Your Challenges.  
Your Solutions. 
Your Conference!

C.A.S.H. 32nd Annual Conference on School Facilities

February 21-23, 2011
Sacramento Convention Center

www.cashnet.org
Sacramento, California will be the site of the premier school facilities event of 2011, where over 1,200 members of the school facilities community will gather at the Sacramento Convention Center during the C.A.S.H. 32nd Annual Conference. Outstanding educational programming and tremendous marketing and networking opportunities are hallmarks of this conference.

The conference attendees represent many aspects of the school facilities community, including Superintendents, Chief Business Officials, Facilities Planners, and Maintenance Directors. By participating in the 32nd Annual Conference as an exhibitor or sponsor, your organization will benefit from having direct access to the people who make decisions about what new products and services they will be using in their school district or county office.

The C.A.S.H. Conference is the perfect venue from which you can promote your products and services, develop brand awareness, distribute information, and conduct business.

C.A.S.H. is committed to your success and will help provide:

► More sales and leads for your marketing dollar
► Exhibit hours that maximize attendee time on the exhibit floor
► An audience anxious to buy your products and services
► A listing in the Conference Program

 Reserve your opportunity today to maximize your visibility at C.A.S.H.’s 32nd Annual Conference by completing the enclosed Exhibit/Sponsorship Application/Contracts and mailing it with your payment.

For more information about the C.A.S.H. 32nd Annual Conference Trade Show, or Sponsorship, please contact Shannon Mahoney at (916) 448-8577 or sfife@m-w-h.com.
Dates to Remember
Friday, October 15, 2010
Cancellations received on or before this date may receive a full refund less the $500 non-refundable deposit

Monday, October 18, 2010
Cancellations received on or after this date will not be issued a refund.

Friday, January 14, 2011
Booths purchased prior to this date will be listed in the Conference Program.

Monday, February 21, 2011
Exhibitor Move-In 1:00 p.m. - 5:00 p.m.
Welcome Reception 5:30 p.m. – 7:00 p.m.

Tuesday, February 22, 2011
Exhibit Hall Open 10:00 a.m. - Noon
Exhibit Hall Closed Noon - 1:00 p.m.
Exhibit Hall Open 1:00 p.m. - 5:30 p.m.
Exhibitor Move Out 5:30 p.m. - 10:00 p.m.

Eligibility
Exhibiting at the Annual Conference is open to C.A.S.H. Associate Members and non-members.

Booth Fees
Premium Island Space: $7,520
Corner Spaces: $1,880
Interior Aisle Spaces: $1,780
Non-Member Premium: Additional $500 per booth

Included in the Booth Fee
• 10’x10’ Exhibit Space
• Standard Booth Sign
• Listing in Conference Program
• Standard Pipe and Drape
• 2 Complimentary Exhibit Hall Only Badges per Booth Space Purchased
• Complimentary List of Conference Attendees in Electronic Format

Not Included in the Fee**
• Attendance to Any Other Part of the Conference Besides the Trade Show
• Carpeting
• Electricity
• Telephones
• Janitorial Service
• Installation of Displays
• Furnishings
• Fork Lift Service

** This is only a partial list of items not included.
All items that must be purchased separately will be included in the Exhibitor Service Kit.

Booth Assignments
Full payment is required with the signed Exhibit Application. Every attempt will be made to assign the booths that are requested on the application form; however, if the requested space is already assigned, C.A.S.H. will assign space based on number of booths purchased, proximity of competitive firms’ booths and the date of receipt of the Exhibit Application and payment. C.A.S.H. reserves the right to modify the exhibit floor layout.

Booth Payment
The total booth rental charge is due with the signed Exhibit Application. Payments (check, money order, or credit card) and other communications should be sent to: C.A.S.H., 1130 K Street, Suite 210, Sacramento, CA 95814. Exhibitors are not permitted to occupy assigned space until all booth costs are paid in full.

Installation & Dismantling
Installation of regular exhibits begins at 1:00 p.m. on Monday, February 21, 2011, and must be completed by 5:00 p.m. Exhibits will close at 5:30 p.m. on Tuesday, February 22. Dismantling may begin when the exhibit hall closes from 5:30 p.m. to 10:00 p.m. Exhibitors found moving out prior to 5:30 p.m. will be charged a $500 penalty and will lose all priority ranking for future shows. No Exceptions. All exhibitor materials must be out of the exhibit hall by 10:00 p.m. Tuesday, February 22. No packing materials or equipment are to be left in the exhibit hall following installation of the exhibit or brought into or removed from the exhibit space during exhibit hours.

