



# Advisors Expo Sponsorship Opportunities

Friday, March 16, 2012 • 8:30 am - 3:15 pm  
Garden Pavilion, 5640 Dudley Blvd, (Sacramento) McClellan, CA 95652

## Lunch Sponsor – \$1,500

Includes:

- Exhibitor table at the front of the room
- 2 lunches
- Logo on [www.naifanorcal.org](http://www.naifanorcal.org) sponsor page for 6 months
- General session recognition
- Recognition in program

## Breakfast Sponsor – \$700

Includes:

- Exhibitor table
- 2 lunches
- Logo on [www.naifanorcal.org](http://www.naifanorcal.org) sponsor page for 6 months
- General session recognition
- Recognition in program

## Speaker Sponsor – \$700

Includes:

- Exhibitor table
- 2 lunches
- Logo on [www.naifanorcal.org](http://www.naifanorcal.org) sponsor page for 6 months
- Introduce speaker on stage
- Recognition in program

## Exhibitor – \$400

Includes:

- Exhibitor table
- 2 lunches
- Recognition in program



**SPACE IS LIMITED**

Don't miss this opportunity to showcase your products and services.

**Sign up early!**

## Advisors Expo Sponsor/Exhibitor Payment & Contract

Category:  Lunch Sponsor \$1,500  Breakfast Sponsor \$700  Speaker Sponsor \$700  Exhibitor \$400

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City State Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Method of Payment:  MC  Visa  Am Exp  Check (payable to NAIFA Northern California)

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Card Holder Name \_\_\_\_\_

Signature \_\_\_\_\_

AS EVIDENCED BY MY SIGNATURE BELOW, I have read, understand and agree to all terms and conditions contained in this contract agreement for NAIFA Northern California's Advisors Expo.

Authorized Signature \_\_\_\_\_

Name of Signatory \_\_\_\_\_

**Contract Date** This contract agreement is entered into on \_\_\_\_\_ DATE, between the above named company (hereinafter called Exhibitor) and the National Association of Insurance and Financial Advisors Northern California (hereinafter called NAIFA Northern California). Upon acceptance of this contract agreement by NAIFA Northern California and in consideration of the exhibit fee paid to NAIFA Northern California, NAIFA Northern California hereby provides an exhibit space in its Advisors Expo pursuant to the conditions in this contract. NAIFA Northern California reserves the right to reject any application for exhibit space.

**Exhibit Fee & Booth Features** It is agreed that Exhibitor may reserve an exhibit space for \$400 per booth, unless otherwise specified as an Advisors Expo Sponsor. It is understood that the exhibit fee per booth includes: One (1) six-foot exhibit table with draping for one day with two (2) chairs; Two (2) lunch tickets for same Exhibitor representatives; Advisors Expo program listing if paid by February 22, 2012. It is understood that only one exhibiting company shall occupy each booth space. Exhibitor agrees to let NAIFA Northern California use the name of the Exhibitor in any advertising by NAIFA Northern California, provided it appears in writing as indicated above.

**Booth Services** No booth cleaning services are provided. No electrical or phone service is provided. Electrical outlets and phone service must be ordered in advance, directly from the Host Venue by February 22, 2012. Additional signs, furnishings, decorations, and any other special requirements (obtained through the Host Venue prior to or on-site, as per service requested) are the responsibility of the Exhibitor. Please contact the Host Venue directly for order forms and payment for services.

**Booth Payment & Cancellation** Payment in full must be submitted in advance in order to reserve exhibit space. In the event an Exhibitor finds it necessary to release booth(s) by canceling this agreement, a processing fee of \$50 will be retained by NAIFA Northern California. All cancellations must be received in writing prior to midnight February 22, 2012 via the U.S. Postal service, or some form of express mail or facsimile, either public or private. Thereafter, no refunds will be made. All refunds for cancellations will be disbursed after the Advisors Expo has been concluded. It is agreed that in the event Exhibitor fails to perform in accordance with the terms and conditions of this contract, NAIFA Northern California reserves the right to cancel the contract between said Exhibitor and NAIFA Northern California and retain the full exhibit fee. Should any situation beyond the control of NAIFA Northern California prevent the opening of the Advisors Expo,



# Advisors Expo Sponsorship Opportunities

Friday, March 16, 2012 • 8:30 am - 3:15 pm  
Garden Pavilion, 5640 Dudley Blvd, (Sacramento) McClellan, CA 95652

## Advisors Expo Sponsor/Exhibitor Payment & Contract continued

NAIFA Northern California shall not be held liable for any expenses incurred by Exhibitor except the rental cost of booth space.

**Failure to Occupy Space** Any space which is not occupied by the exhibiting company by 9:00 am on March 16, 2012, will be forfeited by the Exhibitor and the space may be resold or used by NAIFA Northern California without refund, unless previous written arrangements for delayed occupancy have been made with and approved by NAIFA Northern California and the exhibiting company. All accounts referred to a collection agency or attorneys will be responsible to pay all collection fees, attorney fees and court costs. All accounts are subject to a 25% collection fee and/or attorney fees and interests.

**Booth Location** NAIFA Northern California reserves the rights to assign spaces as deemed appropriate. Booths are assigned with priority to our Sponsors then on a first-come, first-served basis.

**Exhibitor Representative(s)** Exhibit Fee includes two (2) lunches per booth space for exhibit personnel. Two (2) Exhibitor representatives are permitted per exhibit booth unless additional Advisors Expo registrations are purchased. Representative's name and any changes in representative's name must be received in writing by NAIFA Northern California no later than February 22, 2012 for a name badge to be produced.

