



# DEADLINE CHECKLIST

## DECEMBER 2022

- Register Exhibitor Badges
- Review Material Handling Regulations
- Make hotel reservations
- Make airline/transportation reservations
- Finalize booth personnel and register exhibitor badges
- December 30– Deadline for Exhibitor Badge Registration and Changes
- December 30 – Deadline for Sponsorships Reserved & Paid
- December 31 – Deadline for booking Oakland Marriott at CACM discounted rate

## JANUARY 2023

- January 6 –Booth Decorating Submissions Deadline
- January 8 – Electrical Order Forms Discount Deadline Date
- January 10 – Audio/Visual Order Forms Discount Deadline Date
- January 17 – Internet/Telecom Order Forms Discount Deadline Date
- January 20 – Total Expo Deadline for Discounted Rates
- January 20 – Deadline to order furniture, labor, etc. from Total Expo online
- January 20 – “Intent to use and EAC” forms due (page 18 of Total Expo exhibitor kit)
- January 3 to 27 – Freight to arrive at Total Expo Warehouse



# SHOW INFORMATION

## EVENT LOCATION

West Hall  
Oakland Marriott City Center  
1001 Broadway  
Oakland, California 94607

## ONSITE REGISTRATION

Onsite Exhibitor Registration will be available in the Box Office Foyer in the Oakland Marriott City Center.

Wednesday, February 8, 2023 8:00 am – 5:00 pm

Thursday, February 9, 2023 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 8, 2023 8:00 am – 5:00 pm

**All freight must be moved in by 4:30 p.m. on Wednesday, February 8, 2023**

## SHOW HOURS

Thursday, February 9, 2023 12:45 pm – 3:00 pm

Friday, February 10, 2023 11:00 am – 1:00 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 2:00 pm on Friday, February 10.

Friday, February 10, 2023 2:00 – 6:00 pm

## CACM CONTACT INFO

949-916-2226 | [events@cacm.org](mailto:events@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, Inc.  
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)  
[csr@totalexpo.com](mailto:csr@totalexpo.com)

### AUDIO/VISUAL\*

Encore  
Phone: 510-466-6447  
Mobile: 510-939-0063  
Email: [richard.wagner@encoreglobal.com](mailto:richard.wagner@encoreglobal.com)

### BOOTH CLEANING\*

TotalExpo, Inc.  
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)  
[csr@totalexpo.com](mailto:csr@totalexpo.com)

### BOOTH FURNISHINGS\*

TotalExpo, Inc.  
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\*

Oakland Marriott  
George Patten  
1001 Broadway  
Oakland, California 94607  
Phone: 510-466-6424  
[George.Patten@marriott.com](mailto:George.Patten@marriott.com)



**ELECTRICAL\***

EDLEN  
129 Sylvester Rd.  
So. San Francisco, CA 94080  
Phone: 650-225-0900  
Fax: 650-225-0950  
Email: [sanfrancisco@edlen.com](mailto:sanfrancisco@edlen.com)  
[www.edlen.com](http://www.edlen.com)

**INTERNET/TELEPHONE\***

Encore  
Phone: 510-466-6447  
Mobile: 510-939-0063  
Email:  
[Richard.wagner@encoreglobal.com](mailto:Richard.wagner@encoreglobal.com)

**LABOR\***

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

**RIGGING\***

TotalExpo, Inc.  
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: Oakland Marriott City Center
- Exhibit Hall: **West Hall**
- Utilities: Electricity, Water, Drains, Compressed Air, Internet, and Telephone
- Flooring: Carpet

## LOADING FACILITIES

Drive-in Door access varies by exhibit hall:

- **West Hall:** The hotel is a union facility so using freight doors, will need to go through the union workers. You will need to go through Total Expo for deliveries through the freight doors. Place your orders early at [orders@totalexpo.com](mailto:orders@totalexpo.com)

## BOOTH EQUIPMENT

- Booth Back Drape: 8' high back wall
- Booth Side Drape: 3' high side rail
- Furniture: 6' skirted table and 2 chairs
- All exhibitors will be provided with a 7" x 44" identification sign showing company name and booth number.
- Proper tape and all other equipment may be obtained through TotalExpo by 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 and 3' on sides



# 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 Oakland Marriott City 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 ceiling of the West Hall, you will 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

Oakland Marriott City Center is the exclusive caterer and does not allow any 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 Oakland Marriott.

