



**CALIFORNIA  
AMBULANCE  
ASSOCIATION**

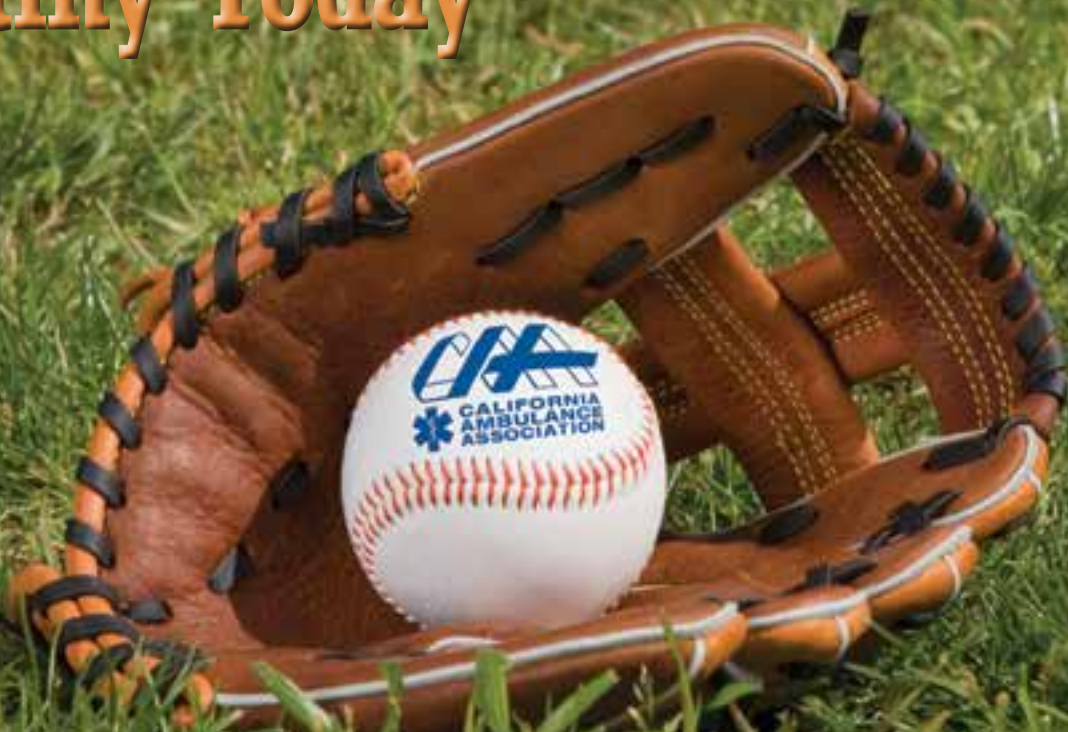
# 69<sup>TH</sup> Annual Convention

**& Reimbursement Conference**

**September 19-22, 2017 • San Diego, CA**

***Sponsor and Exhibitor  
Information***

**It's a Whole New Game -  
Building Tomorrow's  
Destiny Today**





**69<sup>TH</sup> Annual Convention & Reimbursement Conference**  
**Tuesday – Friday, September 19-22, 2017**  
**Paradise Point Resort, San Diego**  
**SPONSORSHIP and EXHIBITOR INFORMATION**

**T**he California Ambulance Association’s 69<sup>TH</sup> Annual Convention & Reimbursement Conference will be held September 19-22, 2017 at Paradise Point Resort in San Diego. We encourage you to market your business by participating as a sponsor and/or an exhibitor, while showing your support of the CAA.

The CAA Marketplace will feature table top displays on Wednesday, September 20, 2017 from 7:30 am – 5:00 pm and on Thursday, September 21, 2017 from 7:30 am - 1:15 pm. The CAA Marketplace will serve as the central convening area for convention delegates.

All sponsors and exhibitors will receive a listing and recognition in the post-convention issue of *The Siren* and the convention program, in addition to signage displayed throughout the convention. We look forward to your participation.

Exhibit spaces are distributed based on level of sponsorship and date of receipt of contract and payment.

Additional Exhibit Hall passes can be purchased for your company reps for \$200 each. Exhibit hall passes include tickets to the Wednesday and Thursday lunches and Wednesday evening Chair’s Reception.

In order to be recognized on conference signage and printed material, your contract and payment must be received by September 1, 2017.

All attendees are encouraged to participate in the “It’s a Whole New Game – Building Tomorrow’s Destiny Today” sports theme for the President’s Reception on Wednesday, September 20, 2017.

