



LA JAMAÏQUE
Fort Louis
S. Christophe
S. Johnstons
Rondano
Monserat
Luis Loup
Morne
Cancabel
D. de Sabile
P. du N. Ouel
P. de Negrillo
Palmetto B.
Blowfield
Blak

LAND OF DISCOVERY

AT THE CACM EXPO



**LAW SEMINAR & EXPO
SPONSORSHIP OPPORTUNITIES CATALOG**

NORTHERN CALIFORNIA

Santa Clara Convention Center
Hyatt Regency
Santa Clara
January 24-25, 2019

SOUTHERN CALIFORNIA

The Disneyland Hotel &
Convention Center
Anaheim
March 14-15, 2019

LAND OF DISCOVERY AT THE CACM EXPO

MAXIMIZE YOUR PRESENCE AT CACM'S LAW SEMINAR & EXPOS, THE MOST HIGHLY ANTICIPATED EVENTS OF THE YEAR!

More than 1,100 managers come together for these two-day events providing them with up-to-the minute legislative information from California legal experts and an exhibit hall packed with the latest offerings from industry service providers like you.

SPONSOR BOTH EXPOS & SAVE!

CONFERENCE BAG SPONSOR \$10,000 SINGLE EXPO | \$16,000 EXCLUSIVE FOR BOTH EXPOS

- **Priority booth registration (deadline applies)**
- \$800 discount on exhibitor booth cost
- Company name/logo on conference bag
- Distribution of company promotional piece in bag, if desired (CACM pre-approval required)
- Featured sponsor icon on event app menu screen
- Complimentary enhanced listing on the event app* (\$400 savings)
- Complimentary 90-day standard banner ad on CACM website (\$750 savings)
- Logo recognition on signage at event
- Recognition in Vision magazine, promotional mailings and event app
- Six tickets for company representatives to Welcome Reception
- Logo as link to sponsor website in email promotions and on CACM website



SPONSOR BOTH EXPOS & SAVE!

CONFERENCE LANYARD SPONSOR \$8,000 SINGLE EXPO | \$12,000 EXCLUSIVE FOR BOTH EXPOS

- **Priority booth registration (deadline applies)**
- \$500 discount on exhibitor booth cost
- Company name/logo on lanyards
- Featured sponsor icon on event app menu screen
- Complimentary enhanced listing on the event app* (\$400 savings)
- Complimentary 90-day standard banner ad on CACM website (\$750 savings)
- Logo recognition on signage at event
- Recognition in Vision magazine, promotional mailings and event app
- Four tickets for company representatives to Welcome Reception
- Logo as link to sponsor website in email promotions and on CACM website

SOLD



EXCLUSIVE! ONE AVAILABLE!

EVENT PHOTOGRAPHER SPONSOR | \$5,000

- **Priority booth registration (deadline applies)**
- Company name/logo on photographer's vest, visible for both days of the conference
- Business card with photo gallery link and sponsored by company name/logo
- Post event, logo branding on all photos loaded to the CACM online photo gallery for viewing
- Inclusion in the post event thank you message from CACM providing attendees with the link for viewing photos
- Complimentary enhanced listing on the event app* (\$400 savings)
- Complimentary 60-day standard banner ad on CACM website (\$500 savings)
- Three tickets for company representatives to Welcome Reception
- Logo as link to sponsor website in email promotions and on CACM website



Images displayed in this catalog are for demonstration purposes only and are not meant to be an actual representation of sponsorship benefit.



**BRAND YOUR BUSINESS AS A LEADER
IN THE INDUSTRY!**

These over-arching sponsorship opportunities position your company as a “who’s who” within the community management industry.

EXCLUSIVE! ONE AVAILABLE!

SOLD

NAME BADGE SPONSOR | \$3,500

- Company logo printed on all attendee badges
- Complimentary enhanced listing on the event app* (\$400 savings)
- Three tickets for company representatives to Welcome Reception
- Link to sponsor website in email promotions and on CACM website



EXCLUSIVE! ONE AVAILABLE!

REGISTRATION SPONSOR | \$2,500

- Company name/logo on electronic confirmation received by all attendees
- Signage at the registration desk
- Complimentary enhanced listing on the event app* (\$400 savings)
- Three tickets for company representatives to Welcome Reception
- Link to sponsor website in email promotions and on CACM website



EXHIBIT HALL AISLE SIGN | \$1,500 (LIMIT ONE PER AISLE)

Imagine having your company logo and booth number on a selected aisle sign! Attendees depend upon the directional aisle signs in the exhibit hall to navigate through the floor effectively. What a unique opportunity to increase your company’s visibility and remind attendees to come visit your booth!

