



## 2009 CEO-MC Retreat

The Hilton La Jolla Torrey Pines—La Jolla, California

June 25-27, 2009

### Sponsorship Opportunities

#### Platinum Sponsor (\$8,500)

##### *Only ten available, non-exclusive!*

- 6' Table in registration/general session area. *Exclusive to Platinum Sponsor* (Set-up: Thurs-Fri, 7:30 a.m. -5:30 p.m.; Sat., 7:30 a.m.—1 p.m.)
- Opportunity for three individuals to attend the social events of the Retreat (breakfast, lunch, & reception)
- Company name and logo on electronic marketing materials (logo must be a JPEG or GIF file)
- Full-page B&W ad in the Retreat Resource Guide \* (9.5"h X 7"w)
- CAI will send an email to all registered attendees with information regarding sponsors' additional activities. Email will include company name and contact email address as a hyperlink (e.g., [Company XYZ](#) will be hosting a dinner at Bongo's Restaurant on Friday, June 26. For more information please contact [holly@companyxyz.com](mailto:holly@companyxyz.com)). *Additional activity details can be included in blurb.* (Activity information due June 1)
- Company name on Retreat hand out materials
- Opportunity to introduce your business at one Retreat general event, (choose one: breakfast, reception, or general session)
- Company logo included on CAI website on the CEO-MC Retreat page\*\*
- Company name and logo on signage at the event with other sponsors\*\*
- Company name and logo on table signage\*\*
- List of all attendees (once before the event and the final list after)

#### General Session Sponsor (\$7,500)

##### *Limited Availability!*

- Opportunity for two individuals to attend the social events of the Retreat (breakfast, lunch, & reception)
- Opportunity to introduce the speaker
- Full-page B&W ad in the Retreat Resource Guide\* (9.5"h X 7"w)
- CAI will send an email to all registered attendees with information regarding sponsors' additional activities. Email will include company name and contact email address as a hyperlink (e.g., [Company XYZ](#) will be hosting a dinner at Bongo's Restaurant on Friday, June 26. For more information please contact [holly@companyxyz.com](mailto:holly@companyxyz.com)). *Additional activity details can be included in blurb.* (Activity information due June 1)
- Company name on Retreat handout materials
- Company name and logo on signage at the general session
- Company logo included on CAI website on the CEO-MC Retreat page\*\*
- Company name and logo on signage at the event\*\*
- List of all attendees (once before the event and the final list after)

#### Golf Outing Sponsor (\$7,500)—Thursday, June 19, 2009

##### *Exclusive sponsorship – only one available!*

- Four (4) complimentary registrations for your staff to play with Retreat Attendees – Thursday, 6:00 a.m.
- Opportunity for two individuals to attend the social events of the Retreat (breakfast, lunch, & reception)
- Company name and logo on golf outing marketing materials\*\*
- Company name and logo on signage at the golf course\*\*
- Opportunity to have a table at the course registration or one of the holes – Thursday, June 19

**PLEASE NOTE: Sponsors cannot plan events that conflict with CAI's programming, including the reception**

## Golf Outing Sponsor (\$7,500)—Continued

### **Exclusive sponsorship – only one available!**

- Full-page B&W ad in the Retreat Resource Guide\* (9.5”h X 7”w)
- CAI will send an email to all registered attendees with information regarding sponsors’ additional activities. Email will include company name and contact email address as a hyperlink (e.g., [Company XYZ](#) will be hosting a dinner at Bongo’s Restaurant on Friday, June 26. For more information please contact [holly@companyxyz.com](mailto:holly@companyxyz.com)). *Additional activity details can be included in blurb.* (Activity information due June 1)
- Company logo included on CAI website on the CEO-MC Retreat page\*\*
- Company name and logo on signage at the event\*\*
- List of all attendees (once before the event and the final list after)
- Opportunity to provide giveaway to golfers at your table at the course registration

## Education Session Sponsor (\$3,000)

### **Limited Availability! (Education sessions may be concurrent.)**

- Opportunity for two individuals to attend the social events of the Retreat (breakfast, lunch, & reception)
- Opportunity to introduce the speaker at the assigned education session
- Half-page B&W ad in the Retreat Resource Guide\* (4.75”h X 7”w)
- CAI will send an email to all registered attendees with information regarding sponsors’ additional activities. Email will include company name and contact email address as a hyperlink (e.g., [Company XYZ](#) will be hosting a dinner at Bongo’s Restaurant on Friday, June 26. For more information please contact [holly@companyxyz.com](mailto:holly@companyxyz.com)). *Additional activity details can be included in blurb.* (Activity information due June 1)
- Company name on Retreat handout materials
- Company name and logo on signage at the general session\*\*
- Company logo included on CAI website on the CEO-MC Retreat page\*\*
- List of all attendees (once before the event and the final list after)

\* Company ad for the Resource Guide is due June 1, 2009

\*\* Company logo should be emailed with signed contract ([hcarson@caionline.org](mailto:hcarson@caionline.org)).  
Logo must be a JPEG or GIF file.

