

**EXHIBITOR
PROSPECTUS**

**HUNDREDS OF DISTRICT
DECISION MAKERS...**

IN ONE PLACE!

**CALIFORNIA
SPECIAL
DISTRICTS
ASSOCIATION**

**20
20**

**CONNECT WITH A
SPECIAL DISTRICT
HERO**

**2020 CSDA ANNUAL CONFERENCE
& EXHIBITOR SHOWCASE
AUGUST 24-27 PALM DESERT, CA**



EXHIBITOR PROSPECTUS

EXHIBITOR POWERS **ACTIVATE**

Statistics from sageworld.com/blog

EXECUTIVE DECISION MAKERS...

46%

make purchase
decisions while
attending a show.

76%

asked for a price
quotation at the last
show they attended.

77%

found at least one new
supplier at the last
show they attended.

TRADESHOW ATTENDEES...

50%

are there for the
first time.

92%

come to see and learn
about what's new in
products and services.

51%

requested a sales
representative visit
their company after
the show.

2,100+

number of independent
special districts in CA

\$54 billion+

combined
expenditures



**IS YOUR COMPANY
REACHING THIS SIGNIFICANT
GROUP OF PUBLIC
AGENCIES IN CALIFORNIA?**

What are special districts?

Special districts are a form of local government created by a local community to meet a specific need. They are responsible for delivering core services such as water, sanitary, healthcare, fire protection, mosquito and vector control, and many more.

How do they operate?

There are over 2,100 independent special districts in California, governed by an independent board of directors elected by the districts' voters or appointed to a fixed term of office by either the city council or board of supervisors.

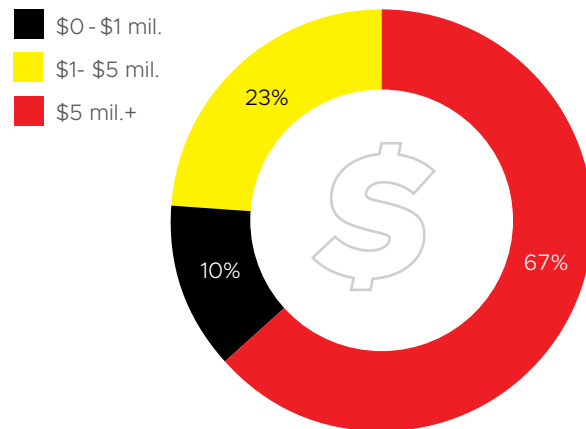
Why use your marketing dollars to exhibit?

- » Boost awareness of your company and brand
- » Make sales and secure deals
- » Lead generation
- » Strengthen relationships and partnerships

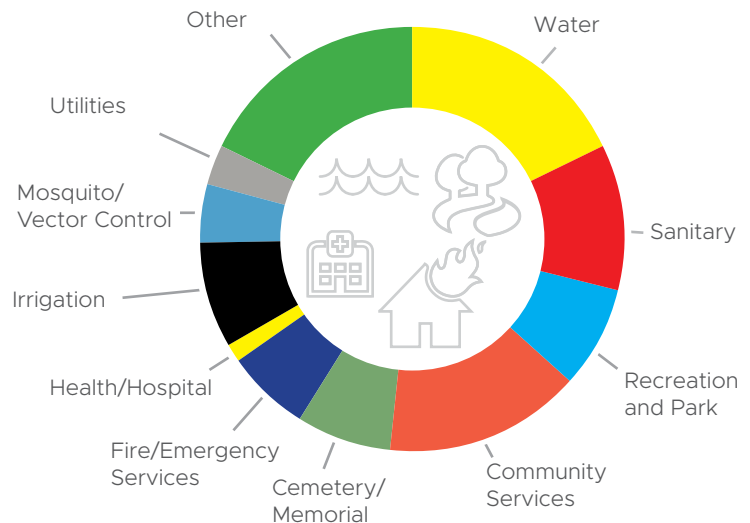
Why Exhibit?