- Aisle sign, 2’ x 3’, in full color
- Link to sponsor website in email promotions and on CACM website



ENTERTAINMENT SPONSOR | \$1,000

- Company recognition from entertainment
- Opportunity to provide a prize drawing on stage during the entertainment introduction
- Sign featuring company name/logo near entertainment
- Two tickets for company representatives to Welcome Reception
- Link to sponsor website on CACM website



LAW SEMINAR EDUCATION SCHOLARSHIP FUND | \$500

- Show your commitment to education and professional development within the community management industry. This is a must-sponsor for those businesses unable to attend the Seminar.
- Dedicated social media thank you message with company website link on CACM’s Facebook and LinkedIn pages for each \$500 individual manager scholarship provided
- Provides CACM Law Seminar attendance for one community manager
- Link to sponsor website on CACM website





WE LIVE IN A DIGITAL WORLD AND OUR INDUSTRY IS EMBRACING THE VALUE, EFFICIENCY AND PRODUCTIVITY PROVIDED BY TECHNOLOGY.

Meet, connect and build relationships with managers that leaves an impressive digital footprint for your business. A must-sponsor for businesses that offer online services!

EXCLUSIVE! ONE AVAILABLE!

EXHIBIT HALL WiFi SPONSOR | \$4,000

- Company name/logo recognition on WiFi page
- Notification and signage to attendees of WiFi sponsor
- Complimentary enhanced listing on the event app* (\$400 savings)
- Complimentary 60-day standard banner ad of CACM website (\$500 savings)
- Three tickets for company representatives to Welcome Reception
- Link to sponsor website in email promotions and on CACM website



EXCLUSIVE! ONE AVAILABLE!

EVENT APP EXPERIENCE SPONSOR | \$4,000

SOLD

The Event App Experience package provides maximum sponsorship exposure on the event app for a period of one year and all materials will be available for viewing and download throughout the year.

- Rotating banner ad (ad rotates at the top of the app dashboard page and click through to a full-screen app landing page)
- Multi-media video message (sponsor provided video is downloadable from the exhibitor profile)
- Two push notifications to drive attendees to your booth (one notification per day)
- Exhibitor directory row highlighting (background color draws attention to the sponsor's listing in the exhibitor directory)
- Exhibitor's booth space is colorized on the interactive exhibit floor map
- Complimentary enhanced listing on the event app* (\$400 savings)
- Three tickets for company representatives to Welcome Reception
- Link to sponsor website in email promotions and on CACM website

NEW!



EVENT APP BANNER AD & LANDING PAGE PACKAGE | \$1,000 (FIVE AVAILABLE)

Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

- Rotating banner ad (rotates at the top of the app's Dashboard page and provides click through to a Full Screen App Landing Page)
- Full Screen App Landing Page (customized page about your product, services or Expo specials will lead attendees to exhibitor listing or your company's website address)

EVENT APP PUSH NOTIFICATION ALERTS | \$1,000 (FOUR AVAILABLE PER DAY)

Push notification alerts for both Apple and Android app versions will make it easy for users to simply tap the message to open the app and be taken to the alert message. Ways to make the most of your push notifications:

- One push notification to drive traffic to your booth with a giveaway or other on-site promotion
- Exhibitors can send attendees an "after event message alert" with a special offer through the app

EVENT LISTING ENHANCEMENTS

Designed to promote maximum engagement between you and the manager attendees. Exhibitors and Sponsors automatically receive a basic listing that includes company name, website and booth number, but there are plenty of ways to make your listing stand out from the rest:

- Add your company description, logo, social media links or PDF collateral to your listing: \$100 each or \$350 for complete enhancement package (save \$50)
- Additional categories: \$100 each (select categories from last page of contract)
- Additional category listings ensure managers can find your business under all the services you offer (select categories from last page of contract)

DIGITAL BANNER ADS ON CACM WEBSITE | \$625 - \$1,125 (PLACEMENT BASED)

Advertise your booth space before the Expo begins! An eye-catching marketing opportunity to gain visibility and draw attendees to your booth. Your banner ad on the CACM website allows you to be seen by thousands of visitors and provides a hotlink to your company website. Special 6-month pricing for Exhibitors and Sponsors (savings of 50%). Banner ads can be changed after the Expo.



NETWORKING SPONSORSHIPS: LET THE MANAGERS COME TO YOU!

