

# cultivate

2017 CSDA Annual Conference and Exhibitor Showcase



CSDA

Monterey, California

**Sept. 25-28**

the leadership conference for special districts



**EXHIBITOR PROSPECTUS**

*“ We attend all CSDA conferences and are consistently impressed with the quality of the exposure and promotion, as well as the organization of the conferences themselves. They really raise the bar for these types of events! Our parent company, Digital Deployment, started by attending the GM Summit and Annual Conference in 2014 and we were so impressed that we created a second business, Streamline, that focuses solely on special districts!”*

- SLOANE DELL'ORTO, DIGITAL DEPLOYMENT/STREAMLINE

WHO ATTENDS...

**By District Types**

Water	34%
Community Services	12%
Sanitary	11%
Cemetery/Memorial	8%
Fire/Emergency Services	6%
Mosquito/Vector Control	6%
Other*	6%
Recreation and Park	6%
Irrigation	5%
Health/Hospital	3%
Utilities	3%

*\*Other types include Airport, Air Quality Management, Flood/Drainage, Harbor, Levee, Library, Municipal Improvement, Open Space, Reclamation, Resource Conservation, Transportation, Waste Management, and Water Pollution Districts.*

*flourish*

# grow customers

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## What are special districts?

Special districts are a form of local government created by a local community to meet a specific need. They are responsible for delivering core services to the neighborhoods and regions and are accountable to their voters and their ratepayers.

## How do they operate?

There are just over 2,000 independent special districts in California, meaning they are governed by an independent board of directors elected by the districts' voters or appointed to a fixed term of office by either the city council or board of supervisors. The governing boards adopt policies that the general managers carry out.

## Special districts have buying power!

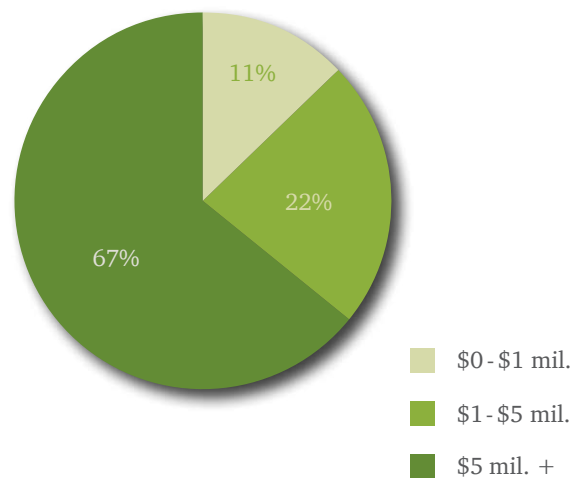
- 2,074 = number of independent special districts in CA
- \$40 billion+ = combined special district expenditures (according to CA State Controller data)
- 30 million+ = number of Californians that receive water and/or wastewater services from special districts
- 11 million+ = number of Californians that receive fire and emergency services from special districts

## Why Exhibit?

- Special district buying power
- Opportunity to connect directly with decision makers
- Traffic directed to exhibit hall throughout the conference
- Six and a half hours of dedicated exhibit hall time
- Your CSDA exhibit space includes more:
  - two full conference registrations, all attendee meal functions, every exhibitor is listed on the conference mobile app at no extra charge!

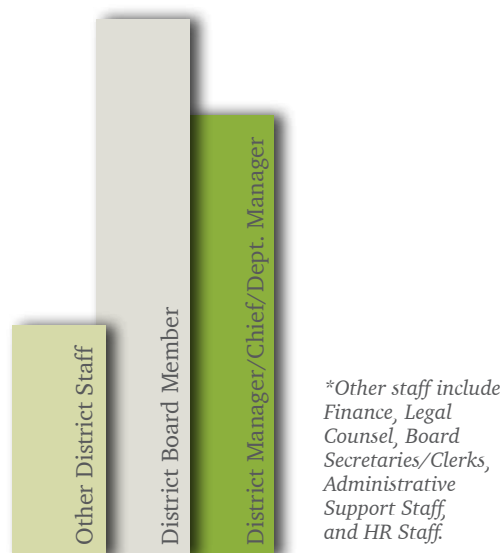
WHO ATTENDS...

