

2021
OPPORTUNITIES

**GREAT
VALUE!**



**California Special
Districts Association**

Districts Stronger Together

OPPORTUNITIES TO CONNECT

Connecting CSDA Business Affiliates with special district leaders.



Connecting CSDA Business Affiliates with special district leaders.






**California Special
Districts Association**
Districts Stronger Together

Go for the Gold

Helping Businesses Connect with Special District Leaders

Gold
members are
acknowledged
in every issue
of *California
Special
Districts!*

	\$2,500	\$1,000	\$750
Business Affiliate Member Benefits	Gold 	Silver 	Bronze 
Complimentary registration to CSDA's Annual Conference & Exhibitor Showcase	✓		
Listing in <i>California Special Districts</i> bi-monthly magazine's Special Acknowledgement	✓		
Marketing materials included in CSDA's new member kit (requires CSDA approval)	✓		
Company logo in annually printed Buyer's Guide	✓		
Opportunities to contribute educational articles to <i>CSDA e-News</i> and magazine	✓	✓	
Member mailing list upon request (does not include email)	✓	✓	
Company logo in online Buyer's Guide	✓	✓	
Invitation to attend the President's Reception with exhibitors at the CSDA Annual Conference	✓	✓	
Workshop and webinar presentations: priority consideration	✓	✓	
Complimentary registrations for CSDA webinars	✓	✓	✓
Online Buyer's Guide listing including direct website link	✓	✓	✓
Annually printed Buyer's Guide listing (11,000+ distributed statewide)	✓	✓	✓
Members only online communities (11,000+ subscribed members)	✓	✓	✓
Advertising savings in <i>California Special Districts</i> bi-monthly magazine and CSDA website	✓	✓	✓
Exhibitor savings at CSDA's Annual Conference & Exhibitor Showcase	✓	✓	✓
CSDA Business Affiliate logo available for company marketing materials	✓	✓	✓
CSDA advisory committees: participate and influence	✓	✓	✓
Membership directory access in members only section of CSDA website	✓	✓	✓
RFP email notifications when open RFPs are posted to the CSDA website	✓	✓	✓

For more information, contact member services at membership@csda.net, or 877-924-2732.
Platinum and Diamond level memberships and customized marketing packages available.

CSDA Business Affiliate Membership Application

Name/Title:			
Company:			
Address:			
City:		State:	Zip:
Phone:		Fax:	
Email:		Website:	
Select Main Category			
<input type="checkbox"/> Accounting <input type="checkbox"/> Architecture/Design <input type="checkbox"/> Banking <input type="checkbox"/> Benefits/Retirement	<input type="checkbox"/> Construction/Engineering <input type="checkbox"/> Consulting <input type="checkbox"/> Energy Solutions <input type="checkbox"/> Financing/Investments	<input type="checkbox"/> Human Resources <input type="checkbox"/> Insurance <input type="checkbox"/> Legal Services <input type="checkbox"/> PR/Marketing	<input type="checkbox"/> Purchasing <input type="checkbox"/> Technology Solutions <input type="checkbox"/> Training/Education
Company Information			
Company description for Buyers Guide (30 word maximum):			
Which of these opportunities interest you?			
<input type="checkbox"/> Annual Conference & Exhibitor Showcase <input type="checkbox"/> General Manager Leadership Summit <input type="checkbox"/> Board Secretary/Clerk Conference <input type="checkbox"/> Print/Electronic Advertising <input type="checkbox"/> Contributing White Papers/Articles <input type="checkbox"/> Offering Presentations <input type="checkbox"/> Other: _____			
<input type="checkbox"/> Yes, I have included my company's hi-resolution logo with this application.			
Select Level of Investment			
<input type="checkbox"/> Gold - \$2,500 <input type="checkbox"/> Silver - \$1,000 <input type="checkbox"/> Bronze - \$750			
TOTAL AMOUNT DUE:			
Payment			
Acct. name:		Acct. Number:	
Billing Address:			
Expiration date:	CVC:	Authorized Signature:	

MAIL – CSDA, Attn: Member Services, 1112 I Street, Suite 200, Sacramento, CA 95814 or FAX – 916-442-7889 EMAIL: membership@csda.net QUESTIONS? Call – 877-924-2732

Our Anti-Discrimination and Harassment Policy can be found under “CSDA Transparency” at www.csda.net/about-csda/who-we-are.



