



CAMFT'S 45th Annual Conference
“Rendezvous: Connections and Renewal”
April 30 through May 3, 2009
The Fairmont Hotel San Jose

SPONSOR * EXHIBITOR * ADVERTISER PROSPECTUS

The California Association of Marriage and Family Therapists is pleased to invite you to participate in its 45th Annual Conference to be held at the Fairmont Hotel in San Jose, California, April 30 through May 3, 2009.

Typically, there are approximately 1,000 attendees participating at CAMFT's Annual Conferences – MFTs, LCSWs, Psychologists, RNs, Drug and Alcohol Counselors, Associate Social Workers, MFT Interns, Psychological Assistants, other Mental Health Professionals and Students. As well, there are a number of sponsorship opportunities for you to enjoy maximum exposure to **CAMFT's membership of over 30,000.**

The educational focus of CAMFT's 45th Annual Conference will speak to the theme, *Rendezvous: Connections and Renewal*. The Conference Committee, took the time to discuss current world concerns, the climate of the economy, the need for deeper relationships, among many other things, and concluded that they wanted RENEWAL, to make new and better connections with each other and the Conference participants, while attending exceptional workshops and learning experiences that will evoke an opportunity for attendees to be CHALLENGED, INSPIRED, INTRIGUED, and REJUVENATED. They seek cutting-edge education with new tools that they can put to use right away. A few workshops on Marketing and the use of technology in therapy (including accepting payment online) will be considered. **The Committee wants to evoke an opportunity for attendees to be CHALLENGED, stimulated, and intrigued.**

Please read and familiarize yourself with the Exhibitor Prospectus. Secure your exhibit and sponsorship opportunity early as they sell out quickly. **Do you know the way to San Jose?**

Sincerely,

Michele Hyson, CMP
Conference & Professional Development Director

California Association of Marriage and Family Therapists, 7901 Raytheon Road, San Diego, CA 92111
(858) 292-2638 * Fax (858) 292-2650 * www.camft.org * mhyson@camft.org

Sponsor, Exhibitor and Advertiser Opportunities:

Platinum Sponsor—includes co-sponsorship of Portfolios

\$10,000

- Principal co-sponsorship recognition in the Conference brochure and/or CAMFT site (See due dates; subject to approval by CAMFT Board of Directors)
- Logo adjacent to CAMFT logo on Portfolios
- Full page advertisement in the Conference Proceedings Manual/CD / On-Site Guide
- Full page advertisement in *The Therapist* magazine (circulation 30,000+)
- Principal co-sponsorship recognition on CAMFT website and Conference email blasts
- Two invitations to the CAMFT Board of Directors dinner
- Two complimentary CAMFT Conference registrations
- One complimentary exhibit table alongside CAMFT's exhibit
- Public acknowledgement in all classes
- Acknowledgement in the Keynote sessions (Friday and Saturday) and breakouts
- Principal co-sponsor sign adjacent to Conference registration area

Gold Sponsor

\$5,000

- Acknowledgement in the Conference brochure and/or CAMFT website (see due dates)
- Full page advertisement in the Conference Proceedings Manual/CD / On-Site Guide
- ½ page advertisement in *The Therapist* magazine (circulation 30,000+)
- Two invitations to the CAMFT Board of Directors dinner
- Two complimentary CAMFT Conference registrations
- One complimentary exhibit table (does not include electricity/banner hanging)
- Public acknowledgement in Keynote sessions (Friday or Saturday) and breakouts
- Public acknowledgement for co-sponsoring candy for attendee totes

Silver Sponsor – Wine and Cheese Reception (4 available)

\$3,000

- Acknowledgement in the Conference brochure and/or CAMFT website (see due dates)
- Full page advertisement in the Conference Proceedings Manual/CD / On-Site Guide
- One complimentary CAMFT Conference registration
- One complimentary exhibit table (does not include electricity/banner hanging)
- Opportunity to speak in front of Conference attendees at the wine and cheese reception (Friday)
- Co-sponsored Welcome Sign for the Wine and Cheese Event
- Public acknowledgement in sessions on Friday, day of reception

Bronze Sponsor – Continental Breakfast (4 available)

\$2,500

- Acknowledgement in the Conference brochure and/or CAMFT website (see due dates)
- Full page advertisement in the Conference Proceedings Manual and/or On-Site Guide (see due dates)
- One complimentary Conference registration
- One complimentary exhibit table (does not include electricity/banner hanging)
- Co-sponsored sign adjacent to breakfast area
- Public acknowledgement in sessions on the day of the snack.

Copper Sponsor – Afternoon Snacks (4 available)

\$2,000

- Acknowledgement in the Conference brochure and/or CAMFT website (see due dates)
- Full page advertisement in the Conference Proceedings Manual/CD and/or On-Site Guide (see due dates)
- One complimentary exhibit table (does not include electricity/banner hanging)
- Co-sponsored sign adjacent to snack area
- Public acknowledgement in sessions on the day of the snack.