- » Special district buying power
- » Opportunity to connect directly with decision makers
- » Traffic directed to exhibit hall throughout the conference
- » Over six hours of dedicated exhibit hall time
- » CSDA exhibit space includes:
 - » two full conference registrations
 - » all attendee meal functions

Operating Revenue of District Members

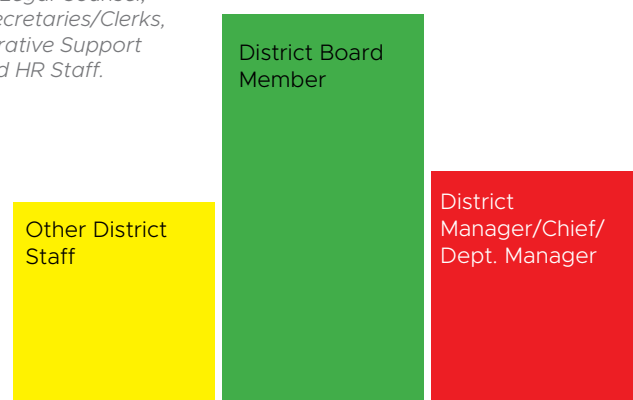


District Types Who Attend Annual Conference



District Job Titles Who Network With Exhibitors

**Other staff include
Finance, Legal Counsel,
Board Secretaries/Clerks,
Administrative Support
Staff, and HR Staff.*





ALL SPONSORSHIPS INCLUDE:
 Level recognition in CSDA's conference edition of California Special Districts magazine, recognition in the conference onsite guide, company listing on the sponsor page of the conference website, company listing in the conference mobile app, company listing on the exhibitor card grand prize raffle drawing to encourage visitors to your booth, and post conference attendee list (electronic copy).

***EXHIBITOR SERVICES KIT**
 Tricord will send you a complete Exhibitor Services Kit approximately one week after your registration. Please review the kit when you receive it to note upcoming deadlines for services.

CONFERENCE LEVEL SPONSORSHIPS

(\$10,000 and Higher) Champion Level <i>Includes one minute of microphone time and 1/2 page ad in the conference program.</i>	(\$2,500 - \$7,500) Advocate Level <i>Includes recognition from the stage, signage at the event, and a business card size ad in onsite guide.</i>	(\$750 - \$2,425) Friend Level
\$20,000 » Keynote Speaker only one keynote sponsorship remains available!	\$7,500 » CSDA Legislative Update Luncheon Title Sponsor	\$1,625 ★ MEMBER RATE \$2,425/Non-Member Rate Enhanced Exhibitor Experience: standard exhibit booth, hosted appetizer tray during President's Reception with the Exhibitors, and listing on Sponsor Drawing Card
\$10,000 » Onsite Guide Includes back cover color ad	\$6,000 » Attendee Bag Sponsor SOLD OUT <i>Thank You Richards Watson Gershon!</i>	\$1,000 » Drink Ticket: Your company logo on event drink tickets: Choose one: » President's Reception with the Exhibitors » Mix & Mingle with the Exhibitors » Morning Coffee Sponsor: Your company logo on signage at coffee station. Choose one: » Monday » Tuesday SOLD OUT <i>Thank You Bank of the West!</i> » Thursday
	\$5,000 - 4 options » President's Reception with the Exhibitors » Continental Breakfast in the Exhibit Hall » Lunch in the Exhibit Hall » Mix & Mingle with the Exhibitors	
\$5,000 + » Combine any sponsorships totaling \$5,000 to reach Champion Level Status	\$3,000 » Registration Sponsor SOLD OUT <i>Thank You Liebert Cassidy Whitmore!</i>	\$750 » Sponsor Card Sponsorship: SOLD OUT <i>Thank You Black Mountain Software!</i> » Entertainment: Your company logo on event signage: Choose one: » President's Reception with the Exhibitors » Mix & Mingle with the Exhibitors



FROM VISIBILITY TO CREDIBILITY, EXHIBITING AT A TRADE SHOW HAS HUNDREDS OF BENEFITS FOR YOUR BUSINESS.