California Special
Districts Association
Districts Stronger Together

Advertising

ENGAGE CSDA members through our
GROWING channels of content.

CSDA offers both print and digital advertising opportunities that can be included in customized packages or purchased individually.

Print Advertising

Readership of *California Special Districts* magazine continues to increase with now over 25,000 readers per issue! Don't miss out on this crucial print ad space in our bi-monthly magazine.

CSDA Executive Package: \$5,000

- Full page color ad in 6 issues of *California Special Districts* magazine (20% discount)
- Business Directory listing in each issue of *California Special Districts* magazine

CSDA Associate Package: \$3,500

- ½ page color ad in 6 issues of *California Special Districts* magazine (20% discount)
- Business Directory listing in each issue of *California Special Districts* magazine

Digital Advertising

Stay visible online with our custom website sponsorships! Average viewership is over 45,000 monthly visits.

CSDA Home Page (\$7,500) - ONLY 4 SPOTS AVAILABLE (FIRST COME, FIRST SERVED).

Make sure your company's logo is featured on CSDA's home page for everyone to see!

- 1 year's placement on CSDA's homepage (55% discount in pricing)
- Ability to have a clickable link, which redirects visitors to your website
- Over 15,000 monthly pageviews



For more information, contact
Member Services, at
membership@csda.net, or
877-924-2732.

CSDA Advertising Order Form

SPECIAL OFFER

Advertise in 6 consecutive issues (1/4 page or larger) and receive free ads in the Business Directory for 1 year! Free directory ads must be placed within the term of the advertising contract.

PRINT ADVERTISING: California Special Districts Magazine – 6 issues per year January/February, March/April, May/June, July/August, September/October, November/December					
	CSDA Member		Non-member		Ad Cost
Ad Size	3 issues	6 issues (1 year)	3 issues	6 issues (1 year)	
Full Page	\$3,000	\$5,000	\$4,500	\$7,500	
½ Page	\$2,100	\$3,500	\$3,150	\$5,250	
¼ page	\$1,500	\$2,550	\$2,250	\$3,825	
Business Directory Ad*		\$550		\$825	
Starting Issue:		Number of Issues:			
Insertion Notes:					
TOTAL PRINT ADVERTISING COSTS:					
ONLINE ADVERTISING: csda.net and CSDA eNews					
	CSDA Member		Non-member		Ad Cost
Location	Quarterly	Annually	Quarterly	Annually	
Home Page	\$2,250	\$7,500	\$3,375	\$11,250	
Secondary Page	\$1,500	\$5,000	\$2,250	\$7,500	
Open Forum	\$1,500	\$5,000	\$2,250	\$7,500	
Weekly eNews	\$2,250		\$3,375		
Exact location and timing of ad will depend on availability. Exact placement at CSDA discretion.					
Preferred Starting Month:	Length of Ad:		Preferred Location:		
TOTAL ONLINE ADVERTISING COSTS:					

This is a legally binding contract. By submitting a completed order form, the advertiser agrees to abide by the contract and fulfill their obligation to pay CSDA for all insertions ordered. Proof of insertion will be provided to the advertiser after publication. The advertiser and their advertising agency agree to indemnify and hold CSDA harmless from any liability by reason of the content of the advertising contracted for, including both text and illustration in addition to delays in delivery and/or non-delivery. Artwork changes will be accepted until the closing date; thereafter, previous artwork may be inserted. All advertising is subject to CSDA's approval.

Cancellation: Advertisers shall have a period of 30 working days from the date of the company's acceptance of advertising in which it may issue a Notice of Cancellation in writing. Cancellations are subject to a 50% cancellation fee. Any frequency discount granted by CSDA to the advertiser for multiple insertions will apply only in the event that all the advertisements ordered are placed. If more or fewer ads are used than specified in this order, adjustments will be made based on the current rates.

