2027 NORTHERN CALIFORNIA LAW SEMINAR & EXPO
WHERE COMMUNITY CELEBRATES TOGETHER

CACM

CACM Festival

Oakland Marriott City Center | Oakland
FEBRUARY 3 - 5, 2027

EXHIBITOR QUICK GUIDE

This guide summarizes CACM policies, onsite logistics, exhibitor deadlines, badge registration, and venue-specific rules for the 2027 Northern California Law Seminar & Expo.

For TotalExpo services, shipping forms, material handling rates, and ordering instructions, exhibitors should consult the separate TotalExpo Exhibitor Kit.

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DEADLINE CHECKLIST

DECEMBER 2026

- ☐ Register Exhibitor Badges
- ☐ Review Material Handling Regulations
- ☐ Make hotel reservations
- ☐ Make airline/transportation reservations
- ☐ Finalize Booth Personnel and Register Exhibitor Badges
- ☐ **December 30** – Booth Decorating Submissions deadline
- ☐ **December 30** – Deadline for Exhibitor Badge Registration and Changes
- ☐ **December 30** – Deadline for Sponsorships Reserved & Paid

JANUARY 2027

- ☐ **January 5** – "Intent to use and EAC" forms due by 4:30pm PST (from TotalExpo kit)
- ☐ **January 5 to January 26** – Freight to arrive at TotalExpo Advanced Warehouse receiving From 9:00am – 3:30pm PST (Please refer to TotalExpo kit to re-verify information)
- ☐ **January 12** – Deadline for booking Oakland Marriott City Center discounted rate, based on Availability
- ☐ **January 12** – TotalExpo Deadline for Discounted rates by 4:30pm PST
- ☐ **January 19** – Deadline to order furniture, labor, etc. from TotalExpo online by 4:30pm PST
- ☐ **January 29** – Audio/Visual Order deadline date
- ☐ **January 29** – Deadline for Ordering Oakland Marriott City Center Electrical
- ☐ **January 29** – Internet/Telecom Order Forms Discount deadline date

FEBRUARY 2027

- ☐ **February 2 and February 3** – Direct to Show - Site Receiving from 8:00am – 4:30pm
- ☐ **February 5** – Driver Check-In Deadline from 11:30am – 1:30pm (If drivers have not picked up by this time, shipments will be rerouted via the show carrier, or back to the designated warehouse at the exhibitor's expense)
- ☐ **February 5** - Dismantle 11:15am – 4:00pm

All other shipping related information with TotalExpo, please refer to TotalExpo kit for further information

SHOW INFORMATION

EVENT LOCATION

Marriott Oakland City Center
West Hall
1001 Broadway
Oakland, CA 94607
510-451-4000

EXHIBITOR ONSITE REGISTRATION

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

Wednesday, February 3, 2027	8:30 am – 5:00 pm
Thursday, February 4, 2027	8:00 am – 5:00 pm

ACCESS & SHOW HOURS

Wednesday, February 3, 2027	8:30am – 4:30pm LOAD-IN / SET-UP
Thursday, February 4, 2027	8:00am – 5:00pm EXHIBITOR ACCESS 12:45pm – 3:30pm SHOW
Friday, February 5, 2027	8:00am – 5:00pm EXHIBITOR ACCESS 9:30am – 11:15am SHOW 11:15am – 4:00pm DISMANTLE / LOAD-OUT

Exhibitors will not be permitted to remove any property from the exhibit hall and exhibits cannot be disassembled prior to 11:15 am on Friday, February 4.