## MOVE-OUT

Immediately upon conclusion of the Exhibit Hall hours on Friday, TotalExpo will be rolling down plastic in the aisle 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 Oakland Marriott 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 Total Expo by completing the Notice of Intent to Hire an EAC Form located on page 17-18 of the Total Expo Exhibitor Kit. The contractor is also required to show proof of liability coverage before setup. If Show Management or Total Expo 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, February 10 prior to 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

## 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 19 of the TotalExpo Exhibitor Kit, 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 **pages 17-18** of the TotalExpo Exhibitor materials. Fees will be assessed to the EAC depending on the size of your booth.

## UTILITIES

Electrical services will be performed by Total Expo personnel. All wiring and electrical installations must be performed by a “house electrician.” Plumbing Services will be performed by the Convention staff.

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 [marketing@cacm.org](mailto:marketing@cacm.org).

**Exhibitor Badge Pre-Registration closes Thursday, December 30, 2022 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. (Either two people attend both days or four one-day attendee registrations)
- There is a \$139 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 Box Office Foyer of the Oakland Marriott City Center.

Wednesday, February 8, 2023	8 a.m. – 5 p.m.
Thursday, February 9, 2023	8 a.m. – 5 p.m.

## REPLACEMENT BADGE CHARGE: \$60 PER BADGE

All badge orders and/or changes received by CACM after December 30 will result in a late processing fee of \$60 per badge.

If you lose your badge during CACM Law Seminar & Expo you will be charged \$60 for a replacement badge. This policy will be strictly enforced.

## 2023 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

2023 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. Additional registrations may be purchased in the Additional Badge Order section. All badge orders and/or changes must be received at CACM by December 30, 2022, email to [marketing@cacm.org](mailto:marketing@cacm.org). Badge orders and/or changes received after this date will be processed at the Show and will result in a late processing fee of \$60.00 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, Email, & Days Attending).
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 (will appear on badge)	Email	Both Days	Thurs. Only	Friday Only	Reception
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Full Name (will appear on badge)	Email	Thurs. Only (\$139)	Friday Only (\$139)	Reception (\$139)
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Payment for Additional Badges:**  
  Visa  Mastercard  American Express  Discover  
 Total: \_\_\_\_\_  
 Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Cardholder's Name: \_\_\_\_\_  
 Email Receipt To: \_\_\_\_\_

# EXHIBITOR INSURANCE

## EXHIBITOR INSURANCE REQUIREMENTS:

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 are required 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 [events@cacm.org](mailto:events@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 for Exhibitor Liability Program](#) or [Click Here to Directly Purchase Rainprotection Insurance 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 Marriott City Center, The City of Oakland, The Oakland 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 8-10, 2023, 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: Event Marketing for additional visibility**

**Law Seminar & Expo Event Guide Advertisement** designed to promote maximum engagement between you and the manager attendees. Get in front of attendees with your show-specific messaging and advertise your booth number in your advertisement so attendees can find you. Advertisements are full or half page, clickable to your website or URL you provide, viewable on mobile devices or may download and print.

**Video Feature Sponsor** your company will be included in promotional post-show video and YouTube short. Video will be posted on CACM's YouTube, Vimeo and other social media channels including Facebook and Instagram. Showcase your company as a leader in the industry supporting community manager education.

**Digital Banner Ads on CACM Website** advertise your booth space before the Expo begins. Your banner ad allows you to be seen by thousands of visitors and provides a hotlink to your company website. Special 6-month pricing for exhibitors and sponsors (savings of 50% off regular price).

