

EXHIBITOR PROSPECTUS

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*the
next
wave*

CAI'S ANNUAL CONFERENCE AND EXPOSITION
BOCA RATON RESORT & CLUB | MAY 4-7, 2011



community
ASSOCIATIONS INSTITUTE



DEAR COMMUNITY ASSOCIATION MARKETER:

I'm delighted to announce that CAI's Annual Conference and Exposition will be held at Boca Raton Resort & Club in Boca Raton, Fla., May 4–7, 2011. 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 national, multi-billion dollar market of 300,000 associations and 60 million Americans.

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

To reserve exhibit space, sponsorship or a marketing package, complete and return the enclosed contract with payment by March 31, 2011. Exhibit space is reserved upon receipt of payment and a signed contract on a first-come, first-served basis. All booth 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 (888) 224-4321, directly at (703) 797-6254, or via e-mail at mingram@caionline.org. I look forward to seeing you in Boca Raton!

Best regards,



Marc A. Ingram
Senior Manager, 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, non-exhibiting 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, 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 dinner.

Mystery booth: To keep attendees moving throughout the exhibit hall, up to six 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 via e-mail and include 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, mystery booth designation and giveaway notice on the flyer inserted in every attendee bag.

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

Prime Single Booth

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

Standard Single Booth

Member \$1,450
Nonmember \$1,750

Prime Double Booth

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

Standard Double Booth

Member \$2,700
Nonmember \$3,350

Prime Triple Booth

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

Standard Triple Booth

Member \$3,800
Nonmember \$4,900

Prime Quad Booth

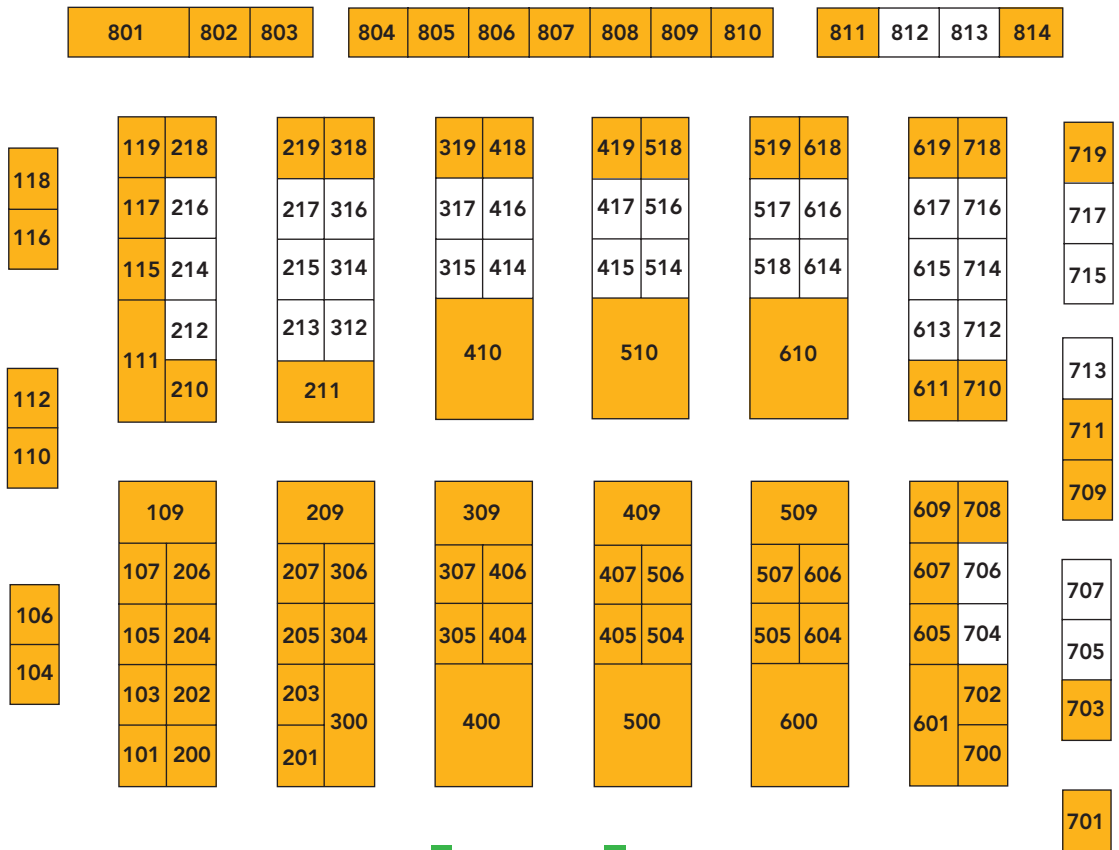
Member \$5,000
Nonmember \$6,500

Standard Quad Booth

Member \$4,700
Nonmember \$6,300

*Carpeting is included.
Electricity is **NOT**
included.*

SEATING & FOOD SERVICE



- PRIME BOOTHS
- STANDARD BOOTHS
- X SOLD

ENTRANCE



Exhibit Hall details

SCHEDULE

Move In

Wednesday, May 4
7–10 p.m.

Thursday, May 5
7–10 a.m.

Exhibit Hours

Thursday, May 5
Noon–3 p.m.

Friday, May 6
Noon–3 p.m.

Move Out

Friday, May 6
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 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, 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 for AV needs.

Door prizes and drawings: Entice attendees with your giveaways. You provide your giveaway information—prize item, how it is drawn, booth number, days drawn—and we will include that information on the exhibit flyer in each attendee bag (deadline for inclusion on flyer is March 21). E-mail prize information to Carly Reid (creid@caionline.org).