Booth Equipment & Services
STL, Ltd. is the official general service contractor for C.A.S.H. An Exhibitor Service Kit will be emailed to confirmed exhibitors. Information and order forms for tables, chairs, carpeting, electrical outlets and other services will be included in this kit. An electronic version of the kit will also be available on the C.A.S.H. website at www.cashnet.org. If you have questions prior to receiving your kit, contact STL at (916) 447-5000.

Facilities & Display Information
Booths are 10’ x 10’ square (see the exhibit hall map on insert) and are equipped with standard framing materials, 8’ high flame-proof drapery back wall and 3’ high side dividers. Each exhibitor receives a 1’ x 3’ identification sign indicating the company name and booth number.

Each exhibitor receives a free listing in the “Conference Information” page on the C.A.S.H. website and a listing in the Conference Program. Listing will be added upon receipt of booth payment and listing authorization on the application. The free listing will continue until March 25 and can be upgraded to a hyperlink to the exhibitor’s website for an additional $100.

Each exhibitor is entitled to a reasonable sight line from the aisle, regardless of the number of booth spaces purchased. Exhibit displays shall not exceed 8’ in height in the back and shall not exceed 4’ in height beyond 5’ from the back wall. If your display does not meet these specifications, contact C.A.S.H. for approval of any exceptions.

Exhibit signs, materials or displays are limited to the assigned space and shall not be permitted in any public space or elsewhere.
Exhibitor Information

in the meeting facility. All exhibits and demonstrations are to be within the bounds of the assigned exhibit space and shall not interfere with aisle space or be outside of the exhibit hall.

Exposed, unfinished sides of exhibit backgrounds must be draped or covered to present an attractive appearance. Backwalls shall be 8’ high and sidewalls shall be 4’ maximum height. No part of an exhibit or its signage may be nailed, taped or otherwise attached to columns, walls, doors or floors in such a manner as to deface or destroy them. If the premises of the facility are defaced or otherwise destroyed by the exhibitor, its agent or representatives, the exhibitor will be liable to the facility for the amount necessary for restoration to its previous condition.

All exhibit material must be flameproof and fire resistant to conform to local fire ordinances and regulations and insurance carriers.

All aisles and exits shall be kept clear at all times. Fire extinguisher equipment shall not be covered or obstructed in any manner.

C.A.S.H. provides for cleaning of aisles and common areas. Exhibitors must maintain their assigned spaces in good order.

Shipping & Material Handling
The Sacramento Convention Center has no facilities for receiving and handling advance shipments. STL, Ltd. will store your freight for up to thirty days prior to the C.A.S.H. Annual Conference and deliver your freight to your booth space to be ready for your arrival. Please refer to the Exhibitor Service Kit for rate information and the order for service. Late shipments that must go directly to the Center must still be consigned to STL for unloading. All shipping information will be included in the Service Kit. Exhibitors who are bringing their own materials, and can unload without assistance, may do so during scheduled exhibitor move-in only.

Union Regulations
Local 950 of the IATSE Union has jurisdiction for all display labor in this facility. Exhibitors who do not require assistance in setting up or tearing down their own displays may do so without hiring union labor.

Rules & Regulations
Each exhibitor is bound by the C.A.S.H. Exhibit Rules and Regulations contained in this prospectus. C.A.S.H. reserves the right to decline or prohibit any exhibit or part thereof which, in its opinion, is not in keeping with the character and spirit of the Exhibit Contract.

C.A.S.H. reserves the right to expel or refuse admittance to any representative of the exhibit whose conduct is, in its opinion, not in keeping with the character and the spirit of C.A.S.H.

Exhibitors may not assign or sublet any portion of their booth(s), nor may they display or advertise goods or services other than those provided by them in the regular course of their business.

Sale or Distribution of Merchandise
Exhibitors may show, display, discuss, explain, or demonstrate items or services in their exhibit space only. Orders for merchandise may be taken; however, no sales (cash or credit card) are permitted.