These stand-out sponsorships provide your company a unique visibility opportunity. In these personal sponsorships, managers in attendance will seek you out during the seminar giving you the opportunity to have a more focused interaction.

EXCLUSIVE! ONE AVAILABLE!

GENERAL SESSION SPONSOR | \$3,000

- Logo, website and 100 word company bio on session materials
- A six-foot draped table for the display of marketing materials outside session room
- Complimentary enhanced listing on the event app* (\$400 savings)
- Three tickets for company representatives to Welcome Reception
- Link to sponsor website in email promotions and on CACM website



EXCLUSIVE! ONE AVAILABLE!

PRE-EVENT SPONSOR | \$2,500

- Meet and greet community managers and executives (invitation only event)
- Signage at the pre-event
- Complimentary enhanced listing on the event app* (\$400 savings)
- Three tickets for company representatives to Welcome Reception
- Link to sponsor website in email promotions and on CACM website



EXCLUSIVE! ONE AVAILABLE!

PROFESSIONAL DEVELOPMENT SPONSOR | \$2,000

- Sponsor Pre-Law Seminar CACM Certification Courses (Wednesday)
- Meet and welcome new community managers to the industry
- A six-foot draped table for the display of marketing materials outside session room
- Two tickets for company representatives to Welcome Reception
- Link to sponsor website on CACM website



WELCOME RECEPTION DRINK TICKET SPONSOR | \$2,000

- Drink tickets (75 personalized tickets with your company name as the sponsor) to pass out to attendees
- Company name/logo recognition on signage at Welcome Reception
- Complimentary enhanced listing on the event app's exhibitor page* (\$400 savings)
- Three tickets for company representatives to Welcome Reception
- Link to sponsor website in email promotions and on CACM website



CONTINENTAL BREAKFAST SPONSOR | \$2,000 | ONE AVAILABLE PER DAY

- A six-foot draped table for the display of marketing materials in breakfast area
- Company name/logo recognition on signage near breakfast
- Two tickets for company representatives to Welcome Reception
- Link to sponsor website on CACM website



EDUCATION SESSION SPONSOR | \$1,250 | NINE AVAILABLE

- Company logo, website and 50-word company bio on session materials
- A six-foot draped table for the display of marketing materials outside session room
- Two tickets for company representatives to Welcome Reception
- Link to sponsor website on CACM website



LUNCHEON SPONSOR | \$1,000 | MUST BE AN EXHIBITOR

- Luncheon table sign featuring company name/logo
- Invite manager attendees to join you for lunch
- Two tickets for company representatives to Welcome Reception
- Link to sponsor website on CACM website



COFFEE/REFRESHMENT BREAK SPONSOR | \$1,000

- Company name/logo recognition on sign near coffee/refreshments for breaks
- Meet manager attendees at the coffee station
- Two tickets for company representatives to Welcome Reception
- Link to sponsor website on CACM website



GAMIFICATION EXPERIENCE SPONSOR | \$1,000 | TEN AVAILABLE

Following our theme "Land of Discovery," this interactive treasure map will take manager attendees on a journey to discover the hidden treasures the expo hall has to offer. Ensure your booth is one of the stops along the way with this customized experience.

- Sponsor's booth will be a location on the treasure map
- Attendees will stop at sponsor's booth to obtain a custom code to unlock their next discovery
- Provides an opportunity to connect with manager attendees in a fun and engaging way
- Link to sponsor website in email promotions and on CACM website



WELCOME RECEPTION SPONSOR | \$1,000

- Three tickets for company representatives to Welcome Reception
- Company name recognition on signage
- Link to sponsor website on CACM website





CACM TV: NEW FOR 2019!

NEW!

CACM is excited to be creating custom video content to broaden the reach of the community management industry by bringing the power of video production to our Law Seminar experience! Distribution will include posting to the mobile app, playing in a video player online, included in a daily email blast to CACM's member database (whether they are present or not at the event), broadcast on the host hotel channel and played on TV monitors on-site near the Expo entrance.

EXCLUSIVE! ONE AVAILABLE!

CACM TV TITLE SPONSORSHIP & CUSTOM MARKETING VIDEO CREATION | \$20,000

Get exposure while you build your brand! Elevate your brand within the industry by being an integral part of the event experience. Leave the event with your marketing dollars well spent in the form of a fully produced commercial for your business ready to showcase on your website or social media channels. This limited sponsorship opportunity provides you with access to an award-winning video production team that will create a custom, up-to-date marketing video for your business. No need to worry about scheduling or hiring the crew, you are already at the show and CACM has done the work to hire the best in the business!

