

SEASONAL
SPECTACULAR

**California Society of Association Executives
Seasonal Spectacular Luncheon and Tradeshow**

**Wednesday, December 6, 2006
Sacramento Convention Center**

Exhibitor Prospectus



THE LARGEST ASSOCIATION INDUSTRY TRADESHOW ON THE WEST COAST!





JON ROTH, CAE CHAIR
CALSAE BOARD OF DIRECTORS

As Chair of the California Society of Association Executives Board of Directors, I would like to invite you to exhibit at our 2006 Seasonal Spectacular on December 6, 2006 at the Sacramento Convention Center. You will be joined by over 1000 of our industry's finest members and supporters. The exhibit hall will be open from 1:30pm – 4:30pm.

The CalSAE Seasonal Spectacular is the premier association-oriented tradeshow on the West Coast. This event brings together our industry's leaders and decision-makers with the premier suppliers to the association market. You will not have a better opportunity to connect with executives in California.

CalSAE is home to the third largest number of association executives in the nation. Seasonal Spectacular is a tradition anticipated all year long. This is one tradeshow nobody wants to miss!

The California Society of Association Executives appreciates the time and effort that your organization, and many like yours, puts into helping our organization succeed. We are committed to making your experience with our events the best it can possibly be. We structure the Seasonal Spectacular event schedule to maximize the networking opportunities available to you. The Seasonal Spectacular Committee listens to your comments on our surveys, and they work hard to improve your experience every year.

Although we hold several major statewide events each year, Seasonal Spectacular is by far the largest and most eagerly-awaited. On behalf of the CalSAE Board of Directors, and the entire membership, we look forward to working with you in the upcoming year.

Sincerely,

Jon Roth, CAE
Chair, CalSAE Board of Directors



IMPORTANT DATES

November 1, 2006

Exhibitor Contract Due

(Late pricing is in effect after this date. Note, space is booked on a first-come, first-served basis.)

November 15, 2006

Program Information Due

(Register all booth personnel for their badge and/or lunch to have their name and organization listed in the tradeshow program. Changes/additions after this date will not be reflected in the program.)

November 15, 2006

Sponsorship & Center Stage Raffle Certificates due to CalSAE

(Your actual prize certificates must be received by CalSAE for the prize to be included in the program. Also, see Page 6 for new sponsorship opportunities to enhance your marketing at the show.)



FUTURE DATES

Seasonal Spectacular
Future Date

Wednesday, December 5, 2007
Wednesday, December 10, 2008

HOW TO USE THIS PROSPECTUS

- 1) Visit www.calsae.org to view available booths in the 2006 Floorplan.
- 2) Complete the Exhibitor Contract (Page 3) and Sponsorship/Center Stage Raffle Prize Form (Page 6) and submit with full payment.
- 3) CalSAE will contact you with your booth assignment (allow up to three weeks).
- 4) STL, Ltd. will send an exhibitor service kit to you for handling (allow up to two weeks from date of booth assignment).
- 5) CalSAE will send you a confirmation, membership labels for pre-show marketing and complimentary tradeshow invitations (to be provided to Non-Members of CalSAE only).
- 6) Complete Badge & Lunch form (Page 4) or register online by November 16th for all booth representatives to be included in the tradeshow program.
- 7) Submit any changes on the Exhibitor Replacement form (Page 4).



TERMS, GUIDELINES & PAYMENT:

RULES OF EXHIBIT

These rules and regulations governing the exhibits under the auspices of the-California Society of Association Executives (CalSAE) are part of the agreement for space.

TERMS & CONDITIONS

Exhibitors agree to abide by all terms and conditions as set forth in this prospectus, which forms a part of this agreement between the exhibitor and CalSAE. Failure to abide by show regulations may result in removal of the exhibit & exhibitor from the tradeshow floor and/or prohibition from exhibiting with CalSAE in the future.

PAYMENT & SPACE ASSIGNMENT

Exhibitors must enclose herewith the total cost of all exhibit space(s). Full payment must BE RECEIVED with the Exhibitor Contract TO GUARANTEE space(s). Booth spaces are available to all exhibitors. Tabletop spaces are reserved for non-hospitality exhibitors only. CalSAE reserves the right to reject any application.

EXHIBIT SPACE LOCATION

Space assignment(s) is on a first-come, first-served basis. Requests for booth space must be received in writing on the Exhibitor Contract form and will be controlled by envelope postmark or fax transmittal dates. Full payment must BE RECEIVED with the Exhibitor Contract TO GUARANTEE space(s). Exhibitor contracts will be accepted by fax, but are not confirmed until receipt of payment or authorization of credit card.

