



# 47<sup>th</sup> Annual Western Secondary Market Conference

July 15-17, 2019  
Westin St. Francis  
San Francisco



*California* **MBA**  
Advocacy. Education. Connection.

Sponsor-Exhibitor

## 47<sup>th</sup> Annual Western Secondary Market Conference

July 15-17, 2019 | Westin St. Francis | San Francisco

### All Sponsorships and Exhibit Space Include:

- Sponsor ID in the CMBA Events app
- Sponsor ID/signage prominently displayed onsite at the conference
- Sponsor ID on the conference website
- Sponsor ID in all conference marketing
- Pre- and Post-Conference registration lists with complete contact information
- At least two (2) complimentary conference registrations

### PREMIUM EXHIBIT BOOTH - \$3,000 (member price)

This option provides a great location that you can maximize during the designated conference hours. The booth package includes:

- 2 All-Access Conference Registrations, a 8' x 10' booth space,
- 6' draped table, 2 chairs, an ID sign, breakfast, lunch, receptions.

### PLATINUM SPONSORSHIP BENEFITS - \$15,000 (member price)

In addition to the regular sponsorship benefits, the Platinum Sponsorship includes **One (1)** Exhibit Space, Table for 10 at the Wine Tasting & Charity Auction Event, banner ad on conference website, **six (6)** conference registrations, and meeting room (check for availability).

Also included is an opportunity to select one of the following events/items for branding purposes:

- Keynote Speaker Sponsor
- Lunch Sponsor (not exclusive)
- Credentials Sponsor

### TITANIUM SPONSORSHIP BENEFITS - \$12,000 (member price)

In addition to the regular sponsorship benefits, the Titanium Sponsorship includes **One (1)** Exhibit Space, banner ad on conference website, **five (5)** conference registrations, and meeting room (check for availability). Also included is an opportunity to select one of the following events/items for branding purposes:

- Wi-Fi Sponsor
- Event App Sponsor
- Networking Lounge Sponsor
- Lanyard Sponsor
- Charging Station Sponsor
- Hotel Key Sponsor

## 47<sup>th</sup> Annual Western Secondary Market Conference

July 15-17, 2019 | Westin St. Francis | San Francisco

### GOLD SPONSORSHIP BENEFITS - \$10,000 (member price)

In addition to the regular sponsorship benefits, the Gold Sponsorship includes **One (1)** Exhibit Space, banner ad on conference website (as available), and **four (4)** conference registrations. Also included is an opportunity to select one of the following events/items for branding purposes:

- Bag Sponsor (*all item design, production, and drayage costs provided by sponsoring company*)
- Barista Cart Sponsor
- Breakfast Sponsor (not exclusive)
- Reception Sponsor (not exclusive)

### SILVER SPONSORSHIP BENEFITS - \$7,500 (member price)

In addition to the regular sponsorship benefits, the Silver Sponsorship includes **One (1)** Exhibit Space, and **three (3)** conference registrations. Also included is an opportunity to select one of the following events for branding purposes:

- Afternoon Break Sponsor (not exclusive)
- Morning Break Sponsor (not exclusive)

### BRONZE SPONSORSHIP BENEFITS - \$5,000 (member price)

In addition to the regular sponsorship benefits, the Bronze Sponsorship includes **One (1)** Exhibit Space, and **two (2)** conference registrations. Also included is an opportunity to select one of the following items for branding purposes:

- Session Sponsor (Limited availability/not exclusive)
- Conference Pen Sponsor (not exclusive)  
*(all item design, production, and drayage costs provided by sponsoring company)*
- Conference Notepad Sponsor (not exclusive)  
*(all item design, production, and drayage costs provided by sponsoring company)*

### THE SUITE SPOT SPONSOR - \$2,000 (member price)

Silver (or higher level) Sponsors may add a suite 'a la carte' for meeting and overnight accommodations during the conference. Included:

- One Bedroom Classic Suite (two night stay)
- One complimentary parking pass for conference dates
- Two complimentary wireless internet login access codes
- Waived food and beverage minimum, and a 10% discount on food and beverage

# SPONSORSHIP APPLICATION

## APPLICATION INSTRUCTIONS

Email completed form to [sponsor@cmba.com](mailto:sponsor@cmba.com) **OR** Mail completed application to: California MBA | 520 Capitol Mall, Ste. 440 | Sacramento, CA 95814

### Sponsor Options

Member	Non-Member	Branding Option	
<input type="checkbox"/> \$15,000	\$18,750	Platinum	
<input type="checkbox"/> \$12,000	\$15,000	Titanium	
<input type="checkbox"/> \$10,000	\$12,250	Gold	
<input type="checkbox"/> \$7,500	\$9,375	Silver	
<input type="checkbox"/> \$5,000	\$6,250	Bronze	
<input type="checkbox"/> \$2,000	\$2,500	Suite Spot	

**Sponsorship Exhibit Space**  
Please check this box if you intend to occupy an exhibit space as part of your sponsorship.