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 suppliers 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. Nonexhibiting suppliers 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 (\$1,450), which must be paid prior to registering as an attendee, exhibitor or sponsor at any future CAI events.

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.



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 with sponsor ribbons on name badges
- Full-page, four-color advertisement in May/June issue of *Common Ground* (due March 1; size 7" w x 9¾"; e-mail to creid@caionline.org)
- Full-page advertisement on back cover of the onsite program (due March 1; size 2¾" w x 7½"; e-mail to creid@caionline.org)
- Full-page B&W ad on the outside back cover of the resource guide (due March 1; size 7" w x 9"; e-mail to creid@caionline.org)
- Name and logo on the conference website through end of conference
- Name and logo on attendee registration bags
- Complimentary insert (provided by sponsor) in registration bags (due March 15)
- 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 all conference marketing pieces (after payment and contract received)
- Inclusion of company logo on all promotional e-mails to CAI members
- Web link on CD-ROM

* Lists are sent via e-mail and include 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.



Corporate partnerships cont'd.

Gold Partner: \$7,000

- Free booth in exhibit hall
- One full conference registration with sponsor ribbon on name badge
- Half-page B&W ad in May/June issue of *Common Ground* (due March 1; size 7" w x 4¾"; e-mail to creid@caionline.org)
- Full-page advertisement in the onsite program (due 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 March 1; size 7" w x 4¾"; e-mail to creid@caionline.org)
- Name and logo on the conference website prior to conference
- Complimentary insert (provided by sponsor) in registration bags (due March 15)
- 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 any conference marketing pieces produced after contract date
- Inclusion of company logo on any promotional e-mails sent after contract date
- Web link on CD-ROM

Silver Partner: \$4,500

- Complimentary insert (provided by sponsor) in registration bags (due March 15)
- Half-page B&W ad in the interior of the resource guide (due March 1; size 7" w x 4¾"; e-mail to creid@caionline.org)
- Name on the conference website prior to conference
- Pre- and post-conference mailing list of attendees*
- Recognition from CAI's president at the opening general session
- Full-page advertisement in the onsite program (due 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 any conference marketing pieces produced after contract date
- Inclusion of company logo on any promotional e-mails sent after contract date

* Lists are sent via e-mail and include 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.

