

# Drive

CAI ANNUAL CONFERENCE & EXPOSITION  
Caesars Palace Las Vegas | May 2–5, 2012

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## DEAR COMMUNITY ASSOCIATION MARKETER:

I'm delighted to announce that CAI's Annual Conference and Exposition will be returning to Caesars Palace Las Vegas, May 2-5, 2012. Following record-setting attendance at our 2010 conference, this event is sure to give you the opportunity to solidify current relationships, identify new clients and increase brand awareness.

Nowhere else will you find a better opportunity to network with current and prospective customers and meet more than 1,000 community association buyers, including management company executives. This is the can't-miss opportunity to market your company, expertise, products and services to decision-makers in a multi-billion dollar market of 300,000 associations and 60 million residents in the United States alone.

CAI's Annual Conference features exceptional opportunities to meet your marketing needs. You can create a powerful, integrated marketing program that includes exhibit space, corporate partnerships and sponsorships, pre- and post-conference mailing lists, website visibility and advertising in our award-winning, full-color magazine, *Common Ground*.

The exhibit hall is sure to sell out early. To reserve exhibit space, sponsorship or a marketing package, complete and return the enclosed contract with payment by March 30, 2012. Exhibit space is reserved upon receipt of payment and a signed contract on a first-come, first-served basis. All spaces are good, but the very best go first—so reserve your space today!

If you have any questions or need help finding a sponsorship level that fits your needs, please contact me toll free at (888) 224-4321, directly at (703) 970-9253, or via e-mail at [mingram@caionline.org](mailto:mingram@caionline.org). I look forward to seeing you in Las Vegas!

Best regards,

Marc A. Ingram  
Director, Advertising and Exhibit Sales

# Achieve higher returns

As an exhibitor or sponsor at CAI's Annual Conference and Exposition, you will meet key buyers, generate leads, create awareness and achieve a superior return on your investment in this growing marketplace.

**Exhibits:** To maximize your exposure, CAI does not schedule any competing sessions during exhibit hours. Lunch seating, drink and dessert stations, mystery booths and other amenities at the exhibit hall all assure smooth, consistent traffic flow during exhibit hours. And remember, nonexhibiting hours may be used to schedule appointments in the exhibit hall with prospects.

**Sponsorships:** Partnerships and sponsorships provide additional opportunities to promote your company and maximize visibility. These opportunities are listed on pages 7–12. Remember, most are exclusive opportunities, so availability is limited!

#### Research shows that:

- 90% of attendees have been made aware of new products at CAI's annual conferences.
- 80% rate the overall value of the exhibit hall as good to excellent.
- 80% will do business with one or more exhibitors.
- Half of the attendees have an average annual operating budget ranging from \$1–4.9 million.
- Attendees manage communities with an average of 4,200 units.

**"World class! Couldn't be better."**

The Gateworks Group

**"Well organized. A caliber above."**

U.S. Bank

**"Absolutely great. Exactly the right target audience."**

LetterStream Inc.

**"Fabulous! Good traffic, people have a lot of interest."**

Community Archives

**"The show far exceeded our expectations—very happy."**

American Geotechnical Inc.



# Exhibitor Benefits

**Exhibitor registration rate:** Learn about the issues affecting your clients with access to education sessions and social events. Exhibitors receive a discounted rate of \$255 (savings of \$494) to attend the full conference, including all general sessions, networking opportunities, education sessions and awards event, and receive CEUs for CAI designations. Maximum of six per company.

**Mystery booth:** To keep attendees moving throughout the exhibit hall, up to four cash prizes are awarded each day. Each exhibitor pays \$100 to participate. Attendees are encouraged—through these large cash giveaways—to visit all participating booths (highlighted by gold mystery booth balloons), where they place their business cards in fishbowls for a chance to win. CAI draws the names of the winning exhibitors, and those exhibitors select the winning attendees. Winners receive their cash prizes during the daily raffle.

**Welcome reception:** All paid conference exhibitors, corporate partners and sponsors receive a **complimentary** invitation to the welcome reception. This is a great opportunity to network with attendees in a relaxed atmosphere.

