



**CAC**  
California Association  
Of Collectors, Inc.™  
Est. 1917  
The Association of Collection  
Professionals in California



**100<sup>TH</sup>**  
ANNIVERSARY



**CAC 100<sup>TH</sup> ANNUAL CONFERENCE • OCTOBER 9-10, 2017**



**OMNI RANCHO LAS PALMAS RESORT AND SPA • RANCHO MIRAGE, CA**



**SPONSOR & EXHIBITOR PROSPECTUS**

# CALIFORNIA ASSOCIATION OF COLLECTORS



The CAC 2017 Convention will be held October 9-10, 2017, at the beautiful Omni Rancho Las Palmas Resort and Spa. This event is designed to provide a platform for education, information, and networking opportunities.

## What kind of products and/or services appeal to CAC members?

Collection professionals are interested in things that will help them be successful — professional software and hardware, insurance, data & communications solutions, book resources, community resources, investment strategies, business tools, payment solutions and more.

## How does exhibiting at the CAC conference benefit my business?

By exhibiting, you increase your visibility in the collections community in California. You will have direct exposure with your target audience and a chance to talk one-on-one with business decision makers who need your goods and services. This method is more personal and effective than a direct mail campaign or a cold call. We ensure that attendees have multiple opportunities to speak with you during the conference.

## In what other ways will CAC promote their vendors?

All contracted exhibitors and sponsors will be provided a number of promotional opportunities. Our quarterly newsletter will promote all exhibitors and sponsors prior to and after the conference. Attendees will be provided a souvenir program book listing all exhibitors, sponsors and advertisers including product/service descriptions and contact information. Please see additional opportunities for sponsorship promotion below and on the next page.

## If I am unable to attend the conference, can I still get my company's information to attendees?

Yes! CAC has remote vendor opportunities. Each attendee is provided with a complimentary tote bag that will contain convention information and the program book. Each vendor member will have the opportunity to promote their business via a full-page flyer, gift item or brochure insert. CAC also has a quarterly newsletter in which vendors have a great opportunity for visibility with CAC members.

## EVENT SPONSORSHIP OPPORTUNITIES

100 <sup>TH</sup> Convention Headline Sponsorship	\$7,500
Installation & Awards Banquet	\$5,000
PAC Fundraiser	\$5,000
Luncheon	\$3,500
Tuesday Breakfast	\$2,500
Installation & Awards Reception	\$2,500
Entertainment	\$1,500
Program Printing	\$1,500
Tote Bags	\$1,500
Lanyards/Badges	\$1,000
Convention Signage/Decoration	\$1,000
Networking Lounge	\$1,000
Refreshment Breaks (2)	\$1,000

**Make your  
hotel reservations  
at Omni Rancho Las  
Palmas Resort & Spa by  
September 14<sup>TH</sup> to receive  
the special group rate of  
\$189 plus tax per night.  
Call 1-800-THE-OMNI  
and request the  
“CAC” rate.**

# 2017 CAC SPONSORSHIP OPPORTUNITIES

See Event Sponsorship Opportunities on previous page (events assigned to sponsorships on a first come, first served basis)

## DIAMOND HEADLINE SPONSOR: \$7,500 Package Includes:

- Complimentary double exhibit space with sponsorship identifier
- 2 full complimentary conference registrations
- Full-page Annual Membership Directory ad
- Full-page x 2 issues Newsletter ads
- Event signage
- 12-month webpage banner ad
- Conference headline sponsor recognition in registration area
- 10 minutes at microphone during the opening session
- Full-page bag insert
- Full-page conference souvenir program ad
- Recognition in all printed materials

## PLATINUM SPONSOR: \$5,000 Package Includes:

- Complimentary single exhibit space with sponsorship identifier
- (second booth available at 50% discount)
- 1 full complimentary conference registration
- Full-page Annual Membership Directory ad
- Full-page x 1 issue Newsletter ad

- Event signage
- 6-month webpage banner ad
- Full-page bag insert
- ½ page conference souvenir program ad
- Recognition in all printed materials
- ½ page convention souvenir program ad
- Recognition in all printed materials

## GOLD SPONSOR: \$3,500 Package Includes:

- Complimentary single exhibit space with sponsorship identifier
- 1 full complimentary conference registration
- ½ page Annual Membership Directory ad
- Half-page x 1 issue Newsletter ad
- Event signage
- 3-month webpage banner ad
- Full-page bag insert
- ½ page conference souvenir program ad
- Recognition in all printed materials

## SILVER SPONSOR: \$3,000 Package Includes:

- 75% off single exhibit space with sponsorship identifier
- Quarter-page x 1 issue Newsletter ad
- Event signage
- 3-month webpage banner ad
- Full-page bag insert
- Recognition in all printed materials

## BRONZE SPONSOR: \$2,000 Package Includes:

- 50% off single exhibit space with sponsorship identifier
- Event signage
- Full-page bag insert
- Recognition in all printed materials

## NICKEL SPONSOR: \$1,500 Package Includes:

- 25% off single exhibit space with sponsorship identifier
- Event signage
- Full-page bag insert
- Recognition in all printed materials

## EXHIBITOR DETAILS

(Applies to sponsorships including an exhibit space as well):

### Included with Exhibit

Each exhibit space will include two chairs, one 6-foot draped table, electricity and one waste basket. Other furniture and display/decorating items may be available, for an additional cost. Details will be provided in your confirmation packet. Exhibitors also receive one complimentary conference registration (includes all conference meals/events), a listing in the printed program and the opportunity to connect with attendees at any time during the conference.