**Social Media Sponsor** one paid social post during the event on CACM's social media channels, including LinkedIn, Twitter, Facebook and Instagram

You may purchase the additional event marketing from the Law Seminar Sponsorship Opportunities. Don't wait, these opportunities are limited and reserved on a first come first serve basis with sponsorship contract.

**Lead Retrieval** may be purchased through American Tradeshow Services (ATS) where you will be able to capture attendee contact information. Just point and scan the manager badges QR Code.

Please note, we do not share or sell attendee lists, please be aware of scammers trying to sell you attendee lists.



# MARKETING OPPORTUNITIES & SHOW TIPS

## USE THE 2023 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 CACM Events ([events@cacm.org](mailto:events@cacm.org)) or ([marketing@cacm.org](mailto:marketing@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
- Distribute company newsletter
- Show biz or sports personality in booth
- Email your manager and management company clients and let them know you are exhibiting
- Post in social media that you are exhibiting at this event



# 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 [events@cacm.org](mailto:events@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

## 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 of this CACM Exhibitor manual.

## 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

## Oakland Marriott City Center (Host Hotel)

1001 Broadway, Oakland, California 94607

T: 510-451-4000

F: 510-835-3466

Check-In: 4:00 PM

Check-out: 11:00 AM

Rate: \$193 (Tuesday - Friday) Single/Double

Book it: [Click Here](#)



The Oakland Marriott City Center is the host hotel for the 2023 CACM Northern California Law Seminar & Expo. Discover Oakland, California, when you stay at Oakland Marriott City Center. Home to a vibrant arts scene, winning sports teams and world-class restaurants, Oakland offers an endless array of things to do. Our hotel is directly connected to the Oakland Convention Center and is near attractions like Oracle Arena and Oakland Coliseum. Maintain your health routine in our hotel's well-equipped fitness center or indulge in farm-to-table cuisine at Iron & Oak, our signature restaurant and bar.



# 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 facilitate the move-out process. Please keep all items, boxes, furniture, and persons in your booth space and out of the aisles until 2:00 PM.

TotalExpo will start the crate and storage item return after 2:00 PM. Your cooperation is greatly appreciated!

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 2023 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.



# 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 Encore, are located in the Additional Show Services area of the manual.

## UTILITIES

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

## PARKING AT THE OAKLAND MARRIOTT CITY CENTER

There's parking spaces in the Convention Center lot on floor 3-4 and parking is on a first come first serve basis. Daily rate for self-parking is \$28 per day.



# SHIPPING & PRODUCT STORAGE

## SHIPPING INFORMATION

There are two basic methods of shipping your display materials and equipment for the 2023 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 Monday, January 3, 2023 and January 27, 2023. Materials arriving after January 27, 2023, 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. 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 7 and Wednesday, February 8, 2023 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 Oakland Marriott 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 8, 2023. 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 Oakland Marriott City  
Center: 26 miles  
Drive Time: 45 minutes

San Jose International Airport (SJC)  
Distance to the Oakland Marriott City  
Center: 41.2 miles  
Drive Time: 1.5 hours

Oakland International Airport (OAK)  
Distance to the Oakland Marriott City  
Center: 8 miles  
Drive Time: 18 minutes

Drive time is estimated and depends on time of day and traffic.

## BAY AREA RAPID TRANSIT (BART)

For schedule, routes and fares: <https://www.bart.gov/schedules>



# 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, 2022. **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 9 (12:45 pm – 3:00 pm) & Friday, February 10 (11:00 am – 1:00 pm)  
Exhibitor Move-in: Wednesday, February 8 (8 am - 5 pm)  
Exhibitor Move-out: Friday, February 10 (2:00 pm – 6:00 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 2023 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 at the Registration desk.

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

Hotel reservations must be made directly through the hotel using 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 Kit for unloading/reloading details.**