



# DEADLINE CHECKLIST

## DECEMBER 2019

- Register Exhibitor Badges
- Review Material Handling Regulations
- Make hotel reservations
- Make airline/transportation reservations
  
- Finalize booth personnel and register exhibitor badges
- Download the Official CACM Northern California Law Seminar & Expo mobile app
- December 30– Deadline for Exhibitor Badge Registration and Changes
- December 30 – Deadline for Sponsorships Reserved & Paid
- December 31 – Deadline for booking Hyatt at CACM discounted rate

## JANUARY 2020

- January 6 –Booth Decorating Submissions deadline
- January 20 – TotalExpo Order Forms Deadline Date
- January 7 – Internet/Telecom Order Forms Discount Deadline Date
- January 7 – Deadline for booking Biltmore at CACM discounted rate
- January 10 – Audio/Visual Order Forms Discount Deadline Date
- 
- January 13 – Utilities Order Forms Discount Deadline Date
- January 20 – Deadline to order furniture, labor, etc. from TotalExpo online
- January 30 – Freight to arrive at TotalExpo Warehouse



# SHOW INFORMATION

## EVENT LOCATION

Halls A & B  
Santa Clara Convention Center  
5001 Great American Parkway  
Santa Clara, California 95054

## ONSITE REGISTRATION

Onsite Exhibitor Registration will be available in the Registration Area outside Exhibit Hall A of the Santa Clara Convention Center.

Wednesday, February 5, 2020 8:00 am – 5:00 pm

Thursday, February 6, 2020 8:00 am – 5:00 pm

## EXHIBITOR MOVE-IN HOURS

**All staff assisting in move-in and move-out must be 18 years & older. No exceptions.**

Wednesday, February 5, 2020 8:00 am – 5:00 pm

**All freight must be moved in by 4:30 p.m. on Wednesday, February 5, 2020**

## SHOW HOURS

Thursday, February 6, 2020 9:45 am – 11:45 am, 1:00 - 2:00 pm

Friday, February 7, 2020 10:30 am – 1:00 pm, Lunch until 2:00 pm

## EXHIBITOR MOVE-OUT HOURS

Exhibitors will not be permitted to remove any property from the exhibit hall and exhibits cannot be disassembled prior to show closing at 2:00 pm on Friday, February 7.

Friday, February 7, 2020 2:45 – 9:00 pm

## CACM CONTACT INFO

949-916-2226 | Fax: 949-916-5557 | [mhurtado@cacm.org](mailto:mhurtado@cacm.org)

Mail to: CACM

23461 South Pointe Drive, Suite 200

Laguna Hills, California 92653



## SERVICE CONTRACTORS

\* Denotes exclusive contractor. Exhibitor-appointed contractors are **NOT** permitted for these services.

### OFFICIAL SERVICE PROVIDER\*

TotalExpo  
1161 Sandhill Avenue, Unit A  
Carson, CA 90746  
Phone: 310-320-4203  
Fax: 310-320 4265  
[www.TotalExpo.com](http://www.TotalExpo.com)  
[orders@TotalExpo.com](mailto:orders@TotalExpo.com)

### AUDIO/VISUAL\*

Show Gear Productions  
David White  
Phone: 800-840-4327  
Fax: 949-888-4881  
Email: [David@ShowGear.com](mailto:David@ShowGear.com)

### BOOTH CLEANING\*

TotalExpo  
1161 Sandhill Avenue, Unit A  
Carson, CA 90746  
Phone: 310-320-4203  
Fax: 310-320 4265  
[www.TotalExpo.com](http://www.TotalExpo.com)  
[orders@TotalExpo.com](mailto:orders@TotalExpo.com)

### BOOTH FURNISHINGS\*

TotalExpo  
1161 Sandhill Avenue, Unit A  
Carson, CA 90746  
Phone: 310-320-4203  
Fax: 310-320 4265  
[www.TotalExpo.com](http://www.TotalExpo.com)  
[orders@TotalExpo.com](mailto:orders@TotalExpo.com)

### CATERING\*

Aramark Corporation  
Ariadne Kandirakis  
5001 Great American Parkway  
Santa Clara, California 95054  
Phone: 408-748-7030  
Fax: 408-748-7047  
[Ariadne.Kandirakis@santaclara.org](mailto:Ariadne.Kandirakis@santaclara.org)



**ELECTRICAL\***

Convention Electric, Inc.  
P.O. Box 63170  
Los Angeles, California 90063  
Phone: 909-623-5192  
Fax: 909-623-7222  
Email: [info@conventionelectric.com](mailto:info@conventionelectric.com)

**INTERNET/TELEPHONE\***

Smart City (At the SCCC)  
Phone: 888-446-6911  
Email: [APereda@SmartCity.com](mailto:APereda@SmartCity.com)  
Website:  
[orders.smartcitynetworks.com/center.aspx?center=070](http://orders.smartcitynetworks.com/center.aspx?center=070)  
[www.smartcitynetworks.com](http://www.smartcitynetworks.com)

**LABOR\***

TotalExpo  
Phone: 310-320-4203  
Fax: 310-320 4265  
[www.totalexpo.com](http://www.totalexpo.com)  
[orders@TotalExpo.com](mailto:orders@TotalExpo.com)

