



California Society of Municipal Finance Officers  
**2012 Annual Conference**  
*Soarin' Over California Finance*

February 29 - March 2, 2012  
Disneyland Hotel, Anaheim

## Exhibitor & Sponsorship Packet

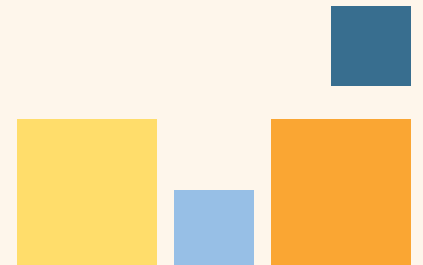
The California Society of Municipal Finance Officers (CSMFO) Annual Conference and tradeshow provides a great opportunity for you to showcase your products and services to local government finance officers throughout the state. The upcoming 2012 Annual Conference promises to be a premier event. No other conference in California offers more exposure to government finance officials than the CSMFO Annual Conference. We pride ourselves for being the largest organization representing government finance officials in California.

Once again, the exhibit area will be a focal point of our conference. We are excited to announce that we have ONE exhibit hall this year for all exhibitors! In addition, we have opened registration early and intend to have everyone registered by December 31. Please remember that your exhibit location will be selected by you with consideration to the level of sponsorship you choose, when your registration is received, and then on a first-come, first-serve basis.

Please review the following exhibit packet and registration instructions. If you have questions, please contact Janet Salvetti, CSMFO Conference Coordinator, at [Janet.Salvetti@staff.csmfo.org](mailto:Janet.Salvetti@staff.csmfo.org) or 209-470-5802.

So why wait?! Check out our new benefits as well as new sponsorship levels and get on board with the CSMFO 2012 Annual Conference - **Soarin' Over California Finance.**

Laura M. Nomura, CPA  
Finance Director, City of Irwindale  
2012 CSMFO Conference Chair/President-Elect



# Exhibitor & Sponsorship Opportunities

The following levels of sponsorship are available to companies providing services to municipal governments. Sponsorships must be finalized by **Saturday, December 31, 2011**. If space is still available, sponsorships will be accepted after January 1, 2012 for an additional \$300 per sponsor level. All payments must be received by the CSMFO office by February 28, 2012. Exhibits space is assigned according to exhibitor level and order of registration. Space is limited, so sign up today!

| Benefits   | CSMFO Annual Conference Sponsorship Level   |  |   |   |   |   |   |   |   |   |
|--|---|--|---|---|---|---|---|---|---|---|
|  | DIAMOND EXHIBITOR W/ BONUS PKG. \$12,000  | DIAMOND EXHIBITOR \$10,000   | PLATINUM EXHIBITOR W/ BONUS PKG. \$8,000  | PLATINUM EXHIBITOR \$6,000                        | PLATINUM NON-EXHIBITOR \$5,000                    | GOLD EXHIBITOR \$4,500                      | GOLD NON-EXHIBITOR \$3,500                | SILVER EXHIBITOR \$3,000                    | SILVER NON-EXHIBITOR \$2,000              | BRONZE EXHIBITOR \$1,800                    |
| <b>NEW</b> - Sponsorship Benefits  | <b>NEW</b> - You choose one! Review the options on the following page for exclusive benefits. |  | <b>NEW</b> - You choose one! Review the options on the following page for exclusive benefits. |   |   |   |   |   |   |   |
| <b>NEW</b> - Company brochure in registration bag (supplied by your company) | ✓   | ✓  |   |   |   |   |   |   |   |   |
| <b>NEW</b> - Free ad space in the CSMFO MiniNews                             | Quarter page ad for 3 months (Feb. - April)   | Quarter page ad for 3 months (Feb. - April)                                  | Business card size ad for 3 months (Feb. - April)   | Business card size ad for 3 months (Feb. - April) | Business card size ad for 3 months (Feb. - April) |   |   |   |   |   |
| First choice of booth space  | ✓   | ✓  |   |   |   |   |   |   |   |   |
| Ad in conference program   | Full Page   | Full Page  | Half Page   | Half Page   | Half Page   | Quarter Page                                | Quarter Page                              |   |   |   |
| Representatives you can send to the conference free of charge                | 6   | 6  | 4   | 4   | 3   | 3   | 2   | 2   | 1   | 1   |
| Exhibit Space  | Double 8 x 10' pipe and drape booth   | Double 8 x 10' pipe and drape booth  | One 8 x 10 pipe and drape booth   | One 8 x 10 pipe and drape booth                   |   | One 8 x 10 pipe and drape booth             |   | One 8 x 10 pipe and drape booth             |   | One table top display                       |
| CSMFO website recognition  | Company logo on CSMFO's Annual Conference page after receipt of registration                  | Company logo on CSMFO's Annual Conference page after receipt of registration | Company name listed as a Platinum Exhibitor   | Company name listed as a Platinum Exhibitor       | Company name listed as a Platinum Sponsor         | Company name listed as conference exhibitor | Company name listed as conference sponsor | Company name listed as conference exhibitor | Company name listed as conference sponsor | Company name listed as conference exhibitor |
| Podium recognition at general sessions and luncheons                         | Company name on Power Point slide & verbal recognition by President                           | Company name on Power Point slide & verbal recognition by President          | Company name on Power Point slide   | Company name on Power Point slide                 | Company name on Power Point slide                 | Company name on Power Point slide           | Company name on Power Point slide         | Company name on Power Point slide           | Company name on Power Point slide         | Company name on Power Point slide           |

