



## **Exhibitor & Sponsor Information**

**CALIFORNIA ACADEMY OF AUDIOLOGY**

**18th Annual Conference**

**September 7–9, 2017**

**DoubleTree by Hilton • Sacramento, CA • [www.caaud.org](http://www.caaud.org)**



## **IMPORTANT INFORMATION & DATES**

### **DATES**

**Exhibitor Registration Deadline:  
August 1, 2017**

**Hotel Reservation Cut-off:  
August 16, 2017**

**Earliest date for shipped  
items to arrive at hotel:  
September 3, 2017**

**Exhibit Hall Set up:  
September 6, 2017**

**Exhibit Hall Open:  
September 7-8, 2017**

### **CONTACT INFORMATION**

**Administration &  
Conference Management:  
JMS Association Management  
Professionals  
888-664-1135  
caa@jmsamp.com**

**CAA Conference Co-Chairs:  
Amy White  
Becky Bingea  
David Illich**

### **HOTEL INFORMATION**

**The DoubleTree by Hilton—  
Sacramento  
200 I Point W Way,  
Sacramento, CA 95815  
Phone: (916) 929-8855**

**Reservations  
1-800-222-8733  
Group Code: CAA  
[https://aws.passkey.com/g/  
53512401](https://aws.passkey.com/g/53512401)**

# **EXHIBITOR INFORMATION**

## **Dear Exhibitor/Sponsor:**

CAA is pleased to announce its 18th Annual Conference, to be held at the DoubleTree by Hilton Sacramento, September 7-9, 2017!

We expect 250-300 attendees, as our colleagues come for the 18th year of educational offerings and networking opportunities. CAA hopes you will take this opportunity to showcase your latest products to our attendees.

The following pages detail sponsorship packages offered to maximize the value of your support dollars. In addition to pre-set sponsorship packages, there are also "A-La-Carte" items that can customize your exposure at the conference to let attendees know you support CAA. Please choose from the options that best fit your marketing goals and desired level of support.

Exhibits will be located in the Grand Ballroom. This room will also be used for food offerings throughout the conference, plus the CAA PAC Raffle and Silent Auction on Friday night. This room will be locked at night.

A layout is located inside the brochure for your reference, but please visit our website at [www.caaud.org/conference.asp](http://www.caaud.org/conference.asp) for the latest availability. Space is limited and tables will be assigned on a first come basis upon payment of sponsorship, so reserve your table(s) as soon as possible!

Exhibitor items can arrive at the hotel no earlier than September 3, 2017. The exhibit hall registration deadline is August 1, 2017 (based on availability). Should you have any questions, please contact us at 888-664-1135 or at [caa@jmsamp.com](mailto:caa@jmsamp.com).

Please let us know if you are interested in discussing other sponsorship opportunities such as cocktail parties.

As always, thank you for your continued support of CAA!

**Sincerely,  
CAA Board of Directors**

# SPONSORSHIP LEVELS

Show your support for CAA with our sponsorship packages! Packages are an assembly of a number of the a-la-carte offerings with additional benefits and a discount off the published prices. There are a limited number of each package so sign up today.



	Platinum: \$7,400 (Limit 2)	Gold: \$4,800 (Limit 3)	Silver: \$3,600 (Limit 4)	General: \$1,500 (Limit 8)
Booth(s)—One booth includes a 6' draped table, 2 chairs, and 1 electrical outlet	High Visibility Double Booth	High Visibility Single Booth	Single Booth	Single Booth
# of complimentary conference registrations (includes meals and CEU credits)	2	2	2	2
Recognition in pre/post conference materials/ website and at the conference	X	X	X	X
Customized slide in rotation during slide show *	X	X	X	
Special ID badge ribbons	X	X	X	
Logo'd item	X	X	X	
Meal Sponsor	Lunch	Breakfast	Break	
CEU booklet advertisement	Back Cover Full page ad	Full page ad	1/2 page ad	
Attendee mailing list	X	X		
e-Newsletter advertisement	X	X		
Membership mailing list	X			
CAA website advertisement	X			

\* There will be a PowerPoint presentation cycling through slides in the General Session room during all non-speaker times. All items are subject to availability as sponsorships fill up.



# A-LA-CARTE SPONSORSHIP OPPORTUNITIES

## Exhibitor Booths:

Single Booth— (1 - 6' draped table, 2 chairs, 1 electrical outlet, 2 badges; excludes CEU credits)	\$1,200
Double Booth— (2 - 6' draped table, 2 chairs, 1 electrical outlet, 2 badges; excludes CEU credits)	\$2,200

## Printed Advertising in Conference Program or CEU Booklet:

Back Cover (2 max)	\$1,500
Full Page (8.5" x 11")	\$1,000
Half Page	\$800
Quarter Page	\$600

## Digital Advertisements:

CAA Website Home Page Ad	\$600
Large E-Newsletter Ad	\$400
Small E-Newsletter Ad	\$250
Slide in Slide Show	\$250