**PHOTOGRAPHY\***

Doug Carraway Photographer  
14711 Romanza Pl  
Tustin, CA 92780  
Phone: 714-612-2604  
Email: [Doug@1DCP.com](mailto:Doug@1DCP.com)  
[www.1dcp.com](http://www.1dcp.com) and [www.fotoshout.com](http://www.fotoshout.com)

**PLUMBING\***

Convention Electric, Inc.  
P.O. Box 63170  
Los Angeles, California 90063  
Phone: 909-623-5192  
Fax: 909-623-7222  
Email: [info@conventionelectric.com](mailto:info@conventionelectric.com)

**RIGGING\***

TotalExpo  
Phone: 310-320-4203  
Fax: 310-320 4265  
[www.totalexpo.com](http://www.totalexpo.com)  
[orders@TotalExpo.com](mailto:orders@TotalExpo.com)

# FACILITY SPECS

## EXHIBIT HALL

- Facility: Santa Clara Convention Center
- Exhibit Halls: **A & B**
- Ceiling Height: 28'-6"; soffit between Halls is 20'
- Utilities: Electricity, Water, Drains, Compressed Air, Internet, and Telephone
- Floor Load: 250 PSF (lbs. per sq. ft.)
- Concrete floors, carpeted aisles

Note: CACM strives to create a professional and safe event for its members. It is recommended all Exhibitors provide a floor covering for the booth space.

## LOADING FACILITIES

Drive-in Door access varies by exhibit hall:

- **Exhibit Hall A:** Freight Doors Measure 18.8'H X 16'W

## BOOTH EQUIPMENT

- Booth Back Drape: 8' high back wall, Burgundy/Gold/Burgundy
- Booth Side Drape: 3' high side rail, Burgundy
- Furniture: 6' burgundy, skirted table and 2-padded chairs
- Aisle Carpet: Black
- All exhibitors will be provided with a 7" x 44" identification sign showing company name and booth number.
- It is recommended all booths have floor covering. If an exhibitor lays his/her own carpet, the carpet tape must be easily removed. The exhibitor is responsible for removing all tape and residue.
- Proper tape and all other equipment may be obtained through TotalExpo using the forms in this manual, visiting the Exhibitor Services desk or by ordering online at [orders@TotalExpo.com](mailto:orders@TotalExpo.com)

## BOOTH HEIGHT RESTRICTIONS

- Booths are limited to 8' in height

Please review the Display Rules and Regulations for specifics regarding booth specs and design.



## GENERAL INFORMATION

### AMERICANS WITH DISABILITIES ACT (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.

Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301, and from the ADA Web site at [www.usdoj.gov/crt/ada/adahom1.htm](http://www.usdoj.gov/crt/ada/adahom1.htm).

### AGE RESTRICTIONS

**No children under 18 years of age will be admitted to the exhibit hall at any time under any circumstances**, including infants in strollers and those being carried. Proof of age will be required. This restriction is strictly enforced for safety reasons and applies to both exhibitors and attendees.

### BALLOONS

It is the policy of the Santa Clara Convention Center that helium-filled balloons may be used as part of your display in the exhibit hall. If, at the conclusion of the event, your balloons are drifting in the ceilings of the Santa Clara Convention Center, you may be charged labor costs for removal of the balloons.

### DEMONSTRATIONS AND SOLICITATIONS

All demonstrations must be confined to the exhibit space. No exhibitor may solicit attendees or distribute literature or other materials outside of his booth space. Aisles may not be obstructed at any time. Solicitations in the exhibit hall by non-exhibiting personnel are strictly prohibited and offenders will have their badge confiscated and be asked to leave.

### EQUIPMENT

Booth equipment provided by CACM or its Official Show Decorator shall be returned to CACM or its Official Show Decorator at the end of the term herein, complete and in good condition, normal wear and tear excepted. Exhibitor shall have no right, title or interest in such equipment, but only the right to use it under this Agreement. All other equipment shall be provided by Exhibitor at its own expense. **All draping and decorative materials used by Exhibitor shall be flame proof.** All booth equipment shall be keeping with and consistent with all rules, codes and regulations referred to under Agreement above.

### EXCLUSION

CACM shall have the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable to or not in keeping with the character of the Exposition. CACM shall have the right to demand modification of the appearance of dress of persons or mannequins used in connection with displays or demonstrations.

### EXHIBITOR PRIZES

Exhibitors are responsible for their prizes at all times. Exhibitors may only distribute promotional items or prizes at booth. Note: Raffles are not permitted; prize drawings only.

### EXTRA-CURRICULAR EVENTS

No Exhibitor, agent of exhibitors, employee, sponsor, associate, successor, heir or assign, may schedule any non-CACM sponsored activity, including but not limited to a hospitality suite, party, activity, or any event during all official CACM Law Seminar & Expo activities. Violation of this provision will result in Exhibitor being banned from future attendance at any CACM Show, at the sole discretion of CACM.



## GENERAL INFORMATION

### FLAMMABLE AND TOXIC MATERIALS

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility. Grease disposal bins are available in the specified wash areas in the exhibit hall.

### FOOD & BEVERAGE / SAMPLE PRODUCTS

As the exclusive caterer for the Santa Clara Convention Center, Aramark does not allow any outside caterers or outside food or beverages to be brought into the building.