### Districts With Buying Power



WHO ATTENDS...

### Special District Decision Makers



# Sponsorship Opportunities

# blossom

\$5,001 AND HIGHER

## Champion Level Sponsorships

*Includes two minutes of microphone time and ½ page ad in the onsite guide.*

### \$20,000

Keynote Speaker

### \$10,000

- CSDA Awards Luncheon
- Special District Leadership Foundation “Taste of the City”

\$2,501 - \$5,000

## Advocate Level Sponsorships

*Includes sponsor recognition from the stage and individual signage at the event and ¼ page ad in the onsite guide.*

### \$5,000

- Onsite Guide  
*Includes two page printed color ad in onsite guide (does not include 1/4 page ad)*
- President’s Reception with the Exhibitors
- Continental Breakfast in the Exhibit Hall
- Lunch in the Exhibit Hall
- Exhibitor Mix & Mingle

### \$3,000

- Closing Legislative Update Brunch
- Wednesday Afternoon Dessert Break
- Conference Mobile App  
*Includes your banner ad on conference mobile app*

\$300 - \$2,500

## Friend Level Sponsorships

### \$2,000

Breakout Session Room Sponsor  
*7 available, your company logo on breakout room signage, ability to place promotional items in your breakout room*

### \$1,000

- ½ page ad in onsite guide
- Pre-Conference District Tour:  
*Includes one tour attendee, signage on the tour bus, ability to address tour attendees and company logo in onsite guide*
- Drink Ticket: *Your company logo on event drink tickets: Choose one:*
  - President’s Reception
  - Exhibitor Mix & Mingle

### \$750

- Entertainment: *Your company logo on event signage: Choose one:*
  - President’s Reception with the Exhibitors
  - Exhibitor Mix & Mingle
  - Taste of the City
- Exhibitor Grand Prize Card Sponsorship: *Your company logo on each card*
- Morning Coffee Sponsor: *Your company logo on signage at coffee station. Choose one:*
  - Monday, Tuesday, or Thursday

\$300 - \$5,000

## CSDA Annual Golf Tournament Sponsorships

### \$5,000

Golf Tournament Title Sponsors:  
*Includes two foursomes, exclusive company signage at golf tournament check-in, golf display, and ability to include literature and promotional materials in golfer goodie bags*

### \$1,000

Golfer Goodie Bag Sponsor:  
*Includes two players, your company literature and promotional material included in each golfer goodie bag along with a sleeve of golf balls, includes golf hole sign*

### \$750

Golf Contest Sponsor: *Includes one player, company name recognition and ability to present prizes for contest holes at course*

### \$500

Golf Display: *A table for your use on one golf tournament hole*

### \$300

Golf Sign: *Your company logo on a sign on one of the tournament holes*

**\$1,500 (\*member rate)**  
**Enhanced Exhibitor Experience**  
*standard exhibit booth, hosted appetizer tray during president’s reception with the exhibitors and ability to place an item or literature in attendee bags*

**\$5,001+**  
**Combine Sponsorships**  
*You can combine any sponsorships opportunities totaling \$5,001 to reach Champion Level Status*

*All sponsorships include: level recognition in CSDA Conference Edition of California Special District magazine, recognition on “Thank You” page of the onsite guide, company listing on sponsor page of conference website, company listing in conference mobile app, company listing on exhibitor card grand prize raffle drawing to encourage visitors to your booth, and post conference attendee list (electronic copy).*



### Sponsorships

To sign up for any of the sponsorships to your left, or to customize a sponsorship that will meet your company's objectives contact:

**Cathrine Lemaire**  
Member Services Director  
t: 877.924.2732  
e: cathrinel@csda.net

### General Information

Any time that you have questions about the Exhibitor Showcase contact:

**Emily Cha**  
Professional Development Assistant  
t: 877.924.2732  
e: emilyc@csda.net

### Exhibit Decorator

For information related to your booth such as tables, chairs, labor, etc contact:

