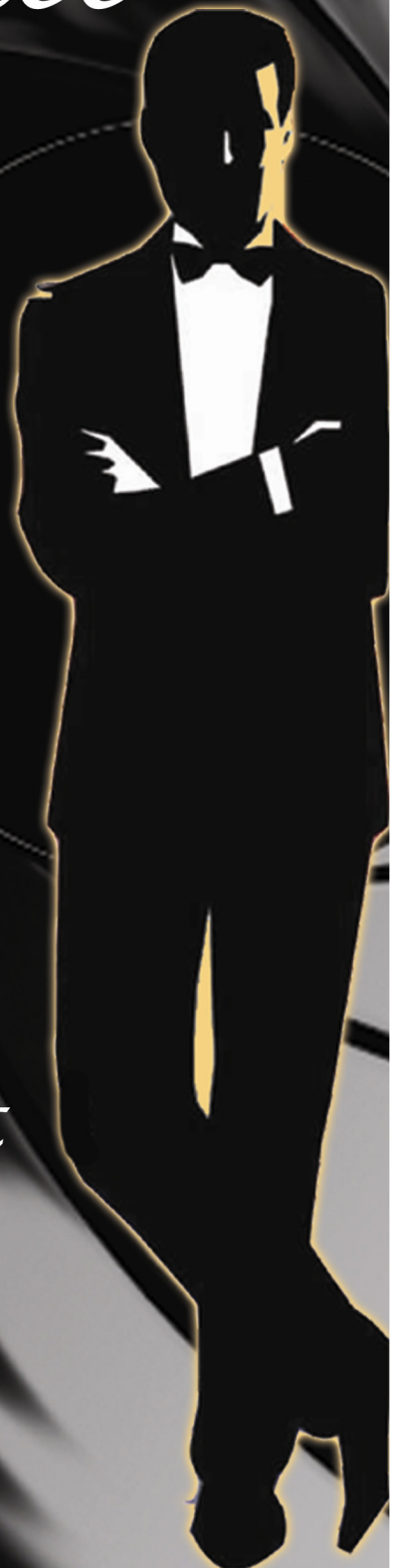


*2011 CADA
State Conference*



*"License to Lead"
March 2-5
San Diego, Ca
Town & Country Resort
Exhibitor Prospectus*





CADA Exhibitor Information



WHAT DO I GET?

- Carpeted 8' x 10' booth
- One 6' table, 2 chairs, wastebasket, & ID Sign
- One 500-watt electrical outlet (*Must check appropriate box on application*)
- Two Booth Representatives per booth (*Additional reps \$35/person*)
- Your company contact information and booth location printed in our program book
- Access to an electronic list of all the attendees before and after the conference
- Full company contact information listed on the Virtual Floorplan on our website for attendees to preview before they even arrive to the conference
- Discount opportunities on the 2012 conference if you win the booth decorating contest
- Access to social events, all workshops and sessions
- 2 drink tickets to the reception immediately preceding the Friday night dance
- See back side for exhibit schedule

**NOW YOU CAN
REGISTER
ONLINE!**

NETWORKING EVENTS

CADA has several networking events that give you additional time outside the expo hall to network with the attendees! For a detailed explanation of each event you can visit our website at www.cada1.org/socialevents.

- Wednesday 6:00-9:00pm: Lifetouch Networking in the Area Suites with dinner & drinks.
- Wednesday 9:00-12:00pm: NuConrad Opening Night Kickoff party with live band.
- Thursday 6:00-9:00pm: Dinner/networking reception in Expo Hall.
- Thursday 9:00-12:00pm: Herff Jones Party, with games, entertainment & fun.
- Friday 8:00-12:00pm: Dinner & Josten's Dessert & Dance (\$50 per person)
- Saturday 11:30-12:30pm: Closing luncheon (\$40 per person)

FRIDAY DINNER DANCE (\$50)/SATURDAY LUNCHEON (\$40)

You may want to purchase tickets for both the dinner/dance and the luncheon. It's a great way to spend some social time with current and potential clients. You may purchase tickets in advance or onsite. Remember, if you are a sponsor you get 2 free tickets to the Friday night dinner and 1 ticket to the VIP luncheon on Friday. Attire for dinner will be "black tie optional", suits and ties, dressy dresses.

BOOTH DECORATING CONTEST

The annual Booth Decorating Contest always adds to the ambiance of the Exhibit Hall and brings out the best and most creative from you all. Please join in the fun again this year!



Two Categories: Single Booth & Multiple Booths

Awards: 1st prize - 50% off booth for next convention
2 runner ups - 25% off booth for next convention.