If an exhibitor would like to hand out food or beverages in order to drive traffic to their booth, they must purchase all food and beverages from Aramark.

### MOVE-OUT

Immediately upon conclusion of the Exhibit Hall hours on Friday, TotalExpo will be rolling up the aisle carpet to facilitate an overall faster move-out process. Please keep all items, boxes, furniture, and persons in your booth space and out of the aisles until the aisle carpet has been removed from your area.

Crate and storage item return will commence immediately upon aisle carpet removal. The removal process is anticipated to take up to 45-minutes. Please plan your packing and departures accordingly.

### MUSIC LICENSING

Exhibitors shall not play or permit the playing or performance of, or distribution of any copyrighted material at the show unless it has obtained all necessary rights and paid all required royalties, fees or other payments.

### OTHER REGULATIONS

Hiring of Santa Clara Convention Center personnel to help carry, erect or dismantle displays is strictly prohibited.

### OUTSIDE CONTRACTORS

Exhibitors are allowed to designate outside contractors to erect and dismantle their booths. However, exhibitors are required to notify TotalExpo by completing the Notice of Intent to Hire an EAC Form located on page 49 of the TotalExpo exhibitor pages. The contractor is also required to show proof of liability coverage before setup. If Show Management or TotalExpo does not receive proof of insurance, the contractors' employees will not be allowed to work in the exhibit hall.

### PROFESSIONAL COURTESY

**Exhibitors are restricted from taking any supplies, marketing materials, and/or giveaways from other Exhibitors without their permission.** Failure to comply may result in Exhibitor being banned from future CACM Shows.

### PROPERTY REMOVAL BY EXHIBITORS

Exhibitors may remove property only through the freight entrances. To discourage early dismantling of exhibits, exhibitors are not allowed to remove property from the hall on Friday, January 25 prior to show closing at 2 pm.



# GENERAL INFORMATION

## REGISTRATION OF ENTERTAINMENT GUEST(S)

Any guest(s) of Exhibitor must be officially registered with CACM, Inc., and pay the appropriate conference or badge fee. Guest(s) must wear an official Show badge. Guest(s) may include, but not be limited to, celebrity impersonators, caricature artists, massage therapists, and others who provide entertainment within the confines of the Exhibitor booth. All individuals must be 18 years old.

## SECURITY

CACM will provide perimeter security to the best of its ability. Security guards will be in the exhibit hall at all times. Exhibitors are encouraged to take steps to prevent theft by cooperating with CACM security policies. If you see any security violation, please report it immediately to the security officers or to Show Management.

## SOLICITATION FOR EMPLOYMENT

CACM has a “zero” tolerance policy of individuals and/or Exhibitors, and/or their representatives, who actively solicit conference attendees or other participants at the Show for purposes of employment. Exhibitors are prohibited from this practice. CACM reserves the right, at its sole discretion, to prohibit any Exhibitor, its agent, employee, successor, heir, and assign from any future CACM Law Seminar & Expo should this practice occur.

## SOUND

The use of sound systems or equipment producing sound is a privilege, not a right. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued by adhering to the following:

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle

The 80/80 Rule: Any sound that consistently exceeds 80 decibels measured at the edge of an exhibitor’s booth or is clearly identifiable more than 80 feet from that booth is considered objectionable.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

## STANDARD BOOTH EQUIPMENT

CACM Exhibit Management and/or its Official Show Decorator, will furnish to all Exhibitor(s) a booth, 10’ deep and 10’ wide, with a background consisting of a draped back to a height of 8’ and draped divider side rails to a height of 3’ above the floor, a standard identification sign with the Exhibitor’s company name and booth number, one six foot table with two chairs, and wastepaper basket **\*NOTE: Booth carpet is not provided.**

## STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.





## GENERAL INFORMATION

### SUITCASING

Suitcasing is defined as the unethical practice to solicit or sell products or services to delegates attending a show without the proper authorization by an event sponsor. It is strictly prohibited at CACM Northern California Law Seminar & Expo and any attendee who is observed soliciting business in the aisles, public spaces, or in another exhibitor's booth will be asked to leave. It is Show Management's objective to do everything possible to support our exhibitors in having a successful show so please report any suitcasing you observe to Show Management.

### UNATTENDED BOOTH POLICY

Exhibitor and any employees, agents or representatives of Exhibitor must occupy its Booth during official Show/Exhibit Hall Hours. Failure to occupy the Exhibit Booth during official Show/Exhibit Hours will be cause for CACM to refuse future exhibiting privileges. In the event an Exhibitor consists of only one representative, arrangements must be made by the exhibitor for the booth to be covered during show hours

### VARIANCES

Any exceptions or alterations to the restrictions and boundaries described herein must meet with the approval of Show Management and must be obtained prior to the booth set up. If Show Management determines that your exhibit obstructs or interferes in any way with other exhibits in the area, you will be asked to conform to the rules during the CACM Law Seminar & Expo. If you are unable to comply with the rules, you may be instructed to dismantle your booth or the part of the booth that does not conform. Show Management will not give refunds to any exhibitors asked to dismantle their booths.

