



CAMFT'S 46th Annual Conference
Facing, Embracing, and Honoring Ourselves and Our Communities
April 22 – 25, 2010
Sheraton Gateway Los Angeles Airport

SPONSOR * EXHIBITOR * ADVERTISER PROSPECTUS

The California Association of Marriage and Family Therapists is pleased to invite you to participate in its 46th Annual Conference to be held at the Sheraton Gateway Los Angeles Airport, Los Angeles, California, April 22-25, 2010.

Typically, there are approximately 800 to 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 approximately 30,000.**

The educational focus of CAMFT's 46th Annual Conference will speak to the theme, *Facing, Embracing, and Honoring Ourselves and Our Communities.* The Conference Committee took the time to discuss current world concerns, the climate of the economy, and the need for deeper relationships. They felt that topics should address the need to be aware of how clients develop and change and how to feel comfortable with differences, how to value and negotiate the differences, and the need to face, embrace, and honor ourselves and our communities. As well, they want the Conference to be the place to make better connections with each other, while attending exceptional workshops and learning experiences that will evoke an opportunity for attendees to be CHALLENGED, INSPIRED, INTRIGUED, and REJUVENATED.

Please read and familiarize yourself with the Exhibitor Prospectus. Secure your exhibit and sponsorship opportunity early as they sell out quickly.

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

Platinum Sponsor—includes co-sponsorship of Portfolios

\$5,000

- Principal co-sponsorship recognition in the Conference brochure and/or CAMFT site (due 11/15)
- Logo adjacent to CAMFT logo on Portfolios
- Full page advertisement in *The Therapist* magazine (circulation 30,000+)
- One complimentary CAMFT Conference registration
- One complimentary exhibit table (does not include electricity/banner hanging)
- Co-sponsor sign adjacent to Conference registration area
- Sponsor listing in e-mail blast to CAMFT membership

Gold Sponsor

\$3,000

- Acknowledgement in the Conference brochure and/or CAMFT website (due 11/15)
- ½ page advertisement in *The Therapist* magazine (circulation 30,000+)
- One complimentary CAMFT Conference registration
- One complimentary exhibit table (does not include electricity/banner hanging)
- Co-sponsor sign adjacent to Conference registration area
- Sponsor listing in e-mail blast to CAMFT membership

Silver Sponsor – Wine and Cheese Reception or Saturday Night Event

\$2,000

- Acknowledgement on the CAMFT website (until June 2010)
- 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 & welcome attendees to reception
- Sponsor listing in e-mail blast to CAMFT membership

Bronze Sponsor – Continental Breakfast

\$1,500

- Acknowledgement on the CAMFT website (until June 2010)
- 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 breakfast
- Sponsor listing in e-mail blast to CAMFT membership

Copper Sponsor – Afternoon Snacks

\$1,000

- Acknowledgement on the CAMFT website
- 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 snack
- Sponsor listing in e-mail blast to CAMFT membership

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. At cost opportunities ~ Sponsors for portfolios (maybe same cost as Platinum Sponsor), pens, totes, etc.

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.*

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.

Other Sponsorship Opportunities

Pens, Organizer/Journals, Lanyards, Stress balls or other items.

Advertise in *The Therapist Magazine*

You may place an advertisement in *The Therapist* magazine with a circulation of approximately 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*.

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 6 p.m. to 8 p.m. Removal will be on Saturday after 5 p.m. Secondary set-up 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. on Thursday. 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, removal of the exhibit, or 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 June 2010.
- 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, 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 15—Take One Table deadline

Exhibit Hours—Dates: Please note change from previous years

Conference Dates: Thursday, April 22-25, 2010

Wednesday: (Set-up) 6:00 p.m. to 7:00 p.m. Secondary set-up time is 5:30 a.m. to 7:00 a.m. on Thursday morning.

Thursday: 7:00 a.m. to 6:00 p.m.

Friday: 7:00 a.m. to 7:30 p.m.*

*Wine and Cheese Reception and Exhibit Grand Opening 6 to 7:30 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 Sheraton Gateway Los Angeles Airport, 6101 West Century Blvd., Los Angeles, CA 90045, (310) 642-1111. CAMFT Group Rate \$153.00 (plus taxes) Single/Double Occupancy. Reservations (800) 627-7104. Please be sure to indicate to them that you are a CAMFT Conference attendee. For more information and a fact sheet, log on to <http://www.sheratonlax.com/features>



CAMFT Conference Sponsor, Exhibitor, Advertiser Application

Name of Organization _____
(As you wish it to appear on the Website and other promo)

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

- | | | |
|---|---|---|
| <input type="checkbox"/> Platinum Sponsor \$5,000 | <input type="checkbox"/> Gold Sponsor \$3,000 | <input type="checkbox"/> Silver Sponsor \$2,000 |
| <input type="checkbox"/> Bronze Sponsor \$1,500 | <input type="checkbox"/> Copper Sponsor \$1,000 | <input type="checkbox"/> Other: _____ |

Conference Exhibitor Fees (per table)

- | | | |
|--|---|--|
| <input type="checkbox"/> \$500 (by February 1) | <input type="checkbox"/> \$600 (by April 1) | <input type="checkbox"/> \$700 (After April 1) |
| <input type="checkbox"/> Add \$100 Electricity | <input type="checkbox"/> Add \$100 Banner Hanging | |

Conference Advertiser Fees

- | | |
|---|--|
| <input type="checkbox"/> Take One Table \$100 | <input type="checkbox"/> 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