Exhibitors

Exhibitor Fees:

\$500.00 per table (Application and payment must be received by February 1 for this rate)

\$600.00 per table (Application and payment must be received from February 2 through April 1)

\$700.00 per table (Applications received from April 2 until opportunities are depleted)

Electricity—Add \$100

Banner Hanging—Add \$100

Take One Table

\$100.00 per bundle of 200 brochures

You may place your brochures, flyers, or other items (bundle of 200) on CAMFT's Take One Table. Please submit a sample along with your application and payment no later than April 25. *Please note that left-over materials will be discarded unless picked up by Saturday at 4:00 p.m. Left-over materials cannot be returned by CAMFT.*

Advertise in the Conference Proceedings Manual

\$300.00

Every Conference attendee will receive a Conference Proceedings Manual, the on-site guide containing Conference information and class handouts. You have an opportunity to place a full page (8 ½ X 11) advertisement in the Proceedings Manual. If you are interested, you will need to submit the advertisement for approval to CAMFT pay the \$300.00 fee per advertisement. Camera-ready ads (no bleeds, 1" margins, black and white) must be received by February 20. Please contact Eileen at Eileen@camft.org or call (858) 292-2638.

Tote Bag Insert

\$300.00

Every Conference attendee will receive a tote bag containing various Conference materials. You have an opportunity to place your brochure, flyer, pen, water bottle, etc., in Conference attendee tote bags. If you are interested, you will need to send your items and payment to CAMFT no later than April 15 to be placed in the totes.

Advertise in The Therapist Magazine

You may place an advertisement in *The Therapist* magazine with a circulation of over 30,000 members of CAMFT. Please contact Eileen Schuster, Publications Director at (858) 292-2638 or email Eileen@camft.org for further details about advertising in *The Therapist*.

Note: CAMFT will partner with sponsors and are flexible with regard to levels of sponsorship to make room for creative ideas. CAMFT encourages prospective sponsors to give input on the details of sponsorship.

Enforcement, Interpretation and Eligibility:

In the enforcement and interpretation of the following terms, the decision of the Executive Director and/or Conference Planning Committee is final. CAMFT reserves the right to determine the eligibility of any company for inclusion in the exhibit. It reserves the right to reject, eject, or prohibit an exhibit or exhibitor for any reason. In applying for exhibit space, each exhibitor/sponsor agrees to abide by the terms in this prospectus.

Terms

- **Each Table-top** measures 3' X 6'. Note that these are table top exhibits and not 10 x 10 exhibit spaces. All tables will have tablecloths and will be draped. Two chairs per table will be provided. Please mark the appropriate section and pay the fee if you will require electricity or for a banner to be hung. On-site accommodations of electricity cannot be guaranteed.
- **Exhibitor fees do not include** attendance in classes or Conference events, other than the exhibit space/area and the opening reception.
- **Badges**—CAMFT will furnish identification badges for each exhibitor and exhibitor personnel. All names of exhibitor personnel must be submitted to CAMFT by April 15.
- **Music**—Exhibitors are prohibited from playing radios and any other music in the exhibit area.
- **Table assignments** are made on a first-come, first-served basis. Exhibitors will receive a table assignment on-site at the Conference. Exhibitors may not assign, sublet or share any portion of their allocated space without express written permission from CAMFT. Tables next to a wall are usually reserved for exhibitors with banners.
- **Selling** from your exhibit booth is permitted. Please have proof that you have a sales permit.
- **Installation and Removal**—All storage and handling charges due to failure to remove exhibit materials from the display or storage area at the conclusion of the move-out period shall be the responsibility of the exhibitor. These dates and times are subject to change. Set-up will be on Wednesday from 5 p.m. to 8 p.m. Removal will be on Saturday from 2 p.m. to 4 p.m. Secondary set-up time is Thursday from 5:30 a.m. to 7:00 a.m. CAMFT reserves the right to resell vacant exhibit tables after 7:00 a.m. There are no refunds for exhibitors who do not show up.
- **Damage to Property**—Exhibitors are liable for any damage caused to building, floors, walls, columns, tables, or to any other exhibitor's property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns, floors, walls or tables.
- **Fire, Safety, and Health**—The exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment. Only fireproof materials should be used in exhibits. The necessary fire precautions will be the responsibility of the exhibitor.
- **Unoccupied space**—CAMFT reserves the right, should any rented exhibitor's space remain unoccupied on the opening day, or should any space be forfeited due to failure to make payment, to rent that space to any other exhibitor, or to use that space for such purposes as it may see fit without any liability on its part. This clause shall not affect the obligation of the exhibitor to pay the full amount specified in the exhibitor space agreement.
- **Security and Liability**—The exhibit room will be locked after hours; however, the exhibitor is cautioned when leaving property of value in the exhibit room during and after exhibit hours. It shall be the responsibility of the exhibitor to maintain insurance coverage against injury to persons or damage to or loss of property or to meet its obligations under this agreement in such amounts as the exhibitor shall deem adequate. The exhibitor agrees to make no claim, for any reason whatsoever, against CAMFT, the hotel, or any other contractors for loss, theft, damage, or destruction of goods, or for any injury to herself/himself or employees. Nor will claim be made for any damage of any nature or character, including damage by reason of the failure to provide space for the exhibit, or for removal of the exhibit or for the failure to hold the conference as scheduled.
- **Cancellation Policy**—Request for refund for exhibit space must be in writing and received by CAMFT prior to April 1. A \$100 administrative charge will be withheld from each refund. No refunds after April 15 or for no shows. No refunds for sponsors.