# LABOR JURISDICTIONS

When planning for your participation at the CACM Law Seminar & Expo, please note that union labor may be required for certain aspects of your exhibit handling. To help you understand the show site work rules, we ask that you read the following guidelines. **Please refer to the TotalExpo Show Site Work Rules, page 50 of the TotalExpo Exhibitor packet, for specific rules.**

## MATERIAL HANDLING

Exhibitor personnel may handle their own equipment as long as it does not require motorized or mechanical devices (i.e. fork-lifts, pallet jacks and dollies.) Please note that exhibitors may not use pallet jacks to off-load or load equipment. Any equipment requiring motorized or mechanical devices must be handled by TotalExpo personnel.

## INSTALLATION AND DISMANTLING

Exhibitors may perform all the work in their booths with their own full-time company personnel. Please ensure that all full-time employees have valid company identification at show site. Any necessary labor must be obtained through TotalExpo. Labor may be ordered in advance by calling TotalExpo at 310-320-4203 for rates and quotes. They can also be reached at [csr@totalexpo.com](mailto:csr@totalexpo.com) or on show site at the Exhibitor Service Desk. If you will be employing the use of a contractor other than TotalExpo to setup and dismantle your booth, you will need to complete the “Exhibitor-Appointed Contractor (EAC)” Form on page 49 of the TotalExpo Exhibitor materials. Fees will be assessed to the EAC depending on the size of your booth.

## UTILITIES

Electrical and plumbing services will be performed by Convention Electric, Inc. personnel. All wiring and electrical installations must be performed by a “house electrician.” However, authorization may be granted for company engineers to perform special electrical work on their own company exhibit equipment.

TotalExpo requests exhibitors do not tip TotalExpo or union employees (such practices as giving money, merchandise, and other special considerations for services rendered.) These employees are paid at an excellent wage scale denoting a professional status and tipping is not necessary. This applies to all employees. Any request for such should be brought to the attention of Show Management and a TotalExpo representative at the Exhibitor Service Desk.



# EXHIBITOR STAFF BADGE REGISTRATION

Exhibitors may use the following form to order badges. If you encounter any issues, please call 949.340.6816 or e-mail [events@cacm.org](mailto:events@cacm.org).

**Exhibitor Badge Pre-Registration closes Monday, December 30, 2019 at 5:00 pm PST.**

If you have not ordered your staff badges by this date, you must do so onsite during move-in days. For accuracy and efficiency, please follow these key points when completing your badge order:

- Each exhibitor receives two (2) complimentary badges for each 10x10 booth purchased. For each additional 10 sq. ft. of booth space, an additional two (2) badges are added to the complimentary allotment. Example: Up to 200 sq. ft. = 4 badges. (Either two people attend both days or four one-day attendee registrations)
- There is a \$119 charge per day for each Exhibitor Badge Registration over the complimentary badge allotment.
- One badge per person; badges must be worn at all times.
- Badges are only for employees scheduled to work your booth at CACM Law Seminar & Expo
- Lanyards will be available onsite at Exhibitor Registration.
- Brokers should communicate with the companies they are representing to determine who is responsible for badges – duplicate badges will not be allowed.
- Badges include access to Exhibit Hall, Welcome Reception, continental breakfast, and daily education sessions. (Additional Welcome Reception tickets may be purchased in the Additional Badge Order section.)

## ONSITE REGISTRATION

Onsite Exhibitor Registration will be available in the Foyer of Hall A of the Santa Clara Convention Center.

Wednesday, February 5, 2020	8 a.m. – 5 p.m.
Thursday, February 6, 2020	8 a.m. – 5 p.m.

## REPLACEMENT BADGE CHARGE: \$50 PER BADGE

All badge orders and/or changes received by CACM after December 19 will result in a late processing fee of \$50 per badge.

If you lose your badge during CACM Law Seminar & Expo you will be charged \$50 for a replacement badge. This policy will be strictly enforced.

## 2020 SHOW POLICIES

1. **No one under the age of 18 will be admitted into the CACM Law Seminar & Expo during show hours** (including infants and toddlers). This rule is strictly enforced and applies to both attendees and exhibitors.
2. **No one under the age of 18 is allowed in the exhibit hall during move-in.**
3. Anyone who is observed to be soliciting business in the aisles or other public places in the convention center will be asked to leave.
4. By attending CACM Law Seminar & Expo you consent to the use of your image and/or name by the California Association of Community Managers on marketing materials and any registered publishing, broadcast, and cable media without charge or obligation.

**FAILURE TO COMPLY WITH SHOW POLICIES WILL RESULT IN EXPULSION FROM THE SHOW AND FORFEITURE OF BADGE AND MONIES PAID.**

# EXHIBITOR BADGE ORDER FORM

2020 NORTHERN CALIFORNIA LAW SEMINAR & EXPO

EXHIBITOR NAME: \_\_\_\_\_

**BADGE INFORMATION** — Two attendee registrations each day inclusive with booth cost (i.e., Either two people attend both days or four one-day attendee registrations). Must be **employees** of exhibiting firm or authorized entertainment guests. Two tickets to the Welcome Reception are included. Additional tickets may be purchased in the Additional Badge Order section. **All badge orders and/or changes must be received at CACM by December 30, 2019.** Badge orders and/or changes received after this date will be processed at the Show and will result in a late processing fee of \$50.00 per badge. Please see the Exhibitor Contract for badge rules and regulations. Badges include access to Exhibit Hall, continental breakfast and daily education sessions.