SEASONAL LOGO USAGE

You are invited to use the Seasonal Spectacular logo in your pre-show marketing materials. To request the logo, email carolyn@calsae.org and it will be e-mailed to you.

CANCELLATION

Cancellations must be received in writing and will be controlled by envelope postmark or fax transmittal dates. In the event an exhibitor must cancel, the following refund policy applies: Cancellation prior to 11:59 PM, October 1, 2006, will result in loss of 50% of the total fee. Cancellation prior to 11:59 PM, November 1, 2006, will result in loss of 75% of the total fee. No refund will be issued for cancellations received after November 1, 2006. Any space NOT PAID IN FULL by 11:59 PM, November 1, 2006, may be re-assigned to another exhibitor. Downsizing of contracted exhibit space will be subject to the same refund schedule. Special cancellation circumstances may be sent to the Board of Directors for review.

FAILURE TO OCCUPY

CalSAE routinely maintains a waiting list for booth space. Any exhibitor who fails to occupy their booth by 10:00 AM, December 6, 2006 will be replaced with a wait-listed exhibitor. Subject to the cancellation policy, no refund will be issued to the exhibitors who fail to occupy their booth space.

EXHIBITOR LIABILITY

Neither CalSAE, STL, Ltd., nor the Sacramento Convention Center shall be held liable to an exhibitor for any damage, loss or destruction of an exhibit or the property of an exhibitor, or injury to exhibitor personnel resulting from any cause. All claims for any

such loss, damage or injury are expressly waived by the exhibitor. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save meeting sponsor, Exhibit Management, convention and hotel facilities and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the above. In addition, Exhibitor acknowledges that meeting sponsor, Exhibit Management, convention and hotel facilities do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses to Exhibitor.

SECURITY

CalSAE shall provide security service throughout the hours of installation, exhibit hours and dismantling, and shall exercise reasonable care for the protection of the exhibitors' materials and equipment. Neither CalSAE, the show facility, nor any officers, director or staff member thereof will be responsible for the safety of the property or exhibitor personnel from any cause. Exhibitor is to provide to CalSAE a copy of all insurance and/or policy riders to cover booth contents.

EXHIBITOR REPRESENTATIVES

CalSAE shall have sole control over all admission policies at all times. A maximum of one (1) exhibitor representative is allowed in a tabletop space at one time unless an Additional Representative badge is purchased (\$250.00) up to a maximum of two individuals are allowed in a tabletop space. A maximum of three (3) individuals are allowed in a booth space unless an Additional Representative badge is purchased (\$250.00) up to a maximum of five exhibitors per booth.

BOOTH SPECIFICATIONS & PRICING

Booth space is a draped 10' x 10' exhibit booth and includes an 8' high back, 3' sidewall dividers, one 6' draped table and a one-line identification sign or a 6' x 10' exhibit booth includes an 8' high back, 3' sidewall dividers, one 6' draped table and a one-line identification sign. Exhibitors automatically receive 10 complimentary invitations for Tradeshow Only registration (to provide to non-members of CalSAE ONLY) and one (1) set of CalSAE member mailing labels for pre-show marketing. One booth space entitles the exhibitor to three (3) exhibitor badges. Additional badges are \$250 each, two additional maximum. The member price for an 8' x 10' booth space is \$775 and the non-member price is \$1000. After November 1, 2006 the price is \$875 and \$1100 respectively. The member price for an 6' x 10' booth space is \$575 and the non-member price is \$800. After November 1, 2006 the price is \$675 and \$900 respectively.

TABLETOP SPECIFICATIONS & PRICING

Tabletop space includes one (1) 8' draped table, 8' high back drape and one (1) one-line identification sign. Exhibitors automatically receive 10 complimentary invitations for Tradeshow Only registration (to provide to non-members of CalSAE ONLY) and one (1) set of CalSAE member mailing labels for pre-show marketing. One booth space entitles the exhibitor to one (1) exhibitor badge. Additional badges are \$250 each, one additional badge maximum. The member price for a tabletop space is \$400 and the non-member price is \$550. After November 1, 2006 the member price is \$500 and \$650 respectively.



WHY EXHIBIT AT SEASONAL SPECTACULAR?

CalSAE is home to the third largest association community in the nation.