Name/Title:		
Company:		
Address:		
City:	State:	Zip:
Phone:	Fax:	
Email:	Website:	
Total Advertising Costs		
TOTAL PRINT ADVERTISING COSTS:		
TOTAL ONLINE ADVERTISING COSTS:		
ADVERTISING COSTS:		
Please submit payment with order form. Checks payable to California Special Districts Association.		
Acct. name:	Acct. Number:	
Billing Address:		
Expiration date:	Authorized Signature:	



California Special
Districts Association
Districts Stronger Together

Specialized Conferences

TAILOR YOUR MESSAGE and **PRODUCT** to the most appropriate audience.

Take advantage of these targeted opportunities to network with special district leaders. Specialized training enables you to tailor your message and product to the most appropriate audience. Smaller conference sizes encourage one-on-one networking in unique settings.

All specialized conference sponsorships include: your logo on event website, pre-event publicity in the weekly *CSDA e-news*, ability to donate a prize to the raffle, tabletop display area for your promotional items, one conference registration including meals, your logo on event signage, special thank you from the stage, networking at two breakfast events, networking at evening reception(s), and post conference attendee list (electronic copy).

Special District Leadership Academy Conferences

April 11 – 14, 2021
San Diego

September 26 – 29, 2021
South Lake Tahoe

Special Districts Legislative Days

May 18 – 19, 2021
Sacramento

General Manager Leadership Summit

June 27 – 29, 2021
Olympic Valley (Lake Tahoe Area)

Special District Board Secretary / Clerk Conference

October 25 – 27, 2021
Anaheim

Event Opportunities

Reception Sponsor to include tabletop display, individual signage at sponsored reception, verbal acknowledgement at reception, and one additional reception invitation.

Luncheon Sponsor to include tabletop display, individual signage at luncheon, verbal acknowledgement from the stage immediately prior to lunch.

Breakfast Sponsor to include tabletop display, individual signage at event and verbal acknowledgement from the stage the morning of the sponsored breakfast.

2021 Specialized Conferences Sponsor

Your tabletop exhibit fee includes one (1) exhibitor personnel name badge. Additional exhibitor personnel badges can be added for a fee.

Name/Title:		
Company:		
Address:		
City:	State:	Zip:
Phone:	Email:	
Special District Leadership Academy Conferences		
<input type="checkbox"/> April 11 – 14, 2021, San Diego <input type="checkbox"/> September 26 – 29, 2021, South Lake Tahoe		
Reception Sponsor	Member <input type="checkbox"/> \$1,000 Non-member <input type="checkbox"/> \$1,500	\$
Luncheon Sponsor	Member <input type="checkbox"/> \$750 Non-member <input type="checkbox"/> \$1,125	\$
Tabletop Exhibitor Only	Member <input type="checkbox"/> \$425 Non-member <input type="checkbox"/> \$640	\$
Additional Tabletop Personnel	<input type="checkbox"/> \$325/Member x ____ \$490/Non-member x ____	\$
Special Districts Legislative Days		
May 18 – 19, 2021, Sacramento		
Luncheon Sponsor	Member <input type="checkbox"/> \$1,000 Non-member <input type="checkbox"/> \$1,500	\$
Breakfast Sponsor	Member <input type="checkbox"/> \$750 Non-member <input type="checkbox"/> \$1,125	\$
Tabletop Exhibitor Only	Member <input type="checkbox"/> \$300 Non-member <input type="checkbox"/> \$450	\$
Additional Tabletop Personnel	<input type="checkbox"/> \$225/Member x ____ \$340/Non-member x ____	\$
General Manager Leadership Summit		
June 27 – 29, 2021, Olympic Valley (Lake Tahoe Area)		
Opening Reception Sponsor	Member <input type="checkbox"/> \$1,500 Non-member <input type="checkbox"/> \$2,250	\$
Luncheon Sponsor	Member <input type="checkbox"/> \$1,250 Non-member <input type="checkbox"/> \$1,875	\$
Breakfast Sponsor	Member <input type="checkbox"/> \$1,000 Non-member <input type="checkbox"/> \$1,500	\$
Tabletop Exhibitor Only	Member <input type="checkbox"/> \$700 Non-member <input type="checkbox"/> \$1,050	\$
Additional Tabletop Personnel	<input type="checkbox"/> \$400/Member x ____ \$600/Non-member x ____	\$
Host an appetizer tray at "Food & Wine Experience" Reception	<input type="checkbox"/> \$250	\$
Special District Board Secretary/Clerk Conference		
October 25 – 27, 2021, Anaheim		
Reception Sponsor	Member <input type="checkbox"/> \$1,000 Non-member <input type="checkbox"/> \$1,500	\$
Luncheon Sponsor	Member <input type="checkbox"/> \$750 Non-member <input type="checkbox"/> \$1,125	\$
Tabletop Exhibitor Only	Member <input type="checkbox"/> \$500 Non-member <input type="checkbox"/> \$750	\$
Additional Tabletop Personnel	<input type="checkbox"/> \$325/Member x ____ \$490/Non-member x ____	\$
Additional Options		
Business Affiliate Membership	<input type="checkbox"/> \$2,500-Gold <input type="checkbox"/> \$1,000-Silver <input type="checkbox"/> \$750-Bronze	\$
TOTAL AMOUNT DUE:		
Payment		
Acct. Name:	Acct. Number:	
Billing Address:		
Expiration Date:	Authorized Signature:	

