



CALIFORNIA BUILDING OFFICIALS

2010 Annual Business Meeting

Exhibitor & Sponsorship Packet

EXHIBITOR OPPORTUNITIES

48th Annual Business Meeting CALBO Adventure

You are invited to take part in the 48th Annual Business Meeting (ABM) and Trade Show of California Building Officials.

In addition to the many benefits of participating in the ABM Tradeshow, we are also pleased to offer an Exhibitor Reception and Sponsorship Program.

The 48th Annual Business Meeting will be held February 22-26, 2010 at The Disneyland Hotel in Anaheim, California. Over 350 building department personnel and industry representatives normally attend the CALBO ABM. CALBO's ABM provides a great opportunity for industry representatives to share their products and services. In addition to tradeshow hours where attendees are present from the majority of California's building departments, exhibitors are invited to join attendees for the Professional Development Day luncheon, President's dinner, and Awards luncheon. Exhibitor displays will be open Tuesday, February 23, 2010 and Friday, February 26, 2010.

In addition to displaying your service or product to building department personnel statewide, you can expect to receive the following at this year's event:

- Publicity in the Annual Business Meeting Program
- Exhibitor Reception on February 25, 2010
- Publicity in *CALBO News* following the Annual Business Meeting

Exhibitor Cost:

The cost of the program is \$1,450 for four days worth of *large display booth* space (spaces 1-8) and \$1,150 for four days worth of *tabletop* space (spaces TT1-TT21). Those taking advantage of the 2010-2011 membership offer will receive a \$100 discount on their exhibitor registration fee.

Large Display Booth: This space is an 8'x10' display booth with *pipe and drape booth with side rails*, identification sign, skirted table, side chairs, waste baskets and two lunches per day.

Tabletop: This space is a 6' foot tabletop display with *pipe and drape booth with side rails*, identification sign, skirted table, side chairs, waste baskets and two lunches per day. All display material **must** be set on the 6' table provided. There are no floor displays permitted at the tabletop booth spaces.

Tradeshow Services & Booth Packages:

This year CALBO has enlisted the help of a professional tradeshow service company, Tricord. CALBO exhibitors will be provided with identification signs, skirted tables, side chairs, waste baskets, and Foyer display booths will be provided with pipe and drape side rails. Tricord will provide complete Drayage/Material Handling services. Tricord will move all shipped materials in and out of the exhibit hall for set up and tear down. Shipping, electricity and others services will be handled directly through Tricord. Once you have registered for the CALBO Annual Business Meeting further information will be provided.

Event Theme:

The 48th Annual Business Meeting will be held in Anaheim, California at the Disneyland Hotel. Therefore the theme of the 2010 ABM will be **CALBO ADVENTURE**. We ask that exhibitors consider the event theme when designing booth displays and ordering giveaways.

Exhibit Schedule:

Exhibit Set Up

Monday, February 22, 2010
2:00 pm - 6:00 pm

Exhibit Hours

Tuesday, February 23, 2010
7:00 am - 4:00 pm

Wednesday, February 24, 2010
7:00 am - 4:00 pm

Thursday, February 25, 2010
7:30 am - 4:45 pm
5:00 pm - 6:00 pm - Exhibitor Reception

Friday, February 26, 2010
7:30 am - 12:00 pm

Exhibit Tear Down

Friday, February 26, 2010
12:00 pm - 2:00 pm

Hotel Information:

Overnight reservations must be made by calling The Disneyland Hotel at (714) 778-6600 by January 20, 2010. Any reservations received after the cut off date of January 20, 2010 or after the room block has been realized will be accepted on a space and rate availability basis only. Please mention California Building Officials in order to receive the group rate of \$159 per night.

The Disneyland Hotel
1150 Magic Way
Anaheim, California 92802
(714) 778-6600

Additional Meals:

If your company would like to purchase additional meals for the ABM, you can now do so with your booth registration. Your company receives two lunches pre pay when exhibiting, but all other meals must be purchased separately. Please see page 4 for prices and ordering form.

Refund Policy:

Written notification of cancellation must be received two weeks prior to the event for a 75% refund of the total exhibit fees. Any cancellations after this date are nonrefundable. No-shows are responsible for the registration fee.

ABM EXHIBITOR REGISTRATION

The registration deadline is Friday, January 29, 2010.

