

37<sup>th</sup> Annual Conference & Exhibit Show.

# CABE 2012

INVITATION  
TO EXHIBIT

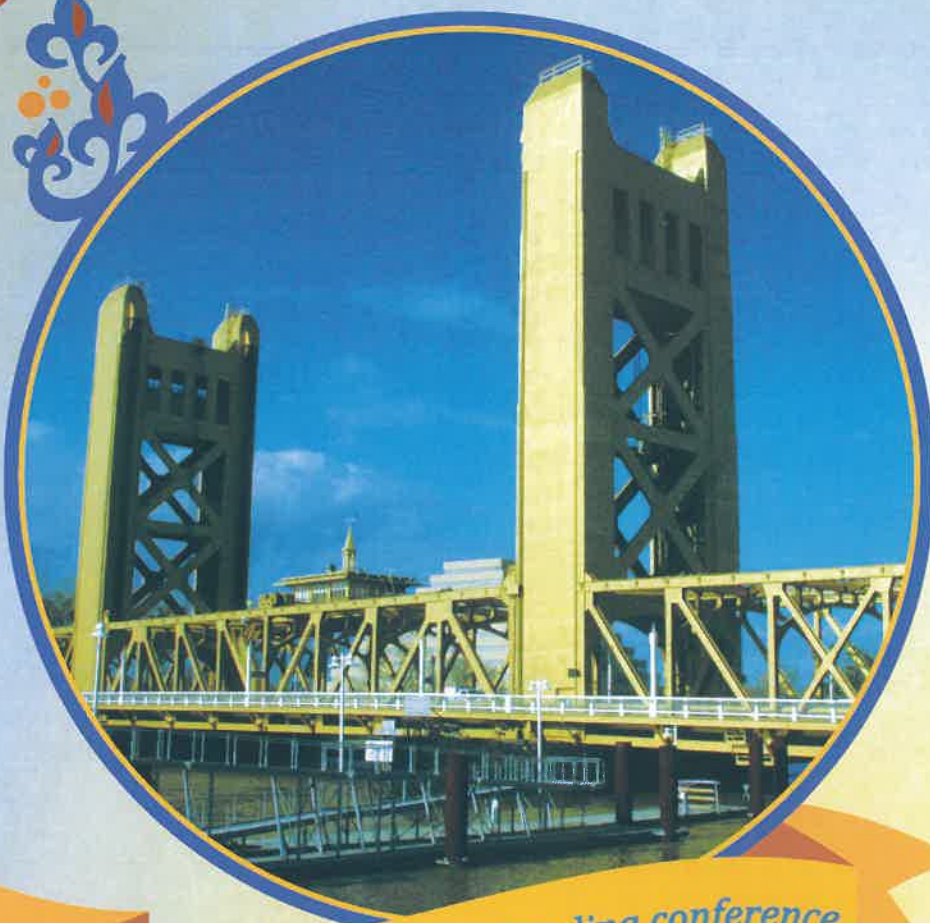


Sponsors • Exhibitors • Career Fair  
Registration deadline: Friday, November 18, 2011

California Association for Bilingual Education  
Annual Conference  
March 7~10, 2012  
Sacramento Convention Center Complex  
1400 J Street / Sacramento, California

**cabe**  
California Association for Bilingual Education





IF YOU HAD TO PICK  
**JUST ONE**  
EXHIBIT SHOW,  
**CHOOSE**  
**CABE**  
**2012**

**CABE 2012** ~The leading conference  
for educators and parents of English Learners.



**CABE 2012 PROVIDES THE OPPORTUNITY FOR YOUR ORGANIZATION TO:**

- ◇ **MARKET** your bilingual, ELD/ESL, foreign language, English Language Development and professional development products, programs, materials and services;
- ◇ **REACH** a large audience of up to 5,000 participants;
- ◇ **TAKE ADVANTAGE** of Exhibit Hall hours that encourage participants to visit exhibits and dedicated time for visiting the exhibit hall;
- ◇ **ADVERTISE** your organization to promote an author's book signing or showcase a new product, service or publication;
- ◇ **CONDUCT** drawings to attract attendees;
- ◇ **OBTAIN** instant product user feedback and identify market trends and product-development needs in the multilingual education market; and
- ◇ **RECRUIT** bilingual and multicultural staff and potential consultants.