MAIL – CSDA, Attn: Member Services, 1112 I Street, Suite 200, Sacramento, CA 95814 or FAX – 916-520-2470 EMAIL: membership@cdda.net QUESTIONS? Call – 877-924-2732

Our Anti-Discrimination and Harassment Policy can be found under "CSDA Transparency" at www.cdda.net/about-cdda/who-we-are.



California Special
Districts Association
Districts Stronger Together

2021 Annual Conference & Exhibitor Showcase

“CSDA CONFERENCES ARE THE MOST PRODUCTIVE PLACES FOR OUR COMPANY TO BE ENGAGED AND MOST USEFUL AND INTERESTING CONTENT.”

Martin Rauch, Rauch Communication Consultants, Inc.

2021 CSDA Annual Conference & Exhibitor Showcase - August 30 – September 2, 2021 • Monterey

The Leadership Conference for Special Districts

Don't miss this opportunity to develop new relationships, reconnect with existing clients and make valuable contacts. If you only pick one tradeshow to exhibit at this year, this should be it!

WHO SHOULD EXHIBIT?

Accountants, Architecture and Design Firms, Law Firms, Banks, Benefits/Retirement Companies, Computer Service Companies, Construction/Design and Planning Consultants, Engineering Firms, Energy Consultants and Suppliers, Environmental Consultants, Human Resources Consultants, Office Suppliers/Distributors, PR/Marketing Firms, Recruitment Advisors, Research Analysts, Software Distributors, Training Services, and other companies that provide products/services to special districts.

EXHIBITOR BOOTH

- Booth space
- Draped wall with draped side rails
- An exhibitor identification sign
- Company listing on our conference website
- Pre-show attendee list for your marketing use
- Two full conference registrations (including meals)
- Opportunity to host an appetizer or dessert tray at your booth during receptions
- A post-show mailing list of conference attendees
- Exhibitors are encouraged to attend keynote and education sessions

Exhibitor Terms & Conditions

ELIGIBLE EXHIBITS: Exhibition is restricted to companies that are in good standing with CSDA. CSDA reserves the right to determine the eligibility of any company or product for inclusion in the conference and reserve the right to reject, evict or prohibit any exhibit in whole or in part, or any exhibitor, or his/her representatives, with or without giving cause.

NON-ENDORSEMENT: CSDA does not in any way imply endorsement of any product or service of any exhibitor by entering into the exhibitor contract.

REFUNDS: CSDA will provide a refund of 50 percent of the booth rental fees if written notice is received on or before Friday, July 23, 2021. NO refunds issued after Friday, July 23, 2021. NO EXCEPTIONS.

