

PROSPECTUS

FALL CONFERENCE

2017

MONTEREY
PLAZA
HOTEL

OCT 30
NOV 03

 CALACT

EXHIBITOR INFORMATION

REGISTRATION

To register please visit www.calact.org starting July 20, 2017 to receive early bird rates; early bird rates end on September 15, 2017. **Attendee registration will open June 20, 2017.**

ACCOMMODATIONS

The Conference Hotel is the Monterey Plaza Hotel 400 Canary Row Monterey, CA 93940, 831-920-6710. Single room rates are \$189.00 per night if booked by September 30, 2016. Reservations received after this date will be provided on a space available basis at prevailing hotel rates. The room block will open June 20, 2017. Please call (800) 334-3999.

Reservations must be guaranteed by credit card or advance deposit and received 30 business days prior to arrival. Individual reservations will automatically be billed for one night unless canceled 24 hours prior to arrival. To make your reservation please call (800) 334-3999 and tell them you are with the CALACT Conference.

CONFERENCE SCHEDULE

TUESDAY, OCTOBER 31, 2017

8:00 am	Registration Opens
9:30 am	CALACT Board Meeting
9:00 am	Pre-Conference Session
12:30 pm	Golf Outing/Bike Ride
2:00 pm	RTAP Committee Meeting
3:00 pm	Registration Opens

WEDNESDAY, NOVEMBER 1, 2017

7:00 am	Registration Open
7:45 am	Continental Breakfast
8:15 am	Transportation Camp Begins
5:00 pm	Transportation Camp Ends

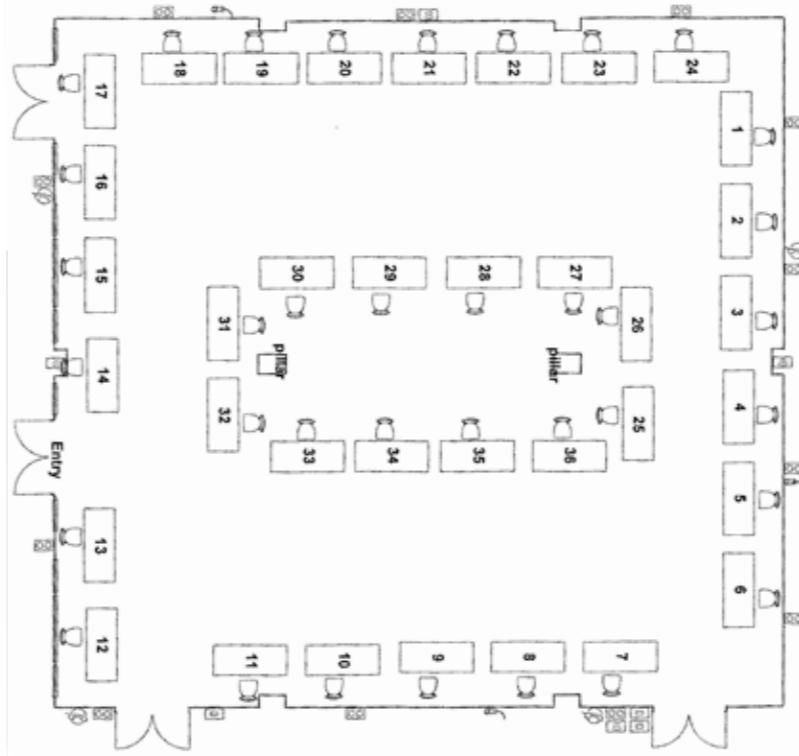
THURSDAY, NOVEMBER 2, 2017

7:45 am	Registration Open
8:00 am	Continental Breakfast
8:00 am	Breakout Sessions
9:45 am	Breakout Sessions
12:00 pm	Bus Show Luncheon
2:00 pm	EXPO
4:45 pm	EXPO Prize Giveaways
6:00 pm	Evening Event

FRIDAY, NOVEMBER 3, 2017

7:00 am	Registration Opens
8:30 am	Breakfast Buffet
9:00 am	Plenary Session
10:00 am	Breakout Sessions
12:00 pm	Lunch
1:00 pm	Breakout Sessions
3:00 pm	Conclusion of Fall Conference

