



Greetings,

The CalGIS team is currently planning for the 15th annual CalGIS conference, April 6 - 8th in Sacramento California. This conference is intended for those who use spatial information or are in the spatial information field. It is a great conference to network with others in California and learn new techniques and skills, as well as, what innovative products are available to get the job done. Attendance at this conference ranges from 400 – 500 persons in all regions of the state.

Sacramento is the perfect local for this conference. Not only is Sacramento the capital of California, it is surrounded by eight counties and municipalities such as Roseville, Rocklin, Auburn, Folsom, Davis and the nearby Bay Area; all use spatial information systems and data. Sacramento is a great central location, and a wonderful place to visit.

What really makes this conference swing into action is you. You provide products and services that assist GIS specialist, engineers, environmental specialist, hydrologists, and marketers to name a few. The CalGIS conference is the place to show attendees what you have to offer.

Please consider becoming a sponsor. We have sponsorship levels of Gold (\$4,000), Silver (\$2,500) and Bronze(\$1,000).

I truly look forward to seeing you at our conference.

Barbara Simpson

CalGIS 2009 Chairperson



WHY SPONSOR?

You are cordially invited to join the California GIS Community for the 15th Annual CalGIS Conference! This year’s conference will be taking place at the Sacramento Convention Center April 6-9, 2009. Our theme “California’s Geospatial Future – Opening Doors to New Opportunities” offers sponsors a unique opportunity to be a part of the theme while connecting attendees with your services that will aid them in California’s Geospatial Future. The CalGIS Conference is the only conference about California and for California. Attending the conference allows for attendees and sponsors to network, share ideas and work toward moving the GIS community toward the future.

SPONSOR BENEFITS

CalGIS offers three levels of sponsorship to ensure all companies can participate in this one-of-a-kind event. Booth space is limited and will be assigned based upon the order that sponsorship checks are received. To make the most of your benefits, please return your sponsorship contract right away! Exhibit booths will be provided with pipe & drape, one 3’ x 6’ table and two chairs. Once your contract has been received, you will be sent exhibitor information regarding load in, décor, etc.

Level	Fees	# of booths	Added Benefits (*based on time payment is received)
Gold	\$4,000	2 (10’ x 20’ total)	<ul style="list-style-type: none"> · Prime exhibitor booth location · Company logo on conference mailers/announcements · Company logo and link on conference website · Company name and/or logo on back cover of the Conference Program · All marketing materials will list as Gold Level Sponsor · 6 full registrations to the Conference (includes meals/sessions) · 30 word description in Conference program · 1 Conference Tote Bag Insert · Post Conference attendee list
Silver	\$2,500	1 (10’x10’)	<ul style="list-style-type: none"> · Exhibitor booth location next to Gold Sponsors · Company name on conference mailers/announcements · Company logo and link on conference website · Company name listed in the Conference Program · All marketing materials will list as Silver Level Sponsor · 4 full registrations to the Conference (includes meals/sessions) · 20 word description in Conference program · Post Conference attendee list
Bronze	\$1,000	1 (10’x10’)	<ul style="list-style-type: none"> · Exhibitor booth space · Company name and link on conference website · Company name listed in the Conference Program · All marketing materials will list as Bronze Level Sponsor · 2 full registrations to the Conference (includes meals/sessions) · 15 word description in Conference program
State/Education Non-Profit Rate	\$800	1 (10’x10’)	Same benefits as Bronze level

Tentative Conference Schedule

Monday, April 6, 2009

Exhibitor Move in 1:00pm – 5:00pm (Sacramento Convention Center)
Registration at Hyatt Sacramento 9:00am – 4:00pm
Pre-Conference Workshops 10:00am – 5:00pm

Tuesday, April 6

Registration at Sacramento Convention Center 7:00am – 4:30pm
Opening Session & Keynote Speaker – 8:00am – 10:00am
Exhibit Hall Hours – 10:00am – 7:00pm
Educational Sessions – 10:30am – 5:00pm
Conference Networking Reception in Exhibit Hall– 5:00pm – 7:00pm

Wednesday, April 7

Registration at Sacramento Convention Center - 7:00am – 4:30pm
Gold Sponsor Sessions – 8:00am – 10:00am
Exhibit Hall Hours – 10:00am – 3:30pm
Poster Session in Exhibit Hall – 10:00am – 11:00am
Educational Sessions – 11:00 – 5:00pm
Box Lunch in Exhibit Hall – 12:00pm – 1:30pm
Exhibit Dismantle – 3:30pm – 6:00pm

Thursday, April 8

Registration at Sacramento Convention Center 7:00am – 12:00pm
Educational Sessions – 9:00am – 11:15am
Closing Lunch, CGIA Awards and Closing Speaker – 11:30am – 1:30pm

Exhibit Decorator information

American Exposition Services (AES) will be the decorator for 2009 CalGIS. Once your form and payment have been received, you will be assigned a booth and AES will send you an exhibitor packet by email.

For more information contact:

Christopher Grace – Conference Manager
847-824-6300 – cgrace@urisa.org

Mary Hurley – Sponsorship Chair
805-701-2467 – marycookhurley@gmail.com

2009 CalGIS Conference Sponsor Contract

This is a contract between the company listed below and the California GIS Conference. The company listed below understands that sponsorship fees are non-refundable. Signature of this contract confirms that the sponsor will be part of the 2009 CalGIS Conference.

