space, Redwoods*

Photos courtesy of the Oakland Marriott

Dear Prospective Exhibitor,

The California Physical Therapy Association (CPTA) Annual Conference is approaching. Make plans now to join more than 1,100 physical therapy professionals October 24-25, 2014 in Oakland, California.

The Oakland Convention Center and Oakland Marriott City Center underwent a soft goods renovation in 2012. The most significant change is that they have carpeted the exhibit hall and they have brought a contemporary style and design to the lobby and public space.

Connecting CPTA members with our exhibitors is the focus to our new design in the exhibit hall. Notice the central gathering place inside the exhibit hall, among the booths, where members can meet and get connected with you in a casual setting. Booth assignments around the Get Connected area are reserved for those companies who purchase advertising in the on-site program or who offer sponsorships during conference.

Social media has become a large part of our communication and connection with each other. Many of our exhibitors use their Facebook pages, Twitter accounts, and other platforms to promote their participation at conventions. Pre-show promotion, reminders, and incentives are a great way to bring your clients out to a trade show. Be sure to let your clients know that you will be in Oakland this fall! Encourage them to meet you at the Oakland Convention Center. CPTA will provide you with a free exhibit hall pass for your clients and customers.

CPTA is extremely appreciative of all our partners and supporters! Your input and contribution helps this event grow year after year. Make plans to join us in Oakland and let us show you our gratitude!

Stacy DeFoe, MA, CAE
Executive Director
sdefoe@ccapta.org

Rita Pierson
Executive Associate,
Education and Meetings
rpierson@ccapta.org
(916) 929-2782, ext. 105



INFORMATION & GUIDELINES

TABLE OF CONTENTS

Information & Guidelines.....	3	Exhibit Hall Layout.....	5	Sponsorships.....	6
Exhibit Hall Schedule.....	4	Exhibitor Checklist.....	5	Exhibitor Contract.....	9
Hotel Information.....	4	Advertising.....	6	Business Partners Form.....	11

DATES & DETAILS

Date:	Meeting Dates—October 24-25, 2014 Exposition Dates—October 24-25, 2014
Housing:	Oakland Marriott Hotel, Oakland, California
Exhibit Hall:	Oakland Convention Center, West Hall
Booth Rental:	\$900 (Early-bird rate if contract is received on or before July 1, 2014) \$1,100 (If contract is received after July 1, 2014) \$100 discount per additional booth rental
Exhibitor Special:	Receive a 10% discount off your booth rental when you join CPTA’s Business Partners of Physical Therapy program. See page 11 for details!
Total Number of Booths:	93
Booth Size:	10’ wide X 10’ deep
Ceiling Height:	22’
Floor:	Carpeted

CONTACTS

CPTA.....	RITA PIERSON, Meeting Planner 1990 Del Paso Road Sacramento, CA 95834 Phone: 916.929.2782, ext. 105 FAX: 916.646.5960 E-mail: rpierson@ccapta.org
Exhibit Decorator	DIANNA CURTIN Curtin Convention & Exposition Services, Inc. 2269 Chestnut Street, Suite 628 San Francisco, CA 94123 415.883.7818 E-mail: dianna@curtinconvention.com
Advance Shipping and Warehouse	Shipments should be addressed as follows: To: Name of Exhibitor/Booth Number For: CPTA 2014 Conference c/o: YRC Freight/Curtin Convention 201 Haskins Way South San Francisco, CA 94080



EXHIBIT HALL SCHEDULE

Friday, October 24

7:00–11:00 a.m. Exhibitor Set Up
11:30 a.m. Exhibit Hall OPENS
12:15 p.m. Lunch Served
3:00–4:00 p.m. Attendee Unopposed Break
4:30 p.m. Exhibit Hall CLOSES

Saturday, October 25

9:00 a.m. Exhibit Hall OPENS
9:00–10:00 a.m. Attendee Unopposed Break
11:30 a.m – 1:30 p.m. Lunch in Exhibit Hall
3:00–4:00 p.m. Attendee Unopposed Break
4:30 p.m. Exhibit Hall CLOSES
4:30 p.m. Exhibit Hall Teardown

HOTEL INFORMATION

OAKLAND MARRIOTT

1001 Broadway
Oakland, CA 94607
(510) 451-4000
(800) 991-7249

CPTA RATES

\$140 single/double

Reservation Deadline:

October 1, 2014

Group Code: CPTA 2014 Annual Conference

Check-in: 3:00 p.m.

Check-out: 12:00 p.m.

