2027 CALIFORNIA LAW SEMINAR & EXPO

WHERE COMMUNITY CELEBRATES TOGETHER

CACM

CACM Festival

SPONSORSHIP OPPORTUNITIES

NORTHERN CALIFORNIA

OAKLAND MARRIOTT CITY CENTER

FEBRUARY 3 - 5, 2027

SOUTHERN CALIFORNIA

DISNEYLAND HOTEL & CONVENTION CENTER

MARCH 10 - 12, 2027

2027

Version 10.19.26

2027 CALIFORNIA LAW SEMINAR & EXPO

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CACM Festival

CONFERENCE BAG SPONSOR SOLD NC/SC

$10,000 SINGLE EXPO
$16,000 EXCLUSIVE FOR BOTH EXPOS
EXCLUSIVE SPONSOR

- **Priority booth registration *(deadline applies)***
- $800 discount on exhibitor booth cost
- Company name/logo on conference bag
- Distribution of company promotional piece in bag (company to provide)
- Complimentary 90-day standard banner ad on CACM website ($750 value)
- Logo recognition on signage at event
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- Two Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

CONFERENCE LANYARD SPONSOR SOLD NC/SC

$8,250 SINGLE EXPO
$12,000 EXCLUSIVE FOR BOTH EXPOS
EXCLUSIVE SPONSOR

- **Priority booth registration *(deadline applies)***
- $500 discount on exhibitor booth cost
- Company name/logo on lanyards
- Complimentary 90-day standard banner ad on CACM website ($750 value)
- Logo recognition on signage at event
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- Two Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

KEYNOTE SPONSOR

$8,000 SINGLE EXPO
$14,000 EXCLUSIVE FOR BOTH EXPOS
EXCLUSIVE SPONSOR

- **Priority booth registration *(deadline applies)***
- Opportunity to introduce company on stage
- Sponsor logo on Keynote signage
- Logo recognition on stage big screen
- Complimentary 90-day standard banner ad on CACM website ($750 value)
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- Two Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

2027 VISION AWARDS CELEBRATION

VISION AWARDS

The Vision Awards represent the highest honor in California community management, recognizing professionals who go above and beyond to make a lasting impact on their communities, colleagues, and homeowners.

On Wednesday evening, join us for the Celebrating Vision Award Nominees Reception, a special event honoring all 2027 Vision Award nominees. This evening will provide an opportunity to recognize outstanding achievements, connect with colleagues, and celebrate the impact these exceptional individuals and teams have made throughout the year.

All nominees will be recognized during Wednesday's reception, while the 2027 Vision Award winners will be announced during Thursday's Vision Awards Ceremony, where their achievements will be celebrated among peers and industry leaders.

CELEBRATING VISION AWARD NOMINEES RECEPTION

WEDNESDAY

$850

LIMITED AVAILIBILY

- Sponsor logo on signage
- Recognition of sponsorship during event
- Group sponsor logo signage on all bars
- Group sponsor social media post
- Two attendees to the Celebrating Vision Award Nominees Reception (NOT INCLUDED: access to Exhibit Hall)

THE VISION PLAYBOOK SPONSOR SOLD SC

$5,000

EXCLUSIVE SPONSOR

- Official sponsor for Vision Award playbook
- Company logo, website and 50 words or less company bio on playbook
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- Two attendees to the Celebrating Vision Award Nominees Reception (not included: access to Exhibit Hall)

2027 CALIFORNIA LAW SEMINAR & EXPO

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NAME BADGE SPONSOR SOLD NC/SC

$6,250 SINGLE EXPO
$11,500 EXCLUSIVE FOR BOTH EXPOS
EXCLUSIVE SPONSOR

- **Priority booth registration *(deadline applies)***
- Company logo printed on all attendee badges
- Complimentary 60-day standard banner ad on CACM website ($500 value)
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- Two Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

