



July 28, 2010

Dear Potential Exhibitor,

The CDC Board of Directors invites you to help support our 29th Annual Educational Conference through your participation as a sponsoring vendor/exhibitor.

The 29th Annual Educational Conference will be held at the Marriott Renaissance Hotel Palm Springs on April 14th - 16th, 2011. This year's conference will cover a broad range of Clinical, Legal, Legislative and Quality Care issues.

This year's meeting format will provide increased exposure and participation with the exhibiting vendors. Attendees will have all refreshment breaks within the exhibit area. We are anticipating approximately 250 attendees.

Level of Sponsorship

Category I ~ \$ 1,750.00

Named on the program as a sponsor.
2 Complimentary Registrations.
1 Dedicated exhibit space.
(see enclosed Prospectus)

Category II ~ \$ 750.00

Named on the program as a sponsor.
1 Complimentary Registration.

Category III ~ \$ 500.00

Named on the program as a sponsor.

Additional vendor support is welcomed; please review the prospectus for full details. All applications, payments and contributions need to be received by March 4, 2011, and should be made payable to the California Dialysis Council. Please forward your confirmation (Application for Exhibit Space & Booth Personnel Form) and contribution to:

**California Dialysis Council
303 E. Gurley Street, PMB 458
Prescott, AZ 86301**

We sincerely thank you in anticipation for your support of the California Dialysis Council.

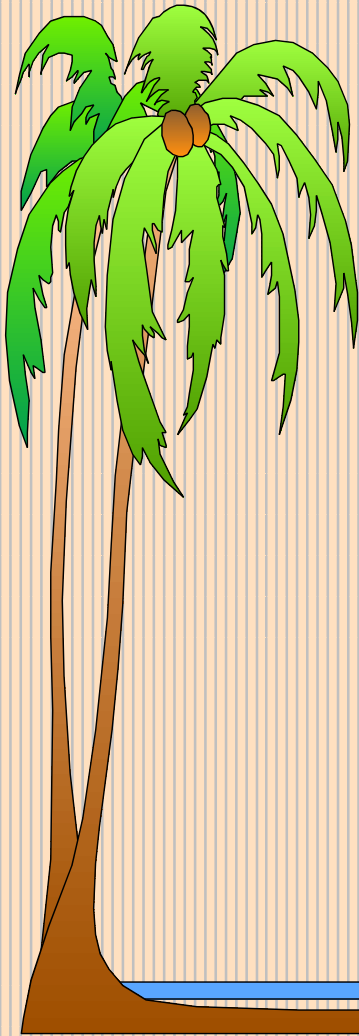
Sincerely,

A handwritten signature in black ink, appearing to read "Michael Paget", is written over a vertical line.

Michael Paget
Executive Director



California Dialysis Council's 29th Annual Educational Conference



2011 Exhibitor
Prospectus

Palm Springs
California

Show Dates: April 14th - 16th 2011

Set up ~ 12:00 p.m. Thursday, April 14th
(In time for Welcome Reception at 5:00 p.m.)

Dismantle ~ 11:00 a.m. Saturday, April 16th

Levels of Sponsorship

Category I ~ \$ 1,750.00

Exhibitor: (8' x 10' Booth)

Named on the program as a sponsor.

2 Complimentary Registrations.

1 Dedicated exhibit space.

Category II ~ \$ 750.00

Supporter: (No Booth)

Named on the program as a sponsor.

1 Complimentary Registration.

Category III ~ \$ 500.00

Supporter: (No Booth)

Named on the program as a sponsor.

ADDITIONAL OPPORTUNITIES FOR VENDOR SPONSORSHIP:

The following costs are based on a registration of 250, all costs include a 20% service charge and 7.75% sales tax:

Continental Breakfast x 2 days @ \$6,000 (approx.) per breakfast

Juices, Croissants, Danish & Muffins, Beverage, California Fruit Array - \$18.00/person

Morning Breaks x 2 days @ \$2,500 (approx.) per break

Coffee, Tea or Decaf - \$65.00/Gal.

Afternoon Breaks x 2 days @ \$2,500 (approx.) per break

Snack, Soft drinks, Mineral Water, & Iced Tea - Approx. \$10.00/person

Exhibitors' Reception Thursday Night @ \$20,000 (approx.)

Hor D'oeuvres, Wine & Soda, Cash Bar

PAC Silent Auction Reception @ \$20,000 (approx.)