## Meal Sponsorships:

Breakfast (limit 3)	\$750
Lunch (limit 3)	\$1,000
Break (limit 5)	\$400
Reception (limit 2)	\$750

## Logo'd Items:

Tote Bag (sponsor provided)	\$1,000
Any Item for Tote Bag (sponsor provided)	\$1,000
Lanyards with Logo (sponsor provided)	\$1,000

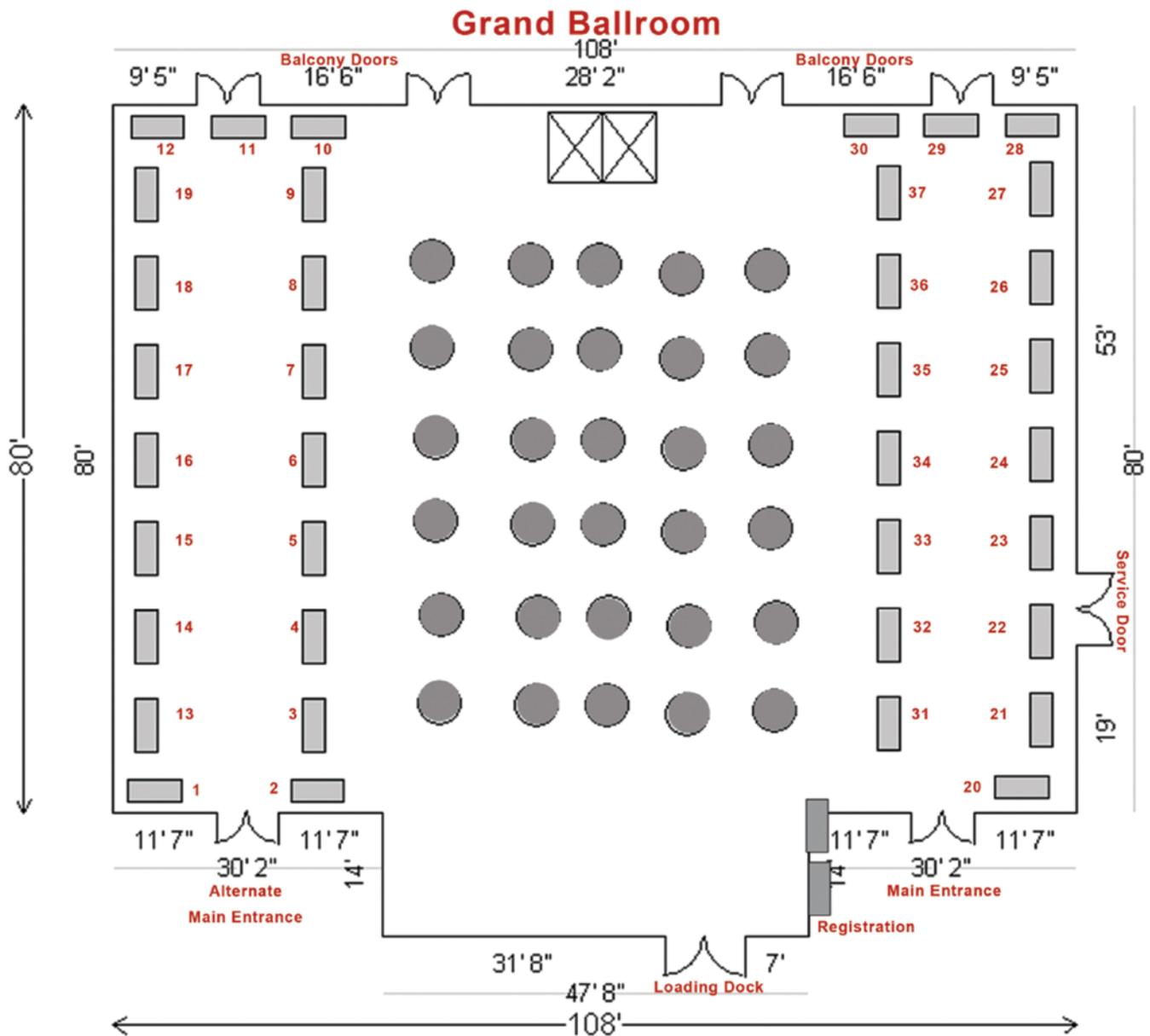
## CAA Mailing Lists:

Attendee Mailing List	\$500
Membership Mailing List	\$750

## Additional Staff:

One Staff Member (Thursday / Friday meals, without CEUs)	\$200
One Staff Member (Thursday / Friday meals, with CEUs)	\$250

# EXHIBITOR MAP



## EXHIBIT HALL LAYOUT & INFORMATION

Registration will take place in the Grand Ballroom Foyer. General education sessions will be held in another room. Food events (breakfast, lunch, receptions) will be held in the Grand Ballroom.