EXPO LAYOUT



EXPO SCHEDULE



EXPO SCHEDULE

EXHIBITOR SET UP

Wednesday, November 1st 4:30 pm - 5:45 pm

EXPO RECEPTION

Wednesday, November 1st 6:00 pm - 7:30 pm

BUS SHOW LUNCHEON

Thursday, November 2nd 12:30 pm - 2:00 pm

EXPO MAIN EVENT

Thursday, November 2nd 2:30 pm - 6:00 pm

EVENING EVENT

Thursday, November 2nd 6:00 pm - 11:00 pm

EXHIBIT BREAK DOWN

Thursday, November 2nd 6:00 pm - 9:00 pm

To register please visit www.CALACT.org

EXHIBITOR FEES

EXPO vendors will have an exclusive time during the conference for the Trade Show. On Wednesday, November 1, 2017 at 6:00p.m. the trade show will open with a reception in the EXPO area and on Thursday, November 2, 2017 conference sessions will end at 2:00 pm and the EXPO will open for all attendees. **Space is limited to only 36 booths so please sign up soon.**

REGISTRATION WITH EXHIBIT TABLE

Table & chairs
Includes registration for one person
Each additional person from same company
Additional bus spaces are below

MEMBER RATE

\$1200

\$400

\$1650

NON-MEMBER RATE

\$2000

\$550

\$2400

REGISTRATION WITH INDOOR SPACE & ONE VEHICLE

Includes registration for one person

REGISTRATION WITH ADDITIONAL VEHICLE SPACES

Vehicle space for each additional vehicle

\$750

\$1350

Each additional person from same company
(*Bus space may be limited*)

\$400

\$550

Every Vendor must donate a \$50 gift card or elect CALACT to provide one at the cost of \$50 to Registration for the vendor to give away at the end of the EXPO.

GOLF OUTING - TBD

The golf outing is on Tuesday October 31, 2017 with a shot gun tee off at 12:30 pm. Cost - TBD.

CONFERENCE REGISTRATION ONLY (no display)

See Conference registration brochure for registrations received after September 15, 2017.

First person

\$430 member \$550 non-member

Each additional person from same company

\$400 member \$525 non-member

Become a Member and Save!

Receive the member rate by joining CALACT with your exhibitor registration for a savings up to \$800 or more. You can sign up for membership at www.calact.org or call us at 916-920-8018.

2017 FALL CONFERENCE & EXPO REGISTRATION INFO

WHERE?

Register on our website at www.CALACT.org

WHEN?

Register by September 15, 2017 to receive the early-bird rate.

See "Conference & Expo Fees" for discount and regular conference fees.

PAYMENTS!

Pay on-line at www.CALACT.org. For questions call 916-920-8018.

If you want to pay by check you may pay by check on our website at CALACT.org

All exhibit and sponsorship fees must be paid prior to the Conference or you will lose your exhibit space and/or sponsorship(s).

ADDITIONAL HELP?

If you or your guest have a disability and require assistance or require vegetarian meals or have special dietary needs, please contact CALACT at 916-920-8018.

[REGISTER ONLINE at CALACT.org](http://www.CALACT.org)

CONFERENCE & EXPO FEES

EXHIBIT FEES

	MEMBER	NON-MEMBER
A. Indoor Exhibit Space Only	\$1200	\$2000
B. Booth & Outdoor Display	\$1650	\$2400
C. Additional Person	\$400	\$550
D. Additional Vehicles	\$750	\$1350

REGISTRATION FEE	BY SEPTEMBER 15		AFTER SEPTEMBER 15	
	FULL CONFERENCE	DAY RATE	FULL CONFERENCE	DAY RATE
Members				
First Person	\$430	\$200	\$450	\$235
Each Additional Person	\$400	\$200	\$425	\$235
Non-Members	\$550	\$300	\$600	\$325
Guest Meals (per person)	\$250	\$100		

SPONSORSHIP OPPORTUNITIES

INCREASE YOUR VISIBILITY! BECOME A SPONSOR FOR THE FALL CONFERENCE & EXPO

All sponsors receive:

- Listing on Supplier "Thank You" Sign
- Thank you" in CalACTION newsletter
- Listing in Conference Program
- Electronic list of participants prior to and on the CALACT website before & conference after the Conference.