- PETER SYMONDS, SMARTINSIGHTS.COM

"THE CSDA ANNUAL CONFERENCE IS A GREAT OPPORTUNITY TO CONNECT WITH BOARD MEMBERS AND DISTRICT STAFF MEMBERS. WE LOOK FORWARD TO FUTURE CSDA EVENTS."

- GREG NORMART,
UTILITY COST
MANAGEMENT, LLC

EXHIBITOR SCHEDULE

MONDAY, AUGUST 24

8:00 a.m.	Exhibitor Registration Opens
10:00 a.m. – 4:00 p.m.	Exhibit Hall Set-Up Hours
5:15 – 7:30 p.m.	President's Reception with the Exhibitors (raffle) (Appetizer trays must be pre-ordered)

TUESDAY, AUGUST 25

7:30 a.m. – 6:30 p.m.	Exhibit Hall Open
7:30 – 8:30 a.m.	Continental Breakfast with the Exhibitors (raffle)
8:45 – 10:45 a.m.	Exhibitors are welcome to join the attendees at the opening keynote presentation
12:15 – 1:30 p.m.	Lunch in the Exhibit Hall (raffle) (Dessert trays must be pre-ordered)
5:00 – 6:30 p.m.	Mix & Mingle with the Exhibitors Exhibitor raffle and grand prize drawing (Appetizer trays must be pre-ordered)
6:30 p.m.	Exhibit Hall Tear Down

WEDNESDAY AND THURSDAY, AUGUST 26 AND 27

Stay to participate, learn, and network - It's included!

Participate in general sessions, meal functions, and breakout sessions with conference attendees. Annual Conference concludes the morning of Thursday, August 27. Visit csda.net/annualconference for complete schedule details.

CONTACT INFORMATION

SPONSORSHIP INFORMATION

To sign up for any sponsorships to your left, or to customize a sponsorship that will meet your company's objectives contact:

Eric Spencer
Member Services Specialist
t: 877.924.2732
e: erics@csda.net

GENERAL INFORMATION

Any time you have questions about the Exhibitor Showcase contact:

Jennifer Smith
Professional Development Coordinator
t: 877.924.2732
e: jennifers@csda.net

BOOTH INFORMATION

What Your Booth Includes:

- » 8' x 10' booth space
- » Draped back wall with 3' high draped side rails
- » An exhibitor identification sign
- » Company listing in the on-site program guide including a 30-word company description
- » Pre-show listing of conference attendees for your marketing use (electronic copy)
- » Two full conference registrations (including meals)
- » Opportunity to host a tray at your booth at President's Reception, Exhibit Hall Luncheon, or Mix & Mingle with the Exhibitors
- » Opportunity to donate a raffle prize to the conference raffle
- » A post-show listing of conference attendees (electronic copy)