To reserve exhibit space for your organization at the upcoming Annual Business Meeting, please fax the completed registration form and payment to (916) 442-3616 or mail the information to CALBO at 1225 8th Street, Suite 425, Sacramento, CA 95814.

Exhibit space is reserved on a first come, first serve basis. Registration and payment must be received within two weeks prior to the event.

Contact Person: _____

Organization: _____

Address: _____

City/State/Zip: _____

Telephone: _____ FAX: _____

Email: _____

Representative(s) Attending for Badge Purposes - please provide complete list prior to exhibiting:

Select Booth Space:

Using the booth numbers on the exhibitor floor plan (page 5), please choose your top five booth space choices. Confirmations, including electricity ordering information, will be sent to your contact person once your request has been processed. *Booths 1-8 are \$1,450. Booths TT1-TT21 are \$1,150.* Booth specifications are provided on page 2.

1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____ 5th Choice _____

Additional Meals:

You can purchase additional meal tickets for staff members, friends and family. Additional meals tickets can be pick up at the CALBO registration desk during normal registration times. Please indicate how many additional meals you would like to purchase.

_____ Tuesday Lunch (\$35.00) _____ Wednesday Lunch (\$35.00) _____ President's Dinner - Wed.(\$85.00)
_____ Thursday Lunch (\$35.00) _____ Friday Lunch (\$35.00) _____ Installation Banquet- Fri.(\$60.00)

Payment Information:

_____ Booth Cost
_____ Additional Meal Cost
_____ 10-11 Membership Renewal - \$215 (Optional)
_____ Membership Renewal Discount -\$100 (Subtract \$100 if renewing your 10-11 membership)
_____ **Amount Due**

Check Invoice - P.O. # _____ Credit Card: American Express or Discover Not Accepted