Name #1 \_\_\_\_\_

Name #2 \_\_\_\_\_

**Installation and Breakdown** Advance shipments and booth storage should be arranged in advance with Host Venue. Exhibit set-up is 7:30 to 8:15 am on March 16, 2012. Exhibits must be completely installed by opening of our Advisors Expo at 8:15 am on March 16, 2012. Breakdown will begin after 3:15 pm on March 16, 2012. Exhibitor shall be responsible for delivery and removal of equipment and display material to and from the exhibit area. Exhibitors must have a representative at the booth at all times during the event.

**Place and Nature of Exhibit** Display booths and exhibits shall not be displayed in a way that interferes with other exhibits. In particular, the back of tabletop and floor-mounted displays must be covered or "finished" if they are visible in adjacent booths. No exhibits that violate any municipal or state laws, rules and regulations, including safety codes, will be allowed. The use of a heater or any heat producing device as part of the exhibit is forbidden unless a special permit is first obtained from the local fire department and a copy of the permit is placed in the files of NAIFA Northern California. Approval must first be obtained from the local fire department for the use, operation or presence of electrical, mechanical, or chemical devices, which, in the opinion of the local fire department or Host Venue, might be hazardous in a public place.

**Use of Exhibit Space** Each exhibitor area is 8 feet wide; if you have a display unit it must not exceed the 8 feet exhibit area. All demonstrations, interviews, or other activities must be contained within the limits of your exhibit area. Aisles must be kept clear. Exhibits must be arranged so that Exhibitors will be inside the space designated.

**Noisy Equipment** If the operation of any equipment or apparatus produces noise of sufficient volume or odors found to be annoying to neighboring Exhibitors or guests, it will be necessary to discontinue such operation.

**Booth Sharing** No Exhibitor shall sign, sub-let, or apportion the whole or any part of the space allotted to him/her without the prior knowledge and written consent of NAIFA Northern California.

**Restriction and Location of Exhibits** NAIFA Northern California reserves the right to require any Exhibitor to remove any part of Exhibitor's booth thereof, which in the sole judgment of NAIFA Northern California is not in keeping with the general character of the exhibition or is not in the best interest of the Advisors Expo, and to remove or relocate any booth as may be needed for the good of the Advisors Expo and its exhibits. This restriction includes any persons, things,

conduct, printed material or anything of character, which may be objectionable to the exhibit as a whole. In the event of such restriction or eviction, NAIFA Northern California is not liable for any refunds or rentals or other exhibition expenses.

**Sales** Exhibitors are welcome to sell or take orders on Advisors Expo premises for exhibited products or services. Exhibitor agrees to comply if NAIFA Northern California deems it necessary to request Exhibitor to cease such activity on Advisors Expo premises, on penalty of expulsion from the Advisors Expo.

**Distribution of Literature and Giveaways** Exhibitor and Exhibitor's representatives may distribute printed information only from their exhibit space. Giveaways are permitted and may be distributed only from their exhibit space.

**Recruiting** No recruiting of any kind is allowed. If in the judgement of NAIFA Northern California, Exhibitor does recruit, Exhibitor will be asked to leave. In the event of such eviction NAIFA Northern California is not liable for any refunds or rentals or other exhibition expenses.

**Recognition Raffle Prizes** Provide a raffle prize to increase your booth traffic and presence at the Advisors Expo with little effort or expense. Exhibitor will be recognized from the main stage during general session when the winners of your raffle prizes are announced. At the conclusion of the Advisors Expo please be available to present your prize to your winner when it is announced in the general session. Winners will collect their prize directly from Exhibitor at this time.

**Exhibitor Sponsored Activities** Hospitality suites and/or entertainment activities are not permitted to operate during the hours when the Advisors Expo is in session. Arrangements for any Exhibitor-sponsored activities and hospitality suites must be made with NAIFA Northern California at least 2 weeks prior to Advisors Expo.

**Liability, Insurance and Security** NAIFA Northern California and the Host Venue, and any employees or representatives thereof, and other organizations and persons connected with this Advisors Expo shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to Exhibitor or Exhibitor's employees from any cause whatsoever, prior to, during or subsequent to the period covered by this contract. Exhibitor should obtain their own insurance to cover all contingencies. Exhibitor agrees to indemnify those listed above against any and all claims for such losses, damage, or injury upon signing this contract. Exhibitor expressly releases the foregoing institutions, employees, and individuals from any and all claims of loss, damage or injury. This also includes the period of storage prior to and following the Advisors Expo. Small or casually portable articles of value should be properly secured or removed to safekeeping during the hours the exhibits are closed. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend the losses and damages to persons or property or governmental charges or fines, and attorney's fees arising out of or caused by Exhibitor's installation, removal or maintenance, occupancy, or use of the exhibition premises or a part thereof. In addition, Exhibitor acknowledges that NAIFA Northern California and the Host Venue do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

**Protection of Exhibit Facility Property** Exhibitor shall be held responsible for any damage done to the building by Exhibitor or Exhibitor's employees. No nails, tacks, or screws shall be driven into the walls, woodwork or floor of the building. No gasoline, kerosene, acetylene candles, or other flammable or explosive substances will be permitted in the building.

**NAIFA Northern California Endorsement** NAIFA Northern California is not responsible for errors and omissions related to Exhibitor's products or services. NAIFA Northern California does not endorse any products or services of any Exhibitor.