Parking:

On-site parking, fee: \$25/day

Valet parking, fee: \$33/day

In & out privileges available for self-parking and valet

Internet Access

Guest rooms: wireless

High speed: \$9.95/day

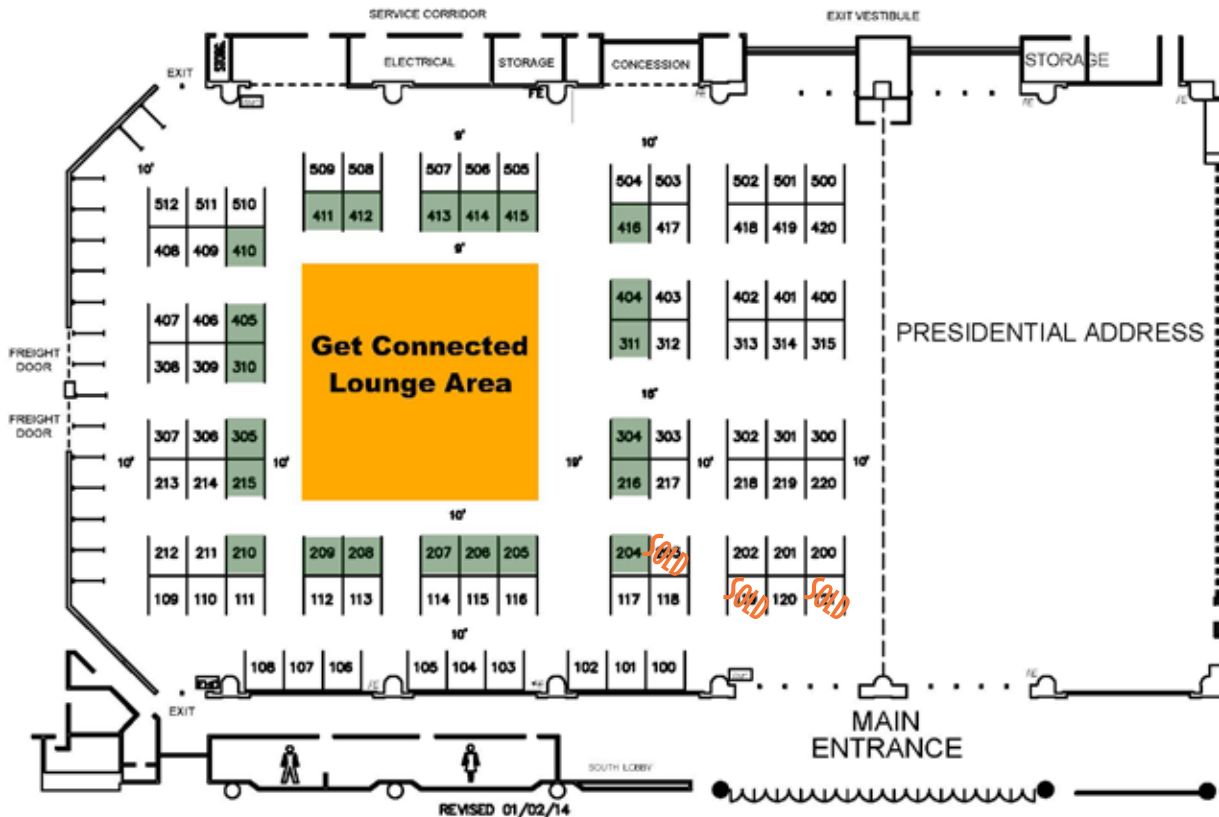
Enhanced high speed (video chat, download large files and stream video): \$13.95

Lobby: complimentary wireless



EXHIBIT HALL LAYOUT

Oakland Convention Center
550 10th Street, Oakland, CA 94607
Exposition Dates: October 24-25
West Hall



◆ Shaded booths are reserved for those who purchase advertising or sponsorship

- ◆ All Booths are 10' x 10'
- ◆ Ceiling is 22'
- ◆ 93 Total Booths

EXHIBITOR CHECKLIST

✓ Check items as they are handled!