What CAMFT will do to enhance your exhibiting experience:

- Provide Continental Breakfast and/or coffee service in or near the Exhibit Hall. Breaks are to be co-sponsored in order to be possible, but will be held in the Exhibit Hall.
- List Exhibitor Company Name and Web Address on CAMFT's Website up until 1 month post-conference.
- List Exhibitor Company Name and Web Address in Conference Proceedings Manual/CD (application must be received before Feb 20)
- Hold a Wine and Cheese Reception and Attendee Drawings in Exhibit Hall.

What You can do to enhance your exhibiting experience:

- Sponsor an event, a speaker, an afternoon break, a tote item, a coffee break, portfolios, candy— inquire with Michele Hyson, Conference & Professional Development Director
- Offer a give away and collect business cards at your table
- Place an advertisement (CAMFT's website, *The Therapist* magazine, CAMFT's Proceedings Manual/CD, Take-One Table)
- Use plants, flowers or balloons at your exhibit
- Offer to attendees--**candy, energy bars, fruit, trail mix, etc. Food keeps them coming!**

Due Dates

- November 20—for sponsors to have their names in the Conference Brochure
- February 20—for exhibitors/sponsors to have their names in the Conference Proceedings Manual
- February 20—Advertisement deadline for Conference Proceedings Manual
- February 1—Early deadline for exhibitors
- April 1—Regular deadline for exhibitors (on April 2, exhibitor fees increase)
- April 15—Insert deadline
- April 25—Take One Table deadline

Exhibit Hours—Dates: Please note change from previous years

Conference Dates: Thursday, April 30 – Sunday, May 3, 2009

Wednesday: (TENTATIVE Set-up) 5:00 p.m. to 8:00 p.m. Secondary set-up time is 5:30 a.m. to 7:00 a.m. on Thursday.

Thursday: 7:00 a.m. to 5:15 p.m.

Friday: 7:00 a.m. to 7:00 p.m.

*Wine and Cheese Reception and Exhibit Grand Opening 5:30 p.m. to 7:00 p.m.

*Prize Drawings begin at 6:15 p.m.

Saturday: 7:00 a.m. to 6:00 p.m. Tear down after 6:00 p.m.

Note: These hours are subject to change. Sponsors may have more flexibility.

Hotel Information:

The Fairmont Hotel San Jose, 170 South Market Street, San Jose, CA 95113.

CAMFT Group Rate \$140.00 Single/Double Occupancy. Reservations (800) 346-5550. Please be sure to indicate to them that you are a CAMFT Conference attendee. For more information and a fact sheet, log on to www.fairmont.com/sanjose



CAMFT Conference Sponsor, Exhibitor, Advertiser Application

Name of Organization _____
(As you wish it to appear in the Conference Proceedings Manual and Website)

Contract Person _____ Title _____

Address _____

City/State/Zip _____

Email and Website Address _____

Daytime Telephone (_____) _____ - _____ FAX (_____) _____ - _____

Exhibit Personnel (names must be submitted by April 1) _____

Please attach a description of your organization and a list of the item(s) you will be exhibiting at the Conference (suitable for publication)—no more than 4 typed lines _____

Conference Sponsor Fees

- Platinum Sponsor \$10,000 Gold Sponsor \$5,000 Silver Sponsor \$3,000
- Bronze Sponsor \$2,500 Copper Sponsor \$2,000 Other: _____

Conference Exhibitor Fees (per table)

- \$500 (by February 1) \$600 (by April 1) \$700 (After April 1)
- Add \$100 Electricity Add \$100 Banner Hanging

Conference Advertiser Fees

- Take One Table \$100 Proceedings Manual Ad \$300 Tote Bag Insert \$300

Total Amount Enclosed \$ _____

Check VISA MasterCard AMEX Discover

Charge Card Number _____ Exp. Date _____

Signature (if charging) _____

Exhibitors Acceptance:

I, the duly authorized representative of the firm named above, subscribe and agree to all terms and conditions contained in this Prospectus. CAMFT reserves the right to refuse this application for any reason.

Name (Print) _____ Title _____

Signature _____ Date _____

Contract accepted by: _____

CAMFT retains the right to reject applications for any reason.

Please complete and return this form (retain a copy for your records) with payment to:

CAMFT, 7901 Raytheon Road, San Diego, CA 92111-1606

Michele Hyson (858) 292-2638, FAX (858) 292-2666 or email mhyson@camft.org