EVENT PHOTOGRAPHER SPONSOR

$5,250 SINGLE EXPO
$8,500 EXCLUSIVE FOR BOTH EXPOS
EXCLUSIVE SPONSOR

- **Priority booth registration *(deadline applies)***
- Post event, logo branding on photos loaded to the CACM online photo gallery for viewing
- Inclusion in the post event thank you message from CACM providing attendees with the link for viewing photos
- Complimentary 60-day standard banner ad on CACM website ($500 value)
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- Two Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

EXHIBIT HALL WiFi SPONSOR SOLD NC/SC

$4,750
EXCLUSIVE SPONSOR

- Tabletop sponsor branding and signage at Registration Desk and display table
- 6' display table near registration area (**Thursday** and **Friday**)
- Complimentary 60-day standard banner ad on CACM website ($500 value)
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- Two Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

REGISTRATION SPONSOR

$4,000 **SOLD NC/SC**

EXCLUSIVE SPONSOR

- 30" High Cocktail Display Table by high-traffic ribbon area to welcome managers on Thursday
- Tabletop sponsor branding and signage at Registration Desk
- Company name/logo on electronic confirmation received by attendees
- Complimentary 60-day standard banner ad on CACM website ($500 value)
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- Two Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

SECURITY SPONSOR SOLD NC/SC

$4,500
LIMITED AVAILIBILY

- 6' display table near Exhibit Hall (**Thursday** and **Friday**)
- Sponsor logo on signage located directly outside Exhibit Hall
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Complimentary 60-day standard banner ad on CACM website ($500 value)
- Company logo in event app
- Two Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

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FRIDAY CARE KIT SPONSOR

$3,000

EXCLUSIVE SPONSOR

- Get access to high traffic area and distribute your company materials / "Friday Care Kit" on Friday morning to managers heading to breakfast (limitations to items apply based on hotel's requirements)
- Sponsor logo on signage
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- One Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

NEW CASE LAW SESSION SPONSOR

$3,500 **SOLD NC**

EXCLUSIVE SPONSOR

- 6' display table in high-traffic area outside of session
- Sponsor logo on session signage
- Company logo, website and 50 words or less company bio on session materials
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- Two Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

WATER STATION SPONSOR

$2,000

EXCLUSIVE SPONSOR, AVAILABLE TO EXHIBITORS ONLY

- Tabletop sponsor logo on water display signage with booth number in Exhibit Hall
- Mix and mingle with Managers by water station in Exhibit Hall
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- One Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

ETHICS COURSE SPONSOR SOLD NC/SC

$2,000

LIMITED AVAILIBILY

- 6' display table outside of session to meet arriving Managers
- Sponsor logo on session signage
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- One Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

WELCOME RECEPTION BAR SPONSOR

$2,000

THURSDAY AFTERNOON

- Recognition of sponsorship during reception
- Logo on group sponsor signage on all bars
- Logo on Vision Playbook sponsors page
- The Vision Experience social media group sponsor post
- Three attendees to the Vision Award Experience (not included: access to Exhibit Hall)
- May purchase for more company attendee at cost – limited and based on availability, contact marketing@cacm.org

2027 CALIFORNIA LAW SEMINAR & EXPO

WHERE COMMUNITY CELEBRATES TOGETHER

EDUCATION SESSION SPONSOR

$1,500 NON-EXHIBITOR
$850 EXHIBITOR

- 6' Display table outside of session to meet arriving Managers
- Sponsor logo on session signage
- Opportunity to introduce company, session presenters, and help facilitate the session
- Company logo recognition on session presentation
- Company logo, website and 50-words or less company bio on session materials
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- One Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

BREAKFAST SPONSOR

$1,500
LIMITED AVAILIBILY

- Tabletop logo recognition on all dining tables during both days of the Law Seminar
- Logo recognition on stage big screen
- Sponsor logo on signage located directly outside dining area
- Recognition of sponsorship during Thursday's Welcome Announcements
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- One Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: aaccess to Exhibit Hall)