### Exhibit Set Up and Break Down

Set up is between 10:00 A.M. and 12:00 P.M. on Monday, October 9<sup>TH</sup>. Tear down is from 3:30 to 5:00 P.M. on Tuesday, October 10<sup>TH</sup>. Please do not set up or tear down during the conference as it is disruptive to other exhibitors and impacts attendees.

### Exhibitors Schedule (subject to change):

#### Monday, 10/9

- Exhibit Hall Open (includes lunch in the hall) 12:00-1:30 P.M.
- Reception in Hall 4:30 - 5:30 P.M.

- The opportunity to purchase up to two PAC Fundraiser tickets for 50% off each.

#### Tuesday, 10/10

- Exhibit Hall Open (includes breakfast in the hall) 8:00 - 9:30 A.M.
- Lunch in the Hall 12:00 -2:00 P.M.
- Networking breaks in the hall

### Outside Events / Hospitality Hours

As a courtesy to all exhibitors, hospitality suites hosted by exhibitors shall not be open and private parties shall not be permitted during the scheduled hours of the Exhibit Hall, CAC meetings or other CAC functions. Exhibitors scheduling private functions in conflict with official CAC events will jeopardize their participation in future CAC events. Exhibitors desirous of participating as an event sponsor should contact CAC in order to make arrangements.

# TERMS AND CONDITIONS

1. CAC reserves the right to alter or change the space assigned to the Exhibitor. CAC further reserves the right, at its sole discretion to change the date or dates upon which the show is held, or to cancel the show, and shall not be liable for damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Exhibitor to Management.
2. The Exhibitor shall not assign this contract or sublet the space or any part thereof or permit same to be used by any other person, without the prior written consent of Management. Any attempt to do so is null and void and will result in immediate cancellation of this contract, and the forfeiture of any amounts paid by the Exhibitor to Management.
3. The Exhibitor shall comply with all rules and regulations by CAC for the show and agrees that CAC's decision to adopt and enforce any such rule or regulation shall be final and binding.
4. The Exhibitor is responsible for compliance with all applicable law, bylaw, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.
5. Exhibitor agrees to indemnify and hold harmless, CAC, and the Omni Rancho Las Palmas Resort and Spa, from any and all judgments, orders, awards, costs and expenses, including attorney's fees, and also claims on account of damage to property or bodily injury (including death) which may be sustained by Exhibitor, Exhibitor's employees or third persons, arising out of or in connection with or resulting from said exhibition, provided, however, nothing contained herein shall be construed to require the Exhibitor to indemnify the above named representatives against liability for damages for (a) death or bodily injury to persons; (b) injury to property; (c) or any other loss, damage or expense arising under (a), (b), or (c) from the sole negligence or willful misconduct of the above named representatives.
6. This contract may be cancelled by either party provided written notice is received by the other by September 1, 2017, in which case all monies paid by the Exhibitors will be refunded less an administration fee of \$125 per booth. If the Exhibitor cancels after such date, it will be responsible for the full contract price.
7. CAC reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound, and to expel exhibitors or their personnel if, in CAC's opinion, their conduct or presentation is objectionable to CAC or to other show participants.
8. Exhibitor's display must comply with all requirements of CAC and of the owner of the building, including maximum height requirements. The Exhibitor must provide at least one, and not more than two, staff per booth, to maintain display during show hours. Only representatives from the company contracting for the booth rental will be attending the booth. Advertising material or signs of firms other than those who have engaged exhibit space are prohibited.
9. Exhibitors must limit displays to the dimensions of the exhibit booth to which they are assigned. Two chairs will be provided with each booth. All exhibits must be freestanding. No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floor of the Exhibit Area. No banners, posters or signs may be erected which in any way interfere or distract the view, light, or space of any other exhibitor or CAC.
10. All goods shipped to the show must be clearly marked with the name of the Exhibitor and the number of the display space (to be assigned). Goods must not be shipped to the show for any shipping charges to be paid on arrival and any such goods will not be accepted by CAC or the Hotel. CAC assumes no responsibility for loss or damage to the Exhibitors goods or property either before, during or after the show. A representative of the exhibitor must be present during uncrating, installation and dismantling of his/her exhibit. At least one person should be in attendance inside the Exhibit Area throughout the show hours.
11. In consideration of the Exhibitor's participation in the show, the Exhibitor hereby releases CAC, its directors, officers, management contractors, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Exhibitor in connection with its participation in the show, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of CAC or otherwise.
12. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the show. The Exhibitor agrees to remove the exhibit, equipment and appurtenances from the show building by the final moveout time. In the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred by CAC or the Hotel.
13. The Exhibitor will comply with the rules and regulations of any unionized contractors, which may be selected by CAC to service the exhibitors. Any dispute between the Exhibitor and any such contractor or union representative will be referred to CAC for resolution, whose decision shall be final and binding on all parties.
14. CAC reserves the right to cancel this contract and to withhold possession of the space or to expel the Exhibitor there from if the Exhibitor fails to comply with any terms and conditions of this contract or the show rules and regulation, in which case the Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting CAC's other rights and remedies at law under this contract as a result of such failure to comply.
15. Processing of payment by CAC does not in itself constitute acceptance.
16. CAC will not be bound by any verbal agreements, representations, or statements between CAC (staff of volunteers), Sponsors, Exhibitors, or the Hotel staff. All agreements must be made in writing.
17. Information about other contracted services from the Hotel or others, will be sent with confirmation materials upon receipt of application and should be contracted for directly with service provider.