Event sponsorships

Keynote Sponsorship: \$7,500

Thursday and Friday, May 5 and 6

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 March 1; size 7"w x 9¾"; e-mail to creid@caionline.org)
- Mention on the conference website and in the onsite program, as well as in all marketing materials produced after contract date
- Inclusion of company logo on any promotional e-mails sent after contract date
- Recognition by CAI's president at the opening general session and inclusion in presentation
- Web link on CD-ROM

Entertainment Sponsorship: \$7,500

Friday, May 6

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

- Opportunity to introduce the entertainment
- Signage at the event
- Full-page B&W ad in the resource guide (due March 1; size 7"w x 9¾"; e-mail to creid@caionline.org)
- Mention on the conference website and in the onsite program, as well as in all marketing materials produced after contract date
- Inclusion of company logo on any promotional e-mails sent after contract date
- Recognition by CAI's president at the opening general session and inclusion in presentation
- Web link on CD-ROM

Insurance Professionals Reception: \$5,000

Thursday, May 5

Meet and mingle with CIRMS and other 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 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
- Mention on the conference website and in the onsite program, as well as in any marketing materials produced after contract date
- Inclusion of company logo on any promotional e-mails sent after contract date
- Recognition by CAI's president at the opening general session and inclusion in presentation
- Web link on CD-ROM

Event sponsorships cont'd.

PCAM Member Reception: \$5,000

Thursday, May 5

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

Managers Exchange: \$5,000

Friday, May 6

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

Managers Reception: \$5,000

Friday, May 6

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 March 1; size 7"w x 4¾"; e-mail to creid@caionline.org)
- Mention on the conference website and in the onsite program, as well as in all marketing materials produced after contract date
- Inclusion of company logo on any promotional e-mails sent after contract date
- Recognition by CAI's president at the opening general session and inclusion in presentation
- Web link on CD-ROM

Welcome Reception Sponsorships: \$3,000

Wednesday, May 4

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. Six 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 all marketing materials produced after contract date
- Half-page B&W ad in the resource guide (due March 1; size 7"w x 4¾"; e-mail to creid@caionline.org)
- Inclusion of company logo on any promotional e-mails sent after contract date
- Mention in the onsite program and on the website

Event sponsorships cont'd.

Coffee Breaks Sponsorship: \$3,000

Thursday–Saturday, May 5–7

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 all marketing materials produced after contract date
- Half-page B&W ad in the resource guide (due March 1; size 7" w x 4¾"; e-mail to creid@caionline.org)
- Inclusion of company logo on any promotional e-mails sent after contract date
- Mention in the onsite program and on the website

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 Covers: \$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:

- Company name and logo on the front cover
- Full-page B&W ad (due March 1; size is 7.5" w x 10"; e-mail to 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 April 2.

Chapter Leadership Sponsorships

Chapter Executive Director Scholarship Sponsor: \$3,000

This sponsorship underwrites all of the expenses for two chapter executive directors to attend the conference and includes the following:

- The opportunity for a one- to two-minute address to chapter leadership
- Signage at the chapter leadership training sessions
- 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 website
- Full-page ad in the chapter leadership handbook (due March 13; 7"w x 9.5"; e-mail to kmcmullen@caionline.org)
- Table tent sign recognition (company logo)
- Logo recognition in presentation during leadership training

Chapter Leadership Breakfasts Sponsor: \$4,000

Thursday and Friday, May 5 and 6

Sponsorship funds breakfasts for chapter leaders and includes:

- Signage at the chapter leadership training sessions
- Materials distributed at the chapter leadership training sessions
- Mention in the onsite program
- Company name on the chapter leadership area of CAI's website
- Full-page ad in the chapter leadership handbook (due March 13; 7"w x 9.5"; e-mail to kmcmullen@caionline.org)
- Table tent sign recognition (company logo)
- Logo recognition in presentation during leadership training