Prohibited Activities
No interviews, demonstrations, solicitation or distribution of literature will be permitted except in the exhibitor’s space. Samples or souvenirs may not be sold and only those which relate directly to merchandise in the exhibitor’s booth may be distributed. No sideshows, raffles or lotteries which distract from the dignity of the exposition may be held. Exhibitors may not solicit attendees at any time other than the trade show. Violators may be asked to leave the show and will forfeit the right to exhibit at future shows.

Exhibitor Staffing Regulations
Exhibits must be staffed at all times during posted exhibit hours. C.A.S.H. assumes no responsibility for exhibit space during set-up and dismantling.

Exhibitors can pick up name badges on site during move-in. Exhibitors receive two complimentary Exhibit Hall Only badges with each booth purchased. If more than two people will be staffing the booth during the conference, additional Exhibit Hall Only badges must be purchased for $75 each. An application for booth staffing will be sent out in January.

Only employees of the company purchasing booth space may be registered as exhibitors. Badges will be issued only to personnel staffing the booth, as indicated by the designated representative in the Exhibit Contract. Badges must be worn while exhibitor personnel are in the exhibit area.

False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method or device used to assist unauthorized persons to gain entry to the exhibit floor will be cause for expelling the violator from the floor without obligation on the part of C.A.S.H. whatsoever.

Each exhibitor must identify one authorized representative to be responsible for the exhibit for the duration of the trade show. A preconference contact person must also be identified.

Delayed Occupancy
Space not occupied by 6:00 p.m. on Monday, February 21 will be forfeited and the space will be reassigned by C.A.S.H. without refund.

Security
Security service is provided by C.A.S.H. in the exhibit area; however, C.A.S.H. assumes no liability for providing said service. Any irregularities noted by an exhibitor are to be reported to Security and C.A.S.H. Staff.

Liability
C.A.S.H., its officers, directors, members, agents and all organizations and individuals who are employed by C.A.S.H. in conjunction with the Conference shall not be responsible and shall be held harmless for any loss or injury resulting from accident, fire, theft or any cause whatsoever, including, but not exclusively, accident or injury to exhibitors’ property, manufacturers’ demonstration participants, their employees, agents, guests, the public and others, during or subsequent to the C.A.S.H. periods covered by the Exhibit Contract/Application.

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify and hold harmless C.A.S.H., the Sacramento
Concession Center, STL, Ltd., their officers, employees and agents, against all claims, losses and damages to persons and property, governmental charges of fines and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, including outside exhibition areas.

In addition, exhibitor acknowledges that C.A.S.H., the Sacramento Convention Center, STL, Ltd., its officers, employees and agents do not maintain insurance covering exhibitor's property. Exhibitors are advised to obtain business interruption and property damage insurance covering such losses by exhibitors. C.A.S.H., the Sacramento Convention Center, and STL, Ltd., are not responsible for obtaining insurance.

Each exhibitor is responsible for any and all damage to the exhibit area and for any and all claims and demands made in regard to an injury, death or damage to property incurred in or upon the assigned space.

Exhibitors must have their own certificate of insurance.

Booth Cancellations
No refunds will be made after booth assignment if booth(s) remains unsold. Full refunds are available (less a $500 administrative fee) if the booth is resold prior to October 15, 2010. No refunds will be made after October 18, 2010.

Conference Cancellation
Should any contingency prevent the holding of the C.A.S.H. Conference, C.A.S.H. will not be held liable for any expenses (other than the exhibit fee) incurred by the exhibitor; however, exhibit space fees will be refunded.

Exceptions
You must have all exceptions to the rules and regulations of this prospectus granted in writing by C.A.S.H. before February 4, 2011.

Food/Beverage
Classique Catering / Centerplate retains the exclusive right to provide, control and maintain all food and beverage services within the exhibit hall. Please note that no food or beverages (including bottled water) of any kind may be brought into the exhibit hall by any exhibitor. The provision of alcoholic or non-alcoholic beverages, snacks or treats are included under these exclusive rights. All food and beverage samples brought into these premises must have the approval of Classique Catering / Centerplate in writing prior to the event and adhere to the published Sampling Guidelines. For more information, please contact Classique Catering directly at (916) 446-1215.

Volume
Any exhibit producing sound at a volume that is objectionable to other exhibitors will be asked to lower the volume. If this cannot be done to the satisfaction of all, sound production will have to cease.