Seasonal Spectacular is the premiere association networking tradeshow in California and the largest on the West Coast.

CalSAE leads the way for association suppliers to reach their target market.

Seasonal Spectacular is growing. You need to be showcased along with your competitors.

The Seasonal Spectacular online Virtual Trade Show means your exhibit lasts for an entire year.



ASSIGNMENT OF SPACE

Space assignment is on a first-come, first-served basis per the date and time your registration form is received in the CalSAE office. Full payment for your space (check or credit card) must be received with your registration to ensure booth assignment.

SET-UP AND DISMANTLING OF EXHIBITS

All exhibitors are to use the loading docks at 1401 K Street, Sacramento, when entering and exiting the hall for exhibit set-up and dismantling. Exhibitors are subject to the guidelines of the Sacramento Convention Center.

TRADESHOW SECURITY

All booth personnel must be registered to receive a name badge which will allow admittance on to the tradeshow floor. Artisan badges will be made available at the door for set-up and dismantling crew. Artisan badges will be required for non-exhibitors to enter the exhibit hall.

SERVICES

STL, Ltd. (916) 447-5000 is the official decorator. You will receive materials from STL, Ltd. (beginning October 17th, and continuing two weeks after your booth assignment) to order space furnishings, carpet, electrical needs, floral arrangements, additional signage and labor services to set up and dismantle your exhibit. Exhibitors may move in and set up their own booth equipment.

LUNCH POLICY

Booth registration does not include lunch. Please register for the luncheon separately.

ATTIRE

Corporate casual (no ties and no suits required!) and/or Holiday attire is recommended.

THEME AND SHOW COLORS

“Winter Magic” is the show theme. Show colors are blue, silver and white. Booth drape colors are blue and white.

SCHEDULE OF EVENTS - TUESDAY & WEDNESDAY, DECEMBER 5 & 6, 2006

Tuesday, December 5, 2006

Registration & Set-up	2:00 pm – 7:00 pm
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Wednesday, December 6, 2006

Registration & Set-up	8:00 am – 11:00 am
Education Sessions	9:00 am – 11:00 am
Networking Reception	11:00 am – 11:45 am
Networking Luncheon	11:45 am – 1:30 pm
Tradeshow	1:30 pm – 4:30 pm
Dismantling of Exhibits	4:30 pm – 7:30 pm

DECOR COMPETITION

Best tabletop, single booth, and multiple booth categories will be judged. The First Place winner in each of the categories receive \$250 off of 2007 Seasonal exhibit fees and booth coordinators receive a \$50 Nordstrom gift certificate. All exhibitors that are set up by 10:00 am the day of the tradeshow are automatically entered.

HOTEL INFORMATION

The Doubletree Hotel, Hyatt Regency Sacramento and Sheraton Grand are the host hotels for Seasonal Spectacular exhibitors and attendees. Single/Double room rates are \$ 95 at the Doubletree Hotel Sacramento. \$129 at the Sheraton Grand and \$165 at the Hyatt Regency. The CalSAE room blocks are limited and the room block rates are available until November 10, 2006. Please refer to the special CalSAE/Seasonal Spectacular rate when calling (800) 222-8733 for the Doubletree, (800) 325-3535 for the Sheraton and (800) 233-1234 for the Hyatt.

CHARITABLE CONTRIBUTIONS

At this year's Seasonal Spectacular, CalSAE is very proud to support the Muscular Dystrophy Association (MDA). Although MDA is national in scope, its local assistance programs are funded almost entirely by local contributions from kind-hearted individuals and organizations, like CalSAE and you! All funds raised remain locally to provide services such as support groups, MD specific clinics, durable medical equipment and much more for children and adults who live with one of over 43 neuromuscular diseases.

Help CalSAE help MDA by bringing your donations to Seasonal Spectacular In the spirit of the giving season, join CalSAE in our goal of sending at least 3 children to MDA summer camp, together helping to enrich the lives of local kids! For every \$600 raised, MDA will send one local child ages 6-21 to MDA summer camp for an unforgettable experience and a chance to thrive among their true peers.

NO ASSOCIATE MEMBERS POLICY

No Associate Member or Associate Non-Member not attached to a booth will be allowed on the tradeshow floor. **NO EXCEPTIONS.**

PRIZE DRAWINGS

Due to program time restraints, no booth prizes will be awarded at center stage. If you are donating a prize drawing, the actual prize certificate must be received at the CalSAE office no later than November 15, 2006. **NO EXCEPTIONS.**



1

Reserve Space:

Full payment must accompany this form. CalSAE will contact you to confirm your space assignment.