Organization Name: _____

Organization Address: _____

Contact Person: _____

Contact Phone/Fax: _____

Contact Persons Email: _____

Please list the name of the person who will run the exhibit onsite: _____

Onsite Persons Email/Phone: _____

Level of Sponsorship: Gold-\$4,000 Silver-\$2,500 Bronze-\$1,000

Additional Marketing Opportunities

Individual Sponsorship Options:

- Conference Tote Bag Promotional Items: \$750 each
- Bag Inserts: \$250 (Gold Sponsors already receive this)
- Refreshment Breaks: \$500 each
- Tuesday Evening Social Event: \$2,000 for sole sponsor Co-Sponsor: \$1,000
- Thursday Closing Session Lunch: \$2,000

Advertising Space in Conference Program: (Due by Wednesday, March 18, 2009. Files should be high resolution 300dpi, PDF or EPS)

- Full page Ad (8.5"x11") \$750 Quarter page Ad (3.75"x4.5") \$250
- Half page Ad (5.5"x8.5") \$500 Business card size Ad (8.5"x11") \$150

TOTAL AMOUNT OF SPONSORSHIP: \$ _____ (Please total all checked boxes)

Please make checks payable to URISA. Send complete sponsor contract to : Christopher Grace,
1460 Renaissance Drive, Suite 305
Park Ridge, IL 60068.

Payment is enclosed. Check # _____
 VISA MasterCard American Express

Credit Card # _____ Exp Date: _____ | _____

Signature for Credit Card: _____

The company is aware of all sponsor benefits and agrees to the Exhibit Space Contract

Print Name: _____

Signature: _____ Date: _____

EXHIBIT SPACE CONTRACT & SPONSORSHIP

2009 CalGIS – Sacramento, CA

Contractor Services

Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the Exhibitor Service Manual to be forwarded from the official contractor. An exhibitors' service desk will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will URISA/CalGIS or Sacramento Convention Center assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to the official contractor as specified in the exhibitor service manual. Should any shipments not be made as specified in the manual, it will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company. Exhibitors are responsible for the information provided in the Service Manual.

Arrangement of Exhibits

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished back walls, etc. at the exhibitor's expense.

Booth Design

The back wall of the standard booth is 8' high. The side partitions are 3' high. Exhibits will be arranged so as not to obstruct the view of other exhibitors. The sidewalls of any booth, exceeding 4' in height to a maximum of 8' in height, may not extend more than 5' from the back wall. Side walls 4' or less in height are limited to 7' in length from the back wall. No built-up exhibit or other construction will exceed 8' in overall height. Overhead canopies or simulated ceilings cannot extend out more than two-thirds of the depth of the booth space measured from the back wall. The height of display materials in the remaining one-third of the space depth is limited to a maximum of 3'. A peninsula booth occupies both corners at the end of a row of back-to-back booths and faces three aisles. Exhibitors with this type of booth must limit the length of the back wall to 5' centered and the back wall height must not exceed 12' so as not to obstruct adjacent booths. This eliminates the use of the composite booth system in this configuration. An island booth is surrounded by aisles on all four sides. Exhibitors with this configuration may utilize the full cubic content of the space and will be permitted to a maximum height of 12' including signs.

Subleasing of Space

Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for display by a non-exhibiting company.

Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

Labor

Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations which are applicable may be obtained from the official contractor. Display, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the exhibitor service manual.

Sound Devices and Lighting

Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices of presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. URISA/CalGIS reserves the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited.

Delivery and Removal During Show

Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation must occur only during the installation times designated in the Exhibitor Information brochure. All booths must be properly installed no later than 5:00 PM on Monday, April 6 for the final inspection of the exhibit hall by show management. Tear-down may not begin until after 3:30 PM on Thursday, April 9 and must be completed by 6:00 PM. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileges for future shows.

Exhibitor Personnel

Booths should be manned by company specialists who are qualified to discuss details of their company's products or services. At least one (1) representative must be present in the exhibitor's booth during open exhibit hours. An Advance Registration Form will be sent to exhibiting companies. This form must be completed and returned in order to pre-register all company personnel.

Handouts and Giveaways

Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited.

Storage

The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. URISA/CalGIS assumes no responsibility for damage or loss of packing boxes or crates.

Food and Beverage

Exhibitor distribution of food and beverages is prohibited.

Security

URISA/CalGIS provides general hall security on a 24-hour basis. URISA makes no warranty, express or implied, that the services it furnishes will avert or prevent occurrences which may result in loss or damage.

Liability

URISA/CalGIS will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or other causes. URISA/CalGIS will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations or ordinances of any governmental authority and of the contracted facility. The exhibitor will hold URISA/CalGIS and Sacramento Convention Center harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the convention center or property adjacent thereto occasioned by any act, neglect or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect URISA and Sacramento Convention Center against any and all such claims or demands.

Exhibitor assumes responsibility and agrees to indemnify and defend the Urban & Regional Information Systems Association and the Sacramento Convention Center and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither the Urban & Regional Information Systems Association nor the Sacramento Convention Center maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Show Management

The exhibition is organized and managed by URISA/CalGIS. Any matters not covered in these Rules and Regulations are subject to the interpretation of the CalGIS Executive Committee and the URISA Executive Director or designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the convention center's policies and procedures.

Trademarks

URISA/CalGIS will be held harmless for any trademark, tradename, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor.

Failure to Occupy Space

Space not occupied by 5:00 PM on Monday, April 6, will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

Conduct

All exhibits will be to serve the interest of 2009 CalGIS attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The exhibit management reserves the right to request the immediate withdrawal of any exhibit that URISA believes to be injurious to the purpose of 2009 CalGIS. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. Cameras are not permitted in the exhibit hall. Children under the age of 18 are not permitted in the exhibit hall unless accompanied by an adult.

Solicitation of Exhibitors

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of URISA/CalGIS