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

Thursday, May 5 and/or Friday, May 6

This sponsorship underwrites the costs for chapter executive directors and chapter presidents-elect and includes:

- The opportunity for a one- to two-minute address to the chapter leadership
- Signage at the chapter leadership training sessions
- Materials distributed at the chapter leadership training sessions
- Mention in the onsite program
- Company name on the conference website
- Full-page ad in the chapter leadership handbook (due March 13; 7"w x 9.5"; e-mail to kmcmullen@caionline.org)
- Logo recognition in presentation during leadership training

Chapter Leadership Training Material Sponsor: \$1,600

This sponsorship underwrites the costs for chapter executive directors and chapter presidents-elect materials distributed onsite, which include CD-ROMs and handbooks. Sponsorship includes:

- Signage at the chapter leadership training sessions
- Materials distributed at the chapter leadership training sessions
- Company name on the conference website
- Company name on the front cover of chapter handbooks
- Full-page ad in the chapter leadership handbook (due March 13; 7"w x 9.5"; e-mail to kmcmullen@caionline.org)
- Logo recognition in presentation during leadership training



Travel information

Conference Hotel

The Boca Raton Resort & Club is the official conference hotel. Special room rates have been established for CAI conference registrants. A limited number of rooms have been reserved and will be held as a block until exhausted or until April 1, at which time they will be released to the public.

Boca Raton Resort & Club
501 East Camino Real
Boca Raton, FL 33432
(888) 543-1277

Rooms below are on the main property of the resort:

\$199—Cloister Deluxe & Traditional
\$209—Tower Estate
\$219—Tower Waterway
\$239—Tower Junior Suite
\$289—Yacht Club Waterway

Rooms below are not located on the main property. You have to take the hotel shuttle (complimentary) to get to the main building:

\$269—Beach Club Mariner
\$289—Beach Club Ocean Vista
\$199—Bungalow Room
\$269—Bungalow Suite

All attendees are strongly encouraged to stay at the conference hotel. For reservations, contact the hotel at (888) 543-1277 and identify yourself as a CAI Annual Conference attendee. To ensure a room reservation, call as soon as possible before April 1, 2011.

Getting There

You can fly into one of three airports. Ft. Lauderdale and West Palm Beach are 25- to 30-minute drives, and Miami is a 50-minute drive.

Ft. Lauderdale Airport: Go Airport Shuttle offers transportation to the Boca Raton Resort & Club for \$22 one-way and \$44 roundtrip. Call (800) 244-8252 to make reservations.

West Palm Beach Airport: Yellow Express Shuttle offers transportation to the Boca Raton Resort & Club for \$38 one-way and \$76 roundtrip.

Taxi service from Ft. Lauderdale and West Palm Beach airports is estimated at \$70–\$80 one-way.

Miami Airport: SuperShuttle offers transportation to the Boca Raton Resort & Club for \$77 one-way and \$154 roundtrip. Call (305) 871-2000 for reservations.

What to Wear

CAI's Annual Conference is a dynamic event, so business casual wear is strongly encouraged. The awards dinner is cocktail optional.

Weather

Boca Raton enjoys beautiful weather in early May, with average daily high temperatures in the high 70s.

Exhibitor Application & Contract

CAI'S ANNUAL CONFERENCE AND EXPOSITION

Boca Raton, Fla. | May 4-7, 2011

1 COMPANY NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

CONTACT NAME* _____ TITLE _____

WEB ADDRESS _____

CONTACT E-MAIL* _____

CONTACT PHONE _____ CONTACT FAX _____

COMPANY PHONE NUMBER FOR MARKETING MATERIALS _____

*Contact will receive exhibit/sponsor-related information from CAI

2 EXHIBIT SPACE RESERVATIONS: (please circle the dollar amount)

	MEMBER	NONMEMBER
Prime Booth (corners & entrance rows)	\$1,600	\$1,900
Standard 8' x 10' Booth	\$1,450	\$1,750
Prime Double Booth (corners & entrance rows—same firm)	\$2,900	\$3,650
Standard Double Booth (same firm)	\$2,700	\$3,350
Prime Triple Booth (corners & entrance rows—same firm)	\$4,150	\$5,250
Standard Triple Booth (same firm)	\$3,800	\$4,900
Prime Quad Booth (corners & entrance rows—same firm)	\$5,000	\$6,500
Standard Quad Booth (same firm)	\$4,700	\$6,300

