

CACM's Explore the Future

**20th Annual Exposition & Conference
Disneyland Hotel / July 28 – 29, 2011**

EXHIBITOR GUIDELINES

REGISTRATION

Registration for Exhibitors will take place at the CACM Official Registration area, adjacent to the Exposition Hall on the following days:

Wednesday, July 27	~	12:00 pm - 5:00 pm
Thursday, July 28	~	7:30 am - 4:00 pm
Friday, July 29	~	8:30 am - 2:00 pm

It is strongly recommended that exhibitors register on Wednesday, July 27th during their allotted set-up time. All Exhibitors must wear badges at all CACM events during the Show. Badge orders must be finalized by July 14, 2011. Badge changes and/or additions after that time will result in a \$25.00 processing fee.

EXHIBITOR DRAWINGS

Official Exhibitors may provide an opportunity for managers and management staff attending the EXPO to participate in prize drawings to be awarded during the Closing Reception on Friday. Exhibitors will draw names for winners before the opening of the Closing Session. Prize drawings shall not have a value in excess of \$300.00 and should be easily transportable.

OFFICIAL SET-UP, TEAR-DOWN, AND EXHIBIT HOURS:

Wednesday, July 27

Set - Up ~ 1:00 pm – 5:00 pm

Show opens at 11:00 am on Thursday. It is essential for all exhibitors to complete booth set-up on Wednesday.

Thursday, July 28

Show Opens with Lunch ~ 11:00 am – 2:00 pm

Show Closes for Day ~ 2:15 pm

Friday, July 29

Show Opens with Lunch ~ 11:00 am – 2:00 pm

Exhibitor Tear-Down ~ 2:15 pm – 5:00 pm

Note: Early teardown will NOT be permitted. Any Exhibitor attempting to tear down before 2:15 pm on Friday, July 29th, will not be permitted to exhibit in 2012.

EXHIBIT SPACE INFORMATION

SET-UP

- All pipe and drape, tables and chairs will be set-up on Wednesday, July 27th, between the hours of 8:00 am - 1:00 pm.
- **No Exhibitor will be allowed to set-up prior to 1:00 pm on this day.**

BOOTH CONFIGURATION

- All Exhibit Booths are 10 feet wide and 8 feet deep, unless otherwise indicated.
- All Booths consist of an 8-foot high back drape; 36" high side dividers; and a one-line identification sign with the Exhibitor's name. Exhibitors may display their own signage as long as it does not exceed the parameters of the booth. If your booth will block the signage hanging from the back drape, please make sure that your booth number is displayed.
- Height restrictions are 8 feet. Displays exceeding this limit must obtain permission from CACM prior to installation. All fixtures must be "finished." Any variation from the CACM Exhibitor Contract must be approved by CACM at least 60 days prior to the event.

DRAPE COLOR

- The side and back panels of each booth will be draped in black.

ELECTRICAL

- Each booth will be wired with one (1) 500-watt outlet at no extra charge. Determine how much electricity you will need and act accordingly. **Overloading your outlet will cause disruption not only to you, but to several booths around you.** Additional outlets, outlets with a higher wattage, extension cords, etc. must be arranged between the individual exhibitor and Western Event Service. CACM assumes no responsibility for these types of arrangements or additional services ordered by individual exhibitors.

EXTRAS

- Additional services, such as floral arrangements, props, storage and transportation, may be arranged with Western Event Service - the official CACM trade show services company. Such services are contracted separately. CACM assumes no responsibility for "extra" charges incurred by the Exhibitor.

WESTERN EVENT SERVICE

1970 Williams St.
San Leandro, CA 94577
510-430-0510 / 510-430-0511 FAX
Contact: Dave Best
www.WesternEventService.com

HELPFUL HINTS

- Please wear your Exhibitor Badge at all times. It is your ticket to all EXPO events, including the General Sessions. Remember, it is against the law to sell trade show badges.
- Exhibitor booths **must be manned at all times during official Show hours.**
- Vendors who are not official CACM exhibitors are not permitted to distribute written materials or solicit in the Exhibit Hall. Please advise the CACM staff or hotel security of any unauthorized solicitation you may witness.
- **Guests**, such as celebrity impersonators, photographers...etc., must be registered with CACM, as any other booth staff personnel. **Applicable badge fees will apply.**
- Early teardown **will not** be permitted under any circumstances.

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