**INSTRUCTIONS:**

1. Fill in the name of each attendee (Full Name, Suffix/Designation, & Informal Name).
2. Check the box that applies to their scheduled attendance. Choose Thursday & Friday, Thursday Only, or Friday Only.
3. Check the box in the Reception column if the attendee plans to attend the Welcome Reception. Note, only two tickets are inclusive with booth cost. If this column goes unchecked it is assumed that the exhibitor is forfeiting their tickets.
4. **Review your submission. There should only be two attendees listed for each day. Additionally, there should only be two boxes checked for the Reception.**
5. Fill out the Additional Badge Order section below if you require any additional staff and/or entertainment guests. Include payment.

Full Name	Suffix/ Designation	Informal (printed on badge: i.e., Joe, Sue)	Both Thurs. & Friday	Thurs. Only	Friday Only	Reception
1)						
2)						
3)			N/A			
4)			N/A			

**ADDITIONAL BADGE ORDER** — Required for additional staff and/or entertainment guests. (Please note if attendee is entertainment guest and not an employee).

Full Name	Suffix/ Designation	Informal (printed on badge: i.e., Joe, Sue)	Thurs. (\$119)	Friday (\$119)	Reception (\$99)
1)					
2)					
3)					
4)					

**PAYMENT FOR ADDITIONAL BADGES:**

Check Enclosed  Visa  MasterCard  American Express  Discover

Total Amount Enclosed: \$ \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ CVV Code: \_\_\_\_\_

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

Yes, please email credit card receipt to: \_\_\_\_\_ (email address)

# EXHIBITOR INSURANCE

## EXHIBITOR INSURANCE RECOMMENDATION:

Having insurance will protect your company, employees, and volunteers, should a claim arise against you for something that occurred at your booth. CACM does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies (see booth space contract). Exhibitors would be well served to maintain insurance that meets the requirements outlined below and on your booth space contract. If you already have compliant coverage through your own provider, make sure to email a copy of this to [mhurtado@cacm.org](mailto:mhurtado@cacm.org) before the show.

If you do not have your own insurance coverage, or would rather not use your own corporate policy, we have set up a program through Rainprotection Insurance through which you can simply purchase your insurance, which is already pre-filled with all of the proper show information, directly online using a credit card for just \$94. [Click Here to Purchase the Insurance instantly online for \\$94](#)

If you have any further questions, please email Rainprotection at: [sales@rainprotection.net](mailto:sales@rainprotection.net)

### The following are the insurance certificate requirements:

1. CACM, TotalExpo, the Santa Clara Convention Center, The City of Santa Clara, The Santa Clara Chamber of Commerce and Their respective governing bodies, officers, directors, employees, and/or Agents shall be added as additional names insured on the Exhibitor's "Comprehensive General Liability Insurance" policy.
2. The Exhibitor shall keep an original insurance certificate onsite at all times, to evidence the insurance coverage recommended herein. An original signed certificate of insurance will only be accepted if it has met the requirements: If there are any exhibitor insurance questions email Rain Protection at [sales@rainprotection.net](mailto:sales@rainprotection.net).
3. Coverage should be provided for all show days as well as move-in and move-out days, February 5-7, 2020, inclusive ("Required Period of Coverage").
4. Workers' Compensation and Employers' Liability Insurance or equivalent insurance with a policy limit of not less than \$1,000,000. Occupational Diseases Insurance as required by the laws of all governmental bodies having jurisdiction.
5. Comprehensive General Liability Insurance, including Contractual Liability Insurance with (1) minimum limits of not less than \$1,000,000 each occurrence of bodily injury and death, and \$1,000,000 each occurrence for property damage, or (2) minimum combined single limit of not less than \$2,000,000 each occurrence for bodily injury and death and property damage.
6. Automobile Liability Insurance covering all owned, non-owned and hired vehicles used in the set-up and disassembly services with (1) minimum limits of not less than \$250,000 each person and \$500,000 each accident for bodily injury and \$500,000 each accident for property damage, or (2) a minimum combined single limit of not less than \$1,000,000 each accident for bodily injury and property damage.
7. The Exhibitor's insurance certificate must also include a statement by the insurance carrier that the carrier shall not cancel the coverage evidenced by the certificate without giving CACM thirty (30) days prior written notice.
8. Excess Liability Umbrella Form policy requirements with minimum limits (1) of not less than \$1,000,000 Each Occurrence and (2) \$1,000,000 Aggregate.



## EXHIBITOR LISTING

**NEW this year!** CACM Law Seminar & Expo has implemented an Exhibitor Portal for exhibitors to update all things CACM Law Seminar & Expo in one place. Update your exhibitor profile here and it will display on the website, and in the mobile app! Additionally, you may purchase Event Listing Enhancement such that you may: upload your logo to display over your booth within the mobile app, upload your press releases (up to three); upload PDFs of product literature, display a company description and/or social media links for display in the app and on the CACM website.

Each exhibitor listing is a nominal charge of \$350 along with one FREE category listings per 10x10 booth. Additional category listings may be purchased for \$100 each.

You don't want to be left out – complete your Digital listing today!