To discuss these options further, please contact: Janet Salvetti, CSMFO Conference Coordinator at [Janet.Salvetti@staff.csmfo.org](mailto:Janet.Salvetti@staff.csmfo.org) or 209-470-5802.



## Exclusive Diamond & Platinum Exhibitor With Bonus Package

For the first time, CSMFO is offering two new levels: Diamond and Platinum Exhibitors with Bonus Package. These levels allow your company to choose where you want your company's recognition and what materials you sponsor.

### Diamond Exhibitor With Bonus Package - \$12,000

|   |   |  |
|---|---|--|
| <p><b>Lanyards</b></p> <p>Display your company's logo (up to two colors) on CSMFO's attendee lanyards. Each attendee will be sporting an eco-friendly lanyard with your company logo.</p> <p><b>Available Sponsorships: 1</b></p> | <p><b>Conference Bags</b></p> <p>We will add your company's name and logo to the front of all of the conference bags.</p> <p><b>Available Sponsorships: 1</b></p> | <p><b>Writing Pads</b></p> <p>We'll be giving each attendee a 8.5x11 writing pad, and your company logo will be on it!</p> <p><b>Available Sponsorships: 1</b></p> |
|---|---|--|

### Platinum Exhibitor With Bonus Package - \$8,000

|   |  |   |
|---|--|---|
| <p><b>Specialty Coffee Break</b></p> <p>This option will display your company's logo on 500 disposable cups and 500 napkins to be used during the Thursday coffee break. We'll also add signage to ensure that your company receives recognition as the coffee sponsor.</p> <p><b>Available Sponsorships: 1</b></p> | <p><b>Banquet Speciality Coffee</b></p> <p>Just like the Speciality Coffee Break benefit option, this option will display your company's logo on 500 disposable cups and 500 napkins, which will be used during the Banquet. We'll provide signage to ensure that your company receives recognition as the coffee sponsor.</p> <p><b>Available Sponsorships: 1</b></p> | <p><b>Banquet Beverage Tasting Station</b></p> <p>During the Banquet, we'll have three beverage stations set up: wine, microbrews and margaritas. Your company has the option to sponsor any one of these stations. Each station sponsor will receive 500 napkins with their company name and logo, signage at the event and company logo on drink tickets.</p> <p><b>Available Sponsorships: 3</b></p> |
|---|--|---|

**These benefits are available on a first-come, first-server basis.** If you are registering as a Diamond or Platinum Exhibitor with Bonus Package, please choose one of the above options and notify Conference Coordinator Janet Salvetti at [Janet.Salvetti@staff.csmfo.org](mailto:Janet.Salvetti@staff.csmfo.org) or 209-470-5802 as soon as possible.