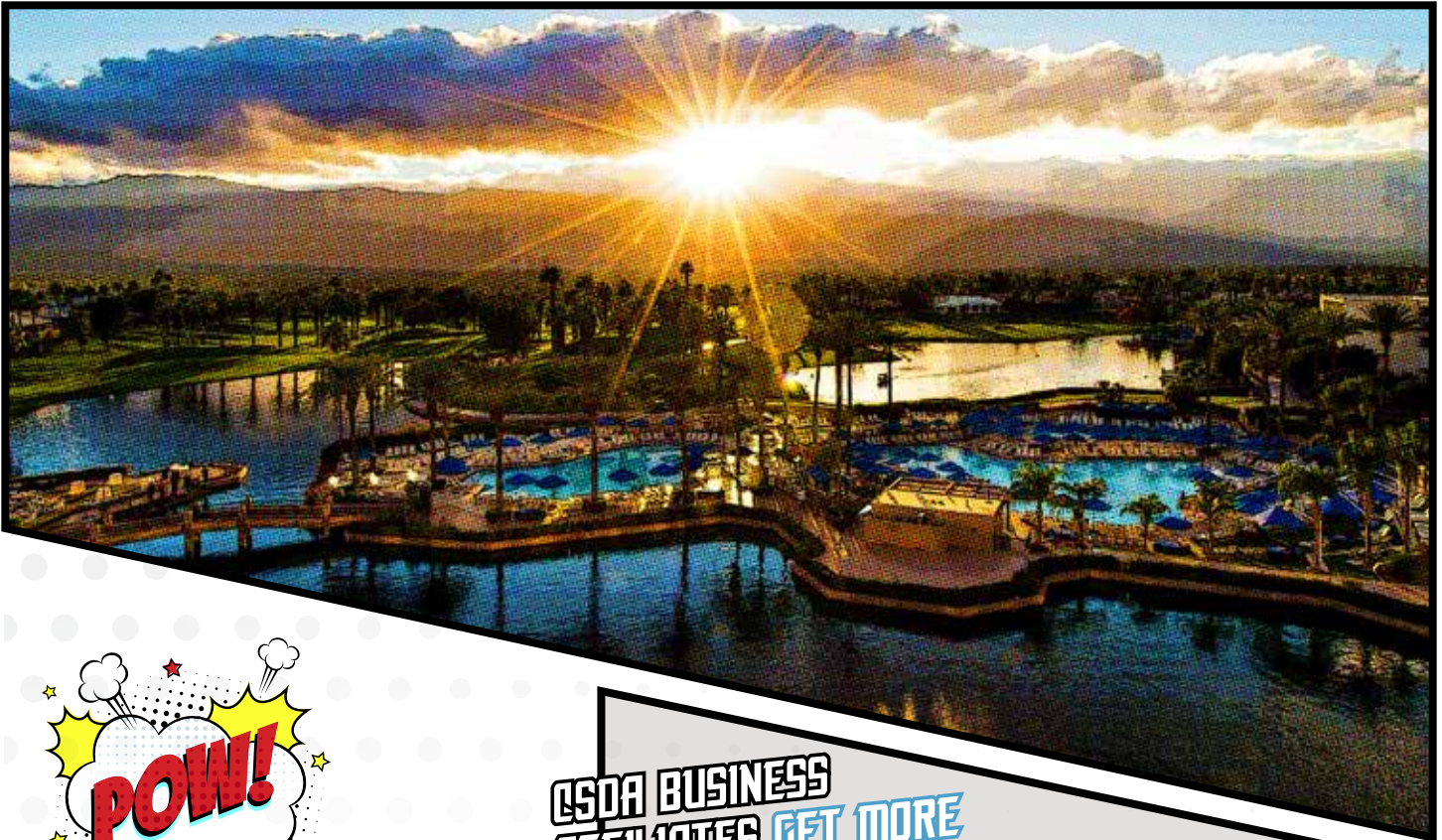
Exhibit Decorator

For information related to your booth such as tables, chairs, labor, etc contact:

Tricord Tradeshow Services*

t: 831.883.8600
e: info@tricord.net

**WITH A
SPECIAL DISTRICT
FERO**



LOCATION AND HOTEL...

JW Marriott Desert Springs Resort and Spa
74-855 Country Club Drive
Palm Desert, CA 92260

HOTEL ROOM INFORMATION...

The CSDA room rate at JW Marriott Desert Springs Resort and Spa is \$129 plus tax and resort fee, single or double occupancy. You will receive a link to make your hotel reservation AFTER you have registered for the conference. The room reservation cut-off is July 30, 2020; however, space is limited and may sell out before this date.



CSDA BUSINESS AFFILIATES GET MORE AND SAVE MORE!

Not only do Business Affiliates receive discounted pricing at the CSDA Annual Conference & Exhibitor Showcase, they save money and get more exposure to special district members all year long!

