



**California Workers' Compensation
Defense Attorneys' Association
2009 Winter Conference**



Hosted by the NCWCDA

Exhibitor and Sponsorship Opportunities
December 3-5, 2009 • The Ritz-Carlton • Half Moon Bay, CA

California Workers' Compensation Defense Attorneys' Association 2009 Winter Conference

December 3-5, 2009
The Ritz-Carlton, Half Moon Bay, CA

Reserve your space today!

To reserve your preferred Exhibit Space and/or Sponsorship Opportunity,
or for questions about offerings, please contact:

StageOne Events, Inc.
Phone: 925-240-9160
CWCDA@StageOneEvents.com



Exhibitor Opportunities

2009 Winter Sponsors/Exhibitors will receive priority registration for 2010 Summer Conference. Sponsors will get first right of refusal for sponsored items.

Make Sure Your Brand is Noticed by Exhibiting At the 2009 CWCDAA Winter Conference

The Exhibit Hall is the center of the CWCDAA Conference. Attendees who visit will gather in the Exhibit Hall to network and enjoy:

- Breakfasts
- Morning and Afternoon Breaks
- Raffle Prizes
- Friday Night Reception

2009 Exhibit Opportunities

Early Bird Registration

(Through Sept. 25, 2009)

\$500 - 6'x2' Skirted Tabletop

\$900 - 8'x8' Booth Space

Standard Registration

(Sept. 26- Nov. 19, 2009)

\$700 - 6'x2' Skirted Tabletop

\$1,100 - 8' x 8' Booth Space

Your exhibit space includes the following:

- Tabletop - 6' skirted tabletop with 2 chairs. All exhibitor materials & equipment must be contained within and on the tabletop space purchased
- Booth - Minimum 8' x 8' booth space, 6' skirted table and 2 chairs
- *One Exhibitor Pass
- All meals

The exhibit hall floor plan will be distributed when it becomes available. You will be invited to pick your space in order of your registration date. First come, first served.

*Additional Exhibitor Passes will be available:

\$200 - Up to 2 additional passes. \$500 for each additional pass.

Sponsorship Opportunities

The 2009 CWCDAA Winter Conference represents a unique marketing opportunity for any strategy and budget. It's the best and most exciting opportunity to target the Attorneys and promote your company's products and services.

Friday Night Reception, *\$2,500

Available

Make friends at the CWCDAA Winter Conference by sponsoring our annual Friday Night Reception – always one of the conference highlights! Link your company to this successful and fun event. Your firm's logo will be displayed prominently on coasters throughout the evening. Your company will also have the opportunity to speak for 10 minutes. You will be provided with signage, a specialty drink named after your company, a tabletop in the exhibit hall and your company's logo represented on the CWCDAA's website and in the attendee binders. You will also have an opportunity to include a 1-page full color ad in the binder. Please call StageOne Events for details.

Luncheon, *\$2,500

Available

Differentiate your firm at the CWCDAA Conference by sponsoring a luncheon. Your firm's logo will be prominently displayed throughout the event as well as on the lunch menus. You will have the opportunity to speak for 10 minutes during the luncheon, a 6' table at the event, a tabletop in the exhibit hall and your logo represented on the CWCDAA's website and in the attendee binders. You will also have an opportunity to include a 1-page full color ad in the binder. Please call StageOne Events for details.

Breakfast and Refreshment Breaks, *\$1,500

Available

Get them to notice you when they take a break. Maximize your exposure by sponsoring all breakfasts and breaks at one low price. Your logo will be displayed prominently on napkins and signage. This is a great opportunity to promote your company to attendees in a casual and social environment that is sure to leave a positive impression. You will also receive a tabletop in the exhibit hall and your logo represented on the CWCDAA's website and in the attendee binders. You will also have an opportunity to include a 1-page full color ad in the binder. Please call StageOne Events for details.

Room Drop, *\$1,000

Available

Maximize your firm's visibility and branding by distributing literature or small item to each conference attendee's hotel room (content is subject to approval). Price includes the Room Delivery and your company is responsible for providing item(s). As a sponsor, you will be provided a tabletop in the exhibit hall and your company's logo will be represented on the CWCDAA website

Travel Mugs

Sponsored by: Appleby & Company, Inc.