- | | | |
|--|--|--|
| <input type="checkbox"/> September 1
Sponsorship deadline | <input type="checkbox"/> October 1
Last day to submit valid California State Seller's Permit | <input type="checkbox"/> October 20
Pre-conference Buyer's Guide emailed |
| <input type="checkbox"/> September 1
Advertising deadline | <input type="checkbox"/> October 6
Pre-conference Buyer's Guide emailed | <input type="checkbox"/> November 1
Free post-conference mailing labels will be emailed to point of contact |
| <input type="checkbox"/> September 1
Booth balance must be paid in full | <input type="checkbox"/> October 6
Free pre-conference mailing labels will be emailed to point of contact | |
| <input type="checkbox"/> October 1
Hotel reservation deadline | | |

ADVERTISING & SPONSORSHIPS

ADVERTISING Place an ad in the on-site conference program or in the Registration Bag. Orders will be accepted on a first-come, first served basis. Non exhibitors are welcome to advertise. **Deadline: September 1, 2014.**

CONFERENCE PROGRAM

- | | |
|--|---------|
| <input type="checkbox"/> Back cover – outside, full color (11" high x 8.5" wide) | \$1,200 |
| <input type="checkbox"/> Back cover – inside, full color (11" high x 8.5" wide) | \$1,000 |
| <input type="checkbox"/> Front cover – inside, full color (11" high x 8.5" wide) | \$1,000 |
| <input type="checkbox"/> Full page – inside, full color (11" high x 8.5" wide) | \$700 |
| <input type="checkbox"/> Half page – inside, full color (horizontal, 5" high x 7.5" wide) | \$550 |
| <input type="checkbox"/> Quarter page – inside, full color (vertical, 5" high x 3.5" wide) | \$400 |
| <input type="checkbox"/> Business card – inside, full color (2" high x 3.5" wide) | \$200 |

AD DEADLINE: Sept. 1, 2014 PAYMENT SCHEDULE: Payment is due with order.

Production Information:

Preferred file format: JPG, EPS, PDF*

Fonts: All fonts should be set to outlines or paths or provided with a digital file.

Trim Size: 8.5" x 11" Line Screen: 150

Canvas bag: EPS file in vector format with all fonts converted to outlines.

*PDF files must be saved as a minimum of 300 dpi at 150-line screen. Fonts must be embedded in file.

REGISTRATION BAG (Promotional materials in Conference Registration Bag)

- Your company's pre-printed promotional material will be included in the registration bag distributed to all conference attendees. Mail 1,100 pieces of your pre-printed materials by October 1, 2014. Limited to six companies. **Fee for distribution in canvas bag \$1,000**

SPONSORSHIPS Partner with CPTA and take advantage of opportunities to increase your company's exposure, heighten your brand recognition, and drive your company's sales. Each sponsorship gives you an opportunity to show your support of physical therapy and promote your company. All sponsors will be recognized with signage at the Exhibit Hall Entrance and in the Registration Area. CPTA will recognize your company on our website's Annual Conference page and during the Presidential Address. Exhibitors who commit by September 1, 2014 will receive a free 25 word description of your company in the on-site program and a free set of post conference mailing labels. Non-exhibitors are welcome to provide sponsorships. Each \$1,000 in sponsorship includes one free conference registration inclusive of CEUs.

EXCLUSIVE SPONSORSHIPS

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Conference pen
Your company name or logo printed on the conference pen with CPTA's. | <input type="checkbox"/> \$2000 | <input type="checkbox"/> Photo Booth (sold - Stanbridge College)
Add your company name or logo to each photo printed. | <input type="checkbox"/> \$2000 |
| <input type="checkbox"/> Badge lanyard (sold - Stanbridge College)
Your company name or logo printed on badge lanyard with CPTA's. | <input type="checkbox"/> \$2000 | <input type="checkbox"/> Internet Access in Exhibit Hall
Provide wireless Internet access for all conference attendees inside Exhibit Hall West. | <input type="checkbox"/> \$5000 |

To sign up for advertising and sponsorships, please return this form with payment to:
Rita Pierson, CPTA, 1990 Del Paso Road, Sacramento, CA 95834. Fax (916) 646-5960