## Additional Information

### Exhibitor Location & Hours

This year we have one exhibit hall for all exhibitor booths and tables. The location of the exhibit hall is at the Disneyland Hotel in the South Exhibit Hall. We have plenty of space for all booths, table tops, food stations and tables for attendees. The exhibit hall is open to attendees during the following hours:

#### Wednesday, February 29

2:15 p.m. – 3:00 p.m. *Dessert in the exhibit hall*  
3:00 p.m. – 4:15 p.m. *Open during sessions*  
4:15 p.m. – 5:30 p.m. *Vendor reception*  
*Open evening for vendor dinners/client networking*

#### Thursday, March 1

8:00 a.m. – 9:45 a.m. *Open during sessions*  
9:45 a.m. – 10:15 a.m. *Specialty coffee break in exhibit hall*  
10:15 a.m. – 11:30 a.m. *Open during sessions*  
1:30 p.m. – 3:00 p.m. *Open during sessions*  
3:00 p.m. – 3:30 p.m. *Break in exhibit hall*

### Thursday Evening Banquet

The 52nd CSMFO Annual Conference is the best opportunity to meet with old and new colleagues and finance professionals from across the State. The Thursday night banquet will provide a fun and relaxed environment for networking amid a seated dinner and lively entertainment. Please join us for a night of great food and dancing. Sign up for this event by marking the box for the Thursday dinner when you register for the conference to receive your ticket. The banquet, as well as other conference meals, are included for all full conference registrants at no additional fee.

### Additional Attendees

Additional attendees may be added as follows (in addition to those included with your sponsorship level above):

- Full conference registration for commercial sponsors - \$600
- Daily conference registration for commercial sponsors - \$375

Please indicate additional attendees on the online registration form.

# Additional Information Continued

## Online Registration

Exhibitor and Non-Exhibitor Sponsorship registration (with payment by credit card or check) is only available online. Please go to our website at [www.csmfo.org/annualconference](http://www.csmfo.org/annualconference) and register now! **If mailing a payment, it must be received no later than February 28, 2012 (to avoid a \$100 processing fee).** Please mail checks to: CSMFO Exhibitor, 1215 K Street, Suite 2290, Sacramento, CA 95814.

## Hotel

Make your room reservation now! The special rate for the conference is \$159 plus 15% tax and a 2% ATID assessment. To secure a room please contact the Disneyland® Resort by booking online 24/7 at [www.mydisneymeetings.com/gdcb12a](http://www.mydisneymeetings.com/gdcb12a) or by calling 714-520-5005, Monday through Friday from 8 a.m. to 5 p.m. **Reservations must be made by Wednesday, February 6, 2012 or before the group rooms are sold out, so do not delay.** Prevailing rates may apply after this date or when the group rooms are sold out, whichever occurs first. Rooms are subject to availability.

## Parking Fees

Overnight hotel guest are subject to a self-parking fee of \$10 per car, per day or valet parking is \$22 per car, per night, with in/out privileges.

Non-hotel guests will be charged the same fees; however, these charges are for once in, once out privileges and not for in/out privileges.

## Ad File Submissions

### Conference Program & Promotion Ads

The deadline to submit ads for inclusion the Conference Program and other promotional materials is **Friday, January 6, 2012**. Ads received after this date will not be included in the program.

The following instructions must be adhered to when submitting advertisements. Ads not within these guidelines will be returned.

- Ads must be supplied by the sponsoring company in camera-ready, high-resolution, black and white, gray scale or color format
- Ads must be within the dimensions indicated below
- Ads submitted must be either TIFF, JPEG or PDF and 300 dpi resolution

### Conference Program Ad Dimensions

- Full Page: 7.5" x 10"
- Half Page Vertical: 3.625" x 10"
- Half Page Horizontal: 7.25" x 4.5"
- Quarter Page: 3.625" x 4.875"

Please send Conference Program ads to [candyatcsmfo@hotmail.com](mailto:candyatcsmfo@hotmail.com).

