

# AFFILIATE EXHIBIT AGREEMENT

## CADA - "LICENSE TO LEAD" 2011



Membership is current     Membership is due

Affiliate Membership Levels are based on sales to California Schools in one year.	
Please see the scale below to determine your Membership Level.	
Mem. Level/Sales	Mem. Cost
<i>Affiliate 1</i>	
\$0 - \$500,000	\$300
<i>Affiliate 2</i>	
\$500,001 — \$2,000,000	\$500
<i>Affiliate 3</i>	
\$2,000,001 — \$5,000,000	\$750
<i>Affiliate 4</i>	
\$5,000,001 and up	\$1,000

8' x 10' 1st Booth @ \$925 \_\_\_\_\_  
 \*Add'l Booths (8' x 10') \_\_\_\_\_ @ \$875 \_\_\_\_\_  
 Non-Member Booth @ \$1500 \_\_\_\_\_  
 2 Reps per Booth \_\_\_\_\_ FREE \_\_\_\_\_  
 Total Number of Extra Reps \_\_\_\_\_ @ 35 \_\_\_\_\_  
 Dinner/Dance tickets \_\_\_\_\_ @ \$50.00 \_\_\_\_\_  
 Lunch/Closing Session tickets \_\_\_\_\_ @ \$40.00 \_\_\_\_\_  
 Affiliate Membership Dues or Sponsorship Dues, if not paid since July, 2010 \_\_\_\_\_  
 Scholarship Fund Contribution (\$50.00) \_\_\_\_\_  
**TOTAL DUE** \_\_\_\_\_

*\*Limit of 8 booths per company*

Date: \_\_\_\_\_

Check Enclosed     Credit Card:     Visa     MasterCard     American Express

CC Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

*Check our on-line exhibitor showroom floor plan for booth location availability at [www.CADA1.org/exhibitor](http://www.CADA1.org/exhibitor)*

Booth Choice:    1st:\_\_\_\_\_    2nd:\_\_\_\_\_    3rd:\_\_\_\_\_    4th:\_\_\_\_\_    5th:\_\_\_\_\_    (First paid = first placed)

Company: \_\_\_\_\_

Primary Contact (Information for Print): \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

I require one 500-watt electrical outlet for \_\_\_\_\_ booths.

(If buying multiple booths please specify how many electrical outlets you will need. Limit 1 per booth.)

**CANCELLATIONS:** Written cancellations received prior to **December 17, 2010** shall be subject to a 10% service charge. Cancellations received after **December 17, 2010** but prior to **January 17, 2011** shall be subject to a 50% service charge. No refunds will be made for cancellations after **January 17, 2011**.

**PRINTING DEADLINE:** Applications received after **January 17, 2011** may not make the printing deadline for the program. If booths are available, they may be reserved through **February 21, 2011**.

**COMPLETED PAPERWORK:** All registration forms & send with payment to: \_\_\_\_\_

**CADA CENTRAL**  
 3540 Soquel Avenue, Suite A • Santa Cruz, CA 95062  
 Tel: 831.464.4891 • Fax: 831.576.1515 • Email: [info@cada1.org](mailto:info@cada1.org)

# 2011 CADA EXHIBIT AGREEMENT (CONT'D)

In reserving exhibit space for our organization, I understand that CADA reserves the right to make all booth assignments but will do so as equitably as possible. I understand that Exhibit fees must accompany this agreement in order to receive a booth assignment.

**BOOTH ASSIGNMENTS:** Following the first choice of Medallion Sponsors, booths are assigned based on the order in which **payments and completed applications** are received at CADA Central. If you would like to be a Medallion Sponsor please contact Glenn @ CADA Central at (831) 464-4891.

**CADA WILL PROVIDE:** An 8' x 10' x 8' foot tall fully draped booth, one six-foot draped table and a 7" x 44" sign, ordered by GES Exposition 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 this document in the space provided. Any exhibitor requiring electricity on-site or within 30 days will pay the going rate to the decorating company. The exhibit area is fully carpeted. CADA Exhibitors may purchase cartload services through the GES service packet. **All items associated with the booth must stay within the confines of the booth. Exhibitors wanting to exceed the 8 ft height must get pre approval from CADA Central and will be strategically placed.**

**MULTIPLE BOOTH SPACES:** If more than one booth space is purchased, the first booth will always be at the rate of **\$925** and additional booths at the rate of **\$875**, respectively.

**LIABILITY:** It is agreed that CADA and/or the Town & Country Resort will not be responsible for any loss, damage, or injury that may occur to the exhibitor, exhibitors' employees, or the exhibitors' property, from any cause whatsoever, prior to, during, or subsequent to the period covered by this agreement. However, CADA will provide 24-hour security service in the exhibit area and do all in its power to prevent theft and damage to the exhibits.

**IT IS THE ENTIRE RESPONSIBILITY OF THE EXHIBITOR** to protect, indemnify, defend and hold harmless CADA, the Town & Country Resort, and all related parties from all damages and claims resulting from the use of the exhibition premises except where the claim results from the negligence of CADA, the Town & Country, and all related parties. **Exhibitors acknowledge that they carry general liability insurance and that they will issue a certificate of insurance naming CADA as additionally insured for the duration of the convention and three days before and after set up and breakdown.**

**REMOVAL:** No part of the exhibit shall be removed during or prior to the final exhibit session of the convention without specific written permission of CADA. **Dismantling a booth and/or vacating the Exhibit Hall before the end of the last exhibit session will result in a \$500 booth surcharge for subsequent conventions.**

**DAMAGE:** No signs or articles may be affixed, nailed or otherwise attached to walls, doors, or other hotel property. No attachments may be made to the floor by nails, screws, or other devices that would cause damage. All space is leased subject to these restrictions. Violations could result in voiding this contract.