Booth No. Preference: _____ First Choice _____ Second Choice

Exhibit Staff (up to three per booth included—additional staff allowed for an additional fee of \$150 each)

- _____
- _____
- _____

Name of additional staff at \$150 per person

- _____

Briefly describe your product/service (for official exhibitor list):

Exhibit Selections: _____ \$ _____

Additional Exhibit Staff: _____ person(s) x \$150 \$ _____
(no more than four people per booth during Exhibit Hall hours)

Mystery Booth Participant \$100 \$ _____

EXHIBITS SUBTOTAL: \$ _____

3 PARTNERSHIPS AND SPONSORSHIPS: My company agrees to sponsor the following events or services at the conference:

- | | | |
|---|---|--|
| <input type="checkbox"/> Platinum \$17,000 | <input type="checkbox"/> Gold \$7,000 | <input type="checkbox"/> Silver \$4,500 |
| <input type="checkbox"/> Keynote \$7,500 | <input type="checkbox"/> Name Badge Holders \$3,000 | |
| <input type="checkbox"/> Entertainment \$7,500 | <input type="checkbox"/> CEO-MC/Large-Scale Community Managers Lounge \$2,000 | |
| <input type="checkbox"/> Insurance Professionals Reception \$5,000 | <input type="checkbox"/> Resource Guide Covers \$1,500 | |
| <input type="checkbox"/> PCAM Member Reception \$5,000 | <input type="checkbox"/> Resource Guide Interior \$750 | |
| <input type="checkbox"/> Managers Exchange \$5,000 | <input type="checkbox"/> Registration Bag Inserts \$500 | |
| <input type="checkbox"/> Managers Reception \$5,000 | | |
| <input type="checkbox"/> Welcome Reception \$3,000 | | |
| <input type="checkbox"/> Coffee Breaks \$3,000 | | |
| <input type="checkbox"/> Chapter Leadership Breakfasts \$4,000 | | |
| <input type="checkbox"/> Chapter Executive Director Scholarship \$3,000 | | |
| Chapter Leadership Afternoon Breakout: | | |
| <input type="checkbox"/> Thursday \$1,500 | <input type="checkbox"/> Friday \$1,500 | <input type="checkbox"/> Both days \$2,500 |
| <input type="checkbox"/> Chapter Leadership Training Materials \$1,600 | | |

PARTNERSHIPS AND SPONSORSHIPS SUBTOTAL: \$ _____

4 CONFERENCE REGISTRATION AND EVENT TICKETS:

Conference Registration (includes education sessions, general sessions and awards event; Chapter party not included; maximum of six conference registrations per booth) Exhibitor rate: \$255

_____ quantity x \$255 = \$ _____

Additional Awards Event Tickets—included in full conference registration (Friday, May 6, 7-10 p.m.)

By March 29: \$75 After March 29: \$85

_____ quantity x \$ _____ = \$ _____

CONFERENCE REGISTRATION AND EVENT SUBTOTAL: \$ _____

PAYMENT (full payment due with application)

Exhibits Subtotal: \$ _____

Partnerships and Sponsorships Subtotal: \$ _____

Conference Registration and Events Subtotal: \$ _____

TOTAL AMOUNT ENCLOSED: \$ _____

5 PAYMENT METHOD

- Check Enclosed (in U.S. dollars, made payable to CAI)
- Visa MasterCard American Express Discover

BILLING ADDRESS _____

CITY/STATE/ZIP+4 _____

ACCOUNT # _____ EXP. DATE _____

NAME ON CARD _____

SIGNATURE _____

Please remit to: CAI, Exhibit & Sponsorship Sales, 225 Reinekers Lane, Suite 300, Alexandria, VA 22314 • Phone (703) 797-6254 Fax (703) 836-6907

6 DON'T FORGET! Sign the exhibitor agreement on the following page, as well as the agreement below and retain a copy of this form for your records.