Hor D'oeuvres, Wine & Soda, Cash Bar

Board of Directors' Luncheon @ \$600 (approx.)

18 persons at \$26.50/person

Other opportunities:

Sponsorship of speakers: ~ Contact Mary Brattich, Program Chair, (619-588-9858)

Honorarium

Travel Expenses

Hotel Expenses

CONFERENCE LOCATION:

Marriott Renaissance Hotel

(formerly the Wyndham Palm Springs Hotel)

888 Tahquitz Canyon Way

Palm Springs, CA 92262

Tel: (760) 322-6000

BOOTH EQUIPMENT:

California Dialysis Council (CDC) will furnish 8' x 10' draped exhibit booths to conform to the final floor plan. They are constructed of heavy gauge anodized aluminum pipe and telescopic crossbars from which are hung flameproof backdrapes eight feet high and side dividers 36" high.

Each booth will contain as a package:

- 1 - 6' table draped
- 2 - Side chairs
- 1 - Wastebasket
- 1 - 500 watt electrical outlet

IDENTIFICATION SIGN:

We will provide a 7" x 44" (approx.) one-line posterboard identification sign per exhibitor stating the exhibitor's name.

The sign is constructed of white posterboard with black letters.

EXHIBITOR SERVICES:

Exhibitor services will be provided for you by Innovative Expo (tel: 760-343-2555). A representative of their management team will be on duty during set-up, move-in, and dismantle. Packages should be addressed to the Exhibition Services Company as follows:

Innovative Expo, Inc.

72-242 Watt Court

Thousand Palms, CA 92276

YOUR COMPANY NAME

Hold for California Dialysis Council Meeting April 14th - 16th

Please call the hotel to make arrangements for internet access, audio visual rentals and other services at the hotel. **No packages should be sent to the hotel.**

Hotel contact person:

Jennifer Blackwell, Meeting Services Manager - (760) 416-2941

Email: jennifer.blackwell@crestlinehotels.com

Exhibit Rules and Regulations

1. ASSIGNMENT OF SPACE - Space will be assigned on the basis of the order in which the applications are received, subject to the availability of space preferences, special needs and compatibility of exhibitors. Corporate sponsors will receive priority assignment. Every effort will be made to respect the exhibitor's space choices, whenever possible, but the California Dialysis Council (hereinafter known as "exhibit management") decisions shall be final. Exhibit management reserves the right to transfer assignments when such action is deemed to be in the best interests of the total exhibit effort.

2. STAFFING - Exhibits must be staffed by qualified employees of the exhibitor at all times during peak traffic periods of the exhibition. Each individual staffing an exhibit booth is required to register and must wear the Exhibitor Badge furnished. Dismantling or removing an exhibit or materials before the official closing of the exhibition is prohibited.

3. UNION JURISDICTIONS - In order to conform to union contract rules and regulations, it will be necessary that all exhibitors use qualified union personnel for the installation and dismantling of exhibits and for material handling within the Show. The handling, placing or setting out of merchandise that is for display does not require union labor and may be done by the exhibitor. In addition, the installation, or dismantling of an exhibit which does not require the use of hand tools or more than one person, and can be accomplished within thirty minutes, may be performed by the owner or company representative.

4. ACCOMMODATIONS - Each exhibitor is responsible for making their own hotel reservations directly with the headquarters hotel.

5. GENERAL - All demonstrations or other promotional activities must be confined to the limits of your assigned space. Sufficient space must be provided within your area to contain persons watching demonstrations and other activities. Each exhibitor is responsible for keeping the aisle adjacent to their space free of congestion. Exhibit representatives may not work in other than their own space. Samples, publications, et cetera, may be distributed by the exhibitor only from within the exhibitor's own space. No food or beverage may be dispensed within the show facility without prior permission of the Exhibit Management.

6. CANCELLATION AND REFUNDS - Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management in writing. All sums paid by the exhibitor, less a service charge of 50% of the net contract price, will be refunded. No refund or cancellation will be made after March 4, 2011.

7. LIABILITY - The California Dialysis Council and the Renaissance Hotel agents and employees, shall not be responsible for any loss, theft or damage to the property of the exhibitor, his or her employees or representatives. Further, exhibit management will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or his assigns, and the exhibitor shall indemnify and hold harmless exhibit management from all liability which

might ensue from any cause whatsoever, if the exhibitor's material

fails to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. Exhibitors are requested to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others.