- **Priority booth registration (deadline applies)**
- Mention of exhibitor's name and logo in all pre-event and daily videos
- Creation of a 2-3 minute advertorial TV segment that demonstrates the exhibitor's product or markets their service
- Creation/insertion of an exhibitor-provided commercial of up to 30 seconds based on your messaging
- Exhibitor's logo in opening animation of daily headlines
- Daily news taped in front of exhibitor's booth

DAILY TV NEWS

The video production team will produce a 5 to 7 minute news report summarizing the Law Seminar & Expo highlights for each day from Wednesday - Friday. The Daily TV News will include "man on the street" soundbites, not-to-miss moments, one-on-one interviews with attendees, speakers, industry thought leaders and will include exhibitor's 30-second commercial.

DISTRIBUTION CHANNELS

- Mobile App
- Social Media
- Closed caption tv in the host hotel
- Event recap to ALL membership
- Nightly email to all attendees
- Featured on CACM website
- Long shelf life: Used year-round to promote upcoming events

CACM 2019 Law Seminar & Expo Sponsorship Contract

COMPANY NAME (PLEASE PRINT CLEARLY)

EVENT CONTACT

ADDRESS

CITY/STATE/ZIP

PHONE

EMAIL (REQUIRED)

WEBSITE (REQUIRED)

TOTAL DUE

Check payable to CACM Visa MasterCard
 Amex Discover

CARD NUMBER

EXP. DATE

CVV CODE

CARDHOLDER NAME

EXPIRATION DATE (REQUIRED)

AUTHORIZED SIGNATURE

APPROVED BY

TITLE

YES, PLEASE EMAIL A CREDIT CARD RECEIPT TO

EMAIL ADDRESS FOR RECEIPT

I acknowledge and accept all terms and policies on this form.

SIGNATURE

PRINT NAME

TITLE

DATE

LAW SEMINAR & EXPO SPONSORSHIPS

	NORTHERN CALIFORNIA	SOUTHERN CALIFORNIA
CACM TV Title Sponsor \$20,000	<input type="checkbox"/>	<input type="checkbox"/>
Expo Conference Bags Sponsor \$10,000	<input type="checkbox"/>	<input type="checkbox"/>
Expo Conference Bags Exclusive \$16,000	<input type="checkbox"/>	<input type="checkbox"/>
Conference Lanyards Sponsor \$8,000	<input type="checkbox"/>	<input type="checkbox"/>
Conference Lanyards Exclusive \$12,000	<input type="checkbox"/>	<input type="checkbox"/>
Event Photographer Sponsor \$5,000	<input type="checkbox"/>	<input type="checkbox"/>
Event App Experience \$4,000	<input type="checkbox"/>	<input type="checkbox"/>
Exhibit Hall Wi-Fi Sponsor \$4,000	<input type="checkbox"/>	<input type="checkbox"/>
Name Badge Sponsor \$3,500	<input type="checkbox"/>	<input type="checkbox"/>
General Session Sponsor \$3,000	<input type="checkbox"/>	<input type="checkbox"/>
Pre-Event Sponsor \$2,500	<input type="checkbox"/>	<input type="checkbox"/>
Registration Sponsor \$2,500	<input type="checkbox"/>	<input type="checkbox"/>
Continental Breakfast Sponsor \$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Professional Development Sponsor \$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Welcome Reception Drink Tickets \$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Exhibit Hall Aisle Sign \$1,500	<input type="checkbox"/>	<input type="checkbox"/>
Education Session Sponsor \$1,250	<input type="checkbox"/>	<input type="checkbox"/>
Coffee/Refreshment Sponsor \$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment Sponsor \$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Event App Banner Ad and Landing Page \$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Event App Push Notification \$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Gamification Experience Sponsor \$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Luncheon Sponsor \$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Welcome Reception Sponsor \$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Law Seminar Scholarship Fund \$500	<input type="checkbox"/>	<input type="checkbox"/>

EVENT LISTING ENHANCEMENTS

6 month CACM Premium Banner Ad** \$1,125	<input type="checkbox"/>	<input type="checkbox"/>
6 month CACM Standard Banner Ad* \$625	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitor/Sponsor Company Bio \$100	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitor/Sponsor Logo \$100	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitor/Sponsor Promotional Flyer \$100	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitor/Sponsor Social Media Links \$100	<input type="checkbox"/>	<input type="checkbox"/>
Complete Enhancement Package \$350 (save \$50)	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitor/Sponsor Additional Service Category \$100 (per category)	<input type="checkbox"/>	<input type="checkbox"/>