Booth Contact: _____
(Person who should receive all advance show material.)

Phone: () _____

E-mail: _____

*One individual from your organization must be a member to receive the member exhibit price. List that person's name below.

CalSAE Member: _____
(Person who should be listed in printed materials.)

Title: _____

CMP CAE _____ (Other)

Company Name: _____
(For all signage/printed materials - list exactly as it should appear)

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: () _____ Fax: () _____

E-mail: _____

Website: _____

PREFERRED LOCATION:

2

List your preferred location here. Exhibit Management reserves the right to alter the floor plan and/or reassign any exhibit location.

- 1: _____
- 2: _____
- 3: _____
- 4: _____
- 5: _____

3

EXHIBIT SPACE:

BOOTH

Booth Prices Include: 6' Draped Table, ID Sign, Up to Three Exhibitor Badges/Representatives, and Member Labels (pre-show).

10' x 10' Booth:

Member Price: \$775 _____ (# of booths) x \$775 = \$ _____

Non-member Price: \$1,000 _____ (# of booths) x \$1,000 = \$ _____

6' x 10' Booth:

Member Price: \$575 _____ (# of booths) x \$575 = \$ _____

Non-member Price: \$800 _____ (# of booths) x \$800 = \$ _____

After November 1, 2006 add the following late price:

Late Pricing: _____ (# of booths) x \$100 = \$ _____

TABLETOP

Tabletops are available to non-hospitality exhibitors only.

Includes: 8' Draped Table, 8' High Back Drape, ID Sign, One Exhibitor Badge, Member Labels (pre-show).

Tabletop:

Member Price: \$400 _____ (# of tables) x \$400 = \$ _____

Non-member Price: \$550 _____ (# of tables) x \$550 = \$ _____

After November 1, 2006 add the following late price:

Late Pricing: _____ (# of tables) x \$100 = \$ _____

4

SPONSOR INFORMATION:

See sponsorship options on Page 6.

Total \$ _____

5

ATTENDEE MAILING LABELS:

Receive labels of actual show attendees for marketing purposes AFTER THE SHOW _____ (# of Sets) x \$100

Label Total \$ _____

6

TOTAL:

Please total all lines above and list amount here:

TOTAL \$ _____

7

PAYMENT:

Please complete and mail or fax with payment to:
CalSAE, PO Box 188100, Sacramento, CA 95818-8100
FAX: (916) 443-8008. Full payment must BE RECEIVED with this form TO GUARANTEE space(s).

Payment: Visa MC AMEX Check # _____
Make checks payable to: CalSAE.

Card # _____ Exp ____/____

Cardholder Name: _____

Signature: _____

8

SIGNATURE:

I hereby agree to the terms and conditions of this contract and all rules and regulations as set forth in this prospectus.

Signature: _____

Name: _____

Phone: () _____ Date: _____

2006 Seasonal Spectacular Badge Information & Lunch Registration

Complete this page or register online by November 15th to have individuals/organizations listed in the show directory



A BADGE INFORMATION:

Booth/Tabletop Number: _____
Company Name: _____

PRICING:

Exhibitor Badge Only \$0
Badge & Lunch Registration \$45
Late Badge & Lunch Registration \$55 (after 11/15/06)

EXHIBITOR #1 - Complete in full for show directory listing

Badge Only Badge & Lunch Late Badge & Lunch

First Name: _____ Badge Name: _____

Last Name: _____ CMP _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

Vegetarian Special Needs _____

Payment: Visa MC AMEX Check #

Card # _____ Exp _____

Name/Signature: _____

Total: \$ _____

EXHIBITOR #2 - Complete in full for show directory listing

Badge Only Badge & Lunch Late Badge & Lunch

First Name: _____ Badge Name: _____

Last Name: _____ CMP _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

Vegetarian Special Needs _____

Payment: Visa MC AMEX Check #

Card # _____ Exp _____

Name/Signature: _____

Total: \$ _____

EXHIBITOR #3 - Complete in full for show directory listing

Badge Only Badge & Lunch Late Badge & Lunch

First Name: _____ Badge Name: _____

Last Name: _____ CMP _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

(EXHIBITOR #3 continue)

E-mail: _____

Vegetarian Special Needs _____

Payment: Visa MC AMEX Check #

Card # _____ Exp _____

Name/Signature: _____

Total: \$ _____

B ADDITIONAL REPRESENTATIVE:

To have more than three representatives in one booth, or more than one representative at one tabletop check here. (Not to exceed five exhibitors total per booth or two per table top.)

