

CAC 93RD ANNUAL
CONVENTION & EXPO



Huntington Beach

Surf, Sand, Sun

CAC invites you to exhibit at its 93rd Annual Convention & Expo at the Hilton Waterfront Beach Resort in Huntington Beach, California October 3-6, 2010.

Why Exhibit?

- Every exhibitor will receive CAC's Annual Meeting logo for promotional materials and use on company website.
- Every exhibitor will also receive a one-month trial of online advertising on CAC's website! Create a banner ad promoting your company and your booth!
- Spend one-on-one time with CAC members. Attendees are typically owners, partners, CEO's, attorneys or collection managers. Generate quality leads.
- Display and Demonstrate Your Product or Service In-Person – Leave a lasting impression and ensure attendees leave with information about your company and the services you provide in their hands!

Sunday, October 3, 2010

10:00 a.m. Golf Tournament at Meadowlark Golf Club

Monday, October 4, 2010

8:00 a.m. – 12:00 noon Executive Committee Meeting
1:00 p.m. – 3:15 p.m. General Session
3:30 p.m. – 5:00 p.m. **Keynote Presentation – Eben Miller**
From Websites to Social Media – Building Your Business
5:00 p.m. – 6:30 p.m. Vendor Reception
7:00 p.m. PAC Dinner

Tuesday, October 5, 2010

8:00 a.m. – 9:00 a.m. Continental Breakfast in the Exhibit Hall
9:00 a.m. – 10:30 a.m. General Session
10:30 a.m. – 11:30 a.m. The Importance of Communication Within the Agency as Well as With the Debtor.
Douglas R. Whitcomb, NCO University
11:30 a.m. – 12:15 p.m. Avoiding an HR Wipeout
CEA – Mari Bradford and Kim Parker
12:20 p.m. – 2:00 p.m. Lunch in Exhibit Hall
2:00 p.m. – 2:50 p.m. Bankruptcy from the Bench View
Honorable Ron Sargis
3:00 p.m. – 4:00 p.m. Legal Panel
Moderated by Tom Griffin
4:00 p.m. – 5:00 p.m. Board of Governor's Meeting
6:00 p.m. – 7:00 p.m. Reception
7:00 p.m. Installation Dinner

Wednesday, October 6, 2010

9:00 a.m. – 11:00 a.m. Legislative Council Meeting

Program Advertising

CAC's Annual Convention & Expo Program is the official guide book, schedule, and "map" of the event. It is distributed to all registrants and includes an alphabetical directory of all exhibitors, a description of meeting events, the meeting agenda, expo floorplan and more! The 8½" x 11" program offers advertising space and a chance for your company to gain maximum exposure!

Event Sponsorship

Increase the exposure of your company by becoming a CAC Sponsor! This is a great way to extend your company's name to our members and guests! Sponsorships are available for:

- **Keynote Speaker** (Leave 8½" x 11" handouts on each chair) – **SOLD**
- **Vendor Reception** (Includes napkins with company logo) – **SOLD**
- **Breakfast in Exhibit Hall**
(Your company may provide coffee cups and napkins with company logo)
- **Lunch in Exhibit Hall**
(Your company may provide napkins with company logo)
- **Installation Dinner**
(Your company may provide centerpieces with CAC's final approval)
- **Meeting Breaks in General Session**
(Your company may provide napkins with company logo)
- **Educational Programs**
(Leave 8½" x 11" handouts, pens or pencils on each chair)
- **Program Printing & Conference Bags** – **SOLD**
- **Audio Visual Sponsorship**
(Includes company name and logo displayed on projector when not in use)

Recognition for sponsorships will include:

- Signage at the event
- Recognition in the Annual Convention & Expo Program and the conference wrap-up edition of *Collector's Ink* magazine.

