

Dear: CCEA Affiliate Members and Prospect Affiliate Members

It is time to get ready for “**CCEA 2010: Passport to a World of Education**” at the **Sheraton Gateway Hotel at LAX!** Located in the heart of Los Angeles we expect a great time will be had by all. We look forward to you exhibiting with us this year.

With a successful 2009 conference behind us CCEA’s 2010 conference promises to be even more exciting. Membership growth is commitment again this year and we are making great strides! So you cannot afford to miss exhibiting and reaching out to all those teachers, administrators, and classified support folks. Here is just a peek at how you can benefit from exhibiting at CCEA 2010:

- An attendee’s list on a CD when you leave the conference.
- Access to all attendees through the incorporation of the affiliate area with conference events!
- Your company contact information and booth location are printed in our program book, so all attendees will know you are there!
- Members will have access to our exhibitor list via our website, so they can plan ahead and bring business your way!
- Having your, company listed on the affiliate “Pass Port” that has to be initialed by all exhibitors to provide the members entry into an affiliate give away.
- Build long lasting relationships with schools from all over California, and expand those relationships to schools from out of state!
- You also have the opportunity to have a meal with the CCEA members since every registration provides at least one ticket for the Friday night general session dinner and the Saturday general session luncheon.

It is not too early to start getting ready to exhibit now!

Our affiliate population will receive the exhibit packet for booth selection. **Please note booths will only be assigned when completed and signed packets are received along with payment in full.**

Enclosed you will find the Exhibitor Agreement packet, complete with exhibit hall layout, and general information to answer any questions you may have. As always, please feel free to contact CCEA Affiliate Office with any additional questions/concerns.

We hope to see you all at the **Sheraton Gateway at LAX April 30 and May 1.**

Sincerely,

Dan Plough  
CCEA Affiliate Coordinator

# CCEA Exhibitor Registration

Register Early!! We have been selling out by April 1st. We have lots of information for you and lots of fun things planned too! You will find a full Conference Schedule, as well as the Exhibit Schedule in this packet for you. Please read all information carefully and send in your paperwork completed with your payment. We register on a first in first registered bases. Payment must accompany all forms

## Exhibitor's Packet Contents

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Enclosed you will find the information listed below for your review and use.

1. General Information
2. Exhibit Hall Layout
3. Exhibitor Schedule
- 4. Exhibit Agreement Form**
- 5. Exhibit Terms and Conditions**
- 6. Affiliate Code of Ethics**
- 7. Name Badge List**

## Registration Instructions

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- 1. Complete and return all the yellow forms, (items 6, 7, 8, and 9), along with payment required to register and acquire a booth.**

Forms you need to **return** to CCEA Affiliate Office before we can assign your booth:

- Completed **Exhibit Agreement** (2 pages)
- Form of payment – **Check-Credit Card**
- Signed and dated **Code of Ethics**.
- Signed and dated **Exhibit Terms and Conditions**.
- Completed **Exhibitor or Sponsor Name Badge Form** for your booth representatives.

- 2. Check Exhibitor Showroom Floor enclosed**
- 3. Make a note of all deadlines that may affect you.**
- 4. Keep a copy for your records.**

## Upon Receipt of Your Registration

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We will send to you:

1. Your booth assignment
2. Email Confirmation / Receipt
3. Detailed Exhibit Schedule
4. Special Event Information

CCEA Conference 2010  
**"Passport to a World of Education"**  
**Los Angeles, California**

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### Show Location

#### Sheraton Gateway, at LAX

Room rate of \$114 single/double occupancy plus tax based on availability. (800) 325-3535 or (310) 642-1111