CACM CONTACT INFORMATION

949-916-2226 | 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
1161 Sandhill Avenue, Unit A
Carson, CA 90746
Phone: 310-320-4203
Fax: 310-320-4265
www.TotalExpo.com
orders@TotalExpo.com
csr@totalexpo.com

AUDIO/VISUAL*

Encore
Phone: 510-466-6447
Mobile: 510-939-0063
Email: richard.wagner@encoreglobal.com
Order: Click Here to Order

BOOTH CLEANING*

TotalExpo
1161 Sandhill Avenue, Unit A
Carson, CA 90746
Phone: 310-320-4203
www.TotalExpo.com
orders@TotalExpo.com

BOOTH FURNISHINGS*

TotalExpo
1161 Sandhill Avenue, Unit A
Carson, CA 90746
Phone: 310-320-4203
www.TotalExpo.com
orders@TotalExpo.com

CATERING*

Oakland Marriott
Lauren Cieslewicz
1001 Broadway
Oakland, CA 94607
Phone: 510-466-6424
lauren.cieslewicz@marriott.com

ELECTRICAL*

Encore
Phone: 510-466-6447
Mobile: 510-939-0063
Email: richard.wagner@encoreglobal.com
Order: Click Here to Order

INTERNET/TELEPHONE*

Encore
Phone: 510-466-6447
Mobile: 510-939-0063
Email: richard.wagner@encoreglobal.com
Order: Click Here to Order

LABOR*

TotalExpo, Inc.
Phone: 310-320-4203
Fax: 310-320 4265
www.totalexpo.com
orders@TotalExpo.com
csr@totalexpo.com

RIGGING*

TotalExpo, Inc.
Phone: 310-320-4203
Fax: 310-320 4265
www.totalexpo.com
orders@TotalExpo.com

EXHIBIT HALL INFORMATION & BOOTH POLICIES

EXHIBIT HALL

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

AMERICANS WITH DISABILITIES ACT (ADA)

All exhibiting companies are required to comply 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 InformationLine, (800) 514-0301, and from the ADA Web site at www.usdoj.gov/crt/ada/adahom1.htm.

AGE RESTRICTIONS

No persons 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 when requested by CACM or security services. This restriction is strictly enforced for safety reasons and applies to both exhibitors and attendees.

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 Work-Site/Union Rules and Regulations in the TotalExpo Exhibitor Kit, for specific rules.

TotalExpo requests Exhibitors not tip TotalExpo or union employees (such practices as giving money, merchandise, and other special considerations for services rendered.) These employeesare paid at an excellent wage scale denoting 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.

LOADING/UNLOADING

Loading and unloading your vehicle is only allowed in permitted areas. Loading or unloading in a Fire Lane or Handicapped area is strictly prohibited. Failure to comply may result in Exhibitor being fined and/or being banned from future CACM Shows.

West Hall: As a union facility, all freight-door deliveries must be coordinated through TotalExpo and handled by union personnel. Place orders early by emailing orders@totalexpo.com or calling (310) 320-4203. Use show code **27NCAL**.

OUTSIDE CONTRACTORS & LABOR

Exhibitors may use outside contractors to install, and/or dismantle booths. Using another contractor requires the TotalExpo Exhibitor-Appointed Contractor (EAC) Form and may incur fees. Contractors must provide proof of liability insurance before setup; without it, their employees may not work in the exhibit hall.

Exhibitors may use full-time company employees for booth work; employees must carry valid company identification onsite. All other labor must be ordered through TotalExpo at 310-320-4203, csr@totalexpo.com, or the onsite Exhibitor Service Desk.

MOVE-IN

Only hand-carried items may be brought through the front entrance of the exhibit hall. All freight must move across the docks or through the roll-up drive through doors in the exhibit halls and arranged with TotalExpo. Arrangements can be made to move small quantities of materials on hand carts 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.

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.

STANDARD BOOTH EQUIPMENT

CACM Exhibit Management and/or TotalExpo, will furnish to all Exhibitor(s):

- A booth 10’ deep and 10’ wide (unless larger booth size ordered)
- Back Drape: 8’ high back wall
- Booth Side Drape: 3’ high side rail
- Furniture: 6’ skirted table and 2-padded chairs, wastebasket (not emptied without purchasing booth cleaning service)
- Aisle Carpet: Multi-colored
- A 44” x 7” identification sign showing company nameand 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

CACM or TotalExpo provided booth equipment must be returned at the end of the event in complete, good condition, except for normal wear and tear. Exhibitors may use this equipment under the Agreement but do not own it. Exhibitors are responsible for providing any additional equipment at their own expense, and all booth equipment must comply with applicable rules, codes, and regulations.