Company: _____

Contact name: _____ E-mail address: _____

Address: _____ City: _____ ST: _____ ZIP: _____

Phone: _____ Fax: _____

Method of payment: Check VISA/MC AMEX DISCOVER Amount \$ _____

Credit Card #: _____ Exp: _____ CVC# _____

Billing address: _____

Print name on card: _____

Signature: _____ Date: _____

SHARED SPONSORSHIPS

- | | | |
|--|----------------------------------|----------------------------------|
| <input type="checkbox"/> Educational Session / PowerPoint Slides | <input type="checkbox"/> \$500 | |
| We will display your company name or logo on the AV screen as participants are arriving. A table will be provided in the back of the room for you to place information about your company. CPTA will recognize your company within the handouts that are provided to session participants. | | |
| <input type="checkbox"/> Registration Bag (All 4 SOLD to USC, Casa Colina, Western University and Stanbridge College) | <input type="checkbox"/> \$1,500 | |
| Each registrant will receive a canvas bag upon arrival with an on-site program and additional important information. Up to four company names or logos can be placed on the conference registration bag. | | |
| <input type="checkbox"/> Welcome Breakfast | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$1,000 |
| This event is open to all conference registrants and exhibitors. We will display your company name or logo on a welcome sign and show a PowerPoint presentation recognizing all sponsors. | | |
| <input type="checkbox"/> Getting Connected Scavenger Hunt | <input type="checkbox"/> \$250 | <input type="checkbox"/> \$500 |
| This game played during the conference is for members that want to get more involved in CPTA. With your support we can provide a prize for the winner. Your company will be displayed in the conference program and on game pieces | | |
| <input type="checkbox"/> CAL-PT-FUND Beer & Wine Garden | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$1,000 |
| Support the FUND and we will recognize you or your company on signage at the event, FUND sales table and in promotional emails. | | |
| <input type="checkbox"/> Exhibit Hall Food and Beverage | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$1,000 |
| Select the food or beverage to be offered during the unopposed break(s). We will place a table top sign at the break station letting everyone know that your company generously supplied this nourishment. | | |
| <input type="checkbox"/> California Political Action Committee Dinner | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$1,000 |
| We will recognize your company during this annual fundraising event with signage and special recognition prior to the introduction of our key note speaker. | | |
| <input type="checkbox"/> General Conference Sponsorship | <input type="checkbox"/> \$100 | \$ _____ |
| We appreciate unrestricted funds! | | |

Thanks to the following companies for your sponsorships in 2014.

USC Division of
Biokinesiology and
Physical Therapy



HPSO
Healthcare Providers Service Organization™



To sign up for advertising and sponsorships, please return this form with payment to:
Rita Pierson, CPTA, 1990 Del Paso Road, Sacramento, CA 95834. Fax (916) 646-5960

Company: _____
 Contact name: _____ E-mail address: _____
 Address: _____ City: _____ ST: _____ ZIP: _____
 Phone: _____ Fax: _____
 Method of payment: Check VISA/MC AMEX DISCOVER Amount \$ _____
 Credit Card #: _____ Exp: _____ CVC# _____
 Billing address: _____
 Print name on card: _____
 Signature: _____ Date: _____

WHAT'S NEW IN 2014?

Lead Retrieval Services

American Trade Services is partnering with CPTA to provide lead retrieval services in Oakland. This year you can purchase a scanner to track attendance at your booth or use your smart phone. After the show, conference participants will receive an email reminding them of all the companies they visited during the show with a direct link to your company. This year lead retrieval comes with registrant email addresses.

Get Connected Lounge Area

This central gathering area in the exhibit hall will provide attendees and exhibitors with a chance to relax between attending educational sessions and touring the exhibit hall. Meet up with old acquaintances, make new friends, and connect with attendees in this casual setting that includes seating and tables.

Buyer's Guide

All exhibitors that are offering a special discount or promotion during conference are invited to advertise in the Conference Buyer's Guide. This is a great opportunity to not only let our attendees know that you will be exhibiting at the conference, but that you are also offering them a discount off any purchases they make. Use this to build traffic to your booth before and during conference.



Join the conversation and interact with us and our attendees with #CPTAConference!

2013 Exhibitors

1st Providers Choice PT Software
6th Medical Recruiting Battalion
Achieve Beyond
Advanced Medical
Aegis Therapies
Allard USA
AlterG
Ambucs
AmRamp
Aureus Medical Group
Bill-Rite Management Services, Inc
BioEx Systems Exercise Pro
Biomechanical Services, Inc
Body Support Systems
Brighton Rehabilitation
Burger Rehabilitation
Cardon Rehabilitation
Casa Colina Centers for Rehabilitation
Clarke Healthcare Products
Clinipro Staffing
CPTA
Dignity Health
Dynatronics
Ensign Services

Every Child Achieves, Inc.
Wellness Works, Inc.
Gentiva Home Health
GlideTrak
Hallmark Rehabilitation
HCR ManorCare
HPSO
Intelliskin
Interface Rehab, LLC
Kadlec Regional Medical Center
Kaiser Permanente
Keiser Corporation
Key Functional Assessments Network
KLM Lab
Kustomer Kinetics Inc.
Mariner Healthcare
Mission Healthcare
Mobility Research - LiteGait Products
Multi Radiance Medical
Neurocom
Noraxon USA, Inc
North Coast Rehab, Inc.
Northcoast Medical
NuStep, Inc.