### Directions for completing your listing:

1. Go to Exhibitor Login
2. Select Company Name from the dropdown and use your Exhibitor ID to log on. Your Exhibitor ID can be found on your invoice or in your booth confirmation email.
3. Select the 'Profile' tab
4. Select the grey box labelled 'Profile'
5. Verify and update your company information.
6. Just above the 'Confirmation' bar, select your category
7. Confirm all your company information is correct by clicking the Confirmation Box at the bottom of the page
8. Save and Continue

For more information, contact Jason Haffar at 949.916.2226 or email [jhaffar@cacm.org](mailto:jhaffar@cacm.org).



# MARKETING OPPORTUNITIES & SHOW TIPS

## OFFICIAL MOBILE APP

Update your company listing and your product literature in the Exhibitor portal (Coming Soon!) to keep your company and product information in front of customers year-round! Add your company logo to your exhibitor profile and have it display on top of your booth on the exhibit map in the official mobile app.

## USE THE 2020 CACM LAW SEMINAR & EXPO LOGO

For those exhibitors who want to use the show logo on their promotional materials or e-mail signature, please call or email Jason Haffar ([jhaffar@cacm.org](mailto:jhaffar@cacm.org)) or Lori Inzunza ([linzunza@cacm.org](mailto:linzunza@cacm.org)) at 949.916.2226. This is a complimentary marketing opportunity to increase your success at the CACM Law Seminar & Expo.

## OTHER IDEAS FOR PROMOTION

- Redeemable gift cards at your booth
- Press Releases (can upload into official mobile app)
- Distribute company newsletter
- Show biz or sports personality in booth
- Phone call blitz prior to show inviting key customers



# HOTEL INFORMATION

## HOTEL SCAMMERS

Please be aware that some third party travel companies may attempt to solicit housing for CACM Law Seminar & Expo. These companies are not authorized by Show Management and may provide false information regarding the availability of rooms. Reservations made through any agency other than the hotel directly is not recommended and will be at your own risk.

Please report any unauthorized solicitations to [mhurtado@cacm.org](mailto:mhurtado@cacm.org).

## WHY BOOK AT A CACM LAW SEMINAR & EXPO HOTEL?

- Special negotiated rates at our Official Hotels
- Access to sponsored activities, customers, colleagues and contacts
- Hotels are close to the Santa Clara Convention Center

## HOW TO RESERVE YOUR ROOM

To make a new reservation or modify or cancel an existing reservation visit the independent hotel reservation links or call your chosen hotel. Official Hotel information is provided on the following page, page 22 of the CACM Exhibitor materials.

## CANCELLATIONS/NO-SHOWS

Hotel cancellation policy varies by hotel and will be clearly listed in your hotel confirmation. Failure to cancel your reservation by the listed cancellation deadline will result in a penalty equal to one night room. No-shows will be charged one room night with tax.





# CACM NORTHERN CALIFORNIA HOTELS

## Hyatt Regency Santa Clara (Host Hotel)

5101 Great America Parkway, Santa Clara, California 95054

T: 408-510-6417

F: 408-510-6449

Check-In: 3:00 PM

Check-out: 12:00 noon

Rate: \$349 (Tuesday and Wednesday) Single/Double  
\$259 (Thursday and Friday) Single/Double

Book it: [Click Here](#)



The Hyatt Regency Santa Clara is the host hotel for the 2020 CACM Northern California Law Seminar & Expo. Experience the ultimate in convenience and AAA Four Diamond Award service excellence at the Hyatt Regency Santa Clara. Located in the heart of Silicon Valley, this Santa Clara hotel is attached to the Convention Center and right across the street from California's Great America Theme Park. Awarded the TripAdvisor Certificate of excellence 2013, the hotel is surrounded by major Bay Area work places and businesses.



## MOVE IN/OUT

### MOVE IN

Only hand-carried items may be brought through the front entrance of the Center. All freight must move across the docks or through the rollup drive through doors in the exhibit halls. Arrangements can be made to move small quantities of materials on handcarts and dollies through loading doors at the rear of the building subject to limitations imposed by union decorators.

**Storage of empty cartons in exhibit booth area is not permitted. Storage of any kind is prohibited behind the back drapes or display wall, or inside display area. All cartons, crates, containers, packing materials, etc., which are NECESSARY FOR REPACKAGING shall be labeled with “EMPTY” stickers and REMOVED FROM THE FLOOR.**

### MOVE OUT

Due to the Current facility occupancy, CACM has the use of only one (1) loading dock for the exhibit space. While CACM and TotalExpo will make every effort to expedite move-out as quickly as possible following the conclusion of Exhibit Hall hours on Friday, your assistance, planning, and patience is greatly appreciated.

Immediately upon conclusion of the Exhibit Hall hours on Friday, TotalExpo will be rolling up the aisle carpet to facilitate an overall faster move-out process. Please keep all items, boxes, furniture, and persons in your booth space and out of the aisles until the aisle carpet has been removed from your area.

Crate and storage item return will commence immediately upon aisle carpet removal. The faster TotalExpo is able to remove the aisle carpeting, the faster they will be able to effect crate and storage item return. Your cooperation is greatly appreciated!

The aisle carpet removal process is anticipated to take up to 45-minutes. Please plan your packing and departures accordingly.

