



**CITY CLERKS ASSOCIATION OF CALIFORNIA**  
*2012 Annual Conference, April 11th-13th*  
*Embassy Suites Riverfront – Sacramento, California*  
**Shirley Concolino, CCAC President**  
**Shawna Freels, Exhibitor Coordinator**

January, 2012

**Dear Exhibitor:**

The City Clerks Association of California is excited about our 2012 City Clerks Annual Conference, April 11th – 13th at the *Embassy Suites Sacramento – Riverfront Promenade, Sacramento, California*. This conference will offer 2 days for you to meet and engage municipal clerks from throughout our State.

As an exhibitor you play a vital role in our annual conference. Not only do you provide financial support for the conference, you also educate our members on recent trends and solutions to the ever-changing roles we hold within our organizations. To encourage our conference attendees to interact with each of our exhibitors, CCAC is sponsoring a \$500 raffle with eligibility only to those conference attendees that have visited each of our exhibitor booths.

Exhibitors are invited to join attendees at the conference breakfasts and lunches on Wednesday and Thursday (two meal tickets are provided to each company; additional tickets may be purchased with your registration). In addition, exhibitors may purchase tickets to attend our Wednesday night optional event, and Thursday evening banquet.

We are including an exhibitor registration packet with this email, which outlines the event and sponsorship opportunities at the conference. In addition to exhibiting, you can also become a conference sponsor - sponsorship offers exhibitors additional advertising in our conference program and at the event, as well as special recognition during the conference. Space is limited this year on a first-come basis and is guaranteed once your payment is received. See page 3 for details of this opportunity!

Please complete the included application and return it with your payment no later than Monday, March 19, 2012. *Space is limited and is filled on a first come first served basis.* If you have questions on sponsorship opportunities or exhibiting at this event, please contact me at (408) 846-0204 or by email at [shawna.freels@ci.gilroy.ca.us](mailto:shawna.freels@ci.gilroy.ca.us).

I look forward to seeing you at the conference!

Shawna Freels, City Clerk, City of Gilroy  
CCAC 2012 Conference Vendor Coordinator  
Chair Northern California City Clerk's Association

# CITY CLERKS ASSOCIATION OF CALIFORNIA

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**Shawna Freels, Exhibitor Coordinator**

## EXHIBITOR INFORMATION SHEET

- WHEN:** April 11-12, 2012 (Exhibitors)  
April 11-13, 2012 (City Clerks)
- WHERE:** *Embassy Suites – Riverfront Promenade-Sacramento, California*  
100 Capitol Mall, Sacramento, California, 95814  
Tel: 1-916-326-5000 [www.embassysuites.hilton.com/Sacramento](http://www.embassysuites.hilton.com/Sacramento)  
(Ask for the CCAC Conference rate when booking your room)
- HOURS:** Wednesday 8:00 a.m. through Thursday 4:00 p.m.
- SET-UP:** Tuesday, April 10<sup>th</sup> from 2:00 to 5:00 p.m. and Wednesday, April 11<sup>th</sup> at 7:00 a.m. (booths must be set up by 8:00 a.m. April 11<sup>th</sup>). Those exhibitors providing sponsorships choose their booth location prior to the conference, all other booths are assigned. (Exhibitor booth area is 6' in length). Booth materials can be shipped to the hotel as early as April 6<sup>th</sup>. Hotel shipping information will follow.
- TEAR DOWN:** Thursday, April 12<sup>th</sup>, following the afternoon break and raffle.
- RAFFLE:** CCAC will hold an exhibitor raffle during the afternoon break on Thursday. Attendees who have visited all of your booths, and have had their card punched at each booth, are eligible to participate in the \$500 raffle. Exhibitors are also welcome to raffle items at this time.
- MEALS:** Exhibitor registration includes breakfast and lunch on Wednesday and Thursday for two company representatives. Additional meal tickets may be purchased with your registration. In addition, exhibitors may purchase tickets for the Thursday evening CCAC banquet.
- EQUIPMENT PROVIDED:** Draped 6' table with chairs. Wireless internet and power is available for an additional per day charge, payable on-site to Embassy Suites.
- SECURITY:** No security will be available in the exhibitor's area. Anything of value should not be left in the area before or after conference hours.
- PROMOTIONAL ITEMS:** You are encouraged to provide promotional items for our attendee's conference bags. Suggestions are mints, water bottles, Kleenex, pens, flash drives, or any other fun items you may have – please no paper flyers or paper postcards. All items must be received at the conference site by Friday, April 6, 2012. We will forward out the shipping information by March 19, 2012.