### Exhibit Show Times

Friday – April 30	10:00 am – 1:30 pm	Exhibit Setup
	2:00 pm - 7:00 pm	Exhibits open
	6:00 pm – 7:00 pm	President's Reception (In the exhibit area)
	7:00 pm – 8:00 pm	Exhibits close/Dinner Cruise
	8:00 pm – 9:00 pm	Key Note Speaker
	9:00 pm – 11:00 pm	Dancing With the Stars
	Saturday- May 1	6:30 am – 7:30 am
7:30 am – 8:30 am		Continental Breakfast (In the exhibit area)
7:30 am -- 9:30 am		Exhibits open
9:30 am		Exhibits close
8:30 am – 11:30 am		Workshops
11:00 am - 12:15 pm		Exhibits open
12:15 pm – 2:15 pm		Lunch (Exhibits close during 1 <sup>st</sup> hour of lunch)
1:30 pm – 3:45 pm		Vender time-membership prize drawing
3:45 pm		Vender area closes –begin tear down
4:00 pm – 4:15 pm		Vender evaluation meeting (in affiliate area)

### Exhibitor's Reception

Your booth registration includes one dinner ticket per table for Friday night dinner and one lunch ticket per table for Saturday lunch.

### Friday Dinner (\$70) - Saturday Lunch (\$45) – Sunday Brunch (\$35)

You may want to purchase extra tickets for both the Friday dinner/dance and the Saturday lunch. It is a great way to spend some social time with current and potential clients. We encourage you to do so prior to the conference, but you may also purchase tickets on site, space permitting.

### President Reception Drink Tickets (\$ 6.50 beer/wine/liquor/soft drinks)

This year Affiliates can purchase drink tickets to use as handouts to CCEA members during the Presidential Reception. The tickets are \$6 for one glass of wine, one cocktail, beer, or soft drink. Reward a good customer with a free drink.

### Theme – Passport to a World of Education

CCEA directors invite you to the Annual State Conference. Take a chance, stretch your imagination, and get a passport for a trip to the CCEA annual conference.

## **Exhibit Services**

### **Electrical Outlets and Additional Expo Services**

One 500-watt electrical outlet will be provided for booths sold up to 30 days prior to the conference. Request must be indicated on the front of the Exhibit Agreement document in the space provided. Any exhibitor requiring electricity on-site will need to negotiate with the hotel.

CCEA has negotiated with the hotel to have wireless connectivity available in the exhibit area without any cost to you the exhibitor.

If you have ordered electrical or additional services from the hotel and need assistance, please direct your questions to their customer service personnel.

### **Booth Attendees / Name Badges – 2 per booth**

Please limit the number of people tending your booth to 2 per booth reserved. Medallion Sponsors will receive additional passes depending on sponsorship level. If interested in becoming a Medallion Sponsor please contact CCEA Affiliate Office (760) 789-2065. There will be an additional cost of \$25 charge for each extra person at the table. We will of course correct spelling mistakes free of charge.

### **Questions?**

Contact Dan Plough, CCEA Affiliate Coordinator for any further questions or assistance in registering for the conference. We look forward to seeing you all again this year in Santa Clara!

**CCEA Affiliate Membership**  
**16529 Arena Dr.**  
**Ramona, CA. 92065**  
**760-789-2065 Cell: 619-997-7467**  
**Or email to:**  
**dplough@cox.net**

**Exhibitor's Schedule**  
**CCEA Conference 2010**  
**"Passport to a World of Education"**  
**Sheraton Gateway**  
**Los Angeles - LAX**