**Pre- and post-show attendee mailing lists:** Enhance your marketing efforts by sending direct mail to attendees before and after the conference and setting up appointments in the exhibit hall.

Lists are sent to you via e-mail and include names and mailing addresses only (no e-mail, phone or fax numbers). Pre-conference lists are sent four weeks prior to the conference and typically contain 40 percent of full registrations. The final registrant list is e-mailed two weeks after the conference.

**Lunch:** All registered booth personnel receive a **complimentary** buffet lunch on both exhibit days (four people maximum per booth, per day).

**Onsite program listing:** Your company will be listed along with a product/service description in the official CAI onsite program provided to every attendee.

**Listing on exhibit flyer:** Your company will be listed along with a product/service description and mystery booth designation on the flyer.

## Exhibit space includes:

- 8' x 10' booth space
- 6' draped table
- 8' backdrop
- 3' side drapes
- Carpeting
- Wastebasket
- Chair
- Sign with exhibitor name & booth number

**ELECTRICITY IS NOT INCLUDED!**

# Exhibit Hall Floor Plan

## Booth Prices

### Single Booth:

Member \$1,600  
Nonmember \$1,900

### Double Booth:

Member \$2,900  
Nonmember \$3,650

### Triple Booth:

Member \$4,150  
Nonmember \$5,250

### Quad Booth:

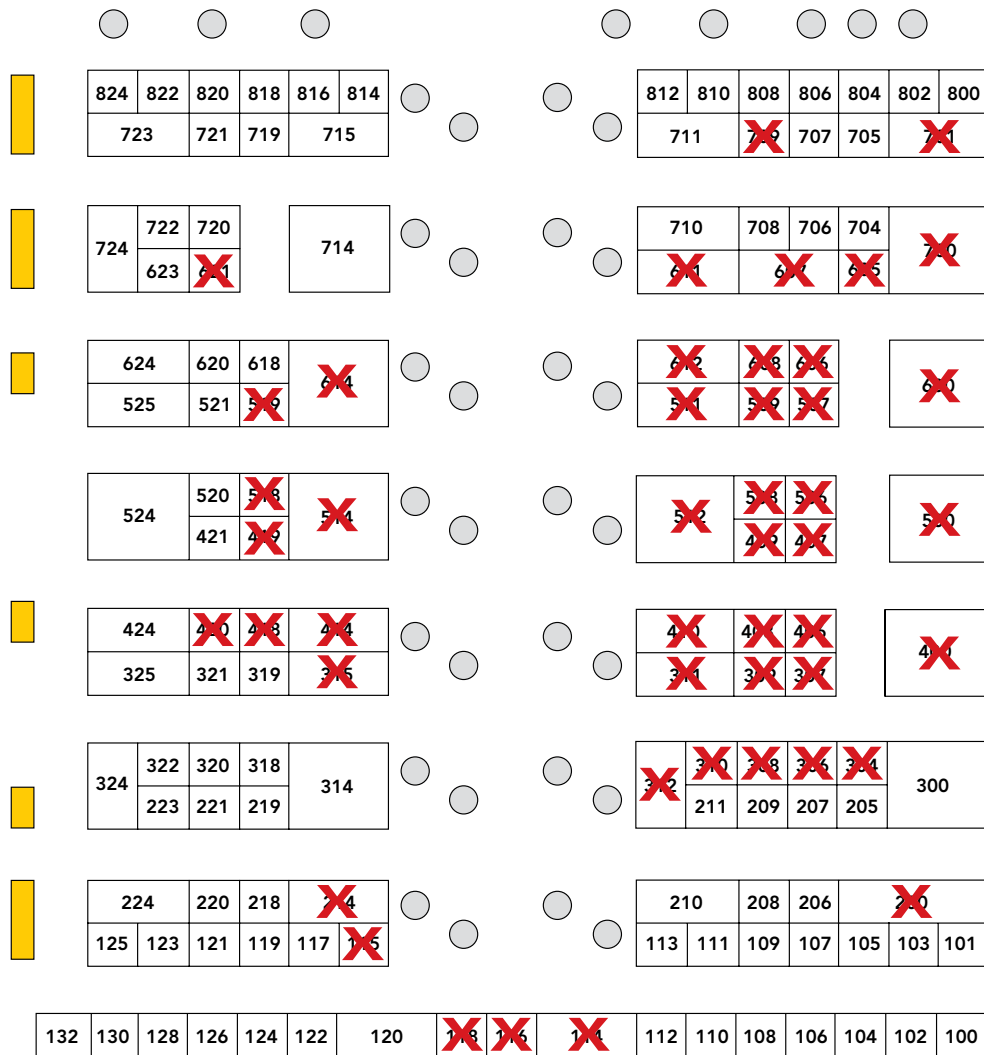
Member \$5,000  
Nonmember \$6,500

Carpeting is included.  
Electricity is NOT included.

■ FOOD SERVICE

○ DINING TABLES

✗ SOLD



AS OF 09/14/2011

# Exhibit Hall Details

## Schedule

### Move In

Wednesday, May 2  
2–6 p.m.

Thursday, May 3  
8–10 a.m.

### Exhibit Hours

Thursday, May 3  
Noon–3 p.m.

Friday, May 4  
Noon–3 p.m.

### Move Out

Friday, May 4  
3–5:30 p.m.

*No booths may be dismantled prior to 3 p.m. Booths dismantled prior to 3 p.m. will be subject to a \$200 fee, which must be paid prior to registering as an exhibitor, sponsor or attendee at any future CAI event.*

**Exhibitor service kit:** Each exhibitor's main contact will receive an exhibitor service kit via e-mail from Exhibit Services Inc., the official decorator for the conference. This kit contains order forms for additional booth furniture, audio visual equipment, electrical and telephone service, information on union charges (if applicable) and shipping instructions. Please review this information carefully, and order your booth extras directly from Exhibit Services Inc. Audio-visual equipment is provided by VAE. Contact Dwayne Cherry at [dcherry@vaecorp.com](mailto:dcherry@vaecorp.com) for AV needs.