Sponsor this item and attendees will be reminded of your brand throughout the conference and during their workday commutes long after the conference is over. The mug will be handed out when attendees check in for the conference. As a sponsor, you will be provided a tabletop in the exhibit hall and your company's logo will be represented on the CWCDAA website.

Conference Bags, *\$2,500

Available

Embroider your company logo along side the CWCDAA logo on the bags that will be handed out at registration and used throughout the conference. This promotion goes much further because the CWCDAA Conference bags tend to be used well after the conference. As a sponsor, you will be provided a tabletop in the exhibit hall and your company's logo will be represented on the CWCDAA website.



Pad Folio, *\$2,500

Available

Embroider your company logo along side the CWCDAA logo on the Pad Folios that will be handed out at registration and used throughout the conference. As a sponsor, you will be provided a tabletop in the exhibit hall and your company's logo will be represented on the CWCDAA website.



*Sponsors may upgrade to a booth space for \$300 based on availability.

Fleece Blanket, *\$2,700

Available

Maximize your firm's visibility and branding by distributing this cozy fleece blanket that the conference attendees can snuggle up with out at the hotel's fire pit while enjoying some smores.



This item will get continued use long after the conference is over. As a sponsor, you will be provided a tabletop in the exhibit hall and your company's logo will be represented on the CWCDAA's website and in the attendee binders. You will also have an opportunity to include a 1-page full color ad in the binder. Please call StageOne Events for details.

Conference Binders, \$5,000 (Approx Cost)

Available

Please call for details.

Exhibit Hall Raffle Prize Donations

Available

Don't miss this opportunity to donate for the raffle. Your company will receive recognition on the CWCDAA website and will be recognized at the raffle. StageOne Events must be in possession of the donation 30-days prior to the Conference.

* Sponsors may upgrade to a booth space for \$300 based on availability.

Golf Tournament Sponsorships

Gerald M. Kennedy, formerly of Hanna, Brophy, MacLean, McAleer & Jensen's Rancho Cordova Office was a graduate of the Hastings College of the Law, University of California. Gerry was the former president of the NCWCDA, and the statewide CWCDAA. Honored by his peers, he was the first recipient of the "Lifetime Achievement Award". Gerry served on advisory committees for the Workers' Compensation Appeals Board and Legislative Committees. After a forty-two-year legal career, Mr. Kennedy passed away on Saturday, May 26, 2007.

In Gerry's honor, the CWCDAA founded the Gerald M. Kennedy Scholarship Fund. Proceeds from the Golf Tournament will be used to issue scholarships to deserving students in his name.

Please call StageOne Events for details and sponsorship options

California Workers' Compensation Defense Attorneys' Association



December 3-5, 2009 The Ritz-Carlton, Half Moon Bay, CA

CWCDAA 2009 EXHIBITOR, ADVERTISING & SPONSORSHIP APPLICATION

Company: _____ (As it should be printed in Conference Documentation)

Correspondence to your company contact person regarding exhibiting or sponsorship should be sent to:

Individual's Name: _____ Address: _____ City: _____, CA Zip Code: _____ Office: _____ Direct: _____ Cell: _____ Fax: _____ Email: _____

Company's product lines: _____

If possible, space assignment should be avoided next to the following exhibitor: _____

Name(s) of exhibitor personnel (employees), if known: _____

We may have a golf tournament on Sunday 12/5. Please let us know if you have an interest in playing:

[] Yes [] No [] I am interested in future tournaments

If you would prefer payment by credit card, please fill out the information below.

Credit Card: [] VISA [] MASTERCARD Total Submitted: \$ _____

Card #: _____ Exp Date: _____

Name on card: _____ CSV on back of card: _____

Credit card billing address: _____ Zip: _____

Signature: _____

Makes checks payable to "CWCDAA"

Mail Registration forms to: StageOne Events Tel: (925) 240-9160 c/o CWCDAA Fax: (925) 240-1996 PO Box 1238 Brentwood, CA 94513

Signature: _____

By signing here, I agree to the terms and conditions provided



The 2009 CWCDAA Winter Conference represents an outstanding marketing opportunity for any strategy and budget. Don't miss this exciting opportunity to promote your company.