<b>Friday – April 30</b>		
10:00 am – 1:30 pm	Exhibit Registration & Set-Up	Century & Gateway Foyer
2:00 pm	Exhibits Open	Century & Gateway Foyer
6:00 pm – 7:00 pm	Presidential Reception	Century & Gateway Foyer
7:00 pm - 8:00 pm	Start Dinner	Grand Ballroom
8:00 pm	Key Note Speaker-Exhibit Hall Close	Grand Ballroom
<b>Saturday-May 2</b>		
6:30 am – 7:30 am	Exhibit Registration & Set-Up	Century & Gateway Foyer
7:30 am – 9:30 pm	Continental Breakfast-Exhibits Open	Century & Gateway Foyer
11:00 pm – 12:15 pm	Exhibits Open	Century & Gateway Foyer
12:15 pm – 2:15 pm	Lunch (Exhibits close the 1 <sup>st</sup> hour of lunch)	Grand Ballroom
1:30 pm – 3:45 pm	Exhibit Open and Prize Drawings	Century & Gateway Foyer
3:45 pm	Exhibit Hall Closes	
4:00 pm – 4:15 pm	Exhibitors Meeting-Evaluation	Century Foyer
*	Exhibitors have access to the exhibit hall 30 minutes prior to opening	

**Important Notes:**

1. Support the conference and do not start closing up early.
2. The Exhibit Areas are closed to all attendees and exhibitors during non-exhibit hours. With the unique location of the Exhibits security personnel will be located in the area at all times. You will have access to the hall and your booth only, as stated above and one half hour before each exhibit session.
3. No children are allowed in the exhibit hall.

# AFFILIATE EXHIBIT AGREEMENT 2010

## “Passport to a World of Education”

<i>For Office Use Only</i>
Date Received _____
Date Processed _____
Booth #s _____
Processed by _____

<i>Affiliate Membership # Employees</i>	
Under 3 Contact Affiliate Coordinator	
3-6	\$225
7-11	\$425
12-16	\$525
17-20	\$725
20 +	\$800

**Membership is current**     **Membership is due**

3' X 6' 1st Table @ **\$300** (\$50 discount for members) \_\_\_\_\_  
 3' X 6' 2nd Table @ **\$200** (\$50 discount for members) \_\_\_\_\_  
 Dinner tickets \_\_\_\_\_ @ **\$70.00** \_\_\_\_\_  
 Lunch tickets \_\_\_\_\_ @ **\$45.00** \_\_\_\_\_  
 Sunday Brunch \_\_\_\_\_ @ **\$35.00** \_\_\_\_\_  
 Membership Dues (see attached) \_\_\_\_\_  
 Sponsorship Contribution (see attached) \_\_\_\_\_  
 Electrical needs \_\_\_\_\_  
 ALL Drink tickets # \_\_\_\_\_ X \$6.50 \_\_\_\_\_

**TOTAL DUE**

Date: \_\_\_\_\_

Check Enclosed     Bill my Credit Card:     Visa     MasterCard     American Express  
 CC Number: \_\_\_\_\_    Exp. Date: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

Check our exhibitors floor plan (attached)

Booth Choice: 1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ 5th: \_\_\_\_\_ (First paid = first placed)

Company: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

URL: \_\_\_\_\_ Email: \_\_\_\_\_

Product/Service: \_\_\_\_\_

**I require one 500-watt electrical outlet.**

**CANCELLATIONS:** Written cancellations received prior to **April 2, 2010** shall be subject to a 10% service charge. Cancellations received after **April 2, 2010** but prior to **April 16, 2010** shall be subject to a 50% service charge. No refunds will be made for cancellations after **April 23, 2010**.

**PRINTING DEADLINE:** Applications received after **March 12, 2010** may not make the printing deadline for the program. If booths are available, they may be reserved through **April 28, 2010**.

**COMPLETED PAPERWORK:** Please sign and date the reverse side of this page and all other required documents.

Please send all completed Exhibit Registration forms (yellow pages) and payment to:

**CCEA Affiliate Membership**  
**16529 Arena Dr.**  
**Ramona, CA. 92065**  
**Or email to:**  
**dplough@cox.net**

# 2010 CCEA Exhibit Agreement (cont'd)

**In reserving exhibit space for our organization, I understand that CCEA reserves the right to make all booth assignments but will do so as equitably as possible. I understand that Exhibit fees must accompany this agreement in order to receive a booth assignment.**