Additional Representative Badge & Lunch Registration – \$250 per exhibitor

First Name: _____ Badge Name: _____

Last Name: _____ CMP _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

Vegetarian Special Needs _____

Payment: Visa MC AMEX Check #

Card # _____ Exp _____

Name/Signature: _____

Total: \$ _____

C EXHIBITOR REPLACEMENT

Please replace:
(List name of exhibitor you are replacing here.)

Badge Only Badge & Lunch Late Badge & Lunch

First Name: _____ Badge Name: _____

Last Name: _____ CMP _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

Vegetarian Special Needs _____

PAYMENT

Please complete and mail or fax with payment to:
CalSAE Seasonal
PO Box 188100, Sacramento, CA, 95818-8100
FAX: (916) 443-8008



USE OF SPACE – BOOTH & TABLETOP

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Exhibits should be so arranged that exhibitor representatives, materials and equipment are inside the space assigned and do not infringe on aisles. For booths, display materials or equipment may not exceed the 3’ sidewall height within 5’ from the front of the exhibit space. Display materials may not be higher than 60” above the sidewalls in the back 5’ of the exhibit space. For island exhibit spaces, the maximum height for materials is 16’. For tabletops, all exhibitor representatives, materials and equipment must be within the tabletop space purchased. All decoration materials must be flame-retardant. Exhibit hall fire exits and safety equipment must be left accessible and in full view at all times. Display materials and equipment of significant size (over 5’ square) must be submitted in writing and pre-approved by CalSAE by November 1, 2006. Aisle space may not be incorporated as part of an exhibitor’s space. Exhibitors are expressly prohibited from “briefcasing” (handing out promotional materials or any kind anywhere outside of your booth space) in the aisle space.

NOISE & MUSIC LICENSING

Public address, sound or amplifying systems that project beyond the exhibit booth are prohibited. Due to music licensing restrictions, exhibitors are prohibited from playing recorded or live music in their exhibit space.

RESTRICTIONS

CalSAE reserves the right to prohibit any display or exhibit, or any part of a proposed exhibit, that it deems not suitable or in accordance with the accepted professional ethics of its members.

EXHIBITOR PRIZES

Exhibitor prizes may be given from private drawings at any of the exhibit booths. Exhibitors will assume responsibility for the distribution of their prize(s). They will not be announced from Center Stage nor will they be noted in the Seasonal Spectacular Program. To have a prize announced from center stage, complete the form on Page 6 of this prospectus.

SHOW DECORATOR

Space furnishings, carpet, electrical requirements, additional signage and labor to set up and dismantle displays are to be ordered on the forms provided in the exhibitors kit from STL Ltd., (916) 447-5000, CalSAE’s official decorator. Exhibitors may, if they wish, set up and dismantle their own displays.

SHIPPING AND STORAGE

Information on shipping and storage will be outlined in the exhibitor kit provided by STL, Ltd. All exhibit materials must be shipped to STL, Ltd. Exhibit materials sent directly to the Sacramento Convention Center will be refused. All shipments are at the exhibitor’s risk and expense.

SMOKE FREE POLICY

CalSAE has a smoke-free policy for all sponsored events. The Sacramento Convention Center is a smoke-free building. Violators will be prosecuted per CA Assembly Bill 13, Section 6404.5.

FOOD & BEVERAGE POLICIES

Authorized Caterer: Classique Catering, (916) 446-1215, is the exclusive caterer for all volume food and beverage service for Seasonal Spectacular.

Food Sampling: Exhibitors may provide samples of food items from their booths as giveaways. The food items should be sample-size portions (approx 2 oz). Wrapped candies or packaged food items are recommended. Any questions about specific food items should be directed to Classique Catering (916) 446-1215.

Non-Alcoholic Beverages: Exhibitors who wish to distribute individual serving (16 oz or less) bottled non-alcoholic beverages may do so. The individual items must be purchased through Classique Catering or exhibitors must pay \$1.00 per item to Classique Catering to bring in outside non-alcoholic bottled beverages.

