



CALIFORNIA MUNICIPAL TREASURERS ASSOCIATION  
*Serving California Since 1959*

**Sponsorship Opportunities &  
Exhibitor Information Packet**  
**2014 CMTA 55<sup>th</sup> Annual Conference & Trade Show**  
**April 15-18, 2014**  
**Hyatt Regency San Francisco Airport, Burlingame CA**

Become an Exhibitor or Sponsor,

The California Municipal Treasurers Association has several sponsorship opportunities for the 2014 Annual Conference at Disney's Paradise Pier Hotel in Anaheim, CA. Sponsorship and exhibitor opportunities are available to any company interested in municipal treasury.

This statewide conference and trade show targets public administration and management level professionals in the Finance and Treasury fields. The Annual Conference is one of the most respected trade shows for Treasury professionals in California. The event draws approximately 150 public treasurers and other municipal finance professionals from throughout the State for continuing professional education, discussion of current topics and to learn about new products/services to better serve their city, county, joint powers authority or special district. This is an excellent opportunity for you to meet and speak with this audience to find out how your company can best meet their needs. Your support helps defray costs, thereby making the conference affordable for CMTA's public members. This conference is the premier education and networking event for public treasurer professionals who are members of CMTA.

Sincerely,

CMTA Board of Directors, Education Committee and Commercial Associate Consortium

CMTA | 1215 K Street, Suite 940 | Sacramento, CA 95814 | [www.cmta.org](http://www.cmta.org) | Telephone: 916-231-2144 | Fax: 916-231-2141

■ Silver Level \$3,000 ■ Gold Level \$4,000 ■ Platinum \$ 5,000 ■ Non-Exhibitor Sponsor \$2,500

### **Sponsorship (Non-Exhibitor) – \$2,500**

The **Non-Exhibitor** receives:

- One full-conference registration
- Option to insert company brochure/advertisement material in attendees' goodie bag
- Logo prominently displayed in conference program
- President's Private Reception: Invitation to attend an exclusive opportunity to network with key leaders of CMTA

### **Silver Sponsorship – \$3,000**

The **Silver Sponsor** receives:

- One 2' x 6' skirted table with two chairs
- One full-conference registration
- Option to insert company brochure/advertisement material in attendee goodie bag
- President's Private Reception: Invitation to attend an exclusive opportunity to network with key leaders of CMTA
- Participation in advertising and drawing
- Rise & Shine Expo Breakfast and breaks with exhibitors
- Company logo prominently displayed in program and rotated on electronic conference banners
- Underwrite the Icebreaker Reception held Wednesday evening
- \$250 of the sponsorship fee will go toward the Vince Amado scholarship fund, subsidizing the cost of new agency employees who are interested in attending the conference to expand their knowledge of cash and investment management.

### **Gold Sponsorship - \$4,000**

The **Gold Sponsor** receives:

- Silver Sponsor benefits, plus
- Prominently placed rotating banner ad on the CMTA website for three months to promote your company 24/7
- One additional full-conference registration for a total of two full-conference registrations
- \$500 of the sponsorship fee will go toward the Vince Amado scholarship fund, subsidizing the cost of new agency employees who are interested in attending the conference to expand their knowledge of cash and investment management.

### **Platinum Sponsorship - \$5,000**

The **Platinum Sponsor** receives:

- Silver and Gold Sponsor benefits, plus
- Two additional full-conference registrations for a total of three full-conference registrations
- Prominently placed rotating banner ad on CMTA website for six months to promote your company 24/7
- \$1000 of the sponsorship fee will go toward the Vince Amado scholarship fund, subsidizing the cost of new agency employees who are interested in attending the conference to expand their knowledge of cash and investment management.

## Preliminary Schedule, subject to change

### Tuesday, April 15

8:00 a.m. – 12:00 p.m. Pre-conference workshop

**4:00 p.m. – 5:30 p.m. Exhibitors move in and set up**

6:00 p.m. – 7:30 p.m. Reception with Exhibitors & Sponsors (Presidential Suite)

### Wednesday, April 16

**8:00 a.m. – 5 p.m. Exhibitor Trade Show**

9 a.m. – 5:15 p.m. – General Session

12:00 p.m. – 1:30 Welcome Luncheon

6 p.m. – 7 p.m. Icebreaker Reception

### Thursday, April 17

**8:00 a.m. – 3:30 p.m. Trade Show Open**

7:30 a.m. – 8:30 a.m. Business Session and Buffet Breakfast

9:00 a.m. – 5:00 p.m. General Session

12:00 p.m. – 1:30 p.m. Luncheon & Keynote/Awards/Exhibitors Recognition/Installation of New Board

**3:30 p.m. – 4:00 p.m. Exhibitors Tear Down**

5:30 p.m. – 6:30 p.m. President's Reception

7:00 p.m. – 9:30 p.m. Special Event

### Friday, April 18

8:00 a.m. – 9:00 a.m. Board and Committee Chairs Meeting

8:00 a.m. – 12:00 p.m. Buffet Breakfast & Closing General Session

**California Municipal Treasurers Association**  
2014 Annual Conference  
Hyatt Regency San Francisco Airport, Burlingame CA  
April 15 - 18, 2014

**Exhibitors Participation Form**

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

Mailing Address \_\_\_\_\_

Contact Name \_\_\_\_\_ E-mail \_\_\_\_\_

Phone \_\_\_\_\_

**FOR EXHIBIT TABLES ONLY:**

Requirements\*: Phone line Yes\_\_\_\_ No\_\_\_\_ Electrical Outlet Yes\_\_\_\_ No\_\_\_\_  
Other \_\_\_\_\_

**\*Electricity and phone service are not included in the price of your exhibit space. You will be provided an order form for electricity and phone with your confirmation.**

Please complete this form indicating level of participation.