Give Away Sponsorship (\$5500)

Sponsor recognition includes:

- One Exhibitor Space
- Two Conference Registrations
- Name on Give Away Item

Lanyard or Name Badge Sponsorship (\$2500)

Sponsor recognition includes:

- Independent signage at break
- Notation in printed final agenda

Wednesday & Thursday & Friday Break Sponsorships (\$750)

Sponsor recognition includes:

- Independent signage at break
- Notation in printed final agenda

Wednesday Transportation Camp Lunch Sponsorship (\$5000)

Sponsor recognition includes:

- Three Conference Registrations
- Your marketing materials made available
- Opportunity to provide a brief welcome during lunch
- Independent signage

Wednesday & Thursday Continental Breakfast Sponsorships (\$1500)

Sponsor recognition includes:

- Independent signage
- One Conference Registration

Evening Event (\$8500)

Sponsor recognition includes:

- 1 Free Display Booth at EXPO & 3 Conference Registrations
- Independent signage
- Opportunity to welcome guests at the event
- "Thank you" during dinner from podium

Evening Event Drink Sponsorship (\$3000)

Sponsor recognition includes:

- Independent signage
- One Conference Registrations
- Your marketing materials made available

SPONSORSHIP OPPORTUNITIES

Thursday Bus Show Luncheon (\$6750)

Sponsor recognition includes:

- One Booth • Premium Bus Space • Opportunity to welcome attendees to the Luncheon
- Independent signage • Your marketing materials made available

Keynote Speaker (\$5000)

Sponsor recognition includes:

- “Thank you” during Opening Session • Your marketing materials made available
- Opportunity to welcome attendees & introduce the speaker • Independent signage

Wednesday Night EXPO Reception (\$6500)

Sponsor recognition includes:

- “Thank you” during Reception from the podium • Three Conference Registrations
- Your marketing materials made available • One Exhibitor Space • Independent signage
- Opportunity to welcome attendees to the EXPO

EXPO Passport Grand Prizes (\$2000)

Sponsor recognition includes:

- “Thank you” during EXPO from the podium • Independent signage at EXPO

Conference App Sponsorship (\$5000)

Sponsor recognition includes:

- One Exhibitor Space • Three Conference Registrations • Independent signage

Pillow Drop (\$4000)

Sponsor recognition includes:

- Literature on every attendees bed • Two Conference Registrations

Friday Breakfast Buffet (\$3000)

Sponsor recognition includes:

- Two Conference Registrations • Opportunity to welcome attendees to Breakfast
- Independent signage • Your marketing materials made available
- “Thank you” during Reception from the podium

Hospitality Suite (\$3500)

Sponsor recognition includes:

- Two Conference Registrations • Your marketing materials made available
- Hospitality Suite for Monday and Tuesday evening* • Independent signage

*Does not include cost of food and beverages

SPONSORSHIP OPPORTUNITIES

Tuesday Golf Lunch Sponsorship (\$3000)

Sponsor recognition includes:

- Two Conference Registrations
- Independent signage

Golf Prize Sponsorship (\$1000)

Sponsor recognition includes:

- "Thank you" during the Golf Tournament
- Independent signage

Friday Lunch Sponsorship (\$5000)

Sponsor recognition includes:

- Three Conference Registrations
- Your marketing materials made available
- Opportunity to provide a brief welcome during lunch
- Independent signage

SPONSORSHIP REGISTRATION & PAYMENT

Name _____ Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Email _____
Sponsorship Selected _____
Scholarship Donation _____ Total _____

Amount on Credit Card _____ Card Type (Circle one): Master Card Visa AMEX
Card # _____ Exp. Date _____ / _____ Security Code _____
Billing Zip Code _____ Name as it appears on card: _____
Billing Address: _____

REASONS TO SPONSOR/EXHIBIT

PRIORITY PLACEMENT FOR EXHIBIT SPACE

CALACT sponsors and members receive priority placement for booth displays.

EXPOSURE

All sponsors will receive recognition for their support through signage and will be included in the meeting program.

MARKET YOUR PRODUCTS

You will have the opportunity to discuss your products and services directly with the organizational decision makers.

ONLINE PRESENCE

Sponsorships will be announced during the Conference and EXPO, & further acknowledged in the post-conference issue of CalACTION, our Online newsletter.



COMPLIMENTARY REGISTRATION

Most Sponsorships and Exhibitor opportunities include a complimentary registration.

AFFORDABLE MEETINGS

Members are aware that sponsorships help defray meeting costs and provide affordable meetings to industry leaders.

MEMORABLE EVENT

Product giveaway with your company logo, & mini-message breaks are just a few ideas to spice up the meeting while creating a memorable event for attendees.

FLEXIBLE PROMOTIONS

CALACT offers Event Sponsorships, Shared Sponsorships & many different levels of Sponsorships, all providing enhanced exposure for your products & services.

PROMOTE NETWORKING

Sponsorship dollars help CALACT host a variety of different networking events depending on the meeting locale.

PARTICIPANT CONTACT INFO

All Sponsors & Exhibitors will receive participant contact information to use for follow-up marketing opportunities.

RECOGNITION

Registered Sponsors and Exhibitors will be announced in weekly email updates that go out to over 3500 individuals.