ONR
Parker Laboratories
Patterson Medical
Physiotherapy Associates
Practice Builders
Preferred Healthcare Registry
PREFERRED Therapy Providers
Regal Spas, Inc
RehabCare
Relax the Back
Restorative Care of America
Restorative Therapies, Inc.
Ri, LLC Motomed/HASOMED
Richard Wolf Medical Instruments
Scripps Health
Sharp Healthcare
Sore No More
Source Medical
Stamina Clinic & Academy
Stimson Biokinematics, LLC
Stonehaven Medical, Inc.
Superior AED
Therapists Unlimited
Therapy Specialists

True Orthotics, Inc
U.S. HealthWorks
UCLA Health System
UCSF Medical Center
University of Southern California
University of St. Augustine
WebPT
Western University of Health Sciences

Receive 10% off your booth rate at the CPTA Annual Conference when you join our Business Partners of Physical Therapy Program!

Register online at www.ccapta.org or print and mail this form to:

California Physical Therapy Association

1990 Del Paso Road, Sacramento, CA 95834 FAX (916) 646-5960



APPLICATION

Please reserve space(s) as follows:		FOR CPTA USE ONLY: Booth #: _____ Date Rec'd: _____ By: _____ Deposit: _____ Balance: _____ Valid CA State Seller's Permit: <input type="checkbox"/> Yes <input type="checkbox"/> No
Number of Booths: <input type="checkbox"/> One <input type="checkbox"/> Two <input type="checkbox"/> Other: _____	Preferred Booth Number(s): _____	
We wish to be near the following exhibitors:		
We DO NOT wish to be near the following exhibitors:		
Product to be exhibited: <input type="checkbox"/> Business and Professional Services <input type="checkbox"/> Education <input type="checkbox"/> Employment Opportunities <input type="checkbox"/> Equipment <input type="checkbox"/> Orthotics/Prosthetics <input type="checkbox"/> Product Distributor <input type="checkbox"/> Other _____		
<input type="checkbox"/> We will conduct a prize drawing or raffle. Prize: _____		
<p>One-half of the rental fee must accompany applications with check payments. Booth balance must be paid by September 1, 2014. Credit card payments will be charged in full at the time the application is received. All applications received after September 1, 2014 will require full payment. The California Physical Therapy Association (CPTA) reserves the right to resell booth space without notification if payments are not made in accordance with this schedule.</p> <p>Fee: \$900 if received on or before July 1, 2014. \$1,100 if received after July 1, 2014. Companies wishing to purchase more than one booth will receive a \$100 discount per additional booth rental. Refunds will not be made after September 1, 2014, unless space can be resold. CPTA will retain a \$200 administration fee for any cancellations.</p>		

CONTRACT

I understand that all spaces will be allocated in accordance with the procedures listed in the exhibit information. My signature, on behalf of myself and the company I represent, constitutes agreement to abide by all requirements, restrictions, and obligations noted on this form and the rules and regulations printed on the reverse side. Company name, website and telephone number listed below may be printed in the Conference Program.

Company Name:		
Website:	California State Seller's Permit #:	
Address:		
City/State/Zip:		
Telephone:	FAX:	
Email:		
Signature:	Date:	
Print or Type Name:	Title:	
Name & phone # of person in charge of payments:		
Method of Payment: <input type="checkbox"/> Please charge my Visa/MC/Amex/Discover (full amount will be charged) <input type="checkbox"/> Check (Payable to CPTA)		
Credit Card #:		Exp. Date:
		CVC#
Name on Card (please print):		
Billing Address:		
Cardholder's Signature:		

EXHIBIT RULES AND REGULATIONS

ACCEPTANCE OF EXHIBIT

A copy of the Exhibit Application/Contract will be returned to the exhibiting company upon receipt and acceptance of the exhibit application. The California Physical Therapy Association (CPTA) reserves the right to reject any and all applications for exhibit space. No reservations for booth space will be accepted over the telephone.

ADMITTANCE TO CONFERENCE SESSIONS

Conference sessions are provided for paying conference registrants. However, exhibitors may attend a conference session if the session is not full. However, no CEUs will be given unless the attendee registration is paid. Should the session fill up, exhibitors will be asked to give up the seat for a paying conference registrant. CPTA reserves the right to limit the number of conference sessions exhibitors may attend.

ADMITTANCE TO POST-CONFERENCE COURSES

Admittance to post-conference courses shall require payment of applicable registration fees.