TERMS: Full payment must accompany signed sponsorship and exhibitor application/rules and regulations. CAI reserves the right to refuse any exhibitor and/or sponsorship application or to cancel any prepaid exhibitor and/or sponsorship it deems appropriate to avoid conflicts of interest. CAI will refund payments for canceled sponsorships. Sponsorship refunds or cancellations cannot be made after any promotional materials have been created.

PRIVATE PARTY POLICY: All hospitality suites and hosted events must be reserved, approved, and paid for through CAI. Hospitality suites and hosted events are not permitted during official conference activities. Nonexhibiting suppliers 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 companies or individuals of soliciting sales or sales leads in conference hotel, on the tradeshow floor, in the aisles or lobbies and/or representing their services or soliciting conference participants for conflicting social activities. Nonexhibiting suppliers 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.

It is considered bad form to conduct business outside of your 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 the exhibit must remain in exhibitor's assigned space. No exhibit will be allowed to infringe upon aisle space.

Prospective exhibitors who want to check out the show will be given a guest badge and escorted through the exhibit hall by a CAI staff member.

VIOLATORS of these policies will be ejected from the show and charged the single booth rate (\$1,450), which must be paid prior to registering as an attendee, exhibitor or sponsor at any future CAI conferences.

MENTIONS IN CONFERENCE ONSITE PROGRAM AND MARKETING MATERIALS CANNOT BE FULFILLED FOR SPONSORS WHOSE CONTRACTS ARE SIGNED AFTER MATERIALS' DEADLINE DATES.

I acknowledge and accept all terms on both sides of this form.

AUTHORIZED SIGNATURE _____ DATE _____

PRINT NAME _____ TITLE _____

Exhibitor Agreement

RULES AND REGULATIONS: It is important that you review all the rules and regulations for exhibit space. Faxed reservations are acceptable; however, original contracts must be received by mail and be signed and accompanied by payment. Please read all terms and conditions in the contract before signing. Exhibitors who plan on having music in their booth must obtain their own licenses for copyrighted music.

A. SPACE RENTAL

1. Booth Display: Contract provides for 36" side drape and an 8' back-drop, a 6' draped table and two chairs, wastebasket, 8' x 10' standard booth carpeting, 7" x 44" sign with the exhibitor's name and space number(s). General cleaning of the aisles and floor is also included.

2. Cancellation of Show: In the event that fire, strike, natural disasters or other circumstances beyond the control of CAI cause the exhibition to be cancelled, full refunds of exhibit rental fees for contracted space will be given. Travel and accommodations are not refunded by CAI.

3. Payment: Full payment for space rental must accompany the application.

4. Eligibility: CAI reserves the right to determine eligibility of any exhibitor for inclusion in the exhibition.

B. CANCELLATION

1. Cancellation: All payments will be refunded if notification of cancellation is received in writing by March 16, 2011. **No refunds will be made after March 16, 2011.**

2. Failure to Occupy Space: Space not occupied by the close of the installation period will be forfeited, and space may be resold, reassigned or used by CAI. No refunds will be made for failure to occupy space.

C. CONSTRUCTION, INSTALLATION AND USE OF EXHIBIT FACILITIES

1. Acceptability: All exhibits should serve the interests of the members of CAI and operate in a way that does not detract from the interests of the exhibitors. CAI has the right to require immediate withdrawal of any exhibitor that CAI believes is injurious to the purpose of the Institute.