Music
The playing of live or prerecorded music in your booth may require an individual licensing agreement signed by a representative of your company with either BMI, ASCAP (musical licensing associations), or both. Call either association to check on your particular liability.

Participant Materials
All cylinders containing compressed gasses must be secured to prevent tip-over; exhibitors not complying with this regulation will not be permitted to have such cylinders in the Exhibit Hall.

Sell Outs
It is possible that the number of requests for booth spaces will exceed available space. There are fewer booth spaces than there are Associate Members. If space runs out and you have submitted a payment, you can be put on a waiting list or your payment can be returned. You will be notified for your decision.

Door Prizes
C.A.S.H. will assist all exhibitors with their door prize drawings by making an announcement in the exhibit hall at 5:00 p.m. Each exhibitor will be responsible for conducting their own drawings in their booths and informing C.A.S.H. staff at the exhibit hall of the winners. If you have questions please contact Shannon Mahoney, C.A.S.H. Exhibit Coordinator, at (916) 448-8577 or sfife@m-w-h.com.

Conference Attendees Lists
Exhibitors may receive a complimentary electronic list of attendees one month prior to the conference. Any additional lists prior to the show or the final list of attendees may be purchased for a $200 set-up fee and $.20 per record.

Hospitality Suites
As a courtesy to our attendees, Associate Members (including exhibitors and sponsors) may NOT host hospitality suites or other social functions during the following times:

- Monday, February 21 - 6:00 p.m. - 8:00 p.m.
- Tuesday, February 22 - 7:00 a.m. - 6:00 p.m.
- Wednesday, February 23 - 7:00 a.m. - 4:00 p.m.

Associate members are responsible for coordinating any hospitality suites or other social functions and C.A.S.H. does NOT endorse or advertise such events. Please contact the Hyatt Hotel at (916) 443-1234 or the Sheraton Hotel at (916) 447-1700 directly to reserve a suite.

C.A.S.H. Exhibit Hall Staffing
If you have questions or suggestions, C.A.S.H. staff will be in the exhibit hall at all times during set-up and hall hours, in addition to the STL personnel.

C.A.S.H. Exhibit Hall Staffing
Shannon Mahoney
C.A.S.H. Exhibit Coordinator
1130 K Street, Suite 210
Sacramento, CA 95814
Tel: (916) 448-8577 • Fax: (916) 448-7495
Email: sfife@m-w-h.com
Web: www.cashnet.org
**Affiliated Organizations**
Associated Builders & Contractors

**Architects**
- ARCH-PAC, Inc.
- ATI Architects and Engineers
- beals alliance
- DLR Group
- gkkworks
- LCA Architects, Inc.
- LPA, Inc.
- MVE Institutional, Inc.
- Orcutt/Winslow
- Rainforth Grau Architects **
- Verde Design, Inc.
- Williams + Paddon Architects + Planners
- Windwood Designs **

**Attorneys**
Dannis Woliver Kelley

**Construction Managers**
- Barnhart - Heery
- Bernards
- BRCO Constructors
- C.W. Driver
- Clark & Sullivan
- Cumming LLC
- Diede Construction, Inc.
- EDGE Development, Inc.
- Gafcon
- Harris & Associates
- Heery International, Inc.
- Kitchell
- Landmark Construction
- McCarthy Building Companies, Inc.
- Parsons Brinkerhoff
- Roebelken Contracting
- Rudolph & Sletten, Inc.
- Seville Construction Services
- SGI Construction Management
- Suffolk Construction Company, Inc.
- Sundt Construction, Inc.
- Tilden-Coil Constructors, Inc.
- Turner Construction Company
- URS Corporation

**Consultants & Planners**
California Financial Services
Colbi Technologies, Inc.
Davis Demographics & Planning
DecisionInsight
Gale Associates, Inc.
School Facility Consultants
School Innovations & Advocacy
School Site Solutions, Inc.
The Planning Center
Total School Solutions

**Contractors & Developers**
- Carter-Kelly, Inc.
- Davis Reed
- Eleven Western Buildings, Inc. **
- Logic Domain
- Pencon **

**Energy Consultants**
California Investor Owned Utilities (IOUs)
Chevron Energy Solutions
Eco Friendly Energy Company **
Photon Energy Services **