Wine: **No bottles of wine may be provided in the exhibit space. Exhibitors are strictly prohibited from distributing bottles of wine. Under no circumstances will bottles of wine be allowed as giveaways.** Exhibitors who wish to provide wine samples must purchase the wine from Classique Catering and Classique Catering staff must be hired to pour the samples (rate: \$16.50/hr min 3 hrs). The only exception to this rule is for wine samples (1/2 oz) which are delivered by a winery for a winery. Such wine samples may only be poured by a representative of the winery. Exhibitors are prohibited from distributing splits of wine or champagne. Under no circumstances will splits be allowed as giveaways.

Distilled Spirits: No hard alcohol may be provided in the exhibit space. Exhibitors are strictly prohibited from distributing bottles of distilled spirits. Under no circumstances will bottles of distilled spirits be allowed as giveaways.

EXHIBIT SCHEDULE

Exhibitors are asked to use the loading dock entrance at 1401 K Street, Sacramento, during exhibit setup and dismantling hours.

Exhibit Set-Up Times:

Tuesday, December 5, 2006	2:00 pm - 7:00 pm
Wednesday, December 6, 2006	8:00 am - 11:00 am

Inspection by CalSAE/STL, Ltd.:

Wednesday, December 6, 2006	11:00 am - 1:30 pm
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Exhibit Hours:

Wednesday, December 6, 2006	1:30 pm - 4:30 pm
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Dismantling of Exhibits:

Wednesday, December 6, 2006	4:30 pm - 7:30 pm
(Please be courteous and do not tear down before 4:30 pm)	

EXHIBITOR REGISTRATION ENTRANCE & HOURS

Exhibitor registration on Tuesday & Wednesday, December 5 & 6, 2006 will be on the exhibit hall floor adjacent to the J Street entrance.



YES! SIGN ME UP FOR SEASONAL SPECTACULAR SPONSORSHIP!
(AVAILABLE TO EXHIBITORS ONLY - COMPLETE IN FULL FOR SHOW DIRECTORY LISTING)

Contact Person/Booth Coordinator _____ Phone (____) _____

CalSAE Member _____ Company _____
(Person who should be listed in the printed materials)

Company _____

Address _____

City _____ State _____ Zip Code _____

Phone (____) _____ Fax (____) _____ Cell/Pager (____) _____

Email _____ Website Address _____

SPONSORSHIP OPPORTUNITY

VALUE

AMOUNT OF SPONSORSHIP

ALL DAY

- | | | |
|--|-----------|----------|
| <input type="checkbox"/> Name Badge - Your logo on each attendee name badge. | \$1500 | \$ _____ |
| <input type="checkbox"/> Registration Counter - Your company name on the front of the registration counters. (approx 30" x 70"). | \$400 ea. | \$ _____ |
| <input type="checkbox"/> Registration Area Backwall - Your company name on 9' high graphic wall (approx 3'x24' promotional area). | \$1500 | \$ _____ |
| <input type="checkbox"/> Registration Packet Sponsor - Half page advertisement on Attendee Registration. Hurry! Registration materials sent shortly. | \$2000 | \$ _____ |
| <input type="checkbox"/> Mailing - Your logo on the registration materials. Hurry! Registration materials will be sent shortly. | \$1000 | \$ _____ |

LUNCHEON AND TRADESHOW

- | | | |
|--|----------------------|----------|
| <input type="checkbox"/> Master of Ceremonies Sponsor - Get recognition at the podium and give away a prize at the holiday luncheon. | \$1000 | \$ _____ |
| <input type="checkbox"/> Luncheon Digital Presentation - Your logo or property photo on-screen. (3 opportunities) | \$300 ea. | \$ _____ |
| <input type="checkbox"/> Luncheon - Your logo on wall of lunch room – get your brand noticed. (3 opportunities) | \$600 ea. | \$ _____ |
| <input type="checkbox"/> Luncheon Wine: Wine served at lunch | \$5000 | \$ _____ |
| <input type="checkbox"/> Centerpiece: Provide the centerpiece at each table. | In-kind plus \$1,000 | \$ _____ |

TRADESHOW

Please submit ads in an Illustrator Eps format, with all fonts converted to outlines. E-mail ad to info@calsae.org. For format questions, e-mail estimate@cvpofca.com.