## CABE 2012 Sponsorship

CABE offers sponsorship opportunities at many levels with value-filled packages. Join the CABE family and become a partner in promoting educational excellence and quality multilingual programs.

### TITLE ~ \$40,000

- ◊ Individually tailored sponsorship of major conference event
- ◊ Eight exhibit booths and 16 Exhibit hall passes
- ◊ 1 Table for ten at Seal of Excellence Banquet
- ◊ Table for ten at Awards Luncheon
- ◊ One full page color Advertisement in Conference Program & Multilingual Educator
- ◊ Two inserts in conference tote bags
- ◊ Opportunity to conduct two commercial workshop presentations
- ◊ Recognition/speaking at conference event

### DIAMOND ~ \$20,000

- ◊ Six exhibit booths and 12 exhibit hall passes
- ◊ Five tickets for Seal of Excellence Banquet
- ◊ Recognition in Conference Program and event
- ◊ One full page black and white advertisement in Conference Program or Multilingual Educator
- ◊ Two inserts in conference tote bags
- ◊ Opportunity to conduct two commercial workshop presentations

### PLATINUM ~ \$15,000

- ◊ Four exhibit hall booths and 8 exhibit hall passes
- ◊ Five tickets for Seal of Excellence Banquet
- ◊ Recognition in conference program and event
- ◊ One full page black and white advertisement in Conference Program or Multilingual Educator
- ◊ Two inserts in conference tote bags
- ◊ Opportunity to conduct two commercial workshop presentations

## CABE 2012 Exhibitors

Exhibit and Career Fair booth fees include the following benefits and services:

### EXHIBIT SPACE INFORMATION:

- ◊ 10' x 10' exhibit space per booth
- ◊ One 6' draped table
- ◊ Two (2) chairs
- ◊ Side rails and backdrop
- ◊ Standard ID sign with organization name
- ◊ Hall security during closed hours
- ◊ Two complimentary exhibit hall only passes
- ◊ **Commercial Exhibitor - \$800**  
(corner and end booths available for \$900)
- ◊ **Small Business Exhibitor - \$600**  
(corner and end booths available for \$700)
- ◊ **Non-profit Exhibitor - \$400**
- ◊ **Career Fair Employer - \$400**  
(corner and end booths not available)

Additional furniture, carpeting and signage are available at the exhibitor's expense. Corner or end booths are available only to Commercial exhibitors for an additional cost. With receipt of your signed contract and full payment, an Exhibitor Service Kit/CD will be emailed to you from Blaine's Convention Services in December 2011.



# DEADLINE TO REGISTER

FRIDAY, NOVEMBER 18, 2011

## GOLD ~ \$10,000

- ◇ Three exhibit hall booths and 6 exhibit hall passes
- ◇ Five tickets for Seal of Excellence Banquet
- ◇ Recognition in conference program and event
- ◇ One half-page black and white advertisement in Conference Program
- ◇ One insert in conference tote bags
- ◇ Opportunity to conduct One commercial workshop presentation

## SILVER ~ \$5,000

- ◇ Two exhibit booths and 4 exhibit hall passes
- ◇ Recognition in conference program and event
- ◇ One-half page black and white advertisement in Conference Program
- ◇ One insert in conference tote bags

## BRONZE ~ \$2,500

- ◇ One exhibit booth and 2 exhibit hall passes
- ◇ One-quarter page black and white advertisement in Multilingual Educator
- ◇ Recognition in Conference Program

Go to [www.bilingualeducation.org](http://www.bilingualeducation.org) to register as a CABE 2012 Sponsor/Exhibitor today!