**Tricord Tradeshow Services**  
t: 831.883.8600  
e: info@tricord.net

## What Your Booth Includes

- 8' x 8' booth space with draped back wall and 3' high draped side rails
- An exhibitor identification sign
- Company listing in on-site guide including a 30-word company description
- Company listing on conference mobile app
- Pre-show listing of conference attendees for your marketing use (electronic copy)
- Two full conference registrations (including meals)
- Opportunity to host a tray at your booth at President's Reception, Exhibit Hall Luncheon, or Mix & Mingle with the Exhibitors
- Opportunity to donate a raffle prize to the conference raffle
- A post-show listing of conference attendees (electronic copy)

## Exhibit Schedule

MONDAY, SEPTEMBER 25	
9:00 a.m.	Exhibitor Registration Opens
9:00 a.m.	CSDA Annual Golf Tournament <i>(optional registration)</i>
10:00 a.m. – 4:00 p.m.	Exhibit Hall Set-Up Hours
5:30 – 7:30 p.m.	President's Reception with the Exhibitors* (raffle)
TUESDAY, SEPTEMBER 26	
7:30 a.m. – 6:00 p.m.	Exhibit Hall Open
7:30 – 8:45 a.m.	Continental Breakfast with the Exhibitors (raffle)
9:00 – 10:45 a.m.	Exhibitors are welcome to join the attendees at the opening keynote presentation
12:15 – 1:45 p.m.	Lunch in the Exhibit Hall* (raffle) <i>(included for exhibitors and attendees)</i>
4:30 – 6:00 p.m.	Mix & Mingle with the Exhibitors* <i>(Exhibitor raffle and grand prize drawing)</i>
6:00 p.m.	Exhibit Hall Tear Down

*\*Appetizer or Dessert Trays Must Be Pre-Ordered*

## September 27 & 28 – Participate, learn and network!

Stay and participate in general sessions, meal functions, and breakout sessions with conference attendees including the CSDA Awards Luncheon and the Taste of the City Reception. Visit [csda.net/conferences](http://csda.net/conferences) for complete schedule details.

## Exhibit Decorator

Tricord Tradeshow Services will provide services related to your booth such as tables and chairs, electrical hookup, material handling, labor, etc. They will send you a complete Exhibitor Services Kit approximately one week after your registration. Please review the kit when you receive it to note upcoming deadlines for services.



## Location

PORTOLA HOTEL & SPA AT MONTEREY BAY  
TWO PORTOLA PLAZA  
MONTEREY, CA 93940

## Hotel

### Hotel Room Reservations

Reservations for the CSDA Annual Conference and Exhibitor Showcase begin at \$169 plus tax and are based on availability. In order to book a hotel room at any of the CSDA Annual Conference hotels you must first register for the conference in order to obtain a CSDA room reservation code.

## Don't Forget! Have you?

- Submitted a 30-word company description, company website and company phone number for the onsite guide to [emilyc@csda.net](mailto:emilyc@csda.net).
- Registered (with additional fee) for CSDA Annual Golf Tournament.
- Ordered trays (\$325 each) for President's Reception, Exhibit Hall Lunch or Mix & Mingle with the Exhibitors.
- Provided raffle prize donation, if desired.
- Ordered booth furnishings (table and chairs) from Tricord Tradeshow Services.
- Made your hotel reservation.

## CSDA Business Affiliates get MORE and save MORE!

Not only do Business Affiliates receive discounted pricing at the CSDA Annual Conference & Exhibitor Showcase, they save money and get more exposure to special district members all year long!

- Save on advertising in print and online.
- Receive email notifications of open RFPs posted to the CSDA website.
- Get access to the members only section of the CSDA website...INCLUDING the membership directory.
- Opportunities to submit educational articles to CSDA eNews and magazine.
- Receive listings online and in our printed Buyer's Guide.
- Use of CSDA Business Affiliate logo on your company marketing materials.
- Save on specialized conference exhibit space including: Special Districts Legislative Days, Board Secretary/Clerk Conference, and General Manager Leadership Summit.