- | | | |
|--|--------|----------|
| <input type="checkbox"/> Tradeshow Directory Ad: B&W 1/4 Page Ad (2.75" x 4.25") | \$300 | \$ _____ |
| <input type="checkbox"/> Tradeshow Directory Ad: B&W 1/2 Page Ad (5.5" x 4.25") | \$500 | \$ _____ |
| <input type="checkbox"/> Tradeshow Directory Ad: B&W Full Page Ad (5.5" x 8.5") | \$1000 | \$ _____ |
| <input type="checkbox"/> Tradeshow Directory Back Cover
Two Color Full Page Ad on Back Cover of Program (5.5" x 8.5") | \$1300 | \$ _____ |
| <input type="checkbox"/> Water Dispenser Station - On Tradeshow floor near your booth drives traffic! | \$300 | \$ _____ |

CENTER STAGE MAJOR PRIZES - (PRINTED IN PROGRAM)

Major prizes will be given away during the show from the center stage in the exhibit hall. To qualify, prizes must have a value of \$400 or more. Winners are randomly drawn from Association Executive business cards. CalSAE will make every effort to ensure, but cannot guarantee, that all winners are qualified buyers of your goods and services. Please note: only exhibitors may donate prizes.

Yes, I would like to have a major prize given away at Seasonal Spectacular Center Stage!

Prize value: \$ _____ (min. \$400). Prize description: _____

Return this form with your sponsorship selection to the CalSAE office by November 15, 2006 to be included in the Seasonal Spectacular Program (See Page 3 for payment and checkout). If you are donating a raffle prize, the actual prize certificate must be received at the CalSAE office no later than November 15, 2006 to have the description included in the Seasonal Spectacular Program. **NO EXCEPTIONS.**

FILL OUT THIS FORM AND LIST TOTAL ON YOUR EXHIBITOR CONTRACT FORM (PAGE 3).



2005 Seasonal Spectacular Exhibitors



Accounting & Association Software Group
 Aloha Airlines
 Amador Stage Lines/South Tahoe Express
 American Exposition Services
 Anaheim Desert Palms Hotel
 Anaheim/Orange County Visitor & Convention Bureau
 Anderson Marketing, Inc.
 Associated Luxury Hotels
 Association News
 Association Technology Solutions
 Avecra
 Ayers Suites
 Bagmasters Factory Direct
 Bahia & Catamaran Resort Hotel
 Bakersfield Convention & Visitors Bureau
 Bank of Sacramento
 Barona Valley Ranch Resort & Casino
 Berkeley Convention & Visitors Bureau
 Bickmore Risk Services
 CADMIUM CD, LLC
 Caesars Tahoe
 CalSAE
 Canadian Tourism Commission
 Capitol Association Plans
 Carmel Mission Inn
 Carson City Convention & Visitors Bureau
 City Concierge
 Clarion Hotel Cal Expo
 Clarion Hotel Mansion Inn/Holiday Inn Express
 Conferon Global Services
 Costa Mesa Conference & Visitor Bureau
 Creative Computer Services
 Creative Directions
 Crowne Plaza Hotels of CA
 Delta King Hotel
 Destination Hotels & Resorts
 Disneyland Resort
 DNC Parks & Resort
 Doubletree Hotel Santa Ana/Orange County Airport
 Doubletree Hotels of California
 El Encanto Hotel and Garden Villas
 Embassy Suites Buena Park
 Embassy Suites Hotel Lake Tahoe Resort
 Embassy Suites LAX North
 Embassy Suites LAX South
 Embassy Suites of California
 Emeryville Hotel Group

Event Ready
 Fess Parker's Doubletree Resort
 First Northern Bank
 Forest Suites Resort - Lake Tahoe
 Four Points Sheraton LAX
 Freeman Decorating Co.
 Fresno Convention & Visitors Bureau
 GES Exposition Services
 Gilbert Associates, Inc. CPAs and Advisors
 Hacienda Hotel Old Town San Diego
 Handlery Hotel and Resort, San Diego
 Handlery Union Square Hotel
 Harrah's/Harvey's Lake Tahoe
 Hawai'i Visitors & Convention Bureau
 Henderson Convention & Visitors Bureau
 Hilton Family of Brands, Doubletree, Embassy Suites, Hilton, Hilton Corporation
 Hilton Sales Worldwide
 Hilton San Diego Mission Valley
 Holiday Inn Capitol Plaza
 Holiday Inn Sacramento Northeast
 Holiday Inn Select La Mirada
 Holiday Inn South San Francisco
 Horizon Casino Resort
 Hotel Andalucia
 Hotel Mar Monte
 Hotel Nikko San Francisco
 Hotel Oceana
 Hotel Valencia
 Hyatt Hotels & Resorts of California
 Inn at Morro Bay
 Intercontinental Hotels Group
 Jackson Rancheria Casino & Hotel
 Janet Thompson Trade Show Management
 Kellogg West Conference Center & Lodge
 Kimpton San Francisco Hotel Collection
 Konociti Harbor Resort & Spa
 KSL Resorts
 LA INC, The Convention and Visitors Bureau
 La Playa Hotel - Carmel
 Lake Arrowhead Resort
 Lake Natoma Inn
 Lake Tahoe Cruises, Inc.
 Lakeland Village Beach & Resort
 Las Vegas Convention & Visitors Authority
 Leadership Outfitters, Inc.
 Lodi Conference and Visitors Bureau
 Long Beach Area Convention & Visitors Bureau