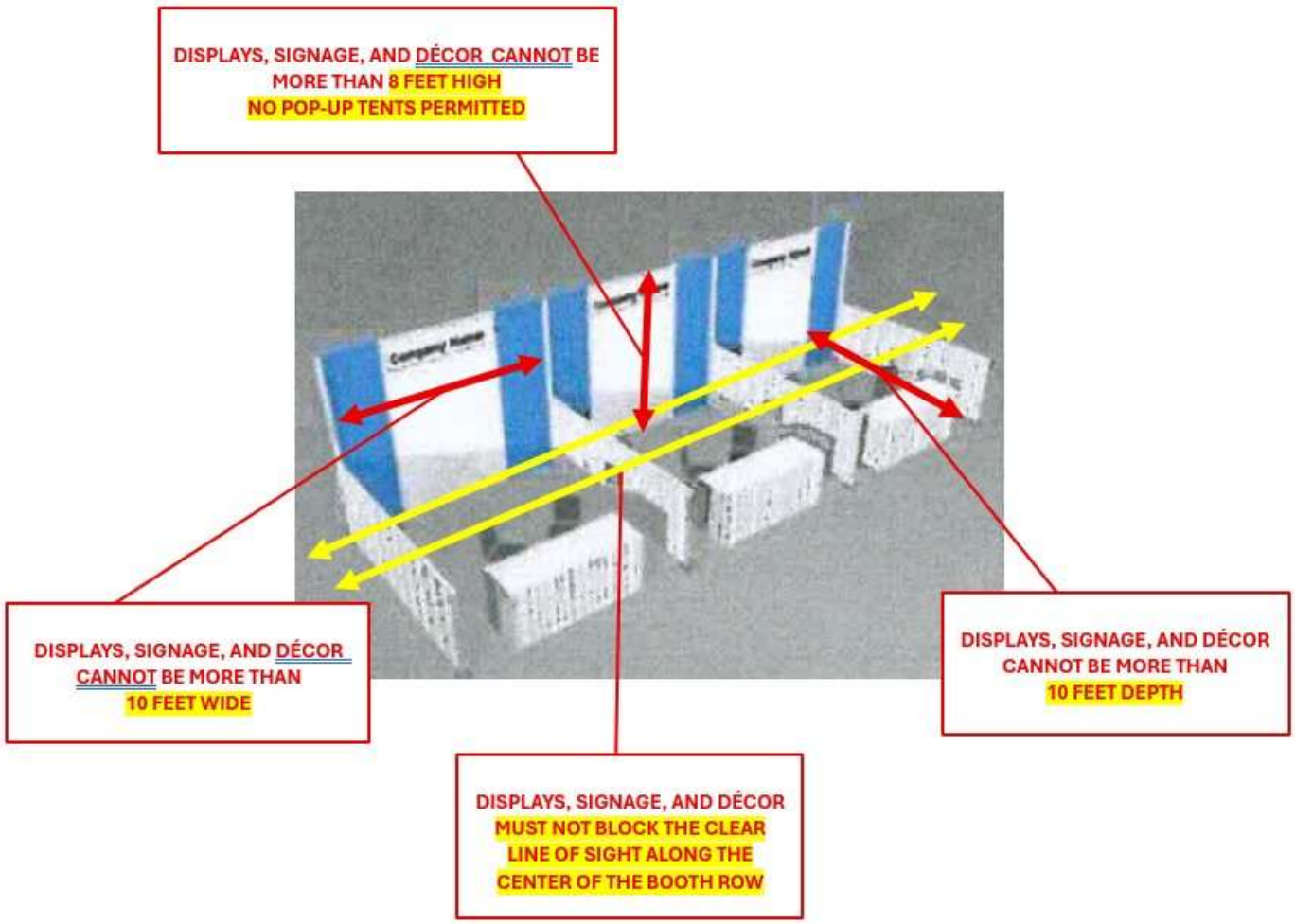
BOOTH DISPLAY/DÉCOR & RESTRICTIONS

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 attire of people or mannequins used in connection with displays or demonstrations.