**Booth selection:** Booth locations will be assigned as each application with payment is received on a first-come, first-served basis. Booth number assignments are not considered firm until one month prior to the conference. Confirmation will be sent via e-mail to the primary contact listed on the exhibitor contract.

**Private party policy:** All hospitality suites and hosted events must be reserved, approved and paid for through CAI. Hospitality suites and/or hosted events are not permitted during official conference activities. Nonexhibiting vendors are not permitted to host events at the official hotel during the conference.

**CAI suitcasing policy:** CAI has a no-tolerance policy regarding "suitcasing," which describes the practice by nonexhibiting/sponsoring companies or individuals of soliciting sales or sales leads in the conference hotel, on the tradeshow floor, in the aisles or lobbies and/or representing their services or soliciting conference participants for conflicting social activities. Non-exhibiting vendors participating in the conference as attendees or speakers are prohibited from soliciting business on the tradeshow floor, in or after sessions or in the conference hotel.

**Violators** of these policies will be ejected from the show and charged the single booth rate (\$1,600), which must be paid prior to registering as an attendee, exhibitor or sponsor at any future CAI event.

**It is bad form and prohibited to conduct business outside your own booth.** Talking to clients or prospects in or in front of someone else's booth is also a violation of CAI policy and will not be tolerated. All parts of an exhibit must remain in an exhibitor's assigned space. No exhibit will be allowed to infringe upon aisle space. All free-standing signage must be placed in your booth in consideration of your neighboring exhibitors.



# Corporate Partnerships

Reach management company executives, large-scale managers, community managers, board members and other industry professionals. As a corporate partner, you will have exposure to CAI's 30,000-plus members as well as direct contact with more than 1,000 conference attendees.

