

38TH ANNUAL EDUCATION CONFERENCE

EXHIBITOR PROSPECTUS

2020

A P R I L 2 - 4 , 2 0 2 0



CALIFORNIA DIALYSIS COUNCIL

GENERAL INFORMATION

DATES: APRIL 2-4, 2020

The CDC Annual Education Conference hosts over 200 attendees who are Registered Nurses, Administrators, Medical Directors, Regional Executives, Social Workers, Dietitians, Certified Hemodialysis Technologists and vendors in the End Stage Renal Disease (ESRD) community.

Attendees will have all refreshment breaks and lunch within the exhibit area. We have some great ideas to increase traffic to your booth:

- CDC will incentivize attendees to attend the receptions on Thursday and Friday
- Friday's event will include entertainment and raffle prizes on an outdoor terrace
- We will ask attendees to complete a game card by visiting each exhibitor in order to be entered into a grand prize drawing

Deadline for exhibitor applications is March 2, 2020

Omni Rancho Las Palmas Resort & Spa

41000 Bob Hope Drive
Rancho Mirage, CA 92270
1-800-THE-OMNI (1-800-843-6664)

Group rate for single/double:

\$250 (plus applicable taxes and resort fee)

For Reservations:

Call 800-843-6664 (reference "California Dialysis Conference")
Room block code is: 030619CADIALYCOUN
Online at: <http://bit.ly/CSTC2020>

Deadline for reservations is March 12, 2020



YEAR ROUND SPONSORSHIP OPPORTUNITIES

PLATINUM - \$10,000

Annual Conference Recognition

- Exhibit booth space and two booth personnel
- Ten employees with full meeting attendance
- Rotating banner ad in mobile app
- Static banner ad on CDC Home Page
- Logo placement on event signage, program brochure, and conference emails
- Logo placement on attendee bags
- Company description in conference app
- Push alert on mobile app

CDC Year-Round Participation

- CDC News
- Complimentary attendance to all open Board Meetings and Education Events
- Logo on CDC home page

GOLD - \$7,500

Annual Conference Recognition

- Exhibit booth space and two booth personnel
- Five employees with full meeting attendance
- Rotating banner ad in mobile app
- Static banner ad on CDC Annual Meeting web page
- Logo placement on event signage and program brochure
- Company description in conference app
- Push alert on mobile app

CDC Year-Round Participation

- CDC News
- Complimentary attendance to all open Board Meetings and Education Events
- Logo on CDC website

SILVER - \$4,000

Annual Conference Recognition

- Exhibit booth space and two booth personnel at the Annual Meeting
- Three employees with full meeting attendance
- Logo placement on event signage and program brochure
- Rotating banner ad in mobile app
- Attendee gift with your Logo
- Push alert on mobile app

CDC Year-Round Participation

- Complimentary attendance to all open Board Meetings and Education Events
- Logo on CDC website

CONFERENCE ONLY OPPORTUNITIES

RECEPTION SPONSOR - \$6,000

Annual Conference Recognition

- Exhibit booth with two personnel
- Announcement recognition at reception (Friday evening)
- Logo on Annual Meeting program brochure
- Static banner ad on annual meeting web page (200 x 200 pixels) and banner in mobile app
- Logo on conference emails
- Seven complimentary conference registrations
- Company location & description in mobile app
- Beverage napkins with your Logo
- Signage at event
- Push alert on mobile app

BREAK SPONSOR - \$3,000

Annual Conference Recognition

- Exhibit booth and two personnel
- Logo on directional signage
- Logo on Annual Meeting program brochure
- Static banner ad on annual meeting web page (200 x 200 pixels) and rotating banner in mobile app
- Two additional complimentary conference registrations
- Company location & description in mobile app
- Beverage napkins with your Logo
- Signage at event
- Push alert on mobile app

EXHIBIT ONLY - \$1,500

Annual Conference Recognition

- Exhibit booth and one booth personnel
- Company location and description on mobile app
- All additional booth personnel at a discounted rate of \$350 with full access to the conference