## EXHIBIT HOURS

### GRAND OPENING

Wednesday, March 7, 2012  
10:00 AM to 4:00 PM

Thursday, March 8, 2012  
9:00 AM to 5:00 PM

Friday, March 9, 2012  
9:00 AM to 5:00 PM

Saturday, March 10, 2012  
9:00 AM to 2:00 PM  
(by special arrangement)

### MOVE-IN DAY

- ◇ Tuesday, March 6, 2012 from 8:00 AM to 4:00 PM
- ◇ Wednesday, March 7, 2012 from 7:30 AM to 9:00 AM

### MOVE-OUT DAY

- ◇ Friday, March 9, 2012 after 4:00 PM - Please note that any exhibitors leaving early will be charged an early exit penalty (25% of original fee, please see instructions, rules and regulations). There will be NO exceptions made to this policy and it will be strictly enforced.
- ◇ For Exhibitors making arrangements for Saturday, March 10, 2012 participation in the Exhibit Hall, move out will be after 2:00 PM







## COMMERCIAL WORKSHOP PRESENTATIONS DEADLINE: SEPTEMBER 29, 2011

For Commercial Workshop  
Presenter Proposal Form visit:  
[www.bilingualeducation.org](http://www.bilingualeducation.org) or call  
(626) 814-4441 for a printed copy.

Sponsors have the opportunity to present up to 2 workshops (depending on the level of sponsorship). Other commercial presentations will be reviewed following the same guidelines as other workshop submittals. Please note that all commercial presentations from non-sponsors will be assessed a \$100 presentation fee if no exhibit booth is purchased.

## CABE 2012 Advertising

### CONFERENCE PROGRAM

The Conference program is distributed to thousands of conference attendees (5,000) to plan their personal conference schedule. This is your opportunity to advertise and attract attendees to any new products and to your exhibit booth.

### MULTILINGUAL EDUCATOR

The *Multilingual Educator* (CABE's magazine) is distributed statewide to all CABE members, partner organizations and is also given to all conference attendees. The deadline for camera ready copy/art is November 18, 2011.

### ADVERTISING

Advertising is accepted for the official CABE 2012 Conference Program and *Multilingual Educator* Magazine as follows:

- Full-page Inside Cover Color Ad: \$3,500
- Full-page Back Cover Color Ad: \$4,000  
(Available for Sponsors only)
- Full-page inside color Ad: \$950  
(*Multilingual Educator* Magazine only)
- Full-page Black & White Ad: \$825
- Half-page Black & White Ad: \$600



Take advantage of a 20% discount by advertising in both the Conference Program and the annual edition of the *Multilingual Educator* Magazine. For complete information and specifications, go online to [www.bilingualeducation.org](http://www.bilingualeducation.org) for the Advertising Contract form.

CABE reserves the right to accept sponsor/exhibitor/career fair/advertiser applications only from those organizations whose goals are consistent with those of CABE.



# DEADLINE TO REGISTER

**FRIDAY, NOVEMBER 18, 2011**

**DON'T MISS OUT  
GO TO**

**WWW.BILINGUALEDUCATION.ORG  
TO REGISTER AS A CABE 2012  
SPONSOR/EXHIBITOR TODAY!**

Full payment must accompany all applications. Application and payment must be received by November 18, 2011, in order to be listed in the Conference program as a sponsor, exhibitor, or career fair recruiter. Advertisement submission form is also due on Friday, November 18, 2011 along with Camera ready copy/art.

Space is limited and booths will be assigned on a first-returned-with payment basis. Applications for exhibit space can be made online at [www.bilingualeducation.org](http://www.bilingualeducation.org). Please note that at CABE 2012 we will provide a choice of move-out date for exhibitors: Friday, March 9, 2012 after 4:00 p.m. or Saturday, March 10, 2012. Special arrangements must be made for Saturday move-out and booth placement will be made to accommodate both move-out dates.