**SPONSORSHIP Levels - Check enclosed for \$ \_\_\_\_\_**

- Silver \$3,000
- Gold \$4,000
- Platinum \$5,000

*Exhibit space will be assigned on a first come, first served basis*

**NON-EXHIBIT SPONSORSHIP - Check enclosed for \$2,500**

*(Note: No exhibit space in this option)*

**REGISTRATION:**

Contact Membership Specialist, Yelena Martynovskaya at [yelena@cmta.org](mailto:yelena@cmta.org) with attendees' information.

**ADVERTISING:**

Contact Communications & Technology Assistant, Audie Whitt at [awhitt@cmta.org](mailto:awhitt@cmta.org) for advertising opportunities and placements.

Please mail this participation form with a check payable to CMTA, no later than **March 24**.

**Check Payable to:** CMTA  
1215 K Street, Suite 940  
P: 916 231-2144  
F: 916 231-2141

**Thank you!**

## Exhibitor Guidelines

### **Event Location and Hotel Accommodations**

Hyatt Regency San Francisco, 1333 Bayshore Hwy, Burlingame, CA 94010

Reservations: 1-888-421-1442

Book your room **NOW** at the special conference rate of \$159 single/double.

**Room rate cut-off date:** March 10, 2014.

*\*Please stay at the conference hotel to help fulfill the room block.*

### **Exhibit Space**

- One 6' table, two chairs and green tablecloth will be furnished at no cost.
- All exhibitor displays must fit within the space limitation.
- Exhibit set up will take place from 4:00 p.m. to 5:30 p.m. Tuesday, April 15, based on start of conference.
- Exhibit teardown will take place from 3:30 p.m. to 4:00 p.m. Thursday, April 17.
- Exhibit spaces **must be attended at all times** during exhibit hours.
- All exhibit spaces will be adjacent to the meeting rooms. Space is allocated on a first come, first served basis.
- Cancellations must be sent to CMTA in writing. Refunds, less an administrative fee of \$100 per booth, will be made at the discretion of CMTA, but no refund will be given for a cancellations made within 60 days of set-up day.

For electrical or other special needs and fees, contact Yelena Martynovskaya at [yelena@cmta.org](mailto:yelena@cmta.org) or (916) 231-2144.

*Shipping instructions will be provided to exhibiting participants with the confirmation.*

### **Booth Assignment**

Space will be assigned on a first-come, first-paid basis. Let Yelena know if there are any companies you would prefer to be located near to or away from. Every effort will be made to accommodate your preference; however, CMTA reserves the right to make booth assignments at its sole discretion. You will receive confirmation of your booth space and information. Be sure to send your complete form and payment in early to secure a preferred location! You may hand out promotional materials at your exhibit, and collect business cards for the purpose of an individual drawing at your booth. Promotional items for the delegate packets are welcome.

### **Security and Liability**

CMTA shall exercise reasonable care for the protection of the exhibitors' materials and equipment. Neither CMTA, the Hotel, nor any officers, directors, or staff members are responsible for the safety of the property or exhibitor personnel from any cause.

## Sponsorship Recognition

### **Booth Raffle Instruction**

The "Conflict of Interest" rule applies to the raffle items. Conflict of interest rules prohibit designated local agency employees from accepting any gifts totaling \$420 or more in a calendar year from any one source.

### **Reception and Promotion**

Sponsors will be recognized throughout the Conference, especially during Thursday's luncheon. Please consider attending the luncheon so CMTA can properly thank you for your support.

Your company's logo will also be displayed throughout the Conference in the Conference Program and other promotional materials.

Support CMTA's new electronic banner! Sponsors are encouraged to submit a PowerPoint slide marketing your company to CMTA by **Monday, April 7**. Your advertisement will be showcased in the sponsor's slide show and will be featured between sessions in the general session meeting room.

The CMTA Commercial Consortium Committee extend their **THANKS** to you for devoting time and effort to the mutual success of the trade show and the conference. Thank you for your participation in what we hope will be a rewarding experience for you.

### **Trade Show Contacts**

For any assistance prior or during the Conference please contact:

CMTA Exhibitor Contact and Member Registration

Yelena Martynovskaya,

yelena@cmta.org or phone 916-231-2144

Advertising and Promotional Publications

CMTA Logos and Design

Audie Whitt at awhitt@cmta.org or phone 916-231-2144.

**THANK YOU FOR YOUR PARTICIPATION AND SUPPORT OF CMTA!**