## PLATINUM PARTNER: \$17,000

This is an exclusive partnership opportunity—only one platinum partnership will be accepted! Sponsorship includes:

- Free double booth in exhibit hall
- Four full conference registrations
- Full-page, four-color advertisement in May/June issue of *Common Ground* (due by March 1; size 7" w x 9¾"; e-mail to [creid@caionline.org](mailto:creid@caionline.org))
- Full-page B&W advertisement on back cover of the onsite program (due by March 1; size 2¾" w x 7½"; e-mail to [creid@caionline.org](mailto:creid@caionline.org))
- Full-page B&W ad on the outside back cover of the resource guide (due by March 1; size 7" w x 9"; e-mail to [creid@caionline.org](mailto:creid@caionline.org))
- Logo on the conference website through end of conference
- Logo on attendee registration bags
- Complimentary insert (provided by sponsor) in registration bags (due by March 13)
- Pre- and post-conference mailing list of attendees\*
- Recognition from CAI's president at the opening general session
- Company logo in continuous sponsor loop on screen (12 seconds each time) during audience entry at both general sessions
- Company logo on signage at exhibit hall entrance
- Mention as platinum partner in May/June issue of *Common Ground*
- Listing in onsite program on corporate partners page
- Mention in conference marketing pieces\*\*
- Inclusion of company logo on promotional e-mails to CAI members\*\*
- Web link on CD

\* Lists are sent to you via e-mail and include names and mailing addresses only (no e-mail, phone or fax numbers). Pre-conference lists are sent four weeks prior to the conference and typically contain 40 percent of full registrations. The final registrant list will be e-mailed two weeks after the conference.

\*\* Full payment must be received before fulfillment of contract.

# Corporate Partnerships

cont'd

## Gold Partner: \$7,000

- Free single booth in exhibit hall
- One full conference registration
- Half-page B&W ad in May/June issue of *Common Ground* (due by March 1; size 7"w x 4¾"; e-mail to creid@caionline.org)
- Full-page B&W advertisement in the onsite program (due by March 1; size 2¾"w x 7½"; e-mail to creid@caionline.org)
- Half-page B&W ad in the interior of the resource guide (due by March 1; size 7"w x 4¾"; e-mail to creid@caionline.org)
- Logo on the conference website through the end of conference
- Complimentary insert (provided by sponsor) in registration bags (due by March 13)
- Pre- and post-conference mailing list of attendees\*
- Recognition from CAI's president at the opening general session
- Company logo in continuous loop on screen (for six seconds each time) during audience entry at both general sessions
- Company logo on signage at exhibit hall entrance
- Mention as gold partner in May/June issue of *Common Ground*
- Listing in onsite program on corporate partners page
- Mention in conference marketing pieces\*\*
- Inclusion of company logo on promotional e-mails\*\*
- Web link on CD

## Silver Partner: \$4,500

- Complimentary insert (provided by sponsor) in registration bags (due by March 13)
- Half-page B&W ad in the interior of the resource guide (due by March 1; size 7"w x 4¾"; e-mail to creid@caionline.org)
- Logo on the conference website through the end of conference
- Pre- and post-conference mailing list of attendees\*
- Recognition from CAI's president at the opening general session
- Full-page B&W advertisement in the onsite program (due by March 1; size 2¾"w x 7½"; e-mail to creid@caionline.org)
- Company logo in continuous loop on screen (for three seconds each time) during audience entry at both general sessions
- Company logo on signage at exhibit hall entrance
- Mention as silver partner in May/June issue of *Common Ground*
- Listing in the onsite program on corporate partners page
- Mention in conference marketing pieces\*\*
- Inclusion of company logo on promotional e-mails\*\*

\* Lists are sent to you via e-mail and include names and mailing addresses only (no e-mail, phone or fax numbers). Pre-conference lists are sent four weeks prior to the conference and typically contain 40 percent of full registrations. The final registrant list will be e-mailed two weeks after the conference.

\*\* Full payment must be received before fulfillment of contract.