Booth(s) confirmation will be mailed upon receipt of your payment. Upon receipt of your signed contract and full payment, an Exhibitor Service Kit/CD will be emailed or mailed by request from Blaine Convention Services, the official CABE 2012 service contractor. For the best booth location, make your reservations for space early.

When sponsor application form is received at CABE Headquarters, all sponsors will receive additional information packets to complete registration process. Sponsors are recognized for their contributions in the conference program and in person at the Seal of Excellence Awards Banquet on Friday, March 9, 2012 (unless alternate event is requested).

[www.bilingualeducation.org](http://www.bilingualeducation.org)



California Association for Bilingual Education

16033 E. San Bernardino Road  
Covina, CA 91722-3900

Non-Profit Org.  
U.S. Postage  
PAID  
Covina, CA  
Permit No. 369

If the addressee is unknown, please forward to an interested or potential participant

POST OFFICE IF UNDELIVERABLE DO NOT RETURN

# CABE 2012 / 37<sup>th</sup> Annual Conference

Sacramento Convention Center Complex / Sacramento, California / March 7-10, 2012

## Sponsorship Registration Form

### 1. Sponsorship Information

For Office Use Only:

Date Recvd : \_\_\_\_\_

Batch # \_\_\_\_\_

Trans. # \_\_\_\_\_

District/Company/Organization (as you would like it to appear in ID/conference program)

Name/Title (to appear in conference program)

Contact Person (name of person coordinating exhibit)

Email

Mailing Address

City/State/Zip Code

Telephone No.

Fax No.

2. Please select the event where you would like to receive recognition of your sponsorship:

☐ 3/8 Awards Luncheon ☐ 3/9 Seal of Excellence Banquet

3. Sponsorship Level (Please indicate below your selection of sponsorship level) Sponsoring events at CABE 2012 ensures that the products and services your organization offers to conference participants have the highest visibility. Please refer to the sponsorship level pages in this brochure and select the best option and opportunity for your company/district/organization.

☐ Title Level – \$40,000

☐ Platinum Level – \$15,000

☐ Silver Level – \$5,000

☐ Diamond Level – \$20,000

☐ Gold Level – \$10,000

☐ Bronze Level – \$2,500

## Advertisement Application Form

1. Important Copy Requirements - Electronic files will be accepted as follows: PC or Mac: JPEG, TIFF, EPS, Press Ready PDF - 300 dpi minimum. Deadline for receipt of payment AND advertising artwork is due no later than November 18, 2011.

2. Conference Program

(B & W only except for back or inside cover pages)

1/4 Page..... ☐ \$400

1/2 Page (vertical or horizontal)..... ☐ \$600

Full Page..... ☐ \$825

Back Cover\* (Color Ad)..... ☐ \$4,000

Inside Covers\*(Color Ad)..... ☐ \$3,500

Conference Issue - Multilingual Educator e-Magazine

1/4 Page..... ☐ Color \$550 ☐ B/W \$400

1/3 Page..... ☐ \$650 ☐ \$450

Half Page..... ☐ \$750 ☐ \$600

Full Page..... ☐ \$950 ☐ \$825

Back Cover..... ☐ \$3,000

\*These will be given on a first come, first serve basis with priority to sponsors.

Less discount (if applicable) \$ \_\_\_\_\_

Total enclosed \$ \_\_\_\_\_

• Every effort will be made to honor your preference; however, due to space considerations, we reserve the right to make schedule and size changes as necessary. CABE reserves the right to select ads according to available space and the goals of the organization.

3. Agreement - In order for your application to be processed, payment must be submitted with this form. Retain a copy for your records. Please note that when we receive this sponsorship and/or advertisement application, a confirmation letter will be sent to you. This letter will include Labels/ Mailing Information for inserts for conference tote bags.