Madison Avenue Signs
 Make A Wish Foundation
 Mammoth Mountain Ski Resort
 Marina del Rey Convention & Visitors Bureau
 Marines' Memorial Club & Hotel
 Marriott, Renaissance & J. W. Hotels and Resorts of CA
 Martin Resorts
 Meetings West
 Modesto Convention & Visitors Bureau
 Monterey Convention Authority
 Monterey Plaza Hotel
 MPI Sacramento
 Mr. Parliamentarian
 Napa Valley Conference and Visitors Bureau
 Naylor Publications, Inc.
 Newport Beach Convention & Visitors Bureau
 Oakland Convention & Visitors Bureau
 Ontario Convention and Visitors Bureau
 Oxnard Convention and Visitors Bureau
 Pacific Hospitality Group
 Pacific Hotel Company
 Pacific Palms Conference Resort
 Pala Mesa Resort
 Palm Springs Desert Resort CVA
 Pan Pacific Hotels & Resorts
 Paradise Point Resort & Spa
 Pasadena Convention & Visitors Bureau
 Pechanga Resort & Casino
 Placer Valley Tourism
 Professional Marketing Services, Inc.
 Radisson Hotel Dublin
 Radisson Hotel Fisherman's Wharf
 Radisson Hotel Harbor View
 Radisson Hotel San Francisco
 Radisson Hotels - Los Angeles Westside
 Radisson Hotels Sacramento, Dublin,
 Radisson Miyako Hotel
 Rancho Cordova Travel and Tourism
 Red Lion Hanalei Hotel
 Red Lion Hotels
 Renaissance Las Vegas Hotel
 Renaissance Parc 55 San Francisco
 Reno-Sparks Convention & Visitors Authority
 Resort at Squaw Creek
 Riverside Convention & Visitors Bureau
 Rocklin Park Hotel & Spa
 Royal Scandinavian Inn
 Sacramento Convention & Visitors Bureau

Sacramento Convention Center
 Sacramento River Cats
 San Diego Convention & Visitors Bureau
 San Diego North Convention & Visitors Bureau
 San Francisco Convention & Visitors Bureau
 San Jose Convention & Visitors Bureau
 San Luis Obispo County Visitor & Conference Bureau
 San Mateo County Convention & Visitors Bureau
 San Ramon Valley Conference Center
 Santa Barbara Conference & Visitor Bureau
 Santa Clara Convention & Visitors Bureau
 SeaWorld San Diego
 Sextant Consulting
 Shelter Pointe Hotel & Marina
 Shilo Inn Suites Hotel
 Silverado Resort
 Smart Meetings Magazine
 Sonoma County Tourism Bureau
 South San Francisco Conference Center
 Sports Travel Magazine
 Starwood Global Sales Office
 Starwood Hotels & Resorts Worldwide, Inc.
 State Compensation Insurance Fund
 State Net
 Stl, Ltd.
 Sundance Press
 Tahoe North Visitors & Convention Bureau
 The Argent Hotel
 The Cliffs Resort
 The Coeur d'Alene Resort
 The Delta King Hotel
 The Pines Resort & Conference Center
 The Ridge Tahoe
 The Sterling Hotel & Vizcaya Mansion
 The Success Connection
 The Westgate Hotel
 Tourism Victoria
 Tourism Whistler
 Town & Country Resort & Convention Center
 Tri-Valley Convention & Visitors Bureau
 Vallejo Convention & Visitors Bureau
 Vancouver Convention and Visitors Bureau
 Ventura Convention and Visitors Bureau
 Visalia Convention & Visitors Bureau
 Waikiki Beach Marriott Resort & Spa
 Walnut Creek Marriott Renaissance Club Sport Hotel
 Wine and Roses Hotel and Restaurant
 Yountville Inn



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