# SECURITY TIPS

## BASIC SECURITY MEASURES PROVIDED BY SHOW MANAGEMENT

Uniformed guards will be stationed at entrances, exits and along the perimeter of the floor. This service will be provided 24 hours a day from the first move-in day to the last move-out day. Private guards may be hired from the official security service.

## DO'S AND DON'TS OF EXHIBIT SECURITY

- Show Management is extremely security conscious and takes every reasonable precaution to protect your property while it is at the 2020 CACM Law Seminar & Expo., Show Management will not assume responsibility for loss, damage or theft. Each exhibitor is responsible for his or her own property.
- Adherence to the following recommendations and precautions plus the vigilance of the personnel in your booth should ensure adequate security for your exhibit materials and personal property.
- Arrange for insurance coverage to protect your exhibit and product against damage or loss from the time it leaves your premises until it returns.
- When preparing exhibit material for shipment, avoid cartons that identify contents.
- Assign people to be present at your booth when your exhibit material arrives to receive the shipment and to take inventory. Report immediately to security or Show Management any discrepancies between quantities shipped and quantities received.
- Installation is a highly vulnerable period; so pay special attention to items easily pilfered. Place them in locked containers when you can't keep an eye on them.
- Do not put articles of any value in a container marked "EMPTY STORAGE."
- Exhibitor personnel must wear show badges at all times during move-in, show days and move-out.
- During show days, someone should be on duty in your booth one half-hour prior to opening and for the same period of time after all trade guests have left.
- Immediately report to security or Show Management the presence of any unauthorized or suspicious visitors on the exhibitor floor.
- Don't leave personal items unguarded such as coats, wallets, handbags, briefcases, etc.
- Avoid leaving any small items or product samples of significant value in exhibit booths overnight. In the event these items cannot be removed, store out of sight and away from temptation. Use flameproof drop cloths to cover sensitive items when your booth is not manned.
- **REMEMBER** - and remind those staffing your booth - that while guard service is provided by Show Management until the end of move-out, it remains your responsibility to take whatever precautions you deem necessary to protect your property.

**Please complete the Security Order Form if you would like to order private security for your booth.**



## SERVICES & UTILITIES

### TELECOM AND INTERNET

Exhibitors are responsible for ordering and paying for all services required. Telecom, internet and Wi-Fi service is available in all booth locations. Order forms and information regarding these services, provided by SmartCity, are located in the Additional Show Services area of the manual.

### UTILITIES

Exhibitors are responsible for ordering and paying for all services required. Electrical and water service is available in all booth locations. Order forms and information regarding all utilities, provided by Convention Electric, Inc., are located in the Additional Show Services area of the manual.

### PARKING AT THE Santa Clara CONVENTION CENTER

The Santa Clara Convention Center shares 1,500-parking spaces with the Hyatt Regency and TechMart in a three-story parking garage on the Santa Clara Convention Center campus. Additional overflow parking may be available in surrounding lots based on availability.

Daily rates are now \$15 at the surface lots and \$24 for valet.



# SHIPPING & PRODUCT STORAGE

## SHIPPING INFORMATION

There are two basic methods of shipping your display materials and equipment for the 2020 CACM Law Seminar & Expo:

### *Method 1: Shipping to the TotalExpo Warehouse*

By selecting this method of shipping, you can ship your materials to the freight company's warehouse to arrive between Wednesday, December 18, 2019 and January 15, 2020. Materials arriving after January 16, 2020, will be received at the warehouse with an additional after deadline charge. Materials are accepted at the warehouse Monday through Friday between the hours of 9 am – 3:30 pm. **The warehouse will be closed Wednesday, December 25<sup>th</sup> 2019, and Wednesday, January 1<sup>st</sup>, 2020.** In the event of weight discrepancies or shipments received without a certified weight certificate, a fee will be charged per shipment.

To qualify for this type of shipping, the materials must be crated, boxed or on skids, or carpet and pad. This service includes the acceptance and storage at the warehouse, delivery to exhibit site, unloading freight and delivering to your booth, picking up, storing, and returning empty shipping containers; and reloading freight for return to your specified destination from exhibit site.

The big advantages of the method are that the shipping time does not have to be exact since you have an extended window and you have more flexibility on the carrier used.

### *Method 2: Shipping Direct to the Convention Center*

To use this method, your shipment must arrive on Tuesday, February 4 and Wednesday, February 5, 2020 from 8 am – 4:30 pm. Any shipments received outside the above listed dates will incur additional charges and are not guaranteed to be received. There are no personnel at the Santa Clara Convention Center available to accept shipments prior to the official move-in days.

All other exhibitors should schedule shipments to arrive early on Wednesday, February 5, 2020. This method must be used for uncrated and loose material shipments. Crated, skidded and boxed material may also be delivered at this time. This service includes acceptance of materials at show site, delivery to your booth, removal/storage/return of empty packing materials, and loading of materials on designated carriers.



# TRANSPORTATION INFORMATION

## AIRPORTS

San Francisco International Airport (SFO)  
Distance to the Santa Clara Convention Center: 31 miles  
Drive Time: 40 minutes  
Cab Fare: \$90-\$100

San Jose International Airport (SJC)  
Distance to the Santa Clara Convention Center: 5.4 miles  
Drive Time: 10 minutes  
Cab Fare: \$20-\$40

Oakland International Airport (OAK)  
Distance to the Santa Clara Convention Center: 33.1 miles  
Drive Time: 40 minutes  
Cab Fare: \$95-\$105

## TAXI SERVICES

Call individual companies for more information.