## MiniNews Ads

All MiniNews ads should be received no later than **Wednesday, January 25, 2012**, using the guidelines listed above. Ad dimensions to the MiniNews are as follows:

### MiniNews Ad Dimensions

- Quarter Page: 5" x 3.5"
- Business Card: 2" x 3.5"

Please send MiniNews ads to [ashley.bradley@staff.csmfo.org](mailto:ashley.bradley@staff.csmfo.org)

# Exhibitor Rental Space Agreement: Rules & Regulations

Please note: The evening of Wednesday, February 29 has been designated as an “open evening.” We have left this time open for vendor/customer networking. The evening of Thursday, March 1 has been designated as our Banquet. We respectfully request that you refrain from activities that would conflict with this special event. Please feel free to join us!

## Critical Registration Information:

Registration for all Exhibitors and Non-exhibiting Sponsors will be online only this year. You may register for your booth and/or sponsorship online and then register your complimentary attendees at a later date. You will also register all of your additional attendees online using the same process to receive the discounted rates (\$600 full conference/\$375 daily). These rates will be available to you during the entire registration process as a courtesy to you as exhibitors/sponsors for all of your additional attendees over and above your complimentary registrations.

Please note: You must have all of your attendees registered by February 1, 2012, for your attendees to be included in the commercial attendee/sponsor list that will be given to all attendees on-site at the conference. Register online at [www.csmfo.org](http://www.csmfo.org).

1. Exhibits may be installed during the following period: **Wednesday, February 29** 7:00 a.m. to 12:00 p.m.
2. Teardown of exhibits must begin at the following time: **Thursday, March 1** 3:45 pm
3. Please see the attached information sheet marked “Exhibitor & Sponsorship Opportunities” for fees. All Diamond, Platinum, Gold and Silver exhibitors will have a booth area (8’ x 10’) with a skirted table, identification sign, chair, and wastebasket (Diamond = double booth; Bronze = tabletop display). The fees include a select number of persons in your booth depending on sponsorship level; each additional person will be charged at the regular commercial rate.
4. An exhibitor kit containing more information on ordering additional items, electrical, drayage, etc. will be sent upon receipt of your registration and approximately two months prior to conference.
5. All exhibitors and sponsors should check in at the registration area upon arrival at the conference for a badge and conference information packet. Please register all persons in your booth so that a badge can be made in advance.
6. Full payment must accompany this application. The cut off date for registration is December 31, 2011. Any cancellations must be made in writing and received by January 7, 2012. There will be no refunds after that date. Payment must be received by February 28, 2012 or a \$100 processing fee will be added.
7. Space will be assigned first in consideration of registration level, then by date that the registration is received. Efforts will be made to limit placing competing firms in same proximity.

## Exhibitor Rental Space Agreement: Rules & Regulations

8. The general rule on the exhibit floor: Be a Good Neighbor. No exhibit should be set up so its arrangement or manner of presentation will obstruct or interfere with the general view or rights of any other display.
9. If you will be giving away any prizes by drawings from cards that you have collected at your booth, CSMFO will not be responsible for prizes not picked up by the end of the conference. You will be responsible for mailing to the recipient.
10. Exhibitors and sponsors are invited to all events of the conference. Tickets for these events will be included in your exhibitor packet upon registration. We encourage you to join us at our luncheons and general sessions. This is a great opportunity to continue networking with your current and potential customers.
11. The Exhibitor agrees to protect, save and hold CSMFO harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor as well as to strictly comply with the applicable terms and conditions contained in the agreement between the conference host facilities and CSMFO regarding the exhibition premises; and further, Exhibitor shall at all times protect, indemnify, save and hold harmless CSMFO against and from any and all losses, costs (including attorney fees), damages, liability, or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or person, including the Exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said Exhibitor's occupancy and the use of the Exhibition premises or part thereof.
12. CSMFO (and its conference host facilities) cannot assume responsibility for the safety of the property of the Exhibitor, its officers, agents or employees from theft, damage by fire, accident or other causes, but will use all reasonable care to protect them against such loss. In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and when exhibits are being set up or dismantled, to protect against loss. CSMFO (and its conference host facilities) cannot be responsible for any item left unattended or left in the Exhibit Hall during the times the exhibits are closed.
13. CSMFO shall not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restrictions, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of CSMFO.

All questions regarding registration and rules should be directed to Janet Salvetti, CSMFO Conference Coordinator at [Janet.Salvetti@staff.csmfo.org](mailto:Janet.Salvetti@staff.csmfo.org) or 209-470-5802.