**Engineers/Licensed Professionals**
- Allana, Buick & Bers, Inc.
- Associated Engineering Consultants, Inc. **
- BSK Associates **
- McIntosh & Associates **

**Environmental Consultants**
- Condor Earth Technologies, Inc.
- Earth Systems companies
- ETS Inc. **
- Group Delta Consultants, Inc. **
- RGA Environmental, Inc.
- RMA Group
- Winzler & Kelly

**Financial Institutions / Consultants**
- Orrick, Herrington & Sutcliffe, LLP
- RBC Capital Markets **

**Floorcovering Consultants**
- CRETSEAL
- FloorTec, Inc.
- Interface FLOR
- Mondo U.S.A.
- The Mohawk Group **
- Western Floor Service, Inc. **

**Furniture**
- Lyon Workspace Products **
- Sierra School Equipment Company
- Virco Mfg., Corporation
Handicap Access
REDD Team
T.L. Shield & Associates, Inc. (S3)
TMP Services, Inc.

HVAC
Airedale
Carrier Northern California
Geary Pacific Corporation
IQAir North America, Inc. **
Mitsubishi Electric **

Inspectors
Stephen Payte DSA Inspecting, Inc.

Labor Compliance
3QC, Inc.

Lighting/Daylighting Consultants
Musco Lighting

Modular Building Manufacturers/Dealers/Suppliers
American Modular Systems, Inc.
Class Leasing
Designed Mobile Systems Ind. (DMSI)
Enviroplex, Inc.
Gary Doupnik Manufacturing, Inc.
JTS Modular
M Space Corporation
Meehles Modular Buildings, Inc.
Mobile Modular Management Corp.
Modern Building Systems, Inc. **
Modular Structures International
Modus Systems
Pac-Van, Inc.
PreFast Buildings
Project FROG™
Saramark, Inc.
Silver Creek Industries
Williams Scotsman

Other
Collier Building Specialties **
ECOBAJA, INC.
Enagic USA, Inc. **
Keenan & Associates
McGraw - Hill Construction
National Carport Industries
Phoenix Modular Elevator, Inc. **
Quiel Bros. Sign Company
Rain Bird Corporation
RWP Fiber Fall
School Specialty Inc. **
Schooldude.com
Shade Structures
Skyco Shading Systems, Inc. **
Southern Bleacher Company
SyTech Solutions, Inc.
Tri-Dim Filter Corporation **
Univeral Seating Co. **
Valley Carports
Westport Innovations
Woodworks **

Outdoor Recreation Equipment Dealers/Suppliers
Dave Bang Associates, Inc.
NSP3
Tot Turf by Robertson Industries, Inc.

Pools
Myrtha Pools **

Program Managers
ARCADIS
Vanir Construction Management, Inc.

Restroom Equipment Suppliers
Service Oriented Sales

Roofing
GAF Materials Corporation, **
Garland Company
Henry Company
Progressive Roofing
Sika Sarnafil
Tremco, Inc.

Security/Fire Detection Consultants
Bay Alarm Company, Inc.
Ingersoll Rand Security Technologies
Opening Technologies, Inc.
Surveillance Systems Integration

Solar
Solar Monkey
SunPower Corporation Systems **

Sports Field Equipment and Surfacing
Atlas Tracks, Inc. **
California Track & Engineering, Inc.
Fieldturf
Flexsand/Mineral Visions
Gill/Porter Athletics **
Hellas Construction, Inc.
SportsEdge
SportsField Specialties, Inc.
Synthetics International **

Technology/Telecommunications
Cisco Systems **
EXHIBITOR OPPORTUNITIES:

☐ Yes! I would like to exhibit at the C.A.S.H. 32nd Annual Conference.

BOOTH LOCATION:

We request that our exhibit space NOT be next to: ____________________________________________

(We will make every effort to honor your request; however, we cannot guarantee that all requests can be honored.)