Send completed, signed form with payment to:

## California Association of Collectors

Attn: Becky McGuire

One Capitol Mall, Suite 800

Sacramento, CA 95814

Phone: 916-929-2125 x118

Fax: 916-444-7462

Email: [bm McGuire@amgroup.us](mailto:bm McGuire@amgroup.us)



October 9-10, 2017 • Omni Rancho Las Palmas Resort and Spa, 41000 Bob Hope Drive, Rancho Mirage, CA 92270

### Exhibitor, Sponsor and/or Advertiser Commitment Form

**Important: Opportunities are available to CAC Vendor Members only! To become a member, contact Becky McGuire at 916-929-2125.**

Completed forms must be returned by August 31, 2017 with full payment. In order to receive the lowest rate. Please note that sponsorships and exhibit spaces may fill at any time so we encourage early commitments. Sponsorship opportunities, exhibit spaces and bag insert opportunities will be filled on a first-come, first-served basis, with sponsors getting highest priority. For information on how to make your hotel reservations, see the burst on page two of the Exhibitor Prospectus.

#### Contact Information

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
Street Address: \_\_\_\_\_ City, State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
Product or Service Description (15 words max): \_\_\_\_\_  
Website: \_\_\_\_\_

#### Sponsors (multiple levels)

Opportunities range from \$1,000 to \$7,500. Please see the Sponsor & Exhibitor Prospectus for opportunities, benefits and levels and mark your preferences here. If your selection is not available, we will contact you regarding an alternation selection. Note that the higher levels of sponsorship include discounted or complimentary exhibit booths.

Level: \_\_\_\_\_ Event/Item: \_\_\_\_\_

#### Exhibitors (\$895)

**IMPORTANT: Price increases to \$1,119 (25% higher) for commitments received after August 31, 2017**

Double booths are made available to sponsors at the \$3,500 level or higher; additional fees may apply.

Each table top space includes one complimentary conference registration (includes all conference meals/ events, even the PAC dinner), a listing in the printed program and the opportunity to connect with attendees at any time during the conference.

Booth spaces will be assigned to sponsors first and then to other exhibitors in the order of registration. Those who commit by August 31<sup>ST</sup> will be able to choose their booth spaces. The map will be routed for selections in September.

#### Bag Insert (\$225 / \$400 for two items; limit two)

Provide a brochure, flyer, gift and/or promotional item for each conference bag. Charge is per item. Plan for 125 of each item and to have the items to us by October 1, 2017. Shipping information for the items will be provided at a later date.

#### Company Representatives

Please print carefully for badge purposes. One conference badge is included (covers all of the conference activities and food functions) with exhibit space. Additional badges are \$400 each through Aug 31<sup>ST</sup> (\$450 beginning Sept 1<sup>ST</sup>) and may be purchased at a later date. The higher levels of sponsorship may include more badges.

Badge Name: \_\_\_\_\_

#### Terms and Conditions

We agree to the terms and conditions of the Agreement as provided in the Sponsor and Exhibitor Prospectus

Signature: \_\_\_\_\_

Print Name of Signer: \_\_\_\_\_

#### Commitment/Payment

Sponsorship: \$ \_\_\_\_\_

Bag Insert: \$ \_\_\_\_\_  
(\$225 each / \$400 for two)

Exhibit: \$ \_\_\_\_\_  
(\$895 by 8/31 and \$1,119 beginning 9/1 if available)

TOTAL ENCLOSED: \$ \_\_\_\_\_

Check # \_\_\_\_\_ payable to "CAC" enclosed

MasterCard  VISA  American Express

Credit Card Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Payment is due in full at the time of commitment.**

#### Submit commitment form and payment to:

##### By Mail

CAC  
One Capitol Mall, Suite 800  
Sacramento, CA 95814

##### By Fax

916-444-7462

##### By Email

Becky McGuire bmcguire@amgroup.us

##### Questions or concerns?

Call Becky McGuire at 916-929-2125