### Exhibitor Pricing

- \$3,000 - California MBA Member (by June 16, 2017)
- \$3,200 - California MBA Member (after June 16, 2017)
- \$3,750 - Non-Member (by June 16, 2017)
- \$3,950 - Non-Member (after June 16, 2017)

**Contract Acknowledgement**  
I have read and accept the terms and conditions outlined in the contract.

### PLEASE PROVIDE COMPANY INFORMATION AS YOU WOULD LIKE IT DISPLAYED IN THE CONFERENCE APP

Company Name: \_\_\_\_\_ Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Website: \_\_\_\_\_

### CONTACT INFORMATION FOR THE PERSON RESPONSIBLE FOR ALL SPONSORSHIP CORRESPONDENCE

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Please complete the payment information below:

**Check Enclosed**                       **Visa**                       **Mastercard**                       **American Express**

Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CCV# \_\_\_\_\_  
Signature: \_\_\_\_\_ Name on card: \_\_\_\_\_

Electronic Check Conversion NOTICE: When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account as soon as the same day and you will not receive the check back from your financial institution. If your payment is returned due to insufficient funds, you authorize us to make a one-time electronic fund transfer from your account to collect a fee of \$25 as allowed by state law.

# 47<sup>th</sup> Annual Western Secondary Market Conference

July 15-17, 2019 | Westin St. Francis | San Francisco

## 1. AGREEMENT TO CONDITIONS

Each Exhibitor and employees of Exhibitor agree to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with California MBA.

## 2. ASSIGNMENT OF SPACE

Assignment of space will be determined by sponsorship level and California MBA staff. Exhibitor participation is limited to those companies that regularly provide services and/or products for business organizations or financial institutions that hold membership in or are eligible for membership in the Association.

## 3. PAYMENT

Payment in full is required and should accompany your application. Payment is due on or prior to May 20, 2019.

## 4. HOTEL INFORMATION

Please note that in order to have a reservation in the group room block, you must register for the Western Secondary Market Conference. California MBA reserves the right to review the conference room block and remove those individuals who have not registered for the conference. Up to one (1) hotel reservation per registered delegate will be accommodated. The hotel reservation should be made under the corresponding registered delegate's name to avoid confusion.

## 5. CANCELLATION OR RELOCATION OF CONVENTION

Upon cancellation of the meeting, the liability of California MBA shall be limited to a refund of the exhibit fee.

## 6. CANCELLATION BY SPONSOR/EXHIBITOR

Should the exhibitor be unable to occupy and use the contracted exhibit space, California MBA must be notified in writing. Cancellations received by April 22, 2019 shall be entitled to 50% refund. No refunds will be issued after April 22, 2019.

## 7. THE ASSOCIATION'S RIGHT TO REMOVE EXHIBITOR'S PROPERTY

The California MBA reserves the right to remove from the hotel premises any or all of the property of the Exhibitor should the meeting be cancelled or relocated or should the licensee violate any of the conditions of the Exhibitor's Contract. If the contract is cancelled for violation of such conditions, the Association assumes no liability for the return of the rental fee or any part thereof. In recognition of the common interest of all Exhibitors and the Association in maintaining the appropriate standards of decorum, THE EXHIBITOR WAIVES ANY AND ALL RIGHTS TO ANY NOTICE OF HEARING PRIOR TO THE REMOVAL OF PROPERTY FROM THE HOTEL OR EXHIBIT HALL FOR THE REASONS STATED ABOVE.

## 8. LIABILITY

The California MBA undertakes no duty to exercise care, nor assumes any responsibility for the protection of the property of the Exhibitor or its representatives, or of property used in connection with the exhibit from theft or damage or destruction by fire, accident or other cause. Small and easily portable articles should be properly secured or removed after exhibition hours and placed in safekeeping by the Exhibitor. Any protection exercised, in fact, by the Association shall be deemed purely gratuitous on its part and shall in no way be construed to involve it in liability by the Exhibitor.