BOOTH DETAILS

Hours of Booth Operation (subject to change)

Thursday, April 2, 2020

Exhibitor Move In:
12:00 pm – 4:00 pm

Cocktail Reception:
5:30 pm – 7:00 pm

Friday, April 3, 2020

Breakfast:
7:00 am – 8:00 am

Break:
10:00 am – 10:30 am

Lunch:
12:00 pm – 1:00 pm

Break:
3:00 pm – 3:30 pm

Reception:
5:30 pm -7:00 pm

Saturday, April 4, 2020

Breakfast:
8:00 am – 9:00 am

Tear Down:
9:30 am

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 back drapes 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

Exhibitor Services:

A representative of the exhibitor services management team will be on duty during set-up, move-in, and dismantle. Upon receiving your exhibitor application and payment, you will receive an email with details regarding the exhibitor service kit.

Identification Sign:

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

NEXT STEPS:

- 1 Complete the Exhibitor Application by March 2, 2020
- 2 Return the application online or mail it with payment to:
California Dialysis Council
320 Pine Ave. #1050, Long Beach, CA 90802

Be sure to include additional booth personnel, company description and logo.

QUESTIONS?

Contact Beth Ramirez with questions at
(714) 616-4306 or
beth@californiadialysis.org



CALIFORNIA DIALYSIS COUNCIL

CALIFORNIA DIALYSIS COUNCIL ANNUAL EDUCATIONAL CONFERENCE

SHOW DATES: APRIL 2-4, 2020

OMNI RANCHO LAS PALMAS RESORT & SPA

Applications and payments must be received prior to March 2, 2020

APPLICATION FOR EXHIBIT SPACE

Please type or print legibly

Company Name _____

Address _____

City _____ State _____ Zip _____

Corporate 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. 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 Beth Ramirez at (714) 616-4306



CALIFORNIA DIALYSIS COUNCIL

CALIFORNIA DIALYSIS COUNCIL ANNUAL EDUCATIONAL CONFERENCE BOOTH PERSONNEL REGISTRATION FORM One Complimentary Booth Person

Please type or print legibly

1) Name (Please Print) _____ Title _____

Telephone (_____) _____ Email _____

(If different from corporate)

*Attending Education Sessions? Yes No

Additional Booth Personnel: \$350.00 per person

2nd Personnel: 1 x \$350

2) Name (Please Print) _____ Title _____

Telephone (_____) _____ Email _____

(If different from corporate)

*Attending Education Sessions? Yes No

3rd Personnel: 1 x \$350

4) Name (Please Print) _____ Title _____

Telephone (_____) _____ Email _____

(If different from corporate)

*Attending Education Sessions? Yes No

4th Personnel: 1 x \$350

4) Name (Please Print) _____ Title _____

Telephone (_____) _____ Email _____

(If different from corporate)

*Attending Education Sessions? Yes No

5th Personnel: 1 x \$350

5) Name (Please Print) _____ Title _____

Telephone (_____) _____ Email _____

(If different from corporate)

*Attending Education Sessions? Yes No

_____ x \$350 = \$ _____ + \$1500 = \$ _____ **Total Due**

Authorized Signature _____ Date _____

Name (Please Print) _____ Title _____

*Education attendance is requested for meeting room capacity purposes

**Please return this form to: California Dialysis Council • 320 Pine Avenue, Suite 1050, Long Beach, CA 90802
Make checks payable to California Dialysis Council.**



CALIFORNIA DIALYSIS COUNCIL

EXHIBIT RULES & 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. 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. 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 will be refunded if cancellation takes place by March 2, 2020. **No refunds or cancellations will be granted after March 2, 2020.**

7. LIABILITY - The California Dialysis Council and the Omni Rancho Las Palmas Resort & Spa 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 Beth Ramirez, California Dialysis Council - (714) 616-4306.