

CRA Annual Conference & EXPO

Annual Conference: March 10 – 12, 2010
EXPO: Thursday, March 11, 2010

Pasadena Convention Center

Presidential Exhibitor Benefits—\$1,800*

- Double exhibit booth (10' D x 20' W), 2 draped 6' tables, 4 chairs, & booth ID sign w/ your firm name
- Annual Conference & EXPO Program Advertisement
- Annual Conference & EXPO Program firm name logo listing
- Sponsor drink tickets and desserts at EXPO
- 1,000 watts of electricity
- Signage publicity at Conference
- *Redevelopment Magazine* publicity: firm name listing
- 4 booth worker and 5 client admissions
- Two conference registrations with meals
- Roster of conference registrants before and after event (Excel spreadsheet with full contact information)
- Roster of CRA members (Excel spreadsheet with full contact information)
- 25% discount on new *Redevelopment* mag. ads, corp. or display ads, (for 2 months) starting Jan-May.

California Exhibitor Benefits—\$1200*

- Single exhibit booth (10' x 10'), draped 6' table, 2 chairs, booth identification sign with firm name
- May purchase Annual Conference & EXPO Program advertisement
- Annual Conference & EXPO Program firm name listing
- Sponsor drink tickets and dessert at Expo
- 500 watts of electricity
- Signage publicity at Conference
- *Redevelopment* magazine publicity: firm name listing
- 2 booth worker and 5 client admissions
- One conference registration with meals
- Roster of conference registrants before and after event (Excel spreadsheet with full contact information)
- Roster of CRA members (Excel spreadsheet with full contact information)
- 25% discount on new *Redevelopment* mag. ads, corp. or display ads, (for 2 months) starting Jan-May.

Frequently Asked Questions (FAQ)

- **When and where will the EXPO be held?**
Thursday, March 11, 2010, 2:00 pm–5:30 pm, Exhibit Hall A, Pasadena Convention Center, 300 E. Green St, Pasadena, CA 91101, (626) 793-2122
- **What are the setup and tear down times?**
Set up—Thursday, March 11 from 9:00 am–2:00 pm **Tear down**—Same Day From 5:30 pm–10:00 pm
- **What hotels offer discounted rates for Conference attendees? What is the headquarters hotel?**
Hilton Pasadena (Headquarters Hotel), 168 S. Los Robles Ave, Pasadena, CA 91101, (626) 577-1000
Courtyard by Marriott, 180 N. Fair Oaks Ave., Pasadena, CA 91103, (626) 403-7600
- **What important dates should Exhibitors be aware of to maximize their publicity?**
January 12, 2010 — Advertisements due for February *Redevelopment* Magazine
February 9, 2010 — Advertisements due for Annual Conference & EXPO Program
February 10, 2010 — Advertisements due for March *Redevelopment* Magazine
- **Who do we contact if we need to order additional furniture, equipment, fixtures or electrical services?**
Shepard Exhibition Services is our official EXPO service contractor. Their exhibit services kit will be available online, their telephone # is: (407) 888-9669 or from 2:00 PM to 5:00 PM PST (702) 507-5278.
- **Who should we contact for additional information?** Call 916.448.8760 or email:
Exhibitor registration and general questions—Rich Heitke, rheitke@calredevelop.org
Program and Redevelopment Magazine Advertising—Jeff Freitas, jfreitas@calredevelop.org
Individual conference registration/information—Judy Jennemann, jjennemann@calredevelop.org

Information packets/exhibitor kits will be available online in the Fall

* **End cap** (Presidential)—Add \$200, **Corner booth** (Presidential or California)—Add \$100,

* **Center Lounge End cap**—Add \$300, **Center Lounge Corner booth**—Add \$150,

Non-members—Add 50%

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Exhibitor's Registration Form

↓ Person we list in Exhibitor Roster, ↓

Exhibitor Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Date: _____

↓ Person we contact for questions? ONLY fill in if other than above ↓

Contact Name: _____

Telephone: _____ Fax: _____

Full Address: _____

Email: _____

Presidential—\$1,800

California—\$1,200

Non CRA Members add 50% to above rates.

Corner Booths (Presidential and California levels)—\$100 End-Cap Booths (Presidential level only)—\$200

Center Lounge Corner Booths—\$150 Center Lounge End-Caps—\$300

Remittance	\$	Fee:	+	Corner/End Cap:	\$	=	Total Due:	\$
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Desired Booth Location
(Presidential Level shall select pairs of booths)

Booths assigned on CRA point system, then by date registered

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

4th Choice: _____

5th Choice: _____

6th Choice: _____

7th Choice: _____

8th Choice: _____

9th Choice: _____

10th Choice: _____

You must provide 10 choices. Choose different areas.

PAYMENT MUST ACCOMPANY FORM OR YOU WON'T BE REGISTERED. SIGNED CONTRACT MUST FOLLOW IN 30 DAYS OR YOUR BOOTH WILL BE RELEASED.

Check One: Check Enclosed Visa / M/C / American Express

Name on Card: _____

Card Number: _____

Expiration Date: _____ Amount: _____

Card Security Code _____ Today's Date: _____

Signature: _____

CRA, Attn: Rich Heitke, 1400 K St, Ste 204, Sacto, CA 95814-3916. Fax 916.448.9397 rheitke@calredevelop.org

Cancellation Policy—See contract for cancellation policy.