SUBLETTING SPACE: Exhibitors may neither assign, sublet/apportion the whole or any part of space allotted without written approval of CSDA. Approval is subject to eligibility as described in Eligible Exhibits.

CANCELLATION: CSDA's performance, in whole or part, is subject to acts of God, war (whether declared or not), government regulation or advisory, disaster, fire, earthquakes, accidents or other casualty, strikes or threats of strikes, civil disorder, acts

or threats of terrorism, government retaliation against foreign enemies, curtailment of transportation services or facilities, the unavailability of the contracted facility, lodging or other necessary facilities, or other causes beyond CSDA's control making it illegal, impossible or commercially impracticable to hold the CSDA Annual Conference. CSDA shall immediately notify exhibitors in the event of termination.

HOLD HARMLESS: To the fullest extent permitted by law, exhibitors shall indemnify, defend and hold CSDA, its subsidiaries, and their officers, employees and agents, harmless from any and all liability that might ensue from any cause whatsoever associated with exhibitor's attendance at, exhibition, and use of space at the CSDA Annual Conference.

BOOTH ASSIGNMENTS: Booths will be assigned by CSDA staff with requests in mind and in the best interest of the exhibition. Assignment of exhibit space shall be solely at the discretion of CSDA. There is no guarantee that requested spaces shall be assigned. Application for booth space must be made by mail or by fax with payment in full. Booths will not be reserved by phone.

EXHIBITOR BADGES: Companies exhibiting at Annual Conference are limited to two badges per booth space. Badges for additional personnel must be purchased.

EXHIBIT INSTALLATION/DISMANTLING: Union jurisdictions prevail over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. Any installation of exhibits or displays that requires the use of hand tools, or more than one person, or longer than 30 minutes to install, shall be installed by union labor.

FIRE, SAFETY AND HEALTH: The exhibitor agrees to accept full responsibility for compliance with local, city, and state Fire, Safety, and Health Ordinances regarding the booth installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents.

INSURANCE: All exhibitors must have a certificate of insurance. The certificate must show that the exhibitor carries no less than \$500,000 of general liability insurance. It is strongly suggested exhibitors arrange all risk coverage.

ANTI-DISCRIMINATION AND HARASSMENT POLICY: This policy can be found under "CSDA Transparency" at www.csdanet/about-csda/who-we-are.

SPONSORSHIPS AVAILABLE

We create custom sponsorship packages to meet marketing needs. Please contact member services, at membership@csga.net or toll-free at 877-924-2732.

2021 Annual Conference Exhibitor Opportunities

Your booth fee includes two (2) exhibitor personnel name badges (including all meals and attendee activities)
Additional personnel badges can be added for \$425/Member or \$640/Non-Member.

Key Contact:		
Exhibiting Organization:		
Address:		
City:	State:	Zip:
Phone:	Email:	
Booth Personnel (Note: Additional booth personnel for \$425/Member or \$640/Non-Member per person after the first two.)		
Primary Name:	Title:	
Name:	Title:	
Name:	Title:	
Special Request - Please list requests for consideration in booth assignments (i.e. any companies you do not wish to be located next to, etc.)		
Donate a Prize (CSDA encourages all exhibitors to donate a prize to be raffled off by CSDA) <input type="checkbox"/> Yes, I will bring:		
Exhibitor Opportunities		
Enhanced Exhibitor Experience (great value)		
Standard exhibit booth, hosted appetizer tray during President's Reception with the Exhibitors, and Friend level sponsorship, and listing on Sponsor Drawing Card Member <input type="checkbox"/> \$1,625 Non-member <input type="checkbox"/> \$2,425		\$
Booth Rates		
Standard Booth	Member <input type="checkbox"/> \$900 Non-member <input type="checkbox"/> \$1,350	\$
Corner Booth	Member <input type="checkbox"/> \$1,225 Non-member <input type="checkbox"/> \$1,840	\$
Additional Booth Personnel (after the first two)	<input type="checkbox"/> \$425/Member x ____ \$640/Non-member x ____	\$
Additional Opportunities		
Business Affiliate Membership	<input type="checkbox"/> \$2,500-Gold <input type="checkbox"/> \$1,000-Silver <input type="checkbox"/> \$750-Bronze	\$
1. Appetizer Tray at the President's Reception with the Exhibitors	<input type="checkbox"/> \$325	\$
2. Dessert Tray at Exhibit Hall Grand Finale	<input type="checkbox"/> \$325	\$
3. Appetizer Tray at Mix & Mingle Reception	<input type="checkbox"/> \$325	\$
TOTAL AMOUNT DUE:		\$
Payment (Terms and conditions: I have read and will abide by the terms and conditions on this form and in the explanation of exhibitor terms and conditions).		
Acct. Name:	Acct. Number:	
Billing Address:		
Expiration Date:	Authorized Signature:	
<input type="checkbox"/> Yes, I agree to the exhibitor terms and conditions	Signature:	