WEDNESDAY COFFEE BREAK SPONSOR

$1,000 **SOLD SC**

- Mix and mingle with Managers by Coffee Display on Wednesday
- Tabletop sponsor logo on coffee display signage
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- One Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

CAFFEINE & CONFECTIONS EXHIBIT HALL BREAK SPONSOR

$1,000
AVAILABLE TO EXHIBITORS ONLY
THURSDAY: EXCLUSIVE SPONSOR
FRIDAY: EXCLUSIVE SPONSOR

- Thursday **or** Friday tabletop sponsor logo on coffee/pastry displays with booth number
- Mix and mingle with Managers by coffee/confections display during designated day
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website

THURSDAY LUNCHEON SPONSOR

$1,000

- Tabletop logo recognition on dining tables during luncheon
- Logo recognition on stage big screen
- Sponsor logo on signage located directly outside dining area
- Recognition of sponsorship during Thursday's luncheon
- Company name in Vision magazine and promotional mailings
- Company name linked to sponsor website in email promotions and on CACM website
- Company logo in event app
- One Law Seminar and Industry Partner Happy Hour passes (NOT INCLUDED: access to Exhibit Hall)

LAW SEMINAR ATTENDEE SCHOLARSHIP FUND*

$600

By sponsoring the Scholarship Fund, you provide a community manager with the opportunity to attend the conference. This investment demonstrates your commitment to advancing education and professional development within the community management industry. This sponsorship is ideal for organizations that want to support the profession, gain brand visibility, and give back to the industry, even if they are unable to attend the seminar themselves.

- Dedicated social media thank you message with company website link on CACM's Facebook, LinkedIn and Instagram
- Link to sponsor website on email promotions and on CACM website

**CACM to select scholarship recipient(s) based on applications.*

EVENT DIGITAL ADD-ONS FOR ADDITIONAL VISIBILITY

Designed to promote maximum engagement between you and the manager attendees. Exhibitors and Sponsors automatically receive a basic listing that includes company name, website and booth number, but there are plenty of additional ways to stand out and promote your services to the manager attendees you want to do business with.

ATTENDEE WELCOME EMAIL

$1,500
LIMITED AVAILIBILY

- Be part of the welcome email to attendees which includes all event details including schedule
- Opportunity to get your company brand in front of attendees before the event begins
- Medium box ad linked to sponsor website (250 x 250 pixels jpg or png)

EXHIBITOR SPOTLIGHT EMAIL

$1,500
CHOOSE FROM: PRE-CONFERENCE, DURING-CONFERENCE, POST-CONFERENCE

One dedicated email sent to all Law Seminar attendees, choose from three options below:

- Option to showcase your products and services along with booth space before the Expo begins
- Option to showcase your products and services along with booth space during the Expo
- Option to showcase your products and services after the Expo for more exposure

DIGITAL BANNER ADS ON CACM WEBSITE

$625 STANDARD
1600 PIXELS WIDE BY 900 PIXELS HIGH

$1,125 PREMIUM
2800 PIXELS WIDE X 360 PIXELS HIGH

- Special 6-month pricing for Exhibitors and Sponsors (price listed is savings of 50% off regular price)
- Advertise your products and services along with booth space before the Expo begins
- An eye-catching marketing opportunity to gain visibility and draw attendees to your booth
- Your banner ad on the CACM website allows you to be seen by thousands of visitors and is linked to your company website
- Banner ads may be updated after the Expo

SOCIAL MEDIA SPONSOR

$600 EACH
LIMITED AVAILIBILY

- One paid social post during the event on CACM's social media channels, including LinkedIn, Facebook and Instagram
- Sponsor to provide content for post no later than one week before show

SOCIAL FOLLOWERS @CACMCHAT

- LinkedIn: 6,335
- Facebook: 2,340
- Instagram: 1,873

AS OF 7/23/2026

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EVENT APP CAROUSEL BANNER AD

$600 PER EVENT
LIMITED AVAILIBILY

Promote valuable content to drive clicks and engagement through a banner ad

- Rotating carousel banner ad (ad rotates at the top of the app homepage) and click-through to a landing page of your choice

EVENT APP PUSH NOTIFICATION

$500 PER PUSH
LIMITED AVAILIBILY

Push notification alerts for both Apple and Android app versions make it easy for users to simply tap a message to open the app and be taken to the alert message.