Display or décor that extend above the height of 8' and width/depth of 10', or block a clear line of sight along the center of the booth row past the 3' rail height may not be installed (ie. pop-up tents, large signage – etc.) – NO EXCEPTIONS.

Display and décor materials must be fire-retardant and certified as flame retardant. Exhibitors must have flame-proofing certificates available for inspection, and samples may be required for testing. Exhibitors must also follow all applicable fire, safety, environmental, and facility waste-disposal requirements.

Helium-filled balloons are permitted as part of exhibit hall displays. Exhibitors will be charged labor costs to remove any balloons left drifting near the West Hall ceiling after the event.



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. 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.

EXHIBITOR PRIZES

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

BOOTH DEMONSTRATIONS

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 and exhibitors may not use items or display that would prove dangerous or cause accidents to attendees and other exhibitors. Solicitation in the exhibit hall by non-exhibiting personnel is strictly prohibited and offenders will have their badge confiscated and asked to leave.

FOOD & BEVERAGE / SAMPLE PRODUCTS

As the exclusive caterer, Marriott Oakland City Center does not allow any outside caterers or outside food or beverages to be brought into the building. No Alcoholic Beverages to be served on the tradeshow floor. Exhibitors wishing to distribute candy, cookies, or other food or beverages to attract visitors to booths should purchase all such items directly from the hotel.

MUSIC LICENSING AND SOUND

Exhibitors may play, perform, or distribute copyrighted material only after obtaining all required rights and paying all royalties, fees, and other charges.

Sound equipment is permitted at Show Management's discretion and must be discontinued if it interferes with others. Keep booth sound from disrupting neighboring exhibitors, and aim speakers into the booth not

the aisle. **80/80 Rule:** Sound is objectionable if it consistently exceeds 80 decibels at the booth perimeter or is clearly audible more than 80 feet away. Live or recorded booth music may require licenses from organizations such as ASCAP, BMI, or SESAC.

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.

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 whether 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 will 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.

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.

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.

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 on any suitcasing you observe to Show Management.

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 bus, hospitality suite, party, activity, or any event during 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.

DISMANTLE & MOVE-OUT

Move-out begins after the Exhibit Hall closes on Friday. Until 11:15 a.m., keep all people and items within your booth and out of the aisles; no property may be removed earlier. After 11:15 a.m., TotalExpo will return crates and stored items. Remove property only through freight entrances or approved exits and plan packing and departures accordingly.

EXHIBITOR INSURANCE REQUIREMENT:

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 the Certificate of Insurance (COI) to events@cacm.org before the show.

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.
3. Coverage should be provided for all show days as well as move-in and move-out days, February 2 - February 5, 2027, 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 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.

Exhibitor Badge Pre-Registration closes December 30, 2026 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.
- There is a $189 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 company 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, Vision Awards, 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 at the Box Office Foyer/Registration Area

Wednesday, February 3, 2027	8:30 am – 5:00 pm
Thursday, February 4, 2027	8:00 am – 5:00 pm

REPLACEMENT BADGE CHARGE: $60 PER BADGE

All badge orders and/or changes received by CACM after December 30, 2026 will result in a late processing feeof $60 per badge. If you lose your badge during CACM Law Seminar & Expo, a $60 replacement fee will be charged. This policy will be strictly enforced.

2027 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.

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 servicewill 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 takes reasonable security precautions but is not responsible for loss, damage, or theft. Exhibitors remain responsible for their property.
- Insure exhibits and products from departure through return, and ship them in cartons that do not identify the contents.
- Staff the booth when shipments arrive, inventory them, and immediately report discrepancies to company personnel, Show Management, the carrier, or TotalExpo.
- Secure easily stolen or valuable items during installation and overnight. Lock them away or conceal them, and never place valuables in containers marked "EMPTY STORAGE."
- Exhibitor personnel must wear show badges throughout move-in, show days, and move-out.
- Staff the booth from 30 minutes before opening until 30 minutes after guests leave.
- Immediately report unauthorized or suspicious visitors to security or Show Management.
- Never leave personal items unattended.
- Guard service continues through move-out, but exhibitors must take all necessary precautions to protect their property.