Signature/Title

Date

Return this form with total payment **AND** camera-ready artwork postmarked by November 18, 2011 to:  
Exhibits CABE 2012 • 16033 E. San Bernardino Road, Covina, CA 91722-3900

☐ Please accept this as approval to charge the following credit card for the total listed above.

Amount: \_\_\_\_\_

Number: \_\_\_\_\_

☐ Check

☐ PO

☐ VISA

☐ MasterCard

☐ AmEx

Expiration Date: \_\_\_\_\_

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

## Advertising Information/Submission Instructions

CABE 2012 Sacramento Convention Center Complex / Sacramento, California March 7-10, 2012

There are many advertising and sponsorship opportunities at the CABE 2012 Conference. Exhibitors may advertise in the Conference issue of the Multilingual Educator Magazine and/or conference program, submit registration packet inserts or take advantage of the opportunity to become a conference sponsor. For more information about advertising with CABE, please contact Business Services at (626) 814-4441.

### Conference Program Advertising

The Conference Program is distributed to each attendee at the conference in the CABE bags at the time of registration.

Publication trim size: 8 1/2 x 11

#### Ad Sizes and Pricing

Full Page 7 1/2" w x 10" h No Bleed  B & W \$825	Half Page Horizontal 7 1/2" w x 4 5/8" h No Bleed  B & W--\$600	Half Page Vertical 3 5/8" w x 10" h No Bleed  B & W--\$600	Quarter Page 3 5/8" w x 4 5/8" h No Bleed  B & W--\$400
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Back Cover (7 1/2" x 9 3/4")-Color Ad ..... \$ 4,000

Inside Cover (7 1/2" x 9 3/4")-Color Ad .....\$3,500

### Multilingual Educator Advertising

The Multilingual Educator is a CABE Annual publication. The conference issue will be provided to all CABE conference attendees in the conference tote-bag and sent to all CABE members. Advertising space is open to all vendors.

Publication trim size: 8 1/2 x 11

#### Ad Sizes and Pricing

Full Page 7 1/2" w x 10" h No Bleed  B & W -- \$325 Color -- \$450	Half Page Horizontal 7 1/2" w x 4 5/8" h No Bleed  B & W -- \$200 Color -- \$350	Half Page Vertical 3 5/8" w x 10" h No Bleed  B & W -- \$200 Color -- \$350	Third Page 2 1/2" w x 10" h No Bleed  B & W -- \$150 Color -- \$300	Quarter Page 3 5/8" w x 4 5/8" h No Bleed  B & W -- \$100 Color -- \$250
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A CABE 2012 Conference Advertising order form is included with this packet.

Back Cover (7 1/2" x 9 3/4")-Color Ad ..... \$ 875

#### Deadlines

Order Form, Payment and Artwork Due by Thursday, November 18, 2011

#### Materials

Electronic Files will be accepted from advertising agencies, printers or graphic designers as follows: Electronic files will be accepted as follows: PC or Mac: JPEG, TIFF, EPS, Press Ready PDF - 300 dpi minimum. Please include all art and font files. A hard copy must accompany the file AIP or standard compact disc is acceptable.

### Registration Packet Inserts

Registration Packet Inserts are inserted in each CABE 2012 bag with a conference program and distributed to each attendee. Only confirmed exhibitors are eligible for Registration Packet inserts. Standard inserts are 8 1/2 x 11 flyer, designed by you and sent freight express. See pricing below. Other items—pencils, notepads, etc. are negotiable.

One page .....\$1,000

CD.....\$2,500

Catalog.....\$5,000

Opportunities for other promotional materials are available—notepads, pens, etc. Please call CABE office for more information.