8. TERMINATION OF EXHIBIT - In the event that the premises where the exposition is to be held shall, in the sole determination of exhibit management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state emergency declared by any government agency or by reason of any municipal state, or federal law or regulation or by any reason of any occurrence beyond the control of exhibit management, exhibit management may cancel or terminate the exposition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against exhibit management the exhibitor's pro-rata share of the total amount paid by all exhibitors less all costs and expenses incurred by exhibit management in connection with the exposition including a reserve for future claims and expenses in connection therewith. In case exhibit management shall for any reason determine to cancel or terminate the exposition, the exhibitor waives all claims the exhibitor might have against exhibit management for damage or expenses and agrees to accept in complete satisfaction and discharge of all claims against management a refund of all amounts paid by the exhibitor to exhibit management in accordance with this agreement.

9. AMENDMENTS - These rules may be amended at any time by management, provided that amendments shall not substantially diminish the rights or increase the liability of the exhibitor. These rules and regulations become part of the contract between the exhibitor and the Association. They have been formulated for the best interest of the exhibitor. Management respectfully asks the full cooperation of the exhibitors in their observance. Any matters not specifically covered by the preceding rules shall be subject solely to the decision of the management.

10. SECURITY - Overnight security service will be provided. However, each exhibitor should make provisions to safeguard his goods from the time they are placed in the booth until the time they are removed. The California Dialysis Council and show management will not be responsible for loss or damage due to any cause. Each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damages caused by theft and those perils normally covered by a fire and extended policy.

These Rules and Regulations are to be constructed as part of all space contracts. The California Dialysis Council reserves the right to interpret them as well as to make final decisions on all points not specifically covered.

FOR FURTHER INFORMATION - Contact Michael Paget, California Dialysis Council, Executive Director - (928) 717-1156.

**CALIFORNIA DIALYSIS COUNCIL
2011 ANNUAL EDUCATIONAL CONFERENCE**

Show Dates: April 14th - 16th 2011

Marriott Renaissance Hotel

Applications and payments must be received prior to March 4, 2011

**INVOICE
APPLICATION FOR EXHIBIT SPACE**

\$1,750.00

Please print or type

Corporate Name _____

Address _____

City _____ State _____ Zip _____

Contact _____ Title _____

(This person will receive all correspondence relating to the Exhibit Hall including special promotions, booth drayage, rental forms and invoices. A Booth Personnel Registration form is included. Please make copies for additional personnel.)

Telephone (_____) _____ FAX (_____) _____

Email: _____

Please include (or attach) a short description of your company/service to be used for publicity purposes:

Prefer NOT to be located _____

near the following companies: _____

Exhibit space will be assigned upon receipt of this application and full payment (\$1,750). Every effort will be made to assign a booth to accommodate the exhibitor's requests.

The rules have been reviewed and the exhibitor agrees to abide by all terms, conditions and regulations.

Authorized Signature _____ Date _____

Name (Please Print) _____ Title _____

Questions? Please call Michael Paget at (928) 717-1156

Please return this form to:

California Dialysis Council • 303 E. Gurley Street, PMB 458 • Prescott, AZ 86301

Make checks payable to California Dialysis Council.

Please retain a copy for your records.

CALIFORNIA DIALYSIS COUNCIL
2011 ANNUAL EDUCATIONAL CONFERENCE

Show Dates: April 14th - 16th 2011

Marriott Renaissance Hotel

BOOTH PERSONNEL REGISTRATION FORM

Please print or type

Corporate Name _____

Address _____

City _____ State _____ Zip _____

Contact _____ Title _____

Telephone (_____) _____ Fax (_____) _____

Email _____

Booth Personnel:

Two Complimentary Registrations

1) Name (Please Print) _____ Title _____

Telephone (_____) _____ Email _____
(If different from corporate)

2) Name (Please Print) _____ Title _____

Telephone (_____) _____ Email _____
(If different from corporate)

Additional Registrations: ~~~~~
(\$225.00 per person)

3) Name (Please Print) _____ Title _____

Telephone (_____) _____ Email _____
(If different from corporate)

4) Name (Please Print) _____ Title _____

Telephone (_____) _____ Email _____
(If different from corporate)

5) Name (Please Print) _____ Title _____

Telephone (_____) _____ Email _____
(If different from corporate)

Authorized Signature _____ Date _____

Name (Please Print) _____ Title _____

Please return this form with your Application for Exhibit Space to:
California Dialysis Council • 303 E. Gurley Street, PMB 458 • Prescott, AZ 86301

Please retain a copy for your records.