Contact Xenia Lanier or Lauren Cieslewicz at Oakland Marriott City Center to order additional booth security - at Exhibitor's cost.

SERVICES & UTILITIES

INTERNET

Exhibitors are responsible for ordering and paying for all services required. Hardwired internet services are available in all booth locations. Order forms and information regarding these services, provided by Oakland Marriott City Center, are available upon request (events@cacm.org).

UTILITIES

Exhibitors must order and pay for required booth utilities. Electrical and other services are available at all booths; Encore personnel must perform electrical work, including all wiring and installations, unless authorized company engineers perform specialized work on their own exhibit equipment.

PARKING AT THE OAKLAND MARRIOTT CITY CENTER

For hotel guests, parking is available at $30.00 self-park per day, hotel valet is also available at $66 per day.

Parking is available on levels 3 and 4 of the Convention Center garage on a first-come, first-served basis. The daily self-parking rate is **$30.** Do not leave any belongings visible or unattended in your vehicle, and always lock the doors when the vehicle is unoccupied whether on the street, hotel car port, or parking lot. CACM and the Oakland Marriott City Center are not responsible for loss, damage, or theft of vehicles and/or contents.

SHIPPING & PRODUCT STORAGE

SHIPPING INFORMATION

The Oakland Marriott City Center has no storage facilities for Exhibit Materials. All freight must be consigned to the decorating company. Shipments that arrive prior to show time will be refused and/or forwarded to the official decorator at the exhibitor's expense.

You may ship your booth materials to TotalExpo's warehouse to arrive between January 5, 2027 and January 26, 2027. Materials arriving after January 26, 2027, 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 PST. 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.

For Direct to Show-Site, Shipments will only be received on Tue, February 2nd and Wed, February 3rd, 2027 from 8:00am- 4:30pm. If any shipments are sent and received outside of the above listed dates additional charges may apply, however they are not guaranteed to be received

Advance Warehouse Address

[Exhibiting Company and booth #]
2027 Northern CA Law Seminar & Expo
C/O TotalExpo/ ABF
4575 Tidewater Ave
Oakland, CA 94601

Direct to Show-Site Address

[Exhibiting Company and booth #]
2027 Northern CA Law Seminar & Expo
C/O TotalExpo, Marriott Oakland City Center, West Hall
1001 Broadway
Oakland, CA 94607

MARKETING OPPORTUNITIES & SHOW TIPS

USE THE 2027 CACM LAW SEMINAR & EXPO LOGO

For those exhibitors who want to use the show logo on their promotional materials or e-mail signature, please email 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
- Fun games for managers to learn about your services
- Distribute company newsletter
- Showbiz or sports personality in booth
- Email your manager and management company clients and let them know you are exhibiting
- Post on social media that you are exhibiting at this event

ADDITIONAL EVENT MARKETING VISIBILITY:

Event App is 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. Add your logo, bio, social media links and link to promotional flyer.

Exhibitor Spotlight Eblast a dedicated email sent to all Law Seminar attendees. 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. CLICK HERE

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's badges QR Code. CLICK HERE TO ORDER.

Please note, we do not share or sell attendee lists, please be aware of scammers trying to sell you attendee lists. Please also be aware of scammers calling you and trying to sell you hotel rooms. You can find the hotel information on our website.

HOTEL INFORMATION

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: $213 Single/Double
Book it HERE

WHY BOOK AT A CACM LAW SEMINAR & EXPO HOTEL?

- Special negotiated rates at our Official Hotel
- 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 Oakland Marriott City Center reservation link or call the hotel.

The Oakland Marriott City Center is the host hotel for the 2027 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.

CANCELLATIONS/NO-SHOWS

Hotel cancellation policy will be clearly listed in your hotel confirmation.

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**.

TRANSPORTATION INFORMATION

AIRPORTS

San Francisco International Airport (SFO)
Distance to hotel: 26 miles
Drive Time: 45 minutes

San Jose International Airport (SJC)
Distance to hotel: 41.2 miles
Drive Time: 1.5 hours

Oakland International Airport (OAK)
Distance to hotel: 8 miles
Drive Time: 18 minutes

Drive time 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 update my booth's public contact and description information?