Judging Criteria:

- Use of your product in representing the Convention's theme
- Enthusiasm
- Over-all creativity in sync with the theme "CADA-License to Lead"

THEME: "LICENSE TO LEAD"

Get your tools and gadgets ready, and start thinking like James Bond, because this year's conference is all about being a secret agent! Use your imagination to decorate your booth and help us set the stage for a great time at CADA's "License to Lead" State Conference!

EXHIBIT SERVICES

Greyhound Exposition Services (GES) is our official decorator and drayage company. They will have an expo services desk located in the Exhibit Hall. Please direct all booth set up questions to their customer service personnel (1-800-475-2098). CADA Exhibitors may purchase cartload services through the GES service packet, which will be sent out in January. All items associated with the booth must stay within the confines of the booth.

ELECTRICAL OUTLETS & OTHER EXPO SERVICES

One 500-watt electrical outlet will be provided for booths sold up to 30 days prior to the convention. Request must be indicated on the front of the Exhibit Agreement document in the space provided. Any exhibitor requiring electricity on-site or within 30 days will pay the going rate to the decorating company.

If you have ordered electrical or additional services from GES and need assistance, please direct your questions to their customer service personnel at 1-800-475-2098.

ATTENDEE LISTS

Exhibitor' may log into the members area of the website to view the current attendee list at any time. The login information will be emailed along with your booth confirmation. We will make the final, validated attendee list available to exhibitors on the website two weeks after the convention.

BOOTH ATTENDEES/ 2 PER BOOTH

You receive 2 company reps per booth, any additional representatives or guests will be an additional \$35. Please understand this charge is necessary in order for CADA to cover food and beverage costs. Medallion Sponsors will receive additional passes depending on sponsorship level.

HOW DO I REGISTER?

Booths are booked on a first come first serve basis.

- Go online to www.cada1.org/exhibitor to our Virtual Floorplan to see what booths are available.
- New this year – register online to ensure you get the booth of your choice. *(Must have credit card and member login. If dues aren't current, you can renew your dues online and then register.)*
- Mail or fax the enclosed Exhibitor Registration Packet with payment to CADA Central. All forms must be properly filled out and signed with payment to book booth.



IMPORTANT NOTES

- Any company that starts tearing down prior to the "end of show" announcement will have to provide a **\$500** security deposit for next year's show.
- The Exhibit Hall is closed to all attendees and exhibitors during non-exhibit hours. You will have access to the hall and your booth only, as stated on exhibit hall schedule and one half hour before each exhibit session.
- No children are allowed in the exhibit hall.

Questions? Feel free to contact us!
CADA Central • 3540 Soquel, Ave, Suite A • Santa Cruz, CA 95062
Phone • 831.464.4891 • Fax 831.576.1515 • info@cada1.org
Or visit our website www.cada1.org

2011 CADA STATE CONFERENCE



CADA Central
3540 Soquel Ave., Ste A
Santa Cruz, Ca 95062

SHOW LOCATION

Town & Country Resort
500 Hotel Circle North
San Diego, Ca 92108
800-445-2324

Room rates: \$155 single + tax
\$165 double + tax

Cutoff Date: February 7, 2011

ABOUT THE CADA CONFERENCE

The 2011 CADA State Conference will be held in San Diego, CA at the Town & Country Resort, March 2-5.

As an exhibitor you get the opportunity to meet face to face with 1200-1400 activities directors, administrators, and class/club advisors from around the state of California and the nation!

At CADA we try and give our exhibitors ample opportunity to meet and network with the attendees. This includes several social events and our exclusive expo hours, meaning nothing else is going on while the expo hall is open; the attendees' focus is on you the exhibitor! It's a great venue to network with old and new clients and is not one to be missed! Be sure to register early to get prime booth placement! ***We tend to sell out by December so get in fast!*** Visit our website to download the full conference brochure at www.cada1.org/stateconvention.



EXHIBIT SHOW TIMES

Wednesday:	March 2	12:30 pm - 6:00 pm	Exhibit Registration
		1:00 pm - 6:00 pm	Exhibit Setup
Thursday:	March 3	8:00 am - 11:30 am	Exhibit Setup & Registration
		11:30 am - 12:30 pm	Exhibit Hall Open: 'New to Convention'
		12:30 pm - 2:30 pm	Exhibit Hall Open: (all)
		6:00 pm - 9:00 pm	Exhibit Hall Open: "Q's Laboratory Tour"
Friday:	March 4	12:00 pm - 3:30 pm	Exhibit Hall Open: (all)
		3:31 pm	Tear Down

STAY CONNECTED & GET THE LATEST UPDATES



www.Facebook.com/cadafan



www.Twitter.com/cadaleaders or #cada2011

FULL ONLINE REGISTRATION NOW AVAILABLE!
Register online at www.cada1.org/exhibitor