Send All Correspondence to:
Contact: __________________________________________________________
Company: _______________________________________________________
Address: _________________________________________________________
City: __________________________ State: ____ Zip: __________
Phone: (____)_________ Fax: (____)_________ Email: _____________________________

Use the Following Information in Conference Materials (if different from above):
Contact: _______________________________________________________
Company: _______________________________________________________
Address: _________________________________________________________
City: __________________________ State: ____ Zip: __________
Phone: (____)_________ Fax: (____)_________ Email: _____________________________

Company Description (Please describe your company’s products or services in 75 words or fewer):
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

EXHIBIT BOOTH FEES:
Booth(s) __________
Premium Island @ $7,520 __________________
Inside Aisle @ $1,780 __________________
Corner @ $1,880 __________________
Non-Member Premium @ Additional $500/booth __________________
Web Link @ $100 __________________
Web Address __________________

TOTAL DUE $__________

PAYMENT INFORMATION:

☐ Check • Credit Card: ☐ American Express ☐ MasterCard ☐ VISA
Card # __________________________
Exp. Date: ____________________ CC Security#
Name on Card: _______________________
Signature: ________________________

☐ Check this box if you would like to receive a copy of your credit card receipt by email.

MAIL OR FAX COMPLETED APPLICATION TO:
C.A.S.H. 32nd Annual Conference
1130 K Street, Suite 210
Sacramento, CA 95814
Phone: (916) 448-8577 • Fax: (916) 448-7495
Sponsor Information

SPONSORSHIP BENEFITS

► Recognition in pre-conference email promotions
► Logo recognition in a multi-screen PowerPoint presentation featured during the General Sessions
► Recognition in onsite conference materials and on conference signage
► Post-conference recognition on the C.A.S.H. website and in the CASH Register newsletter

Exclusive Sponsorship Opportunities

(ONE SPONSOR ONLY)

Conference Program ($11,000)
Take advantage of this high visibility sponsorship opportunity. The Conference Program Sponsor will receive a full-page, four-color ad on the back cover of the C.A.S.H. Annual Conference Program, which will be distributed to over 1,200 attendees.

Sponsor: Meehleis Modular Buildings, Inc.

Room Key Cards ($11,000)
Check into the C.A.S.H. Annual Conference by becoming the Room Key Card Sponsor. Your name, logo, and contact information will be printed on over 1,700 room keys distributed by the major conference hotels.

Sponsor: RBC Capital Markets

USB Flash Drive ($10,000)
Maximize your visibility at the conference by becoming the exclusive USB Flash Drive Sponsor. All workshop handouts received prior to the conference will be loaded on the drive and distributed to over 1,200 attendees.

School Tour ($5,000)
Take your show on the road by sponsoring the C.A.S.H. Annual Conference School Tour. The School Tour Sponsor will have the opportunity to play a video inside the bus about the company’s products and services. The sponsor will also receive signage at the bus loading area and throughout the conference.

Reserve Sponsorship Opportunities

(LIMITED NUMBER OF SPONSORS)

Conference Tote Bags (Limit of 8 firms • $5,990/firm)
Want to be seen around the conference? Become a Conference Tote Bag Sponsor. Each sponsor’s logo will be printed on the conference tote bags, which are distributed to over 1,200 attendees. This year’s tote bag will be environmentally friendly.

Reception Trays (Limit of 2 Firms • $3,330/firm)
Reception tray sponsors receive maximum visibility at this well-attended reception. Each sponsor’s logo will be embossed on individual serving trays used at the Trade Show Reception on Tuesday, February 22, 2011.
Select Sponsorship Opportunities

(UNLIMITED NUMBER OF SPONSORS)

Internet Cafés ($3,330/firm)
The Internet Cafés are areas of the Sacramento Convention Center where attendees can utilize complimentary high-speed Internet access during the conference. Sponsors receive recognition on full-length panels and signs at the kiosks on the main level of the Convention Center and in the Exhibit Hall.

Current Sponsors:

Welcome Reception (Monday, February 21 • $3,000/firm)
Join C.A.S.H. in kicking off our 32nd Annual Conference by sponsoring the Welcome Reception on Monday, February 21. Sponsors will have their names announced at the reception during the C.A.S.H. Annual Conference Golf Awards.

Conference Break Service ($2,660/firm)
Break out from the crowd by sponsoring the Conference Break Service. Sponsors receive signage at multiple break service stations on the main level of the Convention Center.

Current Sponsors:

Deluxe Coffee Cart ($2,660/firm)
The coffee cart is operated by a professional coffee service and provides attendees with complimentary mochas and lattés. Carts are placed in the Exhibit Hall and on the main level of the Convention Center. Sponsors receive signage adjacent to the carts.