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## SPONSORSHIP OPPORTUNITIES

In addition to exhibiting, the following sponsorship opportunities are available. Sponsorships must be finalized by Monday, March 19, 2012 to ensure all sponsor names and advertising pieces are included in the conference material.

<p><b>Platinum \$3,000</b></p> <ul style="list-style-type: none"><li>➤ Tuesday Night VIP Dinner</li><li>➤ Thursday Night CCAC Banquet</li></ul>	<ul style="list-style-type: none"><li>• Full-page advertisement* in the Conference Program</li><li>• Podium time and recognition by the CCAC President during the conference, and at the event sponsored</li><li>• Company poster** displayed during the function sponsored and at the main entrance <u>throughout</u> the conference</li></ul>
<p><b>Gold \$2,000</b></p> <ul style="list-style-type: none"><li>➤ Conference Bags w/your Company Logo</li><li>➤ Entertainment at CCAC Banquet</li><li>➤ Wednesday Night Event</li></ul>	<ul style="list-style-type: none"><li>• Full-page advertisement* in the Conference Program</li><li>• Podium time and recognition by the CCAC President during the conference</li></ul> <p>Company poster** displayed at the main entrance to the conference</p>
<p><b>Silver \$1,000</b></p> <ul style="list-style-type: none"><li>➤ Cookie Break</li><li>➤ Ice Cream Break</li><li>➤ Banquet Glasses</li><li>➤ Champagne Toast</li></ul>	<ul style="list-style-type: none"><li>• One-half page advertisement*** in the Conference Program</li><li>• Podium recognition during the conference</li><li>• Company poster** displayed during function sponsored</li></ul>
<p><b>Bronze \$500</b></p> <ul style="list-style-type: none"><li>➤ Name Badges &amp; Lanyards, Printing, Decorations</li></ul>	<ul style="list-style-type: none"><li>• One-half page advertisement*** in the Conference Program</li><li>• Poster of all Bronze level sponsors at registration desk at the event</li></ul>

\*Full-page ad must be supplied by the sponsoring company in a camera ready, black and white format.

\*\*Company poster must be supplied by the sponsoring company. Poster should be no larger than 2'x3'.

\*\*\*One-half page ad to be supplied by the sponsoring company in a camera ready black and white format. Half page ads must measure no larger than 7-1/2 inches x 5-1/4 inches.

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**EXHIBITOR APPLICATION**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone :(\_\_\_\_\_) \_\_\_\_\_ Website: \_\_\_\_\_

Conference Contact: \_\_\_\_\_

Telephone :(\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email address (REQUIRED): \_\_\_\_\_

*(All communications will be sent via email)*

Describe your product/service in three words:

\_\_\_\_\_

List three of your direct competitors:

\_\_\_\_\_

The registration fee covers the exhibit area (which includes one 6' foot draped table and chairs) and meal tickets for breakfast and lunch for (2) two company representatives. There is an additional charge of \$50 per foot, for each additional foot beyond 6'. A maximum of 8' is available. If you require special arrangements, please contact me as soon as possible.

List name(s) and title(s) of representative(s) attending conference (limit two). Print clearly. This information will be used in conference materials and to prepare name badges.

1. \_\_\_\_\_

2. \_\_\_\_\_

Additional representatives can attend at a cost of \$50 per representative. Use the space below to provide the name(s) and title(s) of additional representative(s).

3. \_\_\_\_\_

4. \_\_\_\_\_

Registration Fee \$	850.00	\$ 850.00
Size of display _____	(\$50/per ft. over 6 feet-maximum \$100)	\$_____
____ Additional company representatives @ \$50 each		\$_____
____ Banquet tickets (Thursday) @ \$55 each		\$_____
<u>Sponsorship</u> \$3000/\$2000/\$1000/\$500		\$_____
<b>TOTAL ENCLOSED</b>		<b>\$_____</b>

Use of my sponsorship funds:

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*(Applications providing sponsorship will be given priority)*

Please provide contact information for your company. Print clearly as this information will be used in conference materials.

Company Name: \_\_\_\_\_

Sales Representative(s): \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email/website: \_\_\_\_\_

By submitting this application we request space as a CCAC Vendor exhibitor. We agree to comply with all instructions, rules, and regulations set forth herein and any additional regulations which may be required by the Embassy Suites Sacramento. I, the duly authorized representative of the above named company, on behalf of said company, subscribe and agree to all the terms, conditions, authorizations, and covenants contained in this agreement and the rules and regulations set out hereof.

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Please make check payable to CCAC and mail along with your completed application to:

Shawna Freels, City Clerk, City of Gilroy, 7351 Rosanna Street, Gilroy, CA. 95020.

SPACE WILL NOT BE RESERVED UNTIL FULL PAYMENT IS RECEIVED