**BOOTH ASSIGNMENTS:** Are assigned based on the order in which **payments and completed applications** are received by CCEA. If you would like to discuss booth assignment, please contact Dan Plough at 760-789-20 or Cell: 619-997-7467

**CCEA WILL PROVIDE:** one six-foot draped table (3'X6'). One 500-watt electrical outlet will be provided for booths sold up to 30 days prior to the conference (see price list attached). **Request must be indicated** on the front of this document in the space provided. Any exhibitor requiring electricity on-site or within 30 days will pay the going rate to the hotel. The exhibit area is fully carpeted. **All items associated with the booth must stay within the confines of the booth. Exhibitors wanting to exceed the 8 ft height must get pre approval from CCEA Headquarters and will be strategically placed.**

**MULTIPLE BOOTH SPACES:** If more than one table is purchased, the first table will always be at the rate of **\$300** and additional booths at the rate of **\$200**, respectively. Affiliate membership provides a \$50 discount on all tables purchased.

**LIABILITY:** It is agreed that CCEA and/or the will not be responsible for any loss, damage, or injury that may occur to the exhibitor, exhibitors' employees, or the exhibitors' property, from any cause whatsoever, prior to, during, or subsequent to the period covered by this agreement.

**IT IS THE ENTIRE RESPONSIBILITY OF THE EXHIBITOR** to protect, indemnify, defend and hold harmless CCEA, the **Sheraton Gateway Hotel at LAX**, and all related parties from all damages and claims resulting from the use of the exhibition premises except where the claim results from the negligence of CCEA, the **Sheraton Gateway Hotel at LAX**, and all related parties. Exhibitors acknowledge that the Exhibitor carries general liability insurance and that will issue a certificate of insurance naming CCEA as additionally insured for the duration of the conference and three days before and after set up and breakdown.

**REMOVAL:** No part of the exhibit shall be removed during or prior to the final exhibit session of the conference without specific written permission of CCEA.

**DAMAGE:** No signs or articles may be affixed, nailed, or otherwise attached to walls, doors, or other hotel property. No attachments may be made to the floor by nails, screws, or other devices that would cause damage. All space is leased subject to these restrictions. Violations could result in voiding this contract.

**SAMPLES:** Food/drink samples may only be distributed to attendees within the exhibit areas. "Samples" are defined as "bite" or "drink" sized portions. The management reserves the right to revoke these privileges if these guidelines are violated. No alcohol is to be distributed by exhibitors.

**EXHIBIT SALES:** Sale of items from an exhibit booth is encouraged. Having a successful and profitable conference is CCEA number one priority.

Company: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Name: \_\_\_\_\_

# CCEA TERMS & CONDITIONS

## FOR EXHIBITING AT THE CCEA STATE CONFERENCE

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*The following terms and conditions shall be part of the Affiliate's agreement to exhibit at the CCEA State Conference. These conditions are not negotiable. All Affiliates are required to sign the agreement and accept these terms and conditions before a booth is assigned. Violation of the terms and conditions of this policy will result in review and action by the CCEA Board of Directors including denial of exhibit space or removal of exhibit.*