You may update your booth's public-facing contact information and description from the Exhibitor Portal: NORCAL EXHIBITOR PORTAL

Which Industry Partner is next to my booth at the hall?

You may review the Exhibitor Hall map here: NORCAL EXHIBITOR MAP – please note that exhibitors were responsible for selecting their own booths.

How do I get my exhibitor badge?

Please fill out the included Exhibitor Badge Registration Form and return to CACM no later than January 30, 2027. All Exhibitors must pick uptheir badges onsite at the Registration counter.

When do exhibitors have access to the exhibit floor?

Wednesday, February 3, 2027	8:30am – 4:30pm LOAD-IN / SET-UP
Thursday, February 4, 2027	8:00am – 5:00pm EXHIBITOR ACCESS 12:45pm – 3:30pm SHOW
Friday, February 5, 2027	8:00am – 5:00pm EXHIBITOR ACCESS 9:30am – 11:15am SHOW 11:15am – 4:00pm DISMANTLE / LOAD-OUT

What is an Official Service Provider?

An Official Service Provider is a contractor appointed by show management as the sole providerof specified services such as installation and dismantle services, materials handling, and shipping. TotalExpo is the Official Service Provider for the 2027 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 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 links below toreceive 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. Four-wheeled carts, motorized or mechanical devices (i.e., fork-lifts, pallet jacks, or similar) are strictly prohibited.

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. All other necessary labor must be obtained through TotalExpo.

EXHIBITOR AGREEMENT COPY – THIS IS A COPY OF THE AGREEMENT SIGNED BY ALL EXHIBITORS DURING BOOTH PURCHASE

General Information, Rules And Regulations:

Defined Terms
The term "Event" means CACM Northern California Law Seminar & Expo, currently scheduled to be held on February 3 - 5, 2027 (the "Event Dates") at Oakland Marriott City Center in Oakland, California (the "Exhibit Facility"). The Event is owned, produced and managed by California Association of Community Managers ("CACM") As used hereinafter, the term "Organizer" means, collectively, CACM, and each of its/their respective officers, directors, agents, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means, collectively, the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by CACM in the manner stated below and each of its officers, directors, shareholders, employees, contractors, agents, representatives and/or invitees, as applicable.

Contract Acceptance
This contract shall become binding and effective only when it has been signed and accepted by Exhibitor as evidenced by signature, digital or otherwise, making payment as provided in this contract or by exhibiting at the event and signed by a duly authorized representative of CACM.

Assumption of Risks; Releases
Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither Organizer nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither Organizer nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

Indemnification
Exhibitor shall on a current basis indemnify, defend (with legal counsel satisfactory to CACM), and hold Organizer and the Exhibit Facility harmless from any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise out of or in connection with:
(a) Exhibitors' participation or presence at the Event,
(b) any breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract;
(c) any matter for which Exhibitor is otherwise responsible under the terms of this contract;
(d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right;
(e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor;
(f) harm or injury (including death) to Exhibitor; and
(g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act,

accident, act of God, theft, mysterious disappearance or otherwise.

Limitation of Liability
Under no circumstance shall Organizer or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall Organizer's maximum liability under any circumstance exceed the amount actually paid to CACM by Exhibitor for exhibit space rental pursuant to this contract. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters.

Qualifications of Exhibitor
CACM, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms who supply product and services to the community management industry. Applicants who have not previously exhibited at the Event may be required to submit a description of the nature of their business and the items to be exhibited. CACM reserves the right to restrict or remove any exhibit which CACM, in its sole discretion, believes is objectionable or inappropriate.

Assignment of Space
CACM will attempt to honor an Applicant's request for booth space and its desires with respect to companies it does not wish to have located next to its space. However, CACM specifically reserves the right to assign Applicant to the space available should its choices be unavailable. Further, should a space location conflict arise, CACM specifically reserves the right to require the Applicant to choose between waiving its request not to be located next to a specific company or selecting another available exhibit space.