EXHIBITOR

Make sure your Company is noticed by exhibiting at the CWCDAA Conference. The following includes badge for (1) Exhibitor.

- ___ 6' x 2' Skirted Tabletop @ \$500 ___ After Sept. 25, 2009 (if available) \$700
- ___ 8'x 8' Booth @ \$900 ___ After Sept. 25, 2009 (if available) \$1,100
- I would like to add additional staff member to exhibit. Qty: _____ @ \$200 each (Max 2)

ADVERTISING

Place an ad in the conference syllabus, the source document for all conference classes and activities. It is distributed to all attendees and referred to regularly during the entire conference and beyond.

- = ½ page ad / B&W \$250 * = 1 page insert ad – 1 or 2 sided / B&W or color \$500
- = ½ page ad / Color \$450 *Insert must be provided to StageOne Events no later than Nov. 19, 2008

- = 1 page single side ad / B&W \$400
- = 1 page single side ad / Color \$600

Ad Design Services available upon request for an additional fee. Please contact StageOne Events for additional information.

SPONSORSHIP

See Pages 2-5 for full detailed descriptions

- Friday Night Reception, \$2,500 - Available**
- Luncheon, \$2,500 – Available**
- Room Drop, \$1,000 - Available**
- Breakfast and Refreshment Breaks, \$1,500 - Available**
- Travel Mugs – Appleby & Company, Inc.**
- Conference Bags , \$2,500 – Available**
- Fleece Blankets, \$2,700 - Available**
- Pad Folios, \$2,500– Available**
- Conference Binders, \$5,000 (Approx) - Available**
- Exhibit Hall Raffle Prize - Available**

GOLF TOURNAMENT SPONSORSHIP

Please call StageOne Events for details

- Golf Tournament Prize Donations**
Item(s) to be donated: _____

If your company has interest in additional sponsorship opportunities, please contact StageOne Events at 925-240-9160 or CWCDAA@StageOneEvents.com



Terms and Conditions

1. Contract

This application, properly executed by the Applicant (Exhibitor) shall upon acceptance and notification by CWCDAA Management constitute a valid binding contract. These terms & conditions governing the exhibits under the auspices of California Workers' Compensation Defense Attorneys' Association, Inc. (CWCDAA) are part of the agreement for space.

2. Assignment of Space

Booth & tabletop assignments will be based on first-come, first served receipt of completed application form & payment. Reservations for space shall only be valid if the exhibitor maintains the minimum payment schedule stipulated in paragraph 6. After the application and payment in full is received by CWCDAA, the space and location may not be changed, transferred or canceled without a written request and subsequent concurrence by CWCDAA management. Total exhibits are limited so early reservations are recommended. All exhibit personnel shall be employees of exhibitor occupying space.

3. Exhibit Space Rates & Services

6' x 2' Tabletop..... \$500 / \$700 after Sept. 25, 2009
8' x 8' booth..... \$900/ \$1,100 after Sept. 25, 2009

Tabletop includes 1 exhibitor registration, one skirted 6' table, two chairs, and one waste can.

Booth includes 1 exhibitor registration, 8'x8' minimum size exhibit 2 chairs, one 6' skirted table and one waste can.

Booths and tabletops include one Exhibitor registration per space. This entitles the registered Exhibitor to attend all technical sessions, special evening events, meals, and one syllabus and registration package per space. All exhibitors must wear a name badge at all times during the CWCDAA conference. Additional Exhibitors may register and attend Conference for \$200 each and a maximum of 2 additional exhibitor badges per space is allowed at this price. For more than 3 Exhibitors, the additional cost is \$500 for each additional pass. The exhibit floor will be carpeted. CWCDAA will not provide janitorial services for exhibits. (Cleaning the aisles is included.)

4. Use of Space

(Tabletop) All exhibitor materials & equipment must be contained within and on the tabletop space purchased.