Card Number: _____ Exp. Date: _____

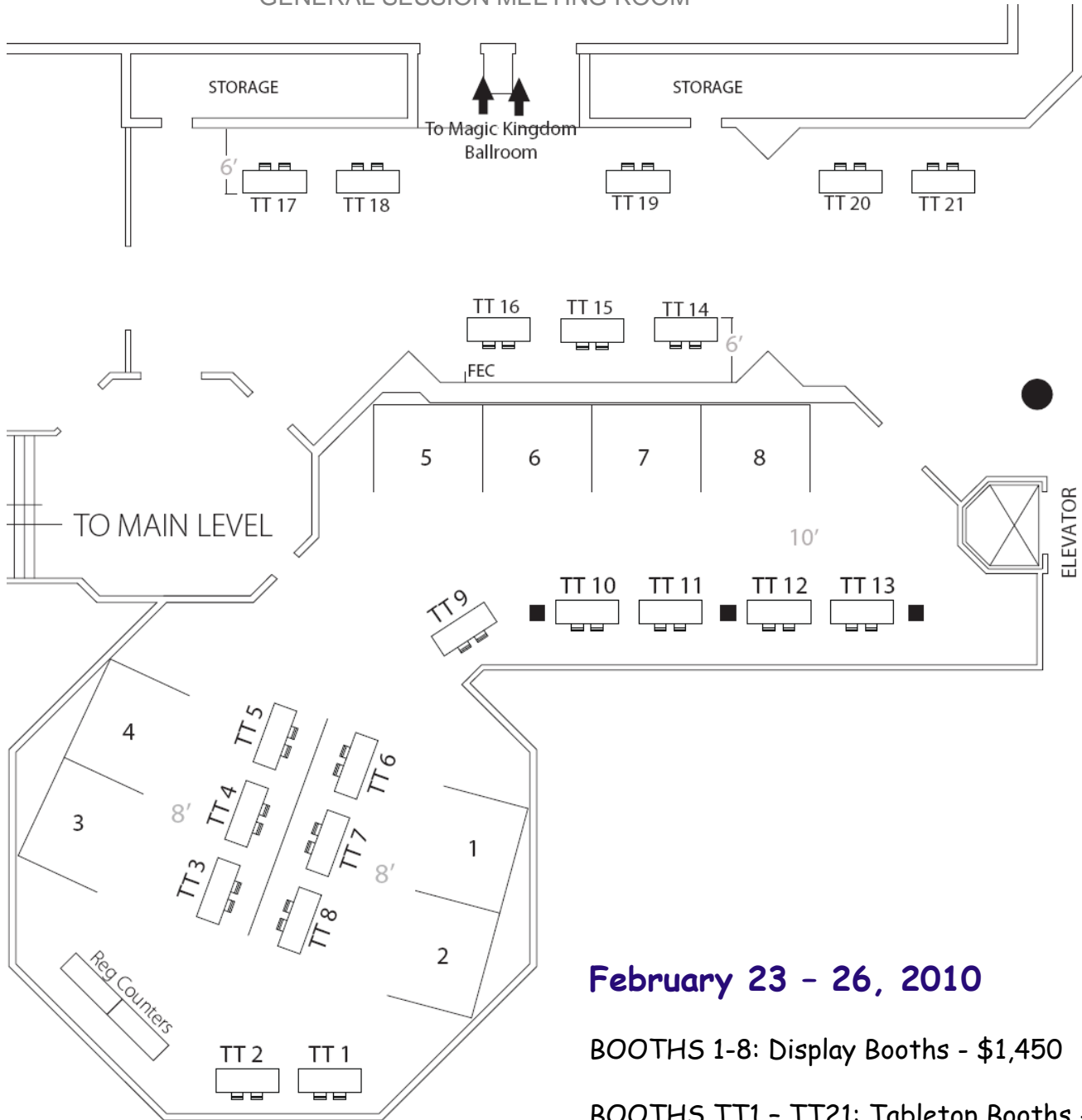
Name on Card: _____ Signature: _____

Billing Address (if different): _____

If you have any questions please call Kelly Sherfey at (916) 457-1103 x 102.

2010 Annual Business Meeting Exhibitor Floor Plan

PROFESSIONAL DEVELOPMENT DAY CLASSROOMS & GENERAL SESSION MEETING ROOM



February 23 - 26, 2010

BOOTHS 1-8: Display Booths - \$1,450

BOOTHS TT1 - TT21: Tabletop Booths - \$1,150

SPONSORSHIP OPPORTUNITIES

48th Annual Business Meeting CALBO Adventure

Much of the success of CALBO's Annual Business Meeting (ABM) is due to the support of our sponsors. By becoming a sponsor, you show support for the built environment and will gain recognition well beyond attendees of the conference. Do not miss an opportunity to gain recognition for your organization or company.

Sponsors will receive the benefit of the organization's or company's name displayed on signage for conference sponsors, in the Program Binder and in the ABM issue of CALBO News.

Below are the sponsorship opportunities that will contribute to the success of CALBO's 48th Annual Business Meeting a successful event.

The 48th Annual Business Meeting will be held in Anaheim, California at the Disneyland Hotel. Therefore the theme of the 2010 ABM will be **CALBO ADVENTURE**. We ask that sponsors consider the event theme when selecting sponsorship opportunities.

Attendee Registration Giveaways - No Fee

Would you like to promote your company with useful items like pens, notepads, or items that relate to the ABM theme, CALBO Adventure? If so, you can ship 400 giveaways to CALBO and we will include your item in each attendee's registration bag. Shipping information will be provided once your sponsorship form has been received.

Additional Sponsor Cost(s): The sponsor is responsible for the purchase and shipment costs of the giveaways.

Half-Page Binder Advertisements - \$300

Your advertisement will be seen in the "Product/Service Directory" of the ABM Program Binder by all conference attendees. By being included in this binder, ABM attendees will be able to reference pertinent information regarding your company right at their fingertips! The advertisement must be submitted electronically by January 22, 2010 to ksherfey@calbo.org.

Refreshment Breaks - \$500

Without these sponsors, we would be unable to provide refreshments to over 400 building officials, building department personnel, and industry representatives that attend our Annual Business Meetings. All Refreshment Break sponsors will be display each day of the event.

Registration Welcome Beverages - \$500

Welcome CALBO attendees to the ABM with a festive, theme-related registration beverage (non-alcoholic). The Welcome Beverage will be served in a glass featuring the sponsor's logo. This item was a major hit at the 2008 & 2009 ABM and left attendees wanting more.

Additional Sponsor Cost(s): The sponsor is responsible for the production and shipment costs of the company logo glasses. The sponsor can supply between 100 to 400 glasses.

ABM Shirt - \$1,000

Imagine your logo or image on the backs of every attendee to the 2009 CALBO ABM! Your t-shirt sponsorship will include the graphics of your choice alongside the official CALBO 2009 ABM logo, which will be handed out to every attendee at registration. This timeless giveaway will be used by ABM attendees for years to come as attendees remember more than just the meetings.

Additional Sponsor Cost(s): The sponsor is responsible for the production and shipment costs of the ABM Shirts.