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## Scheduled Events & Networking opportunities included in your sponsorship (things to consider when planning):

- Golf game on Wednesday, June 24 at 1 p.m. and the Golf Tournament is Thursday, June 25 at 6:30 a.m. for an additional fee ([see registration form](#))
- Thursday, June 25 Luncheon—12-1:30 p.m.
- Reception, 5:30-6:30 p.m.—Thursday, June 25
- Continental Breakfast, 7:30-8:30 a.m.—Friday, June 26 and Saturday, June 27
- Friday, June 26 Luncheon (only if not with an education session), 12-1:30 p.m.
- Invite attendees out to dinner or a fun outing after the day’s programming Go to [www.sandiego.org](http://www.sandiego.org) to see the hip spots in town. Send your plans ASAP to Holly Carson ([hcarson@caionline.org](mailto:hcarson@caionline.org)) so they be can included in the email to attendees.
- Go to [CEO-MC Retreat](#) web page to view the current information
- Please note sponsors are not invited to education sessions or refreshment breaks

## Make your reservations ASAP at the Hilton Torrey Pines

Thursday, June 21, 12 p.m. – Saturday, June 23, 2007, 1 p.m.

Hilton La Jolla Torrey Pines

10950 North Torrey Pines Road

La Jolla, CA 92037

(858) 558-1500

Room rate: \$219 single/double

For reservations, please call the Hilton La Jolla Torrey Pines hotel at (858) 558-1500 and tell them you’re with CAI.

**PLEASE NOTE: Sponsors cannot plan events that conflict with CAI’s programming, including the reception**



## 2009 CEO-MC Retreat Sponsorship Opportunities

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City / State / Zip \_\_\_\_\_  
Contact Name / Title \_\_\_\_\_  
Web Address \_\_\_\_\_  
Contact Email \_\_\_\_\_  
Contact Phone / Fax \_\_\_\_\_

**SPONSORSHIPS:** My Company agrees to sponsor the following event or service at the Retreat:

- |  |          |
|--|----------|
| <input type="checkbox"/> Keynote General Session Sponsor | \$12,000 |
| <input type="checkbox"/> Platinum Sponsor                | \$8,500  |
| <input type="checkbox"/> General Session Sponsor         | \$7,500  |
| <input type="checkbox"/> Golf Outing Sponsor             | \$7,500  |
| <input type="checkbox"/> Education Session Sponsor       | \$3,000  |

**PAYMENT METHOD:** Full payment must accompany this form.

- Check Enclosed (made payable to CAI)  
 Visa       MasterCard       American Express

ACCOUNT # \_\_\_\_\_

EXP. DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**Please remit to: CAI, Attn: Marc Ingram, Sr. Manager of Advertising and Exhibit Sales, 225 Reinekers Lane, Suite 300, Alexandria, VA 22314 • Phone (703) 797-6254 • Fax (703) 836-6907**

**TERMS:** Full payment must accompany signed sponsorship application. CAI reserves the right to refuse any sponsorship application or to cancel any prepaid sponsorship it deems appropriate to avoid conflicts of interest. CAI will refund payments for canceled sponsorships if marketing did not include sponsor and if written requests are received by May 19, 2009. Sponsorship refunds or cancellations cannot be made after any promotional materials have been created.

**CAI "SUITCASING" POLICY:** CAI has a no tolerance policy regarding "suitcasing," which is the practice of non-sponsoring companies or individuals soliciting sales or sales leads in the lobbies, and/or representing their services or soliciting retreat participants for conflicting social activities. Non-sponsoring suppliers participating in the retreat as attendees or speakers are prohibited from soliciting business in the hotel. Violators of this policy will be charged the education session sponsorship rate, which must be paid prior to registering as an attendee, exhibitor or sponsor at any future CAI event. It is considered "bad-form" to conduct business outside of your own table-top area. Talking to clients or prospects in-front of someone else's display is also a violation of CAI policy will not be tolerated.

**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 Retreat activities. Non-sponsoring suppliers are not permitted to host events at the official hotel during the Retreat.

**VIOLATORS** of these policies will be ejected from the Retreat if applicable, and charged \$3000, which must be paid prior to registering as an attendee, exhibitor, or sponsor at any future CAI events

I acknowledge and accept all terms and policies on this form.

AUTHORIZED SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

PRINT NAME \_\_\_\_\_

TITLE \_\_\_\_\_

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