BADGES

Badges for your exhibit personnel will be made from the list you submit to CPTA. A preliminary listing of exhibit personnel should be submitted in response to a mailing from the CPTA approximately 2 months prior to the conference. Badges identifying you as an exhibitor must be in evidence at all times in the exhibit area. Badges are not transferable among employees, representatives, guests and/or others. Supplementing the official badge with business cards or company logos is not permitted.

BOOTH CANCELLATION

All cancellations must be received in writing on the company's letterhead by September 1, 2014. Refunds will not be made after September 1, 2014, unless space can be resold. CPTA will retain a \$200 administrative fee for any cancellations. The exhibitor is responsible for total booth rental regardless of the reason for cancellation, including cancellation by the exhibitor because of the failure of an exhibit to arrive for any reason, or cancellation by CPTA of the exhibition, in whole or in part, as the result of riot, strike, civil disorder, act of war, act of God, or any other reason of any kind whatsoever not within CPTA's control.

BOOTH INFORMATION

All booth spaces are 10' wide x 10' deep and are equipped with pipe and drape and (1) 7" x 44" Identification Sign with the exhibitor's company name and booth number.

BOOTH RENTAL FEES

The cost of each booth is \$900 if received on or before July 1, 2014, and \$1,100 if received after July 1, 2014. Exhibitors who wish to purchase more than one booth space will receive a \$100 discount per additional booth rental.

PAYMENT OF PREVIOUS DEBTS

All debts owed CPTA by the potential exhibitor must be paid in full prior to CPTA contracting with an exhibitor. A contract will not be accepted and booth space will not be assigned to a company that has accounts (previous booth space, advertising, mailing labels, etc.) due CPTA. Monies submitted for booth deposit purposes will be applied first against any outstanding debts of the exhibiting company to the chapter. Additional monies will be required as a deposit to reserve booth space.

DRAWINGS AND RAFFLES

Exhibitors must notify CPTA if they plan to hold a drawing or raffle. Exhibitors will have the opportunity to conduct drawings and award prizes during the final break on Saturday.

ELECTRICAL CONNECTIONS AND CHARGES

All electrical wiring must be approved and installed in accordance with local regulations. Electrical orders will be installed at published rates. An electricity order form will be included in the Exhibitor Service Kit provided by Curtin Convention and Exposition Services and returned with payment to the Oakland Convention Center.

EXHIBIT PERSONNEL

Each exhibitor is limited to four (4) people per booth. All exhibit personnel must be employees of the exhibitors.

EXHIBITOR CODE OF CONDUCT

Each representative of an exhibiting company is expected to conduct himself/herself with dignity and adhere to proper business behavior. While a spirit of friendly and honest competition is recognized as a valid business practice and even considered healthy, the use of deceptive and/or unethical methods to obtain information and/or gain an advantage over a competitor is considered to be a violation of this Code of Conduct. An exhibiting company may not use for purposes of comparison the product or equipment of a competitor who is also an exhibitor at the same show. A company found to have violated this Code will be suspended from participation in CPTA expositions for a period not to exceed 10 years. Violation(s) of local, state, and/or federal laws can result in immediate suspension (without verbal warning) from the exposition at the discretion of CPTA.

EXHIBITOR REGISTRATION

All exhibitor representatives must register for the show. Badges may be picked up at the special exhibitor registration session. An "Exhibits Only" registration is available to accommodate those involved in physical therapy but who are not exhibitors or registered for the full Conference.

EXHIBITOR-SPONSORED ACTIVITIES

Hospitality suites and/or entertainment activities are not permitted to operate during the hours the exhibit hall is open or during the evening activities. CPTA reserves the right to control the hours of operation of any and all hospitality/entertainment activities. Arrangements for any exhibitor-sponsored activities and hospitality suites must be made with CPTA at least 30 days prior to opening of exhibits.

FAILURE TO OCCUPY SPACE

Any space that is not occupied by the exhibiting company by 11:00 a.m. on Friday, October 24, 2014 will be forfeited by the exhibitor, and the space may be resold or used by CPTA without refund, unless previous arrangements for delayed occupancy have been made in writing by CPTA and the participating company.

INSTALLATION & BREAKDOWN

Exhibitors shall be responsible for making arrangements through Curtin Convention & Exposition Services for delivery and removal of equipment and display material to and from the exhibit area. Exhibitors must have a representative at the booth at all times. All freight must be removed from the Exhibit Floor by the end of the show's posted move-out time.