How to make the most of your push notification:

- One push notification to drive traffic to your booth with a giveaway or other on-site promotion
- Send an "after event message alert" to attendees with a special offer

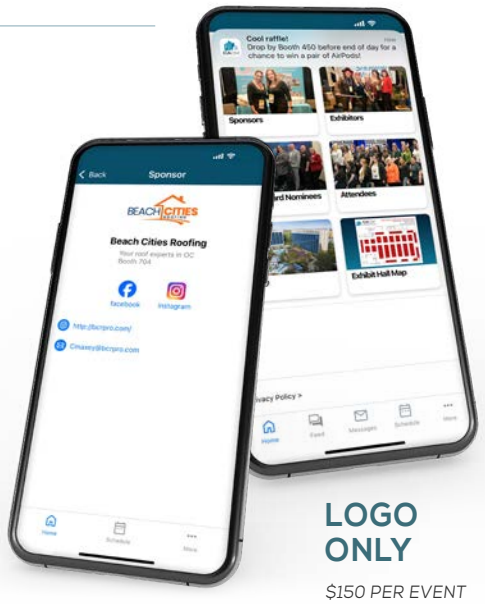
EVENT APP LISTING ENHANCEMENT PACKAGE

$250 PER EVENT

Designed to promote maximum engagement between you and the manager attendees, Exhibitors and Sponsors automatically receive a basic listing in the event app that includes company name, website and booth number.

Make your company stand out from the rest with an enhancement package that includes:

- Your company bio, company logo, social media links, and/or link to PDF collateral in your listing in the mobile app.



LOGO ONLY

$150 PER EVENT

SPECS

CAROUSEL BANNER AD SPECS
Size 355 px width x 120 px height. File type: PNG or JPG file.

COMPANY LOGO SPECS
480 px width x 270 px height. File type: PNG or JPG.

COMPANY BIO
Please provide 80 to 100 word description in a word document.

COLLATERAL SPECS
Please provide links to PDFs or to videos you want included in the listing. ***Only links will be posted.***

2027 CALIFORNIA LAW SEMINAR & EXPO
SPONSORSHIP CONTRACT

CACM Festival

LAW SEMINAR & EXPO SPONSORSHIPS

		NORTHERN CALIFORNIA	SOUTHERN CALIFORNIA
Conference Bag Sponsor	$10,000	SOLD	
Conference Bag Sponsor Exclusive	$16,000	SOLD	
Conference Lanyard Sponsor	$8,250	SOLD	
Conference Lanyard Sponsor Exclusive	$12,000	SOLD	
Keynote Sponsor	$8,000	☐	☐
Keynote Sponsor Exclusive	$14,000	☐	☐
Name Badge Sponsor	$6,250	SOLD	
Name Badge Sponsor Exclusive	$11,500	☐	☐
Event Photographer Sponsor	$5,250	☐	☐
Event Photographer Sponsor Exclusive	$8,500	☐	☐
The Vision Award Playbook Sponsor	$5,000	☐	SOLD
Exhibit Hall WiFi Sponsor	$4,750	SOLD	
Security Sponsor	$4,500	SOLD	
Registration Sponsor	$4,000	SOLD	
New Case Law Session Sponsor	$3,500	SOLD	☐
Friday Care Kit Sponsor	$3,000	☐	☐
Water Station Sponsor (Exhibitor Only)	$2,000	☐	☐
Ethics Course Sponsor	$2,000	☐	☐
Welcome Reception Bar Sponsor	$2,000	☐	☐
Education Session Sponsor non-exhibitor	$1,500	☐	☐
Education Session Sponsor exhibitor	$850	☐	☐
Breakfast Sponsor	$1,500	☐	☐
Wednesday Coffee Break	$1,000	☐	SOLD
Caffeine & Confections Exhibit Hall Break *(Exhibitor Only)*	$1,000	☐	☐
Thursday Luncheon Sponsor	$1,000	☐	☐
Celebrating Vision Award Nominees Reception Sponsor	$850	☐	☐