## EXHIBITOR DATES & HOURS

Wednesday, September 6th:  
Exhibitor Registration and Setup  
2:00pm-6:00 pm

Thursday, September 7th:  
Exhibitor Registration and Setup  
7:00am-8:00 am

Exhibit Hours:  
8:00am-7:30 pm

Friday, September 8th:  
Exhibit Hours:  
8:30am-7:30 pm

Breakdown Exhibits:  
7:30pm-8:30pm

**NO BREAKDOWN  
PRIOR TO 7:30 pm**

Saturday, September 9th:  
Exhibit hall closed

## BOOTH INFORMATION

One booth includes a 6' draped table, 2 chairs, and 1 electrical outlet.

Booth number preferences can be selected on the registration form. Please keep in mind that preferences will be honored in the order in which applications are received. Booth availability will be updated on the CAA website.



**HELP CAA  
FULFILL  
ITS MISSION!**



**CONSIDER DONATING TO THE  
CAA ANNUAL SILENT AUCTION!**

OUR TRADITION CONTINUES AT THE **FRIDAY NIGHT RECEPTION**. ATTENDEES WILL BID AGAINST ONE ANOTHER FOR GREAT PRIZES AND MERCHANDISE DONATED BY OUR GENEROUS VENDORS! IDEAS FOR SILENT AUCTION DONATIONS: GIFT CARDS, HOTEL STAYS, JEWELRY, AMUSEMENT PARK PASSES, HEARING AIDS AND OTHER RELATED ITEMS.

PLEASE LET US KNOW WHICH ITEM(S) YOU ARE DONATING BY **FRIDAY, AUGUST 25, 2017**. WINNERS WILL BE ANNOUNCED WITH CREDIT BEING GIVEN TO THE DONATING COMPANY. FUNDS RAISED DURING OUR SILENT AUCTION WILL GO TO THE GENERAL FUNDS OF THE ACADEMY. SILENT AUCTION ITEMS DONATED ARE ELIGIBLE AS A TAX DEDUCTIBLE BUSINESS EXPENSE.

**HELP CAA HAVE  
A VOICE IN THE  
POLITICAL  
PROCESS!**

**CONSIDER DONATING TO THE  
POLITICAL ACTION COMMITTEE!**

A donation to PAC ensures that CAA has a continued voice in the California legislative process.

Donating companies and individuals will be announced during the Friday Night Reception





# 2017 CAA EXHIBITOR & SPONSOR ORDER FORM



## CONTACT INFORMATION:

COMPANY		
CONTACT NAME		
ADDRESS		
CITY	STATE	ZIP
PHONE	MOBILE	
EMAIL		

## SPONSORSHIP PACKAGES

X	Type	Price
	PLATINUM SPONSORSHIP (limit 2)	\$7,400
	GOLD SPONSORSHIP (limit 3)	\$4,800
	SILVER SPONSORSHIP (limit 4)	\$3,600
	GENERAL SPONSORSHIP (limit 8)	\$1,500

## EXHIBITOR BOOTH ONLY

SINGLE TABLE	\$1,200
DOUBLE TABLE	\$2,200

## PREFERRED BOOTH CHOICES:

#1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

(note some booths are reserved for sponsor packages and all others are assigned according to first come first paid).

## ADDITIONAL STAFF:

Additional Staff (per person) with CEU	\$250.00
Additional Staff without CEU	\$200.00

List Staff Names:

## PAC DONATION:

## SILENT AUCTION ITEM(S):

## PRINTED ADS:

Qty	Description	Price
	Back Cover (qty limited)	\$1,500
	Full Page	\$1,000

Half Page	\$800
Quarter Page	\$600

## DIGITAL ADS:

CAA Website Home Page	\$600
Large E-Newsletter	\$400
Small E-Newsletter	\$250
Slide in Conference Slide Show	\$250

## MEAL SPONSORSHIPS:

Breakfast (limit 3)	\$750
Lunch (limit 3)	\$1,000
Break (limit 5)	\$400
Reception (limit 2)	\$750

## LOGO'D ITEMS (sponsor provided):

Tote Bag	\$1,000
Lanyards	\$1,000
Other Items (describe)	\$1,000

## MAILING LISTS:

Attendee Mailing List	\$500
Membership Mailing List	\$750

**Total Due:**

## PAYMENT INFORMATION:

(circle)  CHK  VISA  M/C

CARD NUMBER:

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EXPIRATION: \_\_\_\_\_ CVV#: \_\_\_\_\_ BILLING ZIP CODE: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

## ACKNOWLEDGEMENT AND AUTHORIZATION:

We hereby apply for sponsorship and/or exhibit space at this Event. We understand that this application becomes a contract when signed. We agree to the terms and conditions on the back of the order form. Signing this form does not guarantee preferred booth space.

X

Please remit this form and payment to:

CAA, 3000 SOUTH JAMAICA COURT, SUITE 145, AURORA, CO 80014. PHONE/FAX: (888) 664-1135 caa@jmsamp.com