2. Use of Space: No exhibitor may assign or share space allocated without written consent from CAI. Aisle space may not be used for display. No vehicles are allowed. Space must be staffed at all times during exhibit hours.

3. Construction of Exhibits: Exhibits should be arranged so they do not block hotel exit signs nor obstruct the general view or others' exhibits.

4. Installation and Dismantling of Exhibits: All installation must be completed by Thursday, May 5, 2011, at 10 a.m., and dismantling must be completed by 5:30 p.m. on Friday, May 6, 2011. If the exhibitor fails to remove the exhibit, removal will be arranged at the exhibitor's expense.

No exhibit may be dismantled until Friday, May 6, 2011, beginning at 3 p.m. A \$200 fee will be assessed to exhibitors who dismantle their displays prior to 3 p.m.

5. Drayage: All shipments of exhibit material may be made to the official decorator. Appropriate forms and instructions will be included in your exhibitor service kit.

6. Electrical and Audio-Visual Requirements: Audio-visual equipment must be ordered through Visual Aids Electronics. Forms and instructions for these items will be included in your exhibitor service kit. Electrical outlets and extension cords or auxiliary power must be ordered through the Boca Raton Resort & Club.

7. Telephone Service: There are a limited number of phone lines available through the hotel. Forms to reserve phone lines will be sent with the exhibitor service kit.

8. Fire and Safety Regulations: All local regulations will be strictly enforced, and the exhibitor assumes all responsibility for compliance. All decorations and display equipment must be fireproof. No combustible materials can be stored in or around the exhibit space.

9. Damage to Exhibit Facilities: The exhibitor must surrender the space occupied in the original condition. The exhibitor or its agent may not injure or deface facilities, equipment or furniture. Nothing may be taped, nailed or attached to walls, columns, floors or furniture. If damage does occur, the exhibitor is liable to the facility owners.

10. Exhibit Hall Security: Security guards will be present 24 hours a day. The Exhibit Hall will be locked after hours, but exhibitors are advised to properly insure their property, which will remain in the possession and custody of each exhibitor at all times. No firearms are allowed.

11. Responsibility of CAI and Exhibit Facility: The exhibitor agrees to comply strictly with the terms and conditions contained in this agreement between CAI, its agents and Boca Raton Resort & Club regarding exhibit premises. Each party agrees to indemnify and hold harmless the other from any and all loss, damage and expense (including attorney's fees) arising from the negligence or willful misconduct of the indemnifying party, its agents and employees in the performance of its duties and responsibilities under this agreement.

D. 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.

E. PRIVATE PARTY POLICY

All hospitality suites and hosted events must be reserved, approved and paid for through CAI. Hospitality suites/hosted events are not permitted during official conference activities. Nonexhibiting suppliers are not permitted to host events at the official hotel during the conference.

F. CAI SUITCASING POLICY

CAI has a no-tolerance policy regarding "suitcasing," which describes the practice by nonexhibiting companies or individuals of soliciting sales or sales leads on the tradeshow floor, in the aisles or in the lobbies and/or representing their services or soliciting conference participants for conflicting social activities. Nonexhibiting suppliers 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. It is considered "bad form" 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 exhibitor's assigned space. No exhibit will be allowed to infringe upon aisle space.

Prospective exhibitors who want to tour the show will be given a guest badge and escorted through the Exhibit Hall by a CAI staff member.

Violators of these policies will be ejected from the show, if exhibiting, and charged the single booth rate (\$1,450), which must be paid prior to registering as an attendee, exhibitor or sponsor at any future CAI events.

Signature must be given to guarantee a CAI booth space.

I agree to the terms and conditions of this agreement.

EXHIBITOR'S SIGNATURE

EXHIBITOR'S NAME (PLEASE PRINT)

EXHIBITOR'S TITLE

Event date and details are tentative and subject to change. Be sure to keep a copy for your records. For more information, contact CAI's Exhibit Sales Manager by phone (888) 224-4321, fax (703) 836-6907, or e-mail mingram@caionline.org.