(Booth) Exhibitors shall arrange their exhibits so they do not obstruct other exhibits. Exhibits shall be arranged so that exhibitor representatives will be inside the space assigned and not infringe on aisles. Display materials or equipment may not exceed the 3' side height within 5' from the front of the exhibit space. All decoration material must be flame-retardant. Exhibit hall fire exits & safety equipment must be left accessible & in full view at all times. Oversize display materials & equipment request must be submitted in writing & pre-approved by CWCDAA by October 15, 2009.

5. Additional Services

Additional furniture, telephone lines, etc. may be ordered through the CWCDAA Exhibit Management up to 30 days prior to the conference. Each exhibitor must make arrangements for any shipping and storage requirements associated with their exhibiting at the conference. CWCDAA Exhibit Management will provide the shipping address.

6. Payment Schedule & Requirements

Applications submitted will require full payment to confirm the space. Failure to comply may result in the loss of the space assigned.

7. Security

CWCDAA shall provide security services during evening hours after setup & sessions & shall exercise reasonable care for the protection of the exhibitors' materials & equipment.

8. Failure to Occupy

Any space not occupied by 7:00 AM on Dec. 4, 2009 will be forfeited by exhibitor without refund. Exhibitors may not tear down before 11:00 AM on December 5, 2009.

9. Restrictions

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

10. Cancellations

In the event of a cancellation by an exhibitor, an assessment shall be charged as follows:

\$100.....Prior to September 15, 2009
50% of exhibit feeOn or after October 15, 2009
100% of exhibit fee..... On or after November 5, 2009
Sponsors are not subject to refunds

It is understood that CWCDAA has the right to reassign or re-sell the space regardless of fees assessed. In the event that the premises in which the CWCDAA was to be conducted shall become, in the sole discretion of the CWCDAA, unfit for occupancy, or has been substantially interfered with by reason of any cause or causes not reasonably within the control of CWCDAA, this agreement may be terminated by the CWCDAA. For this purpose the term "cause or causes" shall include but not by way of any limitation, fire, flood, epidemic, earthquake, explosion or accident, blockage, embargo, inclement weather, government restraints, restraints or orders of civil defense or military authorities, riot or civil disturbance, strike, lockout boycott or other labor disturbance, inability to secure sufficient labor, failure, impairment or lack of adequate transportation, requisition or commandeering of necessary supplies or equipment by local, state, or federal law, ordinance, rule, order or decree or regulation, legislative, executive or judicial, and whether constitutional or an act of God.

11. Termination

Should CWCDAA terminate this agreement pursuant to the provisions of this agreement, the Exhibitor waives any and all claims for damages and agrees that CWCDAA may, after computing the total amount refundable to all exhibitors (the amount by which the total amount of fees paid by all exhibitors exceeds the total amount of CWCDAA costs and expenses in connection with the preparation for conducting the show, including reasonable reserve for claims and other contingencies), refund to the Exhibitor, as and for complete settlement and discharge of all said Exhibitor's claims and demands.

12. Liability

The exhibitor indemnifies and agrees to hold harmless the California Workers' Compensation Defense Attorneys' Association, Inc., StageOne Events, THE RITZ-CARLTON, HALF MOON BAY and their officers, directors, employees and agents, from and against any actions, losses, costs, damages, claims and expenses (including attorney's fees) arising from any damage to property or bodily injury to exhibitors, his agents, representatives, employees by reason of the exhibitor's occupancy or use of the exhibition facilities.

13. Demonstrations

No demonstrations or solicitations shall be permitted outside the Exhibitor's assigned space and no signs or placards may be displayed on persons or otherwise outside the exhibit spaces.

14. Compliance

The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations, and codes of duly authorized local, State, and Federal governing bodies concerning fire safety and health, together with the rules and regulations of the management of the THE RITZ-CARLTON, HALF MOON BAY.

15. Unions

It is further agreed that the Exhibitor will abide by, and comply with, rules and regulations concerning local unions having agreements with the show facility and/or authorized contractors employed by CWCDAA.



Conference Managed by:



StageOne Events • www.StageOneEvents.com • (925) 240-9160