# Event Sponsorships

## Keynote: \$7,500

Thursday, May 3 or Friday, May 4

Only two opportunities available! Make sure every attendee knows your company's name. Sponsorship includes:

- Opportunity to introduce the keynote speaker
- Signage and distribution of materials at the general session
- Full-page B&W ad in the resource guide (due by March 1; size 7"w x 9¾"; e-mail to [creid@caionline.org](mailto:creid@caionline.org))
- Logo on the conference website through the end of conference
- Mention on the conference website and in the onsite program, as well as in marketing materials\*\*
- Inclusion of company logo on promotional e-mails\*\*
- Recognition by CAI's president at the opening general session and inclusion in presentation
- Web link on CD

## Entertainment: \$7,500

Friday, May 4

See your company's logo in lights during the biggest celebration of the conference—the awards event. Sponsorship includes:

- Opportunity to introduce the entertainment
- Signage at the event
- Full-page B&W ad in the resource guide (due by March 1; size 7"w x 9¾"; e-mail to [creid@caionline.org](mailto:creid@caionline.org))
- Logo on the conference website through the end of conference

- Mention on the conference website and in the onsite program, as well as in marketing materials\*\*
- Inclusion of company logo on promotional e-mails\*\*
- Recognition by CAI's president at the opening general session and inclusion in presentation
- Web link on CD

## Insurance Professionals Reception: \$5,000

Thursday, May 3

Meet and mingle with insurance professionals from across the country. Make sure these major players know your company's name by sponsoring hors d'oeuvres and refreshments at the reception. Sponsorship includes:

- Signage at reception
- Half-page B&W ad in the resource guide (due by March 1; size 7"w x 4¾"; e-mail to [creid@caionline.org](mailto:creid@caionline.org))
- Logo on the conference website through the end of conference
- Recognition by the Business Partners Council chair at the event
- Opportunity to make brief remarks during the event
- Mention on the conference website and in the onsite program, as well as in marketing materials\*\*
- Inclusion of company logo on promotional e-mails\*\*
- Recognition by CAI's president at the opening general session and inclusion in presentation
- Web link on CD

\*\* Full payment must be received before fulfillment of contract.

# Event Sponsorships

cont'd

## PCAM Member Reception: \$5,000

Thursday, May 3

Host this elite group of CAI members who are dedicated to the community association industry and have obtained their Professional Community Association Manager (PCAM) designation. Sponsorship includes:

- Signage at reception
- Half-page B&W ad in the resource guide (due by March 1; size 7"w x 4¾"; e-mail to creid@caionline.org)
- Recognition by the Association of Professional Community Managers (APCM) board chair at the event
- Opportunity to make brief remarks during the event
- Mention on the conference website and in the onsite program, as well as in marketing materials\*\*
- Inclusion of company logo on promotional e-mails\*\*
- Recognition by CAI's president at the opening general session and inclusion in presentation
- Logo on the conference website through the end of conference
- Web link on CD

## Managers Exchange: \$5,000

Friday, May 4

Host this open exchange and create invaluable goodwill with this influential group by sponsoring refreshments at the session. Sponsorship includes:

- Signage at reception
- Half-page B&W ad in the resource guide (due by March 1; size 7"w x 4¾"; e-mail to creid@caionline.org)
- Recognition by the APCM board chair at the event
- Opportunity to make brief remarks during the event
- Inclusion of company logo on promotional e-mails\*\*
- Mention on the conference website and in the onsite program, as well as in marketing materials\*\*
- Recognition by CAI's president at the opening general session and inclusion in presentation
- Logo on the conference website through the end of conference
- Web link on CD

## Managers Reception: \$5,000

Friday, May 4

Meet and mingle with the decision-makers representing communities from across the country. Make sure these major players know your company's name, and create invaluable goodwill by sponsoring hors d'oeuvres and refreshments at the reception. Sponsorship includes:

- Signage at reception
- Opportunity to make brief remarks during the event
- Half-page B&W ad in the resource guide (due by March 1; size 7"w x 4¾"; e-mail to creid@caionline.org)
- Recognition by the APCM chair at event
- Mention on the conference website and in the onsite program, as well as in marketing materials\*\*
- Inclusion of company logo on promotional e-mails\*\*
- Recognition by CAI's president at the opening general session and inclusion in presentation
- Logo on the conference website through the end of conference
- Web link on CD