## Are you a CSDA member?

To find out if you are a member or if you are interested in scheduling a membership consultation contact:

**Cathrine Lemaire**

*Member Services Director*

t: 877.924.2732

e: [cathrinel@csda.net](mailto:cathrinel@csda.net)



2017

# EXHIBITOR REGISTRATION FORM

1. REGISTER ONLINE by visiting the CSDA Annual Conference website at [conference.csda.net](http://conference.csda.net).
2. REGISTER BY FAX your registration form to 916-520-2465. All faxed forms must include payment.
3. MAIL CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814 Check payable to: California Special Districts Association.

Key Contact:		Title:	
Exhibiting Organization:			
Address:			
City:		State:	Zip:
Phone:		Email:	
<b>BOOTH PERSONNEL</b> (Additional booth personnel for \$300/member or \$450/non-member per person after the first two.):			
Primary (Onsite):		Title:	
Name:		Title:	
Name:		Title:	
<b>EXHIBITOR DESCRIPTION</b> (30 word or less company description, phone number and website for onsite guide. May attach separately)			
<b>SPECIAL REQUEST</b> (Please list requests for consideration in booth assignments. i.e. any companies you do not wish to be located next to, etc.)			
<b>DONATE A PRIZE</b> (CSDA encourages all exhibitors to donate a prize to be raffled off by CSDA.)			
<input type="checkbox"/> Yes, I will bring:			
<b>EXHIBITOR OPPORTUNITIES - BOOTH RATES</b>			
<b>Great Value!</b>		Enhanced Exhibitor Experience: standard exhibit booth, hosted appetizer tray during President's Reception with the Exhibitors and ability to place an item or literature in attendee bags.	
<input type="checkbox"/> \$1,500 - Member		<input type="checkbox"/> \$1,935 - Non-member	
<input type="checkbox"/> \$790 - Standard Booth - Member		<input type="checkbox"/> \$1185 - Standard Booth - Non-Member	
<input type="checkbox"/> \$1050 - Corner Booth - Member		<input type="checkbox"/> \$1575 - Corner Booth - Non-Member	
Additional Booth Personnel (after the first two)		\$ 300.00 (Member) x      \$ 450.00 (Non-Member) x	
<input type="checkbox"/> \$750 - Business Affiliate Membership (Bronze Level)		\$	
<input type="checkbox"/> \$325 - Exhibitor Tray - President's Reception with the Exhibitors		\$	
<input type="checkbox"/> \$325 - Dessert Tray - Exhibit Hall Finale		\$	
<input type="checkbox"/> \$115 - CSDA Golf Tournament - Sept. 25 (includes lunch)		\$	
Sponsorship Opportunitites: Please refer to sponsorship list on page 4.		\$	
<b>TOTAL</b>			
Payment type: <input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover			
Account Name:		Account Number:	
Expiration Date:		Authorized Signature:	
<input type="checkbox"/> Yes, I agree to the exhibitor terms and conditions. (Exhibitor terms and conditions can be reviewed by visiting <a href="http://conference.csda.net">conference.csda.net</a> )			

MAIL – CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814 or FAX – 916.442.7889 QUESTIONS? Call – 877.924.2732. Submission of application does not guarantee a booth assignment. All applications are subject to approval and based on availability. In order to ensure your booth information appears in printed materials, all information requested should be submitted no later than Friday, August 25, 2017. **Cancellations:** Any cancellation must be made in writing. If notification is received prior to Friday, August 25, 2017, CSDA will refund 50 percent of the amount paid. Cancellations made on or after August 25, 2017 will not be eligible for a refund.



California Special Districts Association  
1112 I Street, Suite 200  
Sacramento, CA 95814

*A proud California Special Districts Alliance partner.*

PRSR STD  
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Sacramento, CA



## **EXHIBITOR PROSPECTUS**

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*“Over the past 18 years, my Business Partner and I have exhibited at Conferences for Cities, Counties, Schools & College Districts, etc. CSDA’s Annual Conference was not only the best value, it also provided us with the best opportunity to meet the decision-makers of their Districts!”*

- ANDY NICHOLS, NICHOLS CONSULTING

*bloom*