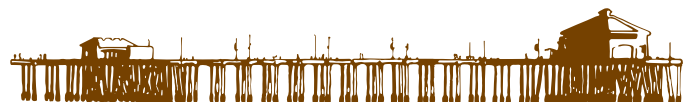
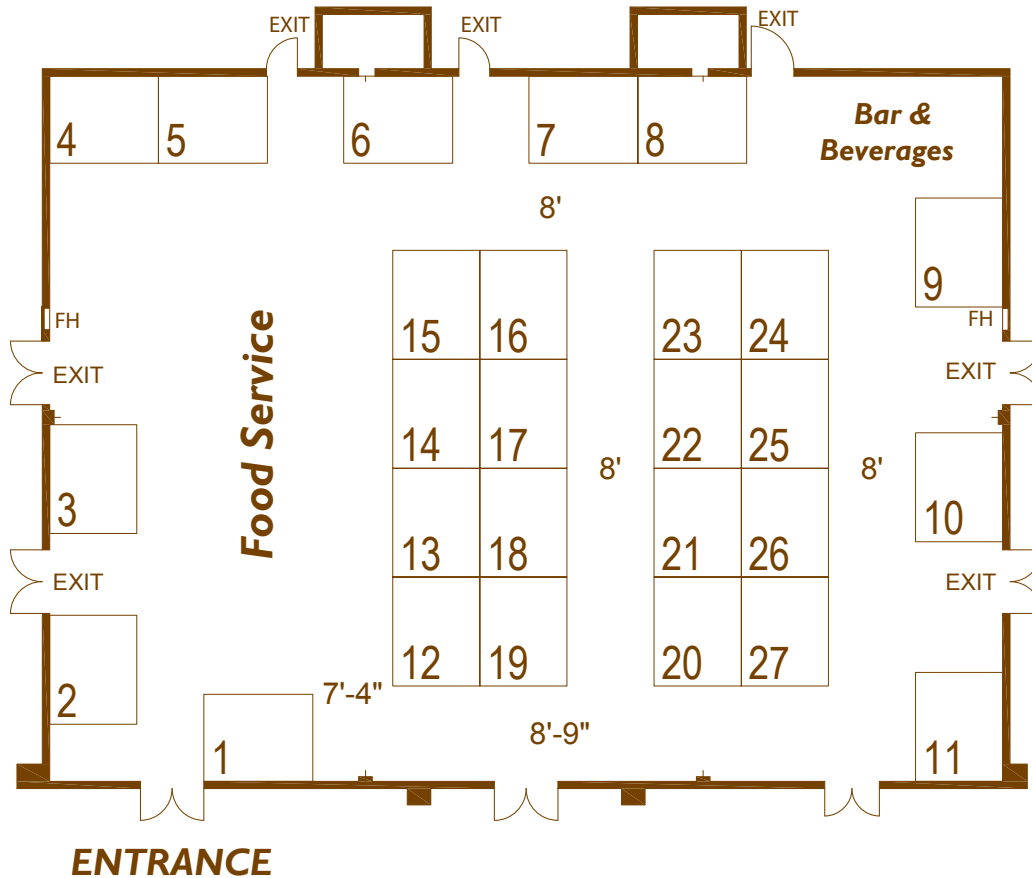


Exhibit Floor Plan



How to Register

To register as an exhibitor, please complete the opposite page and mail it with your payment or credit card information to:

California Association of Collectors, Inc.
 P.O. Box 254490
 Sacramento, CA 95865

You can also fax it to: (916) 929-7682

Or you can register online at: www.calcollectors.net

Hotel Accommodations

CAC has reserved a block of rooms at the Hilton Waterfront Beach Resort in Huntington Beach, California. The room rate is \$159 plus tax for a single or double occupancy room. This rate is reserved through CAC's room block up until September 12, 2010. Be sure to mention that you are with CAC to receive this special rate. Please call (714) 845-8000 to reserve rooms.

Booth Pricing

Vendor A & B Members

No charge! (included in vendor membership)

Vendor C Members: \$850

Booth for Non-Vendor Members: \$950

Each Additional Booth: \$550

Additional Registrants: \$300

Registration Required to Enter Exhibit Hall

Exhibitor Space

Each 8' by 10' exhibit booth includes:

- One 6' draped table with two chairs
- ID Sign
- Registration for one person to all regularly scheduled convention events

Priority Exhibitor Registration

Vendor Members will receive priority exhibit space assignment if exhibit agreement is completed & returned by the specified priority registration dates.

Priority Registration Date

Vendor A June 7, 2010

Vendor B June 14, 2010

Vendor C June 21, 2010

Non-Member booth assignments begin June 28, 2010. No guarantee of booth space will be made to vendor members who don't register by June 27, 2010.

To request information about becoming a vendor member, contact CAC at (916) 929-2125 or visit www.calcollectors.net for more information.