## Welcome Reception: \$3,000

Wednesday, May 2

Kick off the conference right! This event is your opportunity to meet and mingle with all conference attendees by sponsoring a food station and bar. Eight sponsorships are available—each includes:

- Signage at entrance to the reception
- Signage at sponsored food station and bar
- Opportunity to supply napkins and/or cups with company logo (sponsor provided)
- Recognition as a sponsor in marketing materials\*\*
- Half-page B&W ad in the resource guide (due by March 1; size 7"w x 4¾"; e-mail to creid@caionline.org)
- Inclusion of company logo on promotional e-mails\*\*
- Mention on the conference website and in the onsite program, as well as in marketing materials\*\*

\*\* Full payment must be received before fulfillment of contract.

# Event Sponsorships

cont'd

## Coffee Breaks: \$3,000

Thursday–Saturday, May 3–5

Host the industry's most involved professionals at each morning's coffee break. This sponsorship opportunity is your chance to meet numerous conference attendees and to supply that much-needed cup of joe. Sponsorship includes:

- Signage at the coffee station
- Opportunity to supply napkins and/or cup sleeves with company logo
- Recognition as a sponsor in marketing materials\*\*
- Half-page B&W ad in the resource guide (due by March 1; size 7" w x 4¾"; e-mail to [creid@caionline.org](mailto:creid@caionline.org))
- Inclusion of company logo on promotional e-mails\*\*
- Mention on the conference website and in the onsite program, as well as in marketing materials\*\*

## Name Badge Holders: \$3,000

Get your company name and logo in front of each attendee for the entire time they attend the conference. Name badge holders are worn by all attendees throughout the conference.

## CEO-MC/Large-Scale Community Managers Lounge: \$2,000

Your company's name will be on the minds of management company CEOs and large-scale community managers throughout the conference as they network and relax in the CEO-MC/Large-Scale Community Managers Lounge.

## Resource Guide Cover: \$1,500

### Interior: \$750

All attendees receive a bound book of session handouts to which they can refer during and after the conference. Reach these decision-makers both onsite and when they return home with your name and full-page advertisement in the resource guide. Additional copies are sold through the CAI Press bookstore catalog after the conference for added exposure. Sponsorship includes:

- Inside front or inside back cover
- Full-page B&W ad (due by March 1; size is 7.5" w x 10"; e-mail to [creid@caionline.org](mailto:creid@caionline.org))

## Registration Bag Inserts: \$500

Your materials will be included in the registration bag that each attendee receives at check-in and uses throughout the conference. Inserts to be provided by the sponsor. Materials submission deadline is March 13.

\*\* Full payment must be received before fulfillment of contract.

# Chapter Leadership Sponsorships

## **Chapter Executive Director Scholarship: \$3,000**

Sponsorship underwrites expenses (up to \$1,500 each) for two chapter executive directors to attend the conference and includes the following:

- One opportunity for a two-minute address at a chapter leadership training session
- Company promotional materials distributed at the chapter leadership training sessions
- Recognition by CAI's president at the opening general session
- Mention in the onsite program
- Company name on the conference webpage
- Full-page ad in the chapter leadership handbook (due by March 13; 7" w x 9.5"; e-mail to Sondra Frank, sfrank@caionline.org)
- Table tent sign recognition (company logo)
- Logo included in presentation during leadership training

## **Chapter Leadership Breakfasts: \$4,000**

*Thursday, May 3 and Friday, May 4*

Sponsorship funds breakfasts for two days for chapter leaders and includes:

- One opportunity for a two-minute address at a chapter leadership training session
- Company promotional materials distributed at the chapter leadership training sessions
- Mention in the onsite program
- Company name on the conference webpage
- Full-page ad in the chapter leadership handbook (due by March 13; 7" w x 9.5"; e-mail to Sondra Frank, sfrank@caionline.org)
- Table tent sign recognition (company logo)
- Logo included in presentation during leadership training