MAIL – CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814 or FAX – 916-520-2470 EMAIL: membership@csga.net QUESTIONS? Call – 877-924-2732

Submission of application does not guarantee a booth assignment. All applications are subject to approval and based on availability. In order to ensure your booth information appears in printed materials, all information requested should be submitted no later than Friday, July 23, 2021. Cancellations: Any cancellation must be made in writing. If notification is received prior to Friday, July 23, 2021, CSDA will refund 50 percent of the amount paid. Cancellations made on or after July 23, 2021 will not be eligible for a refund.

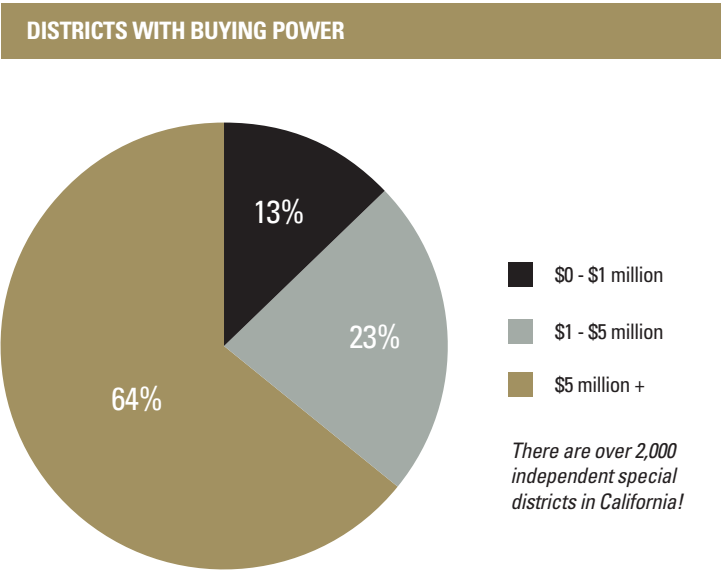
Our Anti-Discrimination and Harassment Policy can be found under "CSDA Transparency" at www.csga.net/about-csga/who-we-are.

Who are you **connecting** with? CSDA is the voice for all special districts, providing members with the resources necessary to best serve their communities.

The California Special Districts Association (CSDA) is a 501c (6), not-for-profit association formed in 1969 to ensure continued existence of local, independent special districts. CSDA offers its members cost-efficient programs, support to local agencies, and representation at the State Capitol. CSDA is the only statewide association representing all types of independent special districts and other local governments.

Special districts are local government agencies that provide essential services to millions of Californians. They are formed and governed by local residents to establish or enhance essential community services and infrastructure. Each special district focuses on providing specific types of services which allows for innovation and long-term planning to meet the community’s needs.

DISTRICT TYPES CSDA SERVES:
Airport
Cemetery
Community services
Fire protection
Harbor and port
Healthcare
Irrigation
Library
Mosquito and pest abatement
Reclamation and levee
Recreation and park
Resource conservation
Sanitation
Transit
Utility
Veterans memorial
Water
Cities, counties, joint power authorities, and other public agencies.





California Special Districts Association
1112 I Street, Suite 200
Sacramento, CA 95814

**Get the best
value with CSDA
Gold Membership.
Join today.**