Attendee Bags - \$1,000

Show your support for CALBO with a high-quality bag for organizing conference material. These bags will hold each attendee's registration materials and will be provided to attendees at the beginning of the Annual Business Meeting.

Additional Sponsor Cost(s): The sponsor is responsible for the production and shipment costs of the Attendee Bags.

Attendee Pocket Program - \$1,000

Sponsor this useful reference tool for all conference attendees. CALBO will create a fold-out pocket guide of the conference schedule and exhibit hall floor plan that will be referred to throughout the event. Promote your company name, logo and company message by sponsoring this program.

Additional Sponsor Cost(s): The sponsor is responsible for the production and printing costs of the Attendee Pocket Programs.

Awards Dinner Reception - \$1,000

CALBO's Installation Banquet is the most formal and honorable night for ABM attendees and what goes better with a banquet than an opening reception? Reception sponsors will be afforded the opportunity to place beverage napkins, high-boy table placards, signage and display at the reception that will compliment the overall all "CALBO Adventure" theme of the evening. This highly visible event is attended by CALBO leadership, invited guests and dignitaries as well as ABM attendees and will provide the sponsor with a very intimate display environment.

Additional Sponsor Cost(s): The sponsor is responsible for the production and shipment costs of placement items (such as beverage napkins and placards) that will be displayed at the reception.

Lanyards - \$1,000

Produce a useful giveaway by providing the attendees with a string badge holder. Place your company name, logo and/or booth number on the strings.

Additional Sponsor Cost(s): The sponsor is responsible for the production and shipment costs of the Lanyard.

ABM Program Binders - \$2,000

Sponsor the ABM Program Binder and have your logo and company information at the fingertip of all ABM attendees. Your company will design the binder art and the dividers while incorporating the CALBO Adventure theme and your company's logo and information. This is a guaranteed way for your company to be noticed.

Additional Sponsor Cost(s): The sponsor is responsible for the production and shipment costs of the binders and binder dividers.

Code Bowl - \$2,000

A CALBO Classic, the Code Bowl is back! This beloved event by ABM attendees is again available for sponsorship, to be held Thursday night amongst the hospitality of our host chapter. All ABM attendees will be notified and encouraged to attend this favorite and fun event, which is making a long awaited comeback in Anaheim. Code Bowl Sponsor will be provided with a suitable and visible location within the hotel, but sponsor will be responsible for any hospitality, gaming needs and quiz questions.

CALBO Adventure News (4 editions) - \$2,000

This daily newsletter will be dropped under every attendee's door each night of the event. The Lighthouse Press will feature the event timeline for the upcoming day, a weather report, local facts, attraction information and, of course, the sponsor's logo and information. CALBO is excited to introduce this item to the ABM and believe it will be a useful resource to all attendees.

ABM SPONSORSHIP REGISTRATION

The registration deadline is Friday, January 22, 2010.

Contact Person: _____

Organization: _____

Address: _____

City/State/Zip: _____

Telephone: _____ FAX: _____

Email: _____

Select Sponsorship Opportunities:

Please note that some sponsorship items require additional expenses on behalf of the sponsor. Please read the sponsorship description before selecting your sponsorship opportunity.

- Attendee Registration Giveaways - Provided by Sponsor - Multiple Sponsors
- Half-Page Binder Advertisements - \$300 - Multiple Sponsors
- Refreshment Breaks - \$500 - Multiple Sponsors
- Registration Welcome Beverages -\$500 - Limited to One Sponsor
- ABM Shirt - \$1,000 - Limited to One Sponsor
- Attendee Bags - \$1,000 - Limited to One Sponsor
- Attendee Pocket Program - \$1,000 - Limited to One Sponsor
- Awards Dinner Reception - \$1,000 - Limited to One Sponsor
- Lanyards - \$1,000 - Limited to One Sponsor
- ABM Program Binders - \$2,000 - Limited to One Sponsor
- Code Bowl - \$2,000 - Limited to One Sponsor
- CALBO Adventure News (4 editions) - \$2,000 - Limited to one Sponsor

Payment Information:

Check Invoice - P.O. # _____

Credit Card*

*CALBO does not accept

American Express or Discover.

Credit Card Information:

Number: _____ Exp. Date: _____

Billing Address (if different from above):

Name on Card: _____ Signature: _____

If you have any questions feel free to contact Kelly Sherfey at (916) 457-1103 x 102.