## **Chapter Leadership Afternoon Breakout: \$2,500 for two days or \$1,500 for one day**

*Thursday, May 3 and/or Friday, May 4*

Sponsorship underwrites two end-of-day networking break costs for chapter executive directors and chapter presidents-elect and includes:

- Opportunity for a two-minute address to both chapter executive directors and president-elects
- Company promotional materials distributed at the chapter leadership training sessions
- Mention in the onsite program
- Company name on the conference webpage
- Full-page ad in the chapter leadership handbook (due by March 13; 7" w x 9.5"; e-mail to Sondra Frank, sfrank@caionline.org)
- Table tent sign recognition (company logo)
- Logo included in presentation during leadership training

## **Chapter Leadership Training Materials: \$1,600**

Sponsorship underwrites the cost of training materials for chapter executive directors and chapter presidents-elect. Sponsorship includes:

- Opportunity for a two-minute address to both chapter executive directors and president-elects
- Company promotional materials distributed at the chapter leadership training sessions
- Company name on the conference webpage
- Company logo on the front cover of chapter handbooks
- Table tent sign recognition (company logo)
- Full-page ad in the chapter leadership handbook (due by March 13; 7" w x 9.5"; e-mail to Sondra Frank, sfrank@caionline.org)
- Logo included in presentation during leadership training

# Travel Information

## Conference Hotel

Las Vegas inspires a wealth of possibilities and offers convenient and inexpensive travel. We took full advantage of these benefits by expanding our pre-conference training opportunities and holding the conference in the heart of the action.

## Hotel Reservations

Caesars Palace Las Vegas is located at 3570 Las Vegas Boulevard South, Las Vegas, NV 89109, (702) 731-7222. Special room rates (single/double) of have been established for CAI conference registrants. A limited number of rooms have been reserved and will be held as a block until filled or until March 28, at which time they will be released to the public.

### Exclusive room rates (single/double)

\$209 for Run of the House

\$249 for Palace Tower

\$289 for Augustus Tower

These rates are valid until March 28. Call (702) 731-7222 and identify yourself as a CAI attendee.

## Dinner Reservations

Restaurant options in Las Vegas fill up quickly. If you are planning to dine at some of Las Vegas' finest establishments, we recommend you make your reservations well in advance. Call 1-877-DINING-CP for more information.

## Getting Around

To reach the hotel from the airport, you may take a taxi for approximately \$25 or take the shuttle for about \$5 per person. Go to baggage claim and follow the taxi or shuttle instructions.

## What to Wear

CAI's Annual Conference is a dynamic event, so business casual wear is strongly encouraged.

## Weather

Las Vegas enjoys beautiful weather in early May with daytime average high temperatures in the mid 80s° F and evening low temperatures near 60° F.

## Caesars Palace

Caesars Palace Las Vegas is one of the most prestigious resorts in the world, offering impeccable service and luxury.

Enjoy legendary shopping at 120 stores in two elegant settings that host fashions from world-renowned designers such as Cartier. The Spa at Caesars features a full selection of services such as massage, body treatments, wraps and salt glows. You can also scale the rock-climbing wall and participate in yoga classes. At the Garden of the Gods Pool Oasis, graceful fountains and classically inspired statuary surround three large swimming pools and two outdoor whirlpool spas so you can relax with friends around sparkling waters. Then cap off your night at PURE, a remarkable club that sets new standards for Las Vegas nightlife that includes three stylish venues in one, including a VIP room, a dance floor with progressive DJs and a large outdoor patio with cascading waterfalls, walls of fire and breathtaking views of the surrounding Strip. And, let's not forget the 129,000 square feet of casino space to occupy your time after an inspiring day at the conference.

## Las Vegas

Care to venture out of Caesars? There's so much to do in this exciting city we can't list it all here. Check out [www.lasvegas.com](http://www.lasvegas.com) or [www.lasvegastourism.com](http://www.lasvegastourism.com) to find information on shows, museums, attractions and more.

## Payment Policy

No registration will be processed without full payment. CAI accepts VISA, MasterCard, American Express, Discover and checks in U.S. dollars made payable to CAI.