Exhibit space shall be assigned by CACM in its sole discretion for the Event and for the Event Dates only. Any such assignment does not imply that similar space will be assigned for future Events. CACM reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event if CACM in its sole discretion determines that to do so is in the best interest of the Event.

Exhibitor shall not sublet the Booth or any equipment provided by CACM, nor shall Exhibitor assign this Agreement in whole or in part at any time.

Booth Payment Schedule - Cancellation Fees
Full payment of the total exhibit fee must be received in order to reserve a booth space. Cancellation of exhibit space by the Exhibitor must be received in writing. Cancellations received in writing up to 61 days prior to Exposition shall receive a 50% refund of Booth space cost. No refunds will be granted to Exhibitor should Exhibitor cancel this Agreement 1-60 days prior to the event. CACM reserves the right to treat an Exhibitor's downsizing of booth space as cancellation of the original space and purchase of new booth space. An exhibiting company may be required to move to a new location if it requests downsizing of space.

Contract Assignability
CACM may assign any or all obligations, rights, title and interests in this contract, including any sums of money due or which become due under this contract. The assignee shall have all rights to enforce any provision of this contract assigned to them, including the right to collect any sums due under this contract.

Cancellation by CACM
If Exhibitor fails to make a payment required by this contract in a timely manner, CACM may terminate this contract (and Exhibitor's participation in the Event) without further notice and without obligation to refund monies previously

paid. CACM reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to CACM. CACM is expressly authorized (but has no obligation) to occupy or dispose of any

space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing Exhibitor from any liability hereunder. CACM may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract, without any obligation on CACM's part to refund any payments previously made and without releasing Exhibitor from any liability arising as a result of or in connection with such breach. If CACM removes or restricts an exhibit, which CACM considers to be objectionable or inappropriate, no refund will be due to Exhibitor.

Cancellation of the Event
If CACM cancels the Event due to circumstances beyond the reasonable control of CACM (such as acts of God, acts of war, governmental emergency, labor strike or unavailability of the Exhibit Facility), CACM shall refund to each Exhibitor its exhibit space rental payment previously paid in full satisfaction of all liabilities of Organizer to Exhibitor. CACM reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held.

If CACM changes the name of the Event, re-locates the Event to another event facility within the same city, or changes the dates for the Event to dates that are not more than 30 days earlier or 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to the Exhibitor, but CACM shall assign to Exhibitor, in lieu of the original space, such other space as CACM deems appropriate and Exhibitor agrees to use such space under the terms of this contract.

If CACM elects to cancel the Event other than for a reason previously described in this paragraph, CACM shall refund to each Exhibitor less a pro rata share of expenses actually incurred by CACM in connection with the Exposition its exhibit space rental payment previously paid, in full satisfaction of all liabilities of Organizer to Exhibitor. Exhibitor agrees that its sole and only entitlement in the event of postponement or cancellation shall be a refund of rental payment, and by signing this Agreement forever waives, on behalf of itself, its officers, agents or employees, successors, heirs and assigns, any additional claim of actual or consequential damage as a result thereof.

Exhibit Space Occupancy
Hours and dates for installing, occupying and dismantling exhibits shall be those specified by CACM. If Exhibitor fails to install its display in its assigned space by 5:00 p.m. the day before the Show opens or leaves its space unattended during the Exhibit hours, CACM shall have the right to take possession of the space and no refund will be due to Exhibitor. All exhibits must be open for business during the Event hours. Exhibitor may not dismantle the display until the Event is officially closed by CACM.

BOOTH CONFIGURATION AND USE OF EXHIBIT SPACE
Exhibitor is required to keep all materials, items, decorations, activities, activities of guest(s), and all other personnel, within the confines of the Exhibit Space, **Any Exhibitor who exceeds or oversteps the Exhibit space will be required to immediately alter their Exhibit space to the satisfaction of CACM, at its sole discretion.**

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.

Listing and Promotional Materials
By exhibiting at the Event, Exhibitor grants to CACM a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the exhibiting companies at the Event and to use such names in CACM promotional materials. CACM shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. CACM may also take video or photographs of Exhibitor's booth space, exhibit, and personnel during, before or after the open hours of the Event. By purchasing a booth, you grant CACM the right to film and photograph, without compensation, and release CACM from all liability in connection with the use and distribution of your likeness, booth space, and personnel.