#### Guidelines

- Registration packet inserts needed –6,000 (Subject to Change)
- Shipping dates are February 7-29, 2012. Mark all shipments—registration materials (Bag Insert). The shipping address may differ from the CABE address; please confirm before shipping. Any shipments received after these dates will not be inserted in the registration packets. Payments will not be refunded.
- Space is limited. Please contact CABE before printing or shipping materials. (626) 814-4441

**Advertising Information, Sponsorships and order forms also available at: [www.bilingualeducation.org](http://www.bilingualeducation.org)**



**CABE 2012 / 37<sup>th</sup> Annual Conference**

Sacramento Convention Center Complex / Sacramento, California / March 7-10, 2012

**Exhibitor and Career Fair Registration** (Please be sure to read **NEW** guidelines)

For Office Use Only:

Booth # \_\_\_\_\_

ID # \_\_\_\_\_

Trans. # \_\_\_\_\_

**1. Exhibitor/Career Fair Information**

Information provided below will appear in Program

ID No. (Please see address label if available)

Name

School District/Organization

Address

City/State/Zip Code

Telephone No.

Internet Address

**2. Contact Information**

Contact Name

Telephone No.

Fax No.

E-mail

**3. Purchase Options**

Item	Qty	Rate	Total
Commercial Exhibits		\$800 x	
Small Business*** Exhibits		\$600 x	
An additional \$100 per <b>corner</b> booth		\$100 x	
Career Fair * Exhibits		\$400 x	
Non-Profit** Exhibits		\$400 x	
<input type="checkbox"/> I PLAN TO MOVE-OUT ON SATURDAY (MARCH 10, 2012)****			
<input type="checkbox"/> I PLAN TO MOVE-OUT ON FRIDAY (MARCH 9, 2012)****			
Additional job announcements (School Districts Only) Please attach a separate sheet.		\$20/ea x	
Additional <b>Exhibit Hall</b> Only Badge		\$50 x	
Total Due			\$

\* Fees include 2 job announcements per booth.

\*\* If Non-Profit Organization, please submit a copy of your Tax Exempt Letter.

\*\*\* Annual Revenue Less than \$1 Million, please submit financial statement.

\*\*\*\* Rate on the booth does not change either days.

**4. Career Opportunities/Salary Range  
School Districts Only**

Please provide positions and salaries available for publication in the Career Fair Directory.

Title of Position

Salary Range

Deadline for Application

Title of Position

Salary Range

Deadline for Application

**5. Sellers Permit**

Please indicate if you are planning to sell merchandise at the conference. Please provide us with your California Sellers Permit number as assigned by the California State Board of Equalization in the space below. If you are not selling merchandise, please indicate so.

☐ We will not sell merchandise at CABE 2012☐ We will sell merchandise at CABE 2012  
California Sellers Permit No. \_\_\_\_\_**6. Exhibit Hall Badges**

Fees include two complimentary exhibit hall only passes per booth (additional passes are available for a fee of \$50 per badge). Badge will not have personal names. Organization name only will be printed on each badge.

**7. Special Considerations you want CABE to know**☐ Would you be interested in lead retrieval services  
(can be sent as a list electronically or labels)**8. Please provide a brief description of materials to be exhibited****9. Agreement**

In order for your application to be processed, payment must be submitted with this form. Retain a copy of both sides for your records. All above information is true and accurate. I read, understand and agree to comply with **all the Instructions, Rules and Regulations as stated on the reverse side of this form.**

X \_\_\_\_\_

☐ Signature

Sign & return this form with total payment  
postmarked by November 18, 2011 to:

**Exhibits CABE 2012****16033 E. San Bernardino Road, Covina, CA 91722-3900**

Fax # (626) 814-4640 (for credit cards only)

**10. Payment Information**☐ Approval to charge the following credit card for the total listed above.

Batch#	Amount:	Credit Card
		<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AmEx
Date Received:		# _____
Check/PO#		Expiration Date: _____
		Signature: _____

## EXHIBITOR/CAREER FAIR INSTRUCTIONS, RULES AND REGULATIONS

This application for Exhibit space, the formal Notice of Space Assignment by CAFE, these Rules & Regulations and the rules and regulations set forth in the Exhibitor's Manual constitute a contract for the right to exhibit at the CAFE Conference. Exhibitors and Career Fair participants also agree to comply with the rules and regulations of the Convention Center in which the conference is being held.