**SPONSORSHIP OPPORTUNITIES**

**ELITE SPONSORSHIP ..... \$4,500**

**ITEMS INCLUDE:**

- Preferred Location for Exhibit Space (electricity included)
- Recognition Throughout All Days of Conference, Verbally and on Signage (Tuesday-Friday)
- Company logo on hotel room keycards (deadline of August 14, 2017)
- Full Conference Registrations for 4 People
- Exhibit Hall Passes for 2 Additional Representatives
- Opportunity to address all attendees during Wednesday lunch for 10 minutes
- Full Page, Full Color Ad Provided to all Conference Attendees
- Banner Ad on CAA Website for 1 Year
- Opportunity to Add Item to Attendee Tote Bag
- Company Listing in Conference Schedule
- ½ Page Ad in *Siren* magazine for 4 issues

**Do you want to see your logo and hear your name at every opportunity for the full four days of the conference? If the answer is yes, then the Elite Sponsorship is for you. The Elite Sponsors get recognized at all of the events available to VIP, Premium and Gold.**

**V.I.P. SPONSORSHIP .....\$2,750**

**CHECK ONE:**

- Chair’s Reception (Wednesday)
- Keynote Speaker (Wednesday)
- Lunch (Wednesday)
- Lunch (Thursday)
- Keynote Speaker (Thursday)

**ITEMS INCLUDED:**

- Preferred Location for Exhibit Space (electricity included)
- Recognition During Selected Activity
- Full Conference Registrations for 3 People
- Exhibit Hall Passes for 2 Additional Representatives
- Opportunity to address all attendees during Wednesday lunch for 5 minutes
- Quarter Page Ad in Conference Schedule
- Banner Ad on CAA Website for 6 Months
- Opportunity to Add Item to Attendee Tote Bag
- Company Listing in Conference Schedule
- ½ Page Ad in *Siren* magazine for 2 issues

## PREMIUM SPONSORSHIP .....\$1,750

### CHECK ONE:

- Golf Tournament (Tuesday)
- San Diego Padres Outing (Tuesday)
- Breakfast (Wednesday)
- Breakfast (Thursday)

### ITEMS INCLUDED:

- Exhibit Booth (electricity included)
- Recognition During Selected Activity
- Full Conference Registrations for 2 People
- Business Card Sized Ad in Conference Schedule
- Banner Ad on CAA Website for 3 Months
- Opportunity to Add Item to Attendee Tote Bag
- Company Listing in Conference Schedule

## GOLD SPONSORSHIP .....\$1,250

### CHECK ONE:

- Golf Tournament Lunch & Beverages (Tuesday)
- Golf Awards/Contest Holes (Tuesday)
- Morning Break (Wednesday)
- Afternoon Break (Wednesday)
- Morning Break (Thursday)
- Afternoon Break (Thursday)
- Breakfast (Friday)
- Lunch (Friday)
- Breakout Session (Wednesday)
- Breakout Session (Thursday)
- Branded Tote Bags For All Attendees

### ITEMS INCLUDED:

- Exhibit Space (electricity included)
- Recognition During Selected Activity
- Full Conference Registration for 1 Person
- Company Listing in Conference Schedule
- Banner Ad on CAA Website for 1 Month
- Opportunity to Add Item to Attendee Tote Bag



## EXHIBIT SPACE ONLY .... \$750 for Members \$1,150 for Non-Members

### ITEMS INCLUDED:

- Exhibit Space (one 6' draped table, 2 chairs, wastebasket and electricity)
- Company Listing in Conference Schedule
- Participation In Attendee Passport Program
- Opportunity to Add Item to Attendee Tote Bag
- 2 Exhibit Hall Passes (2 tickets to Wednesday lunch, Wednesday Reception and Thursday lunch included)

## Schedule of Events

### Tuesday, September 19, 2017

- 10:00 am ..... Golf Tournament at Riverwalk Golf Course
- 12:00 pm - 4:00 pm... Exhibitor Set-up
- 6:20 pm - 10:30 pm... San Diego Padres Game - T-Mobile Home Run Deck

### Wednesday, September 20, 2017

- 6:30 am - 7:30 am ... Exhibit Set-up
- 7:30 am - 5:00 pm ... Registration Open
- 7:30 am - 5:00 pm ... CAA Marketplace (Exhibit Hall)
- 7:30 am - 8:30 am ... Continental Breakfast
- 8:00 am - 9:30 am ... Welcome / Keynote / General Session
- 9:30 am - 10:00 am... Break / Book Signing
- 10:00 am - 10:50 am... Concurrent Session 1
- 10:50 am - 11:10 am .. Break in the CAA Marketplace
- 11:10 am - 12:00 pm .. Concurrent Session 2
- 12:00 pm - 1:30 pm ... Lunch/General Membership Meeting
- 1:30 pm - 2:20 pm ... Concurrent Session 3
- 2:20 pm - 2:50 pm ... Break in the CAA Marketplace
- 2:50 pm - 5:00 pm ... Concurrent Session 4
- 5:00 pm - 6:30 pm ... Annual Chair's Reception