EVENT DIGITAL ADD-ONS

		NORTHERN CALIFORNIA	SOUTHERN CALIFORNIA
Attendee Welcome Email	$1,500	☐	☐
Exhibitor Spotlight Email	$1,500	☐	☐
Digital Banner Ad: Premium	$1,125	☐	☐
Digital Banner Ad: Standard	$625	☐	☐
Social Media Sponsor	$600	☐	☐

EVENT APP

		NORTHERN CALIFORNIA	SOUTHERN CALIFORNIA
Event App Banner Ad	$600	☐	☐
Event App Push Notification	$500	☐	☐
Event App Listing Enhancement Package	$250	☐	☐
Logo Only	$150	☐	☐

STATEMENT OF PHOTO & VIDEO RELEASE

Photography and video recording will be taking place during the Law Seminar and Expo as part of CACM's ongoing marketing, public relations and social media efforts. By registering for this event, you grant CACM the right to film and photograph you without compensation and release CACM from all liability in connection with the use and distribution of your likeness.

**The advertiser is responsible for providing all digital artwork matching CACM specifications and related information (such as website URL link) prior to publication or placement. CACM reserves the right to determine placement on the site or its social channels of any digital content or advertising and retains the right to withdraw or deny placement of an ad or content which it determines in its sole discretion to be inappropriate.

PLEASE FILL IN ALL FIELDS BELOW

COMPANY NAME

EVENT CONTACT FIRST AND LAST NAME

EMAIL

BUSINESS PHONE MOBILE PHONE

STREET ADDRESS

CITY STATE ZIP

WEBSITE

PAYMENT METHOD *Full payment must accompany this form.*

TOTAL DUE _____

☐ Amex ☐ Discover ☐ Mastercard ☐ Visa

PLEASE EMAIL A CREDIT CARD RECEIPT TO

CARD NUMBER

CVV EXPIRATION DATE BILLING ZIP CODE

CARDHOLDER NAME *(PRINT CLEARLY)*

AUTHORIZED SIGNATURE

APPROVED BY TITLE

NOTE: Sponsorships are reserved on a first come, first serve basis and do not include entrance to the exhibit hall.

TERMS: Full payment must accompany signed contract. CACM reserves the right to refuse any contract or to cancel any contract it deems appropriate to avoid conflicts of interest. Prepayment is required prior to all events.
Cancellation of sponsorship contract will result in a 50% processing fee, plus related costs. No refund will be given within 120 days of event. Refunds or cancellations cannot be made after any promotional materials have been created.

COMPETING EVENTS POLICY: CACM values collaboration and networking opportunities for its members. To protect event sponsors and attendees, no member, exhibitor, sponsor, or affiliated party may host or promote a non-CACM event or activity that competes with a scheduled CACM event. Violations may result in exclusion from future CACM events at CACM's discretion.

☐ *I acknowledge and accept all terms and policies on this form.*

AUTHORIZED SIGNATURE DATE

PRINT NAME TITLE

PLEASE REMIT FORM TO

CACM via email **marketing@cacm.org** or

California Association of Community Managers, Inc.
23461 South Pointe Dr. Ste. 200
Laguna Hills, CA 92653