- » Save on advertising in print and online.
- » Receive email notifications of open RFPs when posted to the CSDA website.
- » Get access to CSDA Communities—our online member forum.
- » Submit educational articles to CSDA eNews and magazine.
- » Propose webinar and workshop presentations.
- » Receive listings in our online and printed Buyer's Guide.
- » Use of CSDA Business Affiliate logo on your company marketing materials.
- » Save on specialized conference exhibit space including: Board Secretary/Clerk Conference and General Manager Leadership Summit.

ARE YOU A CSDA MEMBER?

To find out if you are a member or if you are interested in scheduling a membership consultation contact:

Eric Spencer
Member Services Specialist
t: 877.924.2732 e: erics@csda.net

2020 CSDA ANNUAL CONFERENCE EXHIBITOR REGISTRATION FORM

**PLEASE PRINT & INCLUDE
FORM WITH PAYMENT.**

Don't Forget! Have you?

- » Submitted a 30-word company description, company website, and company phone number for the onsite guide to jennifers@cstda.net
- » Ordered trays (\$325 each) for the President's Reception, Exhibit Hall Lunch, or Mix & Mingle with the Exhibitors
- » Provided raffle prize donation, if desired
- » Ordered all booth furnishings (including table and chairs) from Tricord Tradeshow Services
- » Made your hotel reservation

3 ways to register!

1. REGISTER ONLINE by visiting the CSDA Annual Conference website at conference.csdanet.net.
2. REGISTER BY FAX your registration form to 916-520-2465. All faxed forms must include payment.
3. MAIL CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814 Check payable to: California Special Districts Association.

Key Contact:					
Exhibiting Organization:					
Address:					
City:		State:		Zip:	
Phone:		Email:			
BOOTH PERSONNEL (Additional booth personnel for \$425/Member or \$640/Non-member per person after the first two):					
Primary Name:			Title:		
Name:			Title:		
Name:			Title:		
EXHIBITOR DESCRIPTION (30 words or less company description, phone number, and website for onsite guide - may attach separately)					
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 - BOOTH RATES					
★ GREAT VALUE		Enhanced Exhibitor Experience: standard exhibit booth, hosted appetizer tray during President's Reception with the Exhibitors and listing on Sponsor Drawing Card. <input type="checkbox"/> \$1,625 - Member <input type="checkbox"/> \$2,425 - Non-member			\$
<input type="checkbox"/> \$900 - Standard Booth - Member		<input type="checkbox"/> \$1,350 - Standard Booth - Non-member			\$
<input type="checkbox"/> \$1,225 - Corner Booth - Member		<input type="checkbox"/> \$1,840 - Corner Booth - Non-member			\$
Additional Booth Personnel (after the first two)		\$ 425.00 (Member) x \$ 640.00 (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					\$
<input type="checkbox"/> \$325 - Appetizer Tray - President's Reception with the Exhibitors					\$
<input type="checkbox"/> \$325 - Dessert Tray - Exhibit Hall Lunch					\$
<input type="checkbox"/> \$325 - Appetizer Tray - Mix & Mingle Reception					\$
Sponsorship Opportunities (Please refer to sponsorship list on page 4):					\$
TOTAL					
Payment type: <input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover					
Account Name:			Account Number:		
Expiration Date:			Authorized Signature:		
<input type="checkbox"/> Yes, I agree to the exhibitor terms and conditions. (Exhibitor terms and conditions can be reviewed by visiting conference.csdanet.net)					

MAIL – CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814 FAX – 916-442-7889 EMAIL – cathrinel@cstda.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 24, 2020. Cancellations: Any cancellation must be made in writing. If notification is received prior to Friday, July 24, 2020, CSDA will refund 50 percent of the amount paid. Cancellations made on or after July 24, 2020 will not be eligible for a refund.

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



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

A proud California Special Districts Alliance partner.

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EXHIBITOR PROSPECTUS



**"THIS CONFERENCE IS A
STANDOUT! ANYONE WHO
NEEDS TO REACH DISTRICTS
IN AN INTERACTIVE AND
CREDIBLE ENVIRONMENT
SHOULD ATTEND."**

- GLENN LAZOF
REGIONAL GOVERNMENT
SERVICES AUTHORITY

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