Current Sponsors:

Continental Breakfast (Tuesday, February 22 • $2,000/firm)
Rise and shine at the 32nd Annual Conference by becoming a Continental Breakfast Sponsor. Sponsors receive signage at each continental breakfast station in the Convention Center on Tuesday, February 22, 2011.

Trade Show Dessert Service (Tuesday, February 22 • $2,000/firm)
Following the General Session luncheon on Tuesday, February 22, attendees are invited to enjoy dessert in the Exhibit Hall. Sponsors are acknowledged on place cards at each General Session table on Tuesday, February 22 and on signage placed at each dessert station.

Maintenance Network Breakfast (Wednesday, February 23 • $2,000/firm)
Gain access to the over 150 school district and affiliate members of the C.A.S.H. Maintenance Network by sponsoring the Maintenance Network Breakfast on Wednesday, February 23. Sponsors receive signage at this event.

Current Sponsors:

Maintenance Network Reception (Wednesday, February 23 • $2,000/firm)
Gain access to the over 150 school district and affiliate members of the C.A.S.H. Maintenance Network by sponsoring the Maintenance Network Reception on Wednesday, February 23. Sponsors receive signage at this event.

Trade Show Reception (Tuesday, February 22 • $2,000/firm)
Join Conference Attendees at a reception on Tuesday, February 22 to close out the Annual Conference Trade show. Sponsors receive signage at the reception.

Academy Reception (Monday, February 21 • $500/firm)
**SPONSORSHIP OPPORTUNITIES:**

- **Conference Program:** SOLD  
  $11,000/firm (Limit 1 firm)
- **Room Key Cards:** SOLD  
  $11,000/firm (Limit 1 Firm)
- **USB Flash Drive:**  
  $10,000/firm (Limit 1 Firm)
- **School Tour:**  
  $5,000/firm (Limit 1 Firm)
- **Conference Tote Bags:**  
  $5,990/firm (Limit 8 Firms)
- **Reception Trays:**  
  $3,330/firm (Limit 2 Firms)
- **Internet Cafés:**  
  $3,330/firm
- **Welcome Reception:**  
  $3,000/firm (Monday, Feb. 21, 2011)
- **Conference Break Service:**  
  $2,660/firm
- **Deluxe Coffee Cart:**  
  $2,660/firm
- **Continental Breakfast:**  
  $2,000/firm (Tuesday, Feb. 22, 2011)
- **Trade Show Dessert Service:**  
  $2,000/firm (Tuesday, February 22, 2011)
- **Trade Show Reception:**  
  $2,000/firm (Tuesday, February 22, 2011)
- **Maintenance Network Breakfast:**  
  $2,000/firm (Wednesday, February 23, 2011)
- **Maintenance Network Reception:**  
  $2,000/firm (Wednesday, February 23, 2011)
- **Academy Reception:**  
  $500/firm (Monday, February 21, 2011)

Send All Correspondence to:

**Company:**

**Address:**

City: __________________________  State: ___  Zip: __________________________

Phone: (______)_________  Fax: (______)_________  Email: __________________________

Use the Following Information in Conference Materials *(if different from above):*

**Company:**

**Address:**

City: __________________________  State: ___  Zip: __________________________

Phone: (______)_________  Fax: (______)_________  Email: __________________________

**Company Description** *(Please describe your company’s products or services in 75 words or fewer):*

_______________________________________________________________________________________________________________

_______________________________________________________________________________________________________________

_______________________________________________________________________________________________________________

_______________________________________________________________________________________________________________

**TOTAL DUE $___________**

**PAYMENT INFORMATION:**

- **Check**  
  - **Credit Card:**  
    - American Express  
    - MasterCard  
    - VISA
  
  Card #: __________________________  
  Exp. Date: __________________________  
  CC Security#: __________________________

  **Name on Card:** __________________________

  **Signature:** __________________________

- **Check this box if you would like to receive a copy of your credit card receipt by email.**

**MAIL OR FAX COMPLETED APPLICATION TO:**

C.A.S.H. 32nd Annual Conference
1130 K Street, Suite 210
Sacramento, CA  95814
Phone: (916) 448-8577  •  Fax: (916) 448-7495