Exhibitor Registration

Contact Person: _____ Company: _____

Person in Charge of Exhibit (if different from contact): _____ Booth ID Sign (if different from Company name): _____

Phone: _____ Fax: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Brand name and nature of products to be displayed: _____

Please specify companies or competitors you do not wish to be near: _____

Registration	Full Registration	Add'l Registration	Do You Need Electrical?*	Names of Registrants	Total:
Vendor A & B	1 registrant included with membership	_____ @ \$300 ea.	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Vendor C	\$850	_____ @ \$300 ea.	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Non-Vendor Members	\$950	_____ @ \$300 ea.	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Additional Booth	_____ @ \$550 ea.	—	<input type="checkbox"/> Yes <input type="checkbox"/> No	—	

***If you require electrical, you may bring your own extension cords and strip plugs or you may rent them from the Hilton. For electrical or internet needs, contact Terri Collins at the Hilton directly at (714) 845-8418.**

Booth Preference: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____

If choices are unavailable, CAC will determine the next closest space. No booth will be secured without payment in full. Registration is required to enter the exhibit hall. Space assignments will be made based upon your choice of exhibit area in the order received by CAC. Show management reserves the right to determine the space assignment. The full terms and conditions of this agreement are set forth on the terms and conditions page.

Additional Activities	On or before September 22, 2010	After September 22, 2010	# of Attendees	Names of Attendees	Total:
CAC Golf Tournament * (Includes Green Fees & Cart)	\$65	\$75			
PAC Founder Game Night (Founder + 1 Guest Complimentary)	\$200	—			

* No refunds will be issued for the Golf Tournament.

Sponsorships & Advertising

Monday

- Meeting Breaks – \$500
- Keynote Speaker, *Eben Miller* — \$2,000 *Sponsored by Del London Legal Services*
- Vendor Reception — \$1,000 *Sponsored by Dantom Systems, Inc.*

Tuesday

- Continental Breakfast in Exhibit Hall – \$1,000
- Meeting Breaks – \$500
- Importance of Communication Within the Agency – \$500
- Avoiding an HR Wipeout – \$500
- Lunch in Exhibit Hall – \$1,000
- Bankruptcy From the Bench View – \$500
- Legal Panel – \$500
- Installation Reception – \$750
- Installation Dinner – \$2,000

Program Advertising

- Advertising* 8.5" x 11" Color – \$350
- Advertising* 8.5" x 11" Black & White – \$200
- Advertising* 7.5" x 4.5" Color – \$250
- Advertising* 7.5" x 4.5" Black & White – \$150

Additional Opportunities

- Conference Bags — \$750 *Sponsored by TCN*
- Program Printing – \$800
- Audio Visual – \$800

TOTAL:

*Artwork must be submitted in digital format. High resolution pdf, tiff, and jpeg are preferred. Artwork and payment must be received by August 20, 2010.

Payment Information: Grand Total Due: _____

Check Enclosed, (make payable to CAC)

As a CAC member, I would like to be billed Visa Mastercard

Card Number: _____

Card Holder's Name: _____ Expiration Date: _____ Security Code: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Signature: _____

By signing this document, you agree to the terms and conditions that are set forth on the terms and conditions page. Payment by credit card is your authorization for an additional 3% to be added to your payment of the grand total due charged to the credit card.



Huntington Beach

Terms & Conditions

I. USE OF SPACE

A. LIABILITY – The Exhibitor is entirely responsible for the space leased and shall not injure, mar or deface the premises and the Exhibitor shall not drive, nor permit to be driven any nails, hooks, tacks or screws in any part of the building. Furthermore, Exhibitor shall not affix to the walls or windows of building any advertisement, signs, etc. or use scotch tape, masking tape or any other adhesive type materials on painted surfaces. The Exhibitor agrees to reimburse the facility, and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased by the Exhibitor. CAC shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other causes beyond its control.

B. AISLES – The aisles, passageways and overhead spaces remain strictly under the control of the hotel management, and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of the hotel management. All exhibits and their personnel must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, cause injury or disadvantageously affect the display of other Exhibitors. No interference with the light or space of another Exhibitor will be permitted.

C. SPACE – The space contracted for is to be used solely for Exhibitor whose name appears on the Contract, and it is agreed the Exhibitor will not sublet or assign any portion of same without the written consent of CAC.

D. ALL DEMONSTRATIONS – or promotional activities must be confined within the limits of the purchased space. Noise resulting therefrom must not interfere with the other exhibitors.