EMAIL YOUR CONTRACT TO
marketing@cacm.org

OR MAIL:
California Association of Community Managers, Inc.
23461 South Pointe Dr., Ste. 200
Laguna Hills, CA 92653

TERMS: Full payment must accompany signed contract. CACM reserves the right to refuse any contract or to cancel any contract it deems appropriate to avoid conflicts of interest. Prepayment is required prior to all events. Cancellation of sponsorship contract will result in a 50% processing fee, plus related costs. No refund will be given within 120 days of event. Refunds or cancellations cannot be made after any promotional materials have been created.

NOTE: Sponsorships are reserved on a first come, first serve basis and does not include entrance to the exhibit hall.

*Enhanced listing includes: logo, company description, and contact information, link to website and social media sites and link to company collateral/PDF

**The advertiser is responsible for providing all digital artwork matching CACM specifications and related information (such as website URL link) prior to banner ad placement. CACM reserves the right to determine ad placement location on the site and the right to withdraw or deny placement of a banner ad which it determines in its sole discretion to be inappropriate.

Listing Enhancement Categories

A

- Access Controls
- Accountants
- Acoustical Engineers/Consultants
- ADA Compliance
- Air Conditioning & Heating Services
- Animal Control Services
- Arbitrators & Mediators
- Architects
- Asphalt Repair & Paving
- Assessment Collection Services
- Attorneys
- Awnings

B

- Backflow Services
- Billing Documents & Services
- Builders & Developers

C

- Cable Communication Services
- Chimney Repairs & Services
- Community Association Consulting
- Computer Products & Services
- Concierge Services
- Concrete Products & Services
- Construction Defect Analysis
- Construction Management Consultants
- Credit Reporting

D

- Decking Products & Services
- Drone Inspections

E

- Election Administration
- Electrical Contractors
- Elevator Products & Services
- Employment Services & Consulting
- Energy Management
- Energy Providers
- Engineering Services/Consultants
- Environmental Products & Services
- Escrow Documents
- Expert Witness

F

- Fencing, Gates & Doors
- Financial Management
- Financial Services
- Fire Safety
- Fitness Equipment & Services
- Flooring
- Foreclosures

G

- Garage Doors
- General Contractors
- Geotechnical Consulting & Investigation
- Graffiti Removal
- Green Products & Services

H

- Hazardous Materials Management

I

- Insurance Agency
- Insurance Valuations
- Interior Design Products & Services
- Internet Services
- Investment Counselors

J

- Janitorial Services

L

- Lake & Stream Management
- Landscape Consulting
- Landscape Design Services
- Landscape Maintenance
- Landscape Materials & Supplies
- Laundry Facility Services
- Leak Prevention & Detection
- Lighting Services
- Locksmith Services

M

- Mailbox Installation
- Maintenance & Repairs
- Maintenance Manuals & Consulting
- Management Services
- Management Software Solutions
- Mold Specialists

P

- Paint Manufacturers & Consultants
- Painting Contractors
- Parking Enforcement
- Parliamentarians
- Patio Furniture & Restoration
- Pest Control Services
- Pet Waste & Removal
- Playground Products & Services
- Plumbing & Boiler Repairs
- Pool Maintenance & Services
- Pool Repair & Resurfacing Services
- Power Washing & Steam Cleaning
- Printing & Publications
- Property & Real Estate Services
- Public Adjuster

R

- Rain Gutters
- Recreation Facility Services
- Reserve Study Firms
- Restoration Services - Emergency
- Restoration Services - Structural
- Restroom Restoration
- Risk Management
- Roof & Water Consultants
- Roofing Contractors
- Roofing Products

S

- Security Services & Systems
- Senior Services
- Sewer/Septic Cleaning
- Shade Covers
- Siding Products & Services
- Signs
- Site Plans & Maps
- Slurry Seal, Sealcoat & Striping
- Solar Products & Services
- Street Sweeping Services
- Structural Engineers

T

- Technology Services
- Tennis Court Maintenance & Repair
- Termite Control Services
- Towing Services
- Trade Associations
- Tree Services

U

- Utility Auditors

V

- Vendor Compliance

W

- Waste Management & Services
- Waste Removal Services
- Water Management & Services
- Water Feature Maintenance
- Water Truck Service
- Waterproofing
- Weatherproofing
- Web Design
- Window Cleaning Services
- Window Replacement