**SAMPLES:** Food/drink samples may only be distributed to attendees within the exhibit areas. "Samples" are defined as "bite" or "drink" sized portions. The management reserves the right to revoke these privileges if these guidelines are violated. No alcohol is to be distributed by exhibitors.

**EXHIBIT SALES:** Sale of items from an exhibit booth is prohibited. You are welcome to take orders, but not exchange products for compensation.

Company: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Name: \_\_\_\_\_

# CADA TERMS & CONDITIONS

## FOR EXHIBITING AT THE CADA STATE CONVENTION

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*The following terms and conditions shall be part of the vendor's agreement to exhibit at the CADA State Convention. These conditions are not negotiable. All vendors are required to sign the agreement and accept these terms and conditions before a booth is assigned. Violation of the terms and conditions of this policy will result in review and action by the CADA Board of Directors including denial of exhibit space or removal of exhibit.*

1. No alcohol is to be distributed by exhibitors in the Exhibit Hall.
2. Exhibits are to stay within the designated booth area. Booths are 8 ft. deep, 10 ft. wide and 8 ft high. **You must obtain permission to exceed the height and will be strategically placed.**
3. Booths are **not to have solid** sides that would impede or restrict the vision of neighboring booths. (From the back of the booth out 4' the sides may be 8' high; from that point to the aisle the sides may only be 4' high. This includes plants, balloons, and any structure that may impede or restrict the vision of the neighboring booths.)
4. Exhibits are not to infringe on other vendors' space. This includes, but is not limited to, noise level, hanging props, laser equipment, and/or flashing lights. Lighting should not project onto other exhibits, walls, ceilings, and/or show aisles. Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of neighboring exhibitors.
5. Only one Exhibitor and/or vendor is allowed to exhibit per booth. No subleasing or sharing of booths.
6. Exhibitors are not to arrange, plan, or otherwise involve attendees, themselves or their company in any activities on the same day as or in conflict with any scheduled CADA event during the Convention. **Any individual violating this policy will be asked to leave the convention and will be put on probation (restricted from attending any CADA function) for at least one or more years.**
7. Vendors and their personnel are to treat all convention attendees, convention center staff, and CADA personnel involved with the convention in a professional and courteous manner. Argumentative and disruptive behavior is unacceptable and will not be tolerated.
8. All promotional materials are to be distributed or handed out at the vendor's booth only. Vendors are not allowed to have employees stationed at any other location in the exhibit hall distributing their material or handouts.
9. All publications offered for sale by any vendor must be sold through the CADA Convention Store. Arrangements to sell these materials can be made (60) days before the convention. There is no selling of goods or services in the exhibit hall.
10. No vendor personnel or volunteer under the age of eighteen (18) or in high school shall be allowed in the exhibit hall without prior CADA written approval.
11. A vendor's booth(s) shall be occupied at all times when the exhibit hall is open. Vendors are not to close down their booth(s) prior to the designated time. Violators will pay a \$500 retainer to exhibit at future shows.
12. Vendors shall follow all rules and adhere to all restrictions communicated by CADA or the facility management group.

❖ Company: \_\_\_\_\_ Signature: \_\_\_\_\_

❖ Date: \_\_\_\_\_ Name: \_\_\_\_\_

**TERMS & CONDITIONS FORM MUST BE SIGNED AND BE RETURNED WITH A SIGNED EXHIBIT AGREEMENT AND PAYMENT BEFORE BOOTH IS BOOKED. CERTIFICATE OF INSURANCE MUST BE SUBMITTED PRIOR TO SHOW.**

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[www.cada1.org](http://www.cada1.org)

# EXHIBITOR NAME BADGE FORM

CADA- "LICENSE TO LEAD" 2011  
COMPLETE AND RETURN WITH PAYMENT.

- **Each booth includes 2 representatives. The cost of additional representatives is \$35 per person. There is no limit to the number of *additional* Representatives.**
- Please complete the form by filling in the names of your 2 booth representatives and any additional representatives. (If names have yet to be determined please signify on form below. All names and name changes must be submitted by February 18, 2011, any name changes past this date may be subject to a \$35 fee.)

## Company Name:

## Booth Number(s):

(to be filled out at CADA Central)

Booth 1
1.
2.

Additional Representatives @ \$35 each
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Booth 2
1.
2.

Booth 3
1.
2.

Booth 4
1.
2.

Booth 5
1.
2.

Total Number of Extra Reps: \_\_\_\_\_ @ \$35 = \_\_\_\_\_ (total)

Payment Method:  Visa  MC  AmEx

CC#: \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Check

Check Enclosed - Check #: \_\_\_\_\_

## CADA CENTRAL

3540 Soquel Avenue, Suite A – Santa Cruz, CA 95062  
phone: 831.464.4891, fax: 831.576-1515, email: [info@cadal.org](mailto:info@cadal.org)  
[www.cadal.org](http://www.cadal.org)