The California MBA shall not be liable for the fulfillment of this agreement as to delivery of space, if nondelivery is due to any of the following causes: destruction of or damage to the building

or exhibit area by fire or acts of God; acts of a public enemy; strikes; the authority of the law; or any caused beyond its control. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the 47th Annual Western Secondary Market Conference, the Westin St. Francis, the official exhibit company, and all employees and agents thereof (hereinafter collectively called "Indemnities") harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the indemnities and their employees and agents.

In addition, Exhibitor acknowledges that California MBA and the Indemnities do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain interruption and property damage insurance covering such losses by Exhibitor.

## 9. PROTECTION OF THE EXHIBIT FACILITY

Nothing shall be posted on, or nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel exhibit area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and conformity with direction of the California MBA and hotel Manager or their assistants.

## 10. BOOTHS

Standard Booth equipment (back and side wall draping, and identification sign) will be provided by California MBA without cost to the Exhibitor. If an Exhibitor plans to install a completely constructed display of such a character that the Exhibitor will not require or desire the use of standard booth equipment, no part thereof shall project as to obscure the view of the adjacent booths. No display may exceed a height of eight feet on the back wall nor be higher than side wall specifications, except with the specific permission of California MBA. Carpeting shall be limited to exhibitor's booth only, and will not be permitted to cross any aisles.

## 11. INSTALLATION AND DISMANTLING

The specific requirements as to time for installation and dismantling of exhibits shall be supplied to Exhibitor. Such requirements shall be binding upon the licensee as though fully set forth herein. All displays must be in place and set up by the time of the official opening of the show. **Booth space may not be dismantled prior to the conclusion of the conference.**

## 12. DEFAULT OCCUPANCY

Any Exhibitor failing to occupy space contracted for is not relieved of the obligation of paying for such space at the full rental price, and California MBA shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied before the official show opening.

## 13. VIOLATIONS OF THE CONDITIONS

Any of the following actions by Exhibitor shall constitute a violation of the conditions of the Exhibitor's Contract.

- a. Use of a display which varies in any significant way from its description in the Application for Exhibit Space.
- b. Violation of any municipal, state, or Federal laws, rules or regulations, including safety codes.
- c. Failure to follow the procedures in point 11.
- d. Failure to remove its property from the hotel or exhibit hall upon cancellation or relocation of the meeting.

## 14. ACCESS TO DISPLAYS

California MBA may from time to time promulgate such regulations governing hours of access to displays and eligibilities for admission thereto as may be found in its judgement to be most practicable.

## 15. PERSONNEL

All licensees participating in the exhibit area of the California MBA meeting are expected to use special care wherever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that the personnel so selected by them will be of a caliber in keeping with the high standards of the exhibition and the meeting.

## 16. USE OF SPACE

Exhibits shall be shown only in the official exhibit area. Neither the Exhibitors nor the non-exhibitors shall be permitted to display articles, equipment or information concerning services, or movies of such articles, equipment, or services in private suites or rooms during the meeting, in accordance with prior agreements between the California MBA and officials of hotels and the convention bureau in the locale of the specific meeting. No Exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to it, nor shall it display articles not manufactured or sold normally by it. Co-participation by any other corporation or firm or its representatives in space assigned to the original applicant must be by written permission of California MBA. No Exhibitor will be allowed to block the visibility of another Exhibitor.

## 17. DISTRIBUTION OF PRINTED MATTER

Neither Exhibitors nor non-exhibitors shall distribute to the meeting delegates printed matter, samples, souvenirs and the like, except within rented space. Special distribution of such material elsewhere must be approved by California MBA.

## 18. HOSPITALITY SUITES AND HOSTED/SPONSORED FUNCTIONS

Any type of company sponsored function (including Hospitality Suites) will only be permitted if in good financial standing with California MBA. Only conference sponsors may secure suites during the Western Secondary Market Conference. Companies interested in reserving a Hospitality Suite at the hotel will need to contact Devon Keefe (devon@cmba.com).

**NOTE: Any type of company-sponsored function (including Hospitality Suites) is NOT permitted during official California MBA sponsored activities (sessions, exhibit hall, receptions, etc.). Any company found in violation will immediately have their 2019 booth and/or meeting space closed and will be given last selection/assignment for 2020.**