1. No alcohol is to be distributed by exhibitors in the Exhibit Areas.
2. Exhibits are to stay within the designated booth area. Booths are comprised of either one or two 3' X 6' tables. **You must obtain permission to exceed the height and will be strategically placed**
3. Booths are not to have solid sides that would impede or restrict the vision of neighboring booths.
4. Exhibits are not to infringe on other affiliates' space. This includes, but is not limited to, noise level, hanging props, laser equipment, and/or flashing lights.
5. Exhibitors are not to arrange, plan, or otherwise involve attendees, themselves or their company in any activities on the same day as or in conflict with any scheduled CCEA event during the Conference.
6. Only one Exhibitor and/or affiliate is allowed to exhibit per booth. No subleasing or sharing of booths.
7. Exhibitors are not to arrange, plan, or otherwise involve attendees, themselves or their company in any activities on the same day as or in conflict with any scheduled CCEA event during the Annual Conference. **Any individual violating this policy will be asked to leave the conference and will be put on probation (restricted from attending any CCEA function) for at least one or more years.**
8. Affiliates and their personnel are to treat all conference attendees, conference center staff, and CCEA personnel involved with the conference in a professional and courteous manner. Argumentative and disruptive behavior is unacceptable and will not be tolerated.
9. All promotional materials are to be distributed or handed out at the affiliate's booth only. Affiliates are not allowed to have employees stationed at any other location in the exhibit hall distributing their material or handouts.
10. No affiliate personnel or volunteer under the age of eighteen (18) or in high school shall be allowed in the exhibit areas without prior CCEA written approval.
11. An affiliate booth(s) shall be occupied at all, times when the exhibit areas are open. Affiliates are not to close down their booth(s) prior to the designated time.
12. Affiliates shall follow all rules and adhere to all restrictions communicated by CCEA or the facility management group.

❖ Company: \_\_\_\_\_ Signature: \_\_\_\_\_

❖ Date: \_\_\_\_\_ Name: \_\_\_\_\_

TERMS & CONDITIONS FORM MUST BE SIGNED AND BE RETURNED WITH A SIGNED EXHIBIT AGREEMENT AND PAYMENT.

**Affiliate Membership Office**

16529 Arena Dr.  
Ramona, CA. 92065  
760-789-2065 Cell: 619-997-7467

CCEA Affiliate Code of Ethics

**Every CCEA Affiliate Member Agrees To Abide By CCEA's Code of Ethics.  
Your Signed Code Of Ethics Must Accompany Your Membership Application.**

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As a condition of Affiliate Membership, our organization/company agrees to adhere to the following Code of Ethics:

- Resolve to offer business services ethically, professionally, fairly, and courteously to all CCEA Members;
- Recognize a moral responsibility to the public that should take precedence over all other interest;
- Refrain from offering, endorsing, or sponsoring any action that is considered illegal in the state of California, including specifically advocating the use of alcohol or drugs to minors, trespassing on school property, unethically influencing school/student officials, and fraudulently misrepresenting a product or service;
- Commit to a clear written statement of the terms and conditions of purchase and to make those terms fair and timely, as normal industry standards dictate;
- Refrain from making false or misleading statements about a competitor or a competitor's product or service;
- Support the buyer's desire to shop around and investigate references;
- Commit to responding to and satisfying any complaint regarding services or staff made through the "CCEA Grievance Procedure."

Company: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

**CCEA Affiliate Membership Office**

16529 Arena Dr.  
Ramona, CA. 92065  
760-789-2065  
Cell: 619-997-7467  
dplough@cox.net

# EXHIBITOR NAME BADGE FORM

CCEA 2010 – “Passport to a World of Education”

COMPLETE AND RETURN WITH PAYMENT.

- **Each booth includes 2 representatives. The cost of additional representatives is \$25 per person. There is no limit to the number of *additional* Representatives. Venders who are Affiliate Members may have as many representatives as is covered by their membership.**
- Please complete the form by filling in the names of your 2 booth representatives and any additional representatives.

## Company Name:

## Booth Number(s): \_\_\_\_\_

(to be filled out at CCEA Central)

Booth 1
1.
2.

<input type="checkbox"/> We are paid affiliate members Additional Representatives @ \$25 each
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Booth 2
1.
2.

Booth 3
1.
2.

Booth 4
1.
2.

Total Number of Extra Reps: \_\_\_\_\_ @ \$25 = \_\_\_\_\_ (total)

### Payment Method:

VISA \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

Mastercard \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

AmEx \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

Check Enclosed — Check # \_\_\_\_\_

16529 Arena Dr.  
Ramona, CA. 92065  
760-789-2065 Cell: 619-997-7467  
dplough@cox.net