LIABILITY AND INSURANCE

CPTA, CPTA staff, the Exhibit Decorator, the Conference hotel, the Conference center, the employees or representatives thereof, and other organizations and individuals connected with this Conference shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to exhibitors or their employees from any cause whatsoever, prior to, during, or subsequent to the period covered by the exhibit contract. Exhibitors should place their own insurance to cover all contingencies. The exhibitor agrees to indemnify those listed above against any claims for such loss, damage, or injury. Upon signing the contract, the exhibitor expressly releases the foregoing institutions, individuals, and committees from any and all claims for loss, damage, or injury. This also includes the period of storage prior to and following the Conference. Small or easily portable articles of value should be properly secured or removed for safekeeping during the hours the exhibits are closed. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save CPTA, the Conference facilities, and its employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof. In addition, exhibitor acknowledges that CPTA and the Conference facilities do not maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

LITERATURE DISTRIBUTION

Advertising and sales promotion materials may be distributed from your booth only. No materials may be placed on seats, attached to walls, ceiling, or woodwork in the hotel, or left in public places for distribution.

MUSIC COPYRIGHT PERMISSION AND IDENTIFICATION

Exhibitor represents and warrants that no musical work protected by copyright will be staged, produced, or otherwise performed, via either "live" or "mechanical" means, by or on behalf of Exhibitor, at any time during CPTA Annual Conference, unless Exhibitor has previously obtained written permission from the copyright owner or the copyright owner's designee for such use. Exhibitor further represents and warrants that it shall be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including but not limited to all obligations to report data and to pay royalty fees. Exhibitor agrees to indemnify, save, and hold harmless CPTA and its directors, officers, agents, employees, and each of them individually, from and against any and all claims, costs, and expenses (including legal fees and expenses), demands, actions, and liabilities of every kind and character whatsoever with respect to any breach of the foregoing representations and warranties.

NOISY OR OBNOXIOUS EQUIPMENT

If the operation of any equipment or apparatus produces noise of sufficient volume or odors found to be annoying to neighboring exhibitors or guests, it will be necessary to discontinue such operation.

PAYMENT OF FEES

Exhibit booth rental fees must be paid according to the schedule established by CPTA and contained in the Application/Contract. Full payment must be received before exhibit space can be occupied.

PLACE AND NATURE OF EXHIBIT

Display booths and other exhibits shall not be placed in such a manner as to interfere with other exhibits. Any construction in excess of 4 feet in height must be kept within 3 feet of the rear of the booth. No construction in exhibit space shall exceed 7 feet in height. This rule is necessary so that no booth will interfere with other exhibits. All construction shall be substantial and fixed in position for the duration of the show. No exhibits that violate any municipal or state laws, rules, and regulations, including safety codes, will be permitted. No combustible decorations shall be used at any time. All packing containers, excelsior, and wrapping paper must be removed from the floor and must not be stored under any tables or behind displays. All decorations, drapes, acoustical materials, table coverings, and other decoration materials shall be flame resistant to the satisfaction of the local fire department. All fire extinguishing equipment shall be maintained in plain sight, unobstructed, and available for use at all times. The use of any heater or heat-producing device as part of the exhibits is forbidden unless a special permit is first obtained from the local fire department and a copy of the permit placed in the files of CPTA. Approval must be obtained from the local fire department for the use, operation, or presence of any electrical, mechanical, or chemical device that, in the opinion of the local fire department or the official Exhibit Contractor, might be hazardous in a public place.

PROTECTION OF EXHIBIT FACILITY PROPERTY

Exhibitors will be held responsible for any damage done to the building by them or their employees. No nails, tacks, or screws shall be driven into the walls, woodwork, or floor of the building. No gasoline, kerosene, acetylene, candles, or other flammable or explosive substance will be permitted in the building.

RESTRICTION AND LOCATION OF EXHIBITS

CPTA reserves the right to require any exhibitor to remove any part of the exhibit that, in the sole judgment of CPTA, is not in keeping with the general character of the exhibition or is not in the best interest of CPTA, and to remove or relocate any booth as may be needed for the good of the Conference and its exhibits. This restriction includes persons, objects, conduct, printed materials, or anything of a character that may be objectionable to the exhibit as a whole. In the event of such restriction or eviction, CPTA is not liable for any refunds of rentals or other exhibition expenses.

SALES

The purpose of CPTA's exhibit program is to further the education of the attendees by providing information, services, products, and industry trends that are pertinent to the physical therapist's professional interest. Consistent with this purpose, exhibitors may conduct sales of and take orders for exhibited products /services. Exhibitors may not sell or take orders for any other products /services. At no time may the exhibit or product display be altered to fulfill a transaction. Exhibitors may not sell items to be carried from the hall unless they are small enough to be easily hand-carried. Exhibiting companies who wish to conduct sales on the exhibit floor must hold a valid California State Seller's Permit. This Permit must remain on display at the exhibit booth. Exhibiting companies who do not hold a valid California State Seller's Permit will not be permitted to conduct sales on the exhibit floor. Exhibiting companies who wish to conduct sales must submit the Seller's Certification Form (BOE-410-D) to the CPTA Office no later than September 1, 2014. The Seller's Certification Form will be forwarded to the Board of Equalization for verification. It is the responsibility of each exhibiting company to submit all applicable sales tax to the California Board of Equalization.