A1 Airport Express Taxi 510-655-9000	Airport Taxi Cab 650-593-1234	Bay Area Yellow Cab 650-450-9955	Oakland Yellow Cab 510-658-2222
Yellow Airport Taxi 510-444-4455	San Jose Airport Taxi 408-444-4443	SF Green Cab, LLC 415-626-4733	Yellow Cab Co-Op 415-333-3333



## DRIVING DIRECTIONS

**Santa Clara Convention Center  
5001 Great American Parkway  
Santa Clara, California 95054**

### From San Jose International Airport – 5.4 miles

Take San Jose International Airport's Guadalupe Pkwy. Exit. Turn left on Guadalupe Pkwy. Follow onto I-101 North. Follow I-101 North roughly three miles and exit at Great America Pkwy. Turn right onto Great America Pkwy. The Silicon Valley Convention Center is located at Great America Pkwy. and Tasman Ave. You can find the Convention Center Parking Garage by exiting at the Hyatt Regency's 2nd driveway at Bunker Hill Rd.

### From San Francisco International Airport – 31 miles

Follow San Francisco International Airport's exit signs to I-101 South towards San Jose. Take I-101 South roughly 30-40 minutes and exit at Great America Pkwy. Turn left at Great America Pkwy. The Convention Center is at Great America Pkwy. and Tasman Ave. You can find the Silicon Valley Convention Center Parking Garage by exiting Great America Pkwy. at the Hyatt Regency's 2nd driveway at Bunker Hill Rd.

### From Oakland International Airport – 33.1 miles

Exit Oakland International Airport and take Hegenberger Rd. to I-880 South towards San Jose. Take I-880 roughly 30-40 minutes to Highway 237 towards Mountain View. Follow Highway 237 to Great America Pkwy. Exit. Turn left on Great America Pkwy. The Convention Center is at Great America Pkwy. and Tasman Ave. You can find the Convention Center Parking Garage by exiting off Great America Pkwy. at the Hyatt Regency's 2nd driveway at Bunker Hill Rd.

### Loading Dock for Exhibit Hall A

Follow the above directions toward the parking garage. You can find the Convention Center Parking Garage by exiting at the Hyatt Regency's 2nd driveway at Bunker Hill Rd. When Bunker Hill Road dead-ends at the parking structure, make a right behind the Hyatt. The loading docks will be on your right.

You will notice some parking spots behind parking structure. Parking there is available on a first-come, first-served basis.

Short-term parking, for loading and unloading, is available in the red zones as long as not blocking entry into the dock area. Vehicles parked in the red-zone for longer than 20-minutes may be ticketed or towed.



# FREQUENTLY ASKED QUESTIONS

## GENERAL FAQ'S

### How do I get my exhibitor badge?

Please fill out the included Exhibitor Badge Registration Form and return to CACM no later than December 30, 2019. **Exhibitor badges will not be mailed.** All Exhibitors must pick up their badges onsite at the Registration counter.

### When do exhibitors have access to the exhibit floor?

Show Hours: Thursday, February 6 (9:45 am - 11:45 am, 1 - 2pm) & Friday, February 7 (10:30 am - 2pm)  
Exhibitor Move-in: Wednesday, February 5 (8 am - 5 pm)  
Exhibitor Move-out: Friday, February 7 (2:45 pm - 9 pm)

### What is an Official Service Provider?

An Official Service Provider is a contractor appointed by show management as the sole provider of specified services such as installation and dismantle services, materials handling, and shipping. TotalExpo is the Official Service Provider for the 2020 CACM Law Seminar & Expo.

### Whom should I contact if I am having difficulties onsite?

If you need assistance onsite please feel free to visit the CACM area in the Lobby of Hall A or the Registration area.

### How do I book a hotel room at the CACM Conference rate?

Hotel reservations must be made directly through the hotel using one of the below links to receive the special rates. Book and modify your hotel reservations online [HERE](#).

## MATERIAL HANDLING FAQ'S

### What is Material Handling?

The unloading of your exhibit materials, delivery to your booth, handling of empty containers to and from storage, and removal of your materials from your booth for reloading onto your outbound carrier.

### What can I carry into the exhibit hall myself?

Exhibitor company personnel may hand carry their own materials and equipment as long as it does not require more than a two-wheel dolly, motorized or mechanical devices (i.e. four-wheel dollies, fork-lifts, pallet jacks, or similar)

### Can I set up my booth by myself?

Exhibitors may perform all the work in their booths with their own, full-time company personnel. Please ensure that all full-time employees have valid company identification at show site. Any necessary labor must be obtained through TotalExpo.

### Where can I unload/reload my personal vehicle at the Santa Clara Convention Center?

The Official Service Provider, TotalExpo, will direct your POV (Privately Owned Vehicle) to the appropriate dock area of the convention center to unload/reload during the published move-in/move-out hours. **Be sure to reference the Exhibitor Service Manual for unloading/reloading details and examples of a POV.**