### 1. EXHIBIT AREA AND HOURS

Exhibits and Career Fair will be located in Exhibit Hall B&C of the Sacramento Convention Center.

#### Set up of Exhibit area:

Tuesday, March 6, 2012 (8:00 a.m. to 4:00 p.m.)

Wednesday, March 7, 2012 (7:30 a.m. to 9:00 a.m.)

#### Exhibit Hall open to the public:

Wednesday, March 7, 2012 (10:00 a.m. to 4:00 p.m.)

Thursday, March 8, 2012 (9:00 a.m. to 5:00 p.m.)

Friday, March 9, 2012 (9:00 a.m. to 5:00 p.m.)

Saturday, March 10, 2012 (9:00 a.m. to 2:00 p.m.)

(Exhibit hours may be subject to change).

(Please note that if exhibitors/career fair who scheduled to move-out on Friday, must not begin any earlier than Friday after 4:00 p.m.; before this time will result in an early dismantling penalty fee)

### 2. DISMANTLING OF EXHIBIT BOOTHS

Dismantling of Exhibit booths will take place from 4:00 p.m. to 6:00 p.m. on Friday, March 9, 2012 and Saturday, March 10, 2012 between 2:00 - 4:00 p.m. Exhibitors are NOT to begin dismantling until the Exhibit area officially closes at 4:00 p.m. on Friday, March 9, 2012 or 2:00 p.m. on Saturday, March 10, 2012. Exhibitors & Career Fair participant must refrain from packing or dismantling exhibits before the closing times. Please arrange your travel plans accordingly. **Exhibitor & Career Fair participant agrees that should CAFE determine that any part of the exhibit was dismantled prior to scheduled time of closing, the Exhibitor/Career Fair participant will pay 25% of the contract value for early dismantlement penalty fee.** If you request approval for early dismantle, you agree that your booth will be located in a section of the exhibit hall that may be at the rear and you acknowledge that the flow of traffic may be reduced.

### 3. FAILURE TO OCCUPY SPACE

Any space not occupied by the scheduled time (9:00 a.m. on March 7, 2012) will be forfeited by the Exhibit/Career Fair Participant. CAFE reserves the right to **resell and/or reassign the exhibit space.** Any Exhibitor/Career Fair participant who fails to occupy the assigned exhibit space by the scheduled time specified agrees to reimburse CAFE for any other losses arising from such failure to occupy. CAFE will not be liable to the Exhibitor/Career Fair Participant for any incurred expense.

### 4. SELECTION PROCESS

Although exhibitor space will be assigned based on date form with payment is received, consideration will be given for the level of sponsorship, number of booth(s), years of participation, and Exhibit Hall layout. CAFE reserves the right to select, assign and re-arrange space which best meets the needs of the Conference attendees.

### 5. BOOTH SPECIFICATIONS AND DRAYAGE SERVICES

For each booth purchased, you will receive a 10'x 10' space including pipe and drape in conference colors, one 6' foot table, two chairs, a waste basket and a standard ID sign with your company name. (Please note: **End caps will be given half of the standard back drape**). A service and information kit will be sent via email or U.S. Mail to each exhibitor by our official decorator for CAFE 2012. The Convention Services will furnish all forms necessary to order additional accessories, equipment, or services. Electricity and all other exhibitor equipment and services must be ordered directly from the convention services.

### 6. CONFERENCE REGISTRATION

Two "Exhibit Hall Passes" per booth purchased will be provided to exhibitors. Companies/School Districts with additional representatives must purchase additional "Exhibit Hall Passes" at \$50.00 each. Please note that all "Exhibit Hall Passes" will allow entrance to and from the exhibit hall and will restrict the entrance to the conference, and other conference related events. Badges will be available the first day of the conference at the Exhibitor Booth. "Exhibit Hall Passes" entitle the participant to receive all conference related materials, including the Conference Program and Conference Tote bag.