SECURITY

CPTA will contract for 24-hour guard services beginning with move-in through move-out. Registrants and exhibitor representatives will be allowed in the exhibit hall only during noted exhibit hours. Exhibitor representatives will be allowed in the exhibit area, additionally, during designated setup and dismantling times. Any special arrangements MUST be made through the Conference Coordinator.

SHOW CANCELLATION

Should any situation beyond the control of CPTA arise to prevent the opening of the exhibit show, CPTA shall not be held liable for any expenses incurred by the exhibitor except rental cost of booth space.

USE OF EXHIBIT SPACE

All demonstrations, interviews, or other activities must be contained within the limits of each exhibitor's booth. No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted to it without the knowledge and consent of the Exhibits Coordinator. Aisles must be kept clear. Exhibits must be arranged so that exhibitors will be inside the space rented.

VIOLATIONS

It is expected that exhibitors who violate these regulations will respond to request(s) for correction. Eviction from the Conference exhibit may result from violation of these rules and regulations as determined solely by CPTA. In the event of such eviction, the CPTA is not liable for any refunds of rentals or other exhibition expenses.

BUSINESS PARTNERS OF PHYSICAL THERAPY

As a Business Partner of Physical Therapy, you'll have direct access to more than 7,000 physical therapy professionals throughout the state of California. Sign up now and receive more than \$2,900 in direct benefits for only \$800!

DIRECT BENEFITS*

- ★ Three sets of mailing labels of the entire CPTA membership (\$1,800 value)
- ★ Quarter-page ad in one issue of the CPTA newsletter, PT Interventions (\$525 value)
- ★ A banner ad in one edition of California PT Notes (\$125 value)
- ★ Inclusion in an annual Business Partners edition of California PT Notes - 50 word company description sent in June (\$50 value)
- ★ A premier front-page link to your company on CPTA's website (\$350 value)
- ★ A subscription to CPTA's newsletter, PT Interventions (\$50 value)
- ★ Recognition as a Business Partner of Physical Therapy in one issue of CPTA's newsletter, PT Interventions (\$50 value)
- ★ Recognition as a Business Partner of Physical Therapy in CPTA's Annual Conference Program (\$50 value)

INDIRECT BENEFITS

- ★ Frameable certificate recognizing your status as a Business Partner of Physical Therapy
- ★ Recognition as a Business Partner of Physical Therapy in the Exhibit Hall at the CPTA Annual Conference
- ★ Business Partner of Physical Therapy ribbon to wear at the CPTA Annual Conference

DISCOUNTS

- ★ 10% discount on label orders
- ★ 10% discount on all CPTA advertising (including the CPTA Career Center)
- ★ 10% discount on booth rental at the CPTA Annual Conference

The annual fee to join Business Partners of Physical Therapy is only \$800. CPTA is constantly working to provide more benefits and services to its members and partners. That's why we're confident that you won't be disappointed with our offer.

*All benefits must be claimed within the subscription year.



Receive 10% off your booth rate at the CPTA Annual Conference when you join our Business Partners of Physical Therapy Program!

SIGN ME UP FOR THE BUSINESS PARTNER'S PROGRAM

Company: _____ Website Address: _____
Address: _____ City: _____ ST _____ ZIP: _____
Phone: _____ Fax: _____
E-mail Address: _____
Method of Payment: Check VISA/MC AMEX DISCOVER
Credit Card #: _____ Exp. _____ CVC# _____
Signature _____ Print Name: _____

Billing Address

PLEASE RETURN THIS FORM WITH PAYMENT TO:

California Physical Therapy Association
1990 Del Paso Road, Sacramento, CA 95834
(800) 743-2782 or FAX (916) 646-5960

2014 CPTA ANNUAL CONFERENCE

Move
CALIFORNIA

OCTOBER 24-25, 2014

**OAKLAND
CONVENTION CENTER
OAKLAND, CALIFORNIA**



1990 Del Paso Road
Sacramento, CA 95834
www.ccapta.org

PRSRT STD
U.S. Postage
PAID
Permit No. 316
Sacramento, CA