### Thursday, September 21, 2017

- 7:30 am - 8:30 am ... Continental Breakfast
- 7:30 am - 1:15 pm ... CAA Marketplace (Exhibit Hall)
- 7:30 am - 3:30 pm ... Registration Open
- 8:30 am - 9:50 am ... General Session
- 9:45 am - 10:15 am ... Break in the CAA Marketplace/Vendor Raffle
- 10:15 am - 11:05 am .. Concurrent Session 5
- 11:10 am - 12:00 pm .. Concurrent Session 6
- 12:15 pm - 1:15 pm ... Lunch
- 1:15 pm ..... Exhibits Close
- 1:15 pm - 2:00 pm ... Concurrent Session 7
- 2:00 pm - 2:15 pm ... Break/CAAPAC Raffle
- 2:15 pm - 3:15 pm ... Concurrent Session 7

### Friday, September 22, 2017

- 8:00 am - 2:30 pm ... Committee Meetings & Board Meeting

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Table top display space may be purchased for \$750 per space for members and \$1,150 for non-members. Exhibitors will receive verbal recognition during the convention and space for displaying promotional/marketing materials. Non-member exhibitors who wish to join the CAA and attend at the member rate may do so by submitting a membership application and dues along with their exhibit contract.

All exhibitors will receive a listing and recognition in the post-convention issue of The Siren and the convention program, in addition to signage displayed throughout the convention.

To register to exhibit, please complete the "Sponsorship and Exhibitor Agreement Form." Thank you for your participation.

## **CAA Marketplace**



**Floorplan Coming Soon**



**69<sup>TH</sup> Annual Convention | September 19-22, 2017 | Paradise Point Resort**  
**SPONSORSHIP and EXHIBITOR INFORMATION**

This agreement will constitute the entire understanding of our company's participation of California Ambulance Association Annual Convention & Reimbursement Conference to be held September 19-22, 2017 at Paradise Point Resort. I have reviewed the document titled "Sponsor and Exhibitor Information" and understand the benefits that will be provided to our company in return for the sponsorship and the obligations of our company as a participant.

Company Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Attendee Names: \_\_\_\_\_

**PLEASE CHECK YOUR SELECTION:**

- Elite Sponsorship – \$4,500**
  - V.I.P. Sponsorship – \$2,750 (select one option below)**
    - Chair's Reception (Wednesday)
    - Keynote Speaker (Wednesday)
    - Lunch (Wednesday)
    - Lunch (Thursday)
    - Keynote Speaker (Thursday)
  - Premium Sponsorship – \$1,750 (select one option below)**
    - Golf Tournament (Tuesday)
    - San Diego Padres Outing (Tuesday)
    - Breakfast (Wednesday)
    - Breakfast (Thursday)
  - Gold Sponsorship – \$1,250 (select one option below)**
    - Golf Tourn. Lunch & Drinks (Tues.)
    - Golf Awards/Contest Holes (Tuesday)
    - Morning Break (Wednesday)
    - Afternoon Break (Wednesday)
    - Morning Break (Thursday)
    - Afternoon Break (Thursday)
    - Breakfast (Friday)
    - Lunch (Friday)
    - Breakout Session (Wednesday)
    - Breakout Session (Thursday)
    - Branded Tote Bags For All Attendees
  - Exhibit Space Only – \$750/members or \$1,150/non-members**  
 Please list exhibit space preferences here: \_\_\_\_\_
  - Additional Items**
- |  | Quantity | Total    | Name  |
|--|----------|----------|-------|
| <input type="checkbox"/> Add'l Exhibit Hall Pass (\$200 each)                  | _____    | \$ _____ | _____ |
| <input type="checkbox"/> Golf Tourn (\$195/mem; \$275/non-mbr)                 | _____    | \$ _____ | _____ |
| <input type="checkbox"/> San Diego Padres Game Outing (\$35/mem; \$55/non-mbr) | _____    | \$ _____ | _____ |

**METHOD OF PAYMENT:**

**Total Amount Enclosed:** \_\_\_\_\_

Check payable to **California Ambulance Association**     MasterCard     Visa     American Express

*If paying by credit card, please fax this form to (916) 924-7323*

Card Number: \_\_\_\_\_ 3-4 digit CID#: \_\_\_\_\_ Exp Date: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_

PLEASE COMPLETE AND RETURN TO:  
**California Ambulance Association**  
 2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833 • Fax: (916) 924-7323



2520 Venture Oaks Way  
Suite 150  
Sacramento, CA 95833



**California Ambulance Association**  
2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833  
Toll Free: (877) 276-1410 • Fax: (916) 924-7323 • [www.the-caa.org](http://www.the-caa.org)



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**SPONSORSHIP and EXHIBITOR INFORMATION**

**Reserve Your Booth  
and Sponsorship Now!**

**Hotel Information**

**Paradise Point Resort**  
**1404 Vacation Road | San Diego, CA 92109**  
**CAA Discounted Room Rate: \$189**

*Please call (800) 344-2626 to make your reservation.*

*Please make reservations by August 18, 2017.*