E. RESTRICTIONS – CAC reserves the right to restrict or remove exhibits, without refund, that may have been falsely entered, or may be deemed by CAC unsuitable or objectionable. This restriction applies to noise, P.A. systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to the show or CAC.

F. OFFENDERS – will be asked to leave the area if any of the above are violated: and, as an exhibitor offender no refund will be given.

2. BOOTHS

A. ALL BOOTHS – and decorations must concur with the facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must be fire retardant. Contact CAC if in doubt.

B. INSTALLATIONS – Any special carpentry, wiring, electrical, internet connection or other work, gas, steam water or drainage connections shall be installed at Exhibitor's expense.

C. LICENSES – Any and all city, municipal, state or federal licenses, inspections or permits as required by law of any Exhibitor in the installation or operation of his display shall be obtained by the Exhibitor at his own expense prior to the opening of the show.

D. RIGHTS OF CAC IN EVENT EXHIBITION IS NOT HELD – CAC shall not be liable for any damages or expense incurred by Exhibitors in the event the show is delayed, interrupted or not held as scheduled; and if for any reason beyond the control of CAC, the show is not held, CAC may retain so much of the amount paid by Exhibitors as is necessary to defray expenses already incurred by CAC.

E. TERMS AND CONDITIONS – This contract contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.

F. SECURITY FOR RENTAL – Failure on the part of the Exhibitor to pay the rental as specified under the contract shall entitle CAC to seize all merchandise, materials, and exhibits displayed by the exhibitor at the within described show and to retain the same as

security for any unpaid rental amount owing hereunder. Upon the expiration of seven days after such seizure, CAC shall have the rights to dispose of same without notice to the Exhibitor in such manner as CAC, deems appropriate whether by public or private sale in the manner determined solely at CAC's discretion, and without any obligation on the part of CAC to effect any manner of publication respecting the date or any details or information as to when or how such sale is to be carried out.

G. AMENDMENTS – Exhibitor agrees to abide by decisions of CAC concerning all matters pertaining to the administration and success of the show which are not specifically stated.

H. ATTORNEY FEES – In the event suit or action is brought by any party under this agreement to enforce any of its terms it is agreed that the prevailing party shall be entitled to a reasonable attorney fee to be fixed by the trial and appellate courts.

3. SECURITY

Neither CAC, its employees, the facility management nor our insurance company are financially liable for losses of exhibitors' materials of any kind. We recommend all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. Please read carefully the coverage provided to decorators and shipping companies to determine if additional coverage is necessary. Any additional security must be arranged by the Exhibitor at his/her own expense, directly from the facility.

4. PAYMENT AND CANCELLATIONS

Applications for space must be accompanied by the required payment per the instructions on the Exhibit Space Rental Agreement. Applications failing to comply with the required payment requested will be delayed in processing and assignment of space. No cancellation shall be acknowledged unless received by CAC in writing. The date upon which the Notice of Cancellation is received shall apply as the official date of cancellation. Upon receipt of the written cancellation from the exhibiting firm, CAC will acknowledge such receipt in writing.

Should an Exhibitor cancel from the show, the following shall apply:

- a. Cancellation or reduction of space prior to July 26, 2010 shall result in CAC retaining 50% of the total exhibit space rental fee

Note: If exhibit space is completely sold out, CAC shall refund the remainder of the exhibit space fee approximately six weeks after the show closes.

- b. Cancellation or reduction on or after July 27, 2010, shall result in no refund.
- c. Upon notification of cancellation, CAC has the right to resell the vacated space.

5. EXHIBITOR PASSES

Exhibitor badges may be picked up by an authorized representative at the show registration desk during move-in.

6. MOVE-IN AND MOVE-OUT INSTRUCTIONS

Exhibitors will have access to the display area beginning at 12:00 p.m. on Monday October 4, 2010 and must be set-up by 4:00 p.m. Table display must be removed immediately following the lunch on Tuesday and completed by 3 p.m.

7. LIABILITY

Neither CAC, the Hilton Waterfront Beach Resort, nor their representatives, nor any member of the above named will be responsible for any injury, loss or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever. The Exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage or injury.

8. PEOPLE WITH DISABILITIES

We make every effort to ensure that our meetings are held at facilities that are fully accessible to individuals with disabilities. However, if you have a disability that may require accommodation regarding your participation in this convention, please attach a statement to the registration form indicating the accommodations. One of our staff will contact you prior to the convention to discuss your request. We cannot assure timely availability of appropriate accommodations without prior notification.