### 7. LIABILITY AND HOLD HARMLESS

Exhibitor agrees that exhibitor, its officers, employees, agents, and representatives shall be responsible for any loss, damage or injury of whatever nature arising out of, or relating to, this agreement, and that exhibitor shall indemnify and hold harmless CAFE, its employees, agents and representatives, and the Convention Center for any loss, damage or injury of whatever nature arising out of, or relating to, this agreement.

### 8. LIABILITY INSURANCE

Exhibitors are required to carry liability insurance which covers the exhibitors, its officers, employees, agents and representatives during this event.

### 9. INDEPENDENT CONTRACTORS

Exhibitors, its officers, employees, agents and representatives are independent contractors. This agreement is not intended to and shall not be construed to create the relationship of agent, servant, employee, partnership, joint venture or association between the parties.

### 10. NON RESPONSIBILITY

In the event the conference is canceled or deferred on account of strikes, fires, casualties, acts of God, terrorism or any other cause beyond the control of CAFE, CAFE shall not be responsible for any financial responsibility or other obligation of Exhibitor arising out of this agreement.

### 11. FIRE PRECAUTIONS

The exhibitor agrees to accept full responsibility for compliance with the city regulations under the Fire Code of the city in which the conference is located.

### 12. UNION LABOR

If required by local ordinances, Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of the exhibits. If you have specific questions relating to Union Labor please contact our Convention Services.

### 13. GENERAL INFORMATION

The Chief Executive Officer and the Director for Conference/Event Planning reserve the right to:

- reject or restrict any exhibit which in their judgment is objectionable.
- relocate booths, if necessary.
- cancel a contract of an exhibitor in the event of violation of these specific instructions, rules and regulations.
- control the aisles of the exhibit area so that exhibitors are not using them as part of their booth(s).
- limit heights and placement of signs and logos.
- limit the blockage of line-of sight from one booth to the next.
- add other rules and regulations that may become necessary. (Exhibitors will be notified).

### 14. SALES POLICY (Purpose of Exhibits)

The purpose of the exhibits is to educate the attendees of the conference. However, the convention center will permit organizations/businesses, with the appropriate business licenses to sell books or materials on its premises. **All exhibitors who will be selling merchandise must provide the applicable seller's permit number in the space provided in this application.**

### 15. DECORATION RESTRICTIONS

Prior written approval is required from the Convention Center before placing decorations on ceiling, walls or painted surfaces. All materials must be flame-retardant in accordance with the City Fire Codes. Booths must be decorated in such a way as not to break the line-of-sight of the neighboring booth by more than three feet from the back wall towards the front of the booth. Helium gas filled balloons are not allowed in the exhibit hall.

### 16. CANCELLATION POLICY

Requests for refunds due to cancellation made prior to December 29, 2011 will be assessed 20% of contract value. There will be no refunds for cancellation made after that date. All cancellations must be in writing.

### 17. DEFINITIONS

Unless otherwise stated, "exhibitor" or "exhibitors" means all sponsor(s), exhibitor(s) and/or career fair organization(s). When the term exhibits or booth(s) is used, it applies to exhibit(s) or booth(s) of exhibitor(s), sponsor(s) and/or career fair organization(s).

### 18. GENERAL SECURITY

General security will be provided by CAFE from move in through move-out. CAFE will take reasonable precautions to protect exhibitor property, but CAFE does not guarantee the safety of property. Exhibitors must take precautionary measures of their own, such as removing personal property after exhibit hours. **A person must be present in booth during all exhibit hall hours.** Exhibitor must obtain insurance to cover any losses. The exhibitor understands that neither CAFE nor the Sacramento Convention Center maintain insurance covering the exhibitor, its property, or its agents, and it is the sole responsibility of the exhibitor to obtain liability, business interruption, property damage, and other insurance covering such losses or liability by the exhibitor.