Care of Exhibit Facility
Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by Exhibitor.

Taxes and Licenses
Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under federal, state or local law applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, royalties, license fees, use fees, or other fees, charges, levies or penalties that become due to any governmental authority in connection with its activities at the Event. Exhibitor will not permit the delivery of merchandise at the Event Facility without the express permission of CACM.

Insurance
Exhibitor shall, at its own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph. Workers' Compensation insurance; Comprehensive General Liability insurance with limits not less than $1,000,000 for each occurrence, $2,000,000 aggregate, combined single limit for bodily injury or property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable); Automobile Liability insurance with limits not less than $500,000 for each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.

Comprehensive General Liability and Automobile Liability Insurance
Policies shall name as additional insured California Association of Community Managers and each of its subsidiaries. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to CACM, shall be furnished to CACM sixty (60) days before the first day of the Event. Certified copies of the Certificate of Insurance policies shall provide that they may not be cancelled without thirty (30) days advance written notice to CACM.

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

Observance of Laws
Exhibitors shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Exhibit Facility (including any union labor work rules). **Without limiting the foregoing,**

Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act and the State Fire Marshal.

Booth Fee Inclusions
Exhibit space fees include the following:
• Exhibit space with 8ft. back drape (booth display and materials shall not exceed 8ft in back of the booth)
• 3ft. side divider drapes (booth display and materials shall not exceed 3ft on the sides of booth)
• 7" x 44" company identification sign
• 24-hour exhibit hall perimeter security
• Complimentary listing on Expo website
• 2 complimentary full-day exhibitor badges or 4 complimentary one-day exhibitor badges (2 full-day badges, or equivalent, per every 10x10 booth)

Additional Terms and Conditions
CACM has sole control over attendance policies. Except as provided to the contrary in this contract, all monies paid by Exhibitor shall be deemed fully earned and subject to the Cancellation Fee as described under that section in this contract. Exhibitor shall conduct itself at all times in accordance with normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of the contract, CACM in its sole judgment may refuse to consider for participation in the future Events an Exhibitor who violates or fails to abide by the contract and any of the accompanying rules and regulations. Any amendment to this contract must be in writing and signed by an authorized representative of CACM. Exhibitor may not assign this contract or any right hereunder nor may Exhibitor sublet or license all or any portion of exhibit space.

Exhibitor Service Manual
Approximately three months before the Event, CACM will post an electronic Exhibitor Service Manual on our website. The "Exhibitor Contact" listed on the front of this contract will receive the link. The Exhibitor Service Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage information, utilities and building services, exhibitor display rules, and move-in, move-out schedules.

Incorporation of Rules and Regulations
Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by CACM in its sole discretion. CACM may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time. Any such rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by CACM as soon as these additional rules or regulations are communicated to Exhibitor. This contract (including Exhibitor Service Manual and any additional rules or regulations adopted by CACM from time to time) states the entire contract of the parties with respect to the subject matter hereof. **No alcohol is permitted to be served in the exhibit hall tradeshow**.

Governing Law
This contract is governed by the laws of the State of California as applied to contracts entered into and entirely performed within such state. Exhibitor agrees that the courts located in the State of California shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that the venue properly lies in the County of Orange and the City of Laguna Hills, California. If

legal action is required to enforce this contract, the prevailing party is entitled to recover reasonable attorney fees, administrative costs, costs of court and any other expenses incurred in enforcing the contract.

EXHIBITOR BADGE ORDER FORM

2027 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, 2026,** email to 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 Wednesday column if the attendee plans to attend the Vision Awards Nominee Celebration. 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. <u>There should only be two attendees listed for each day</u>. 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. Includepayment.**

Full Name (will appear on badge)	Email	Both Days	Thurs. Only	Friday Only	Wednesday Vision Award Nominee Celebration
		☐	☐	☐	☐
		☐	☐	☐	☐
		N/A	☐	☐	☐
		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 (will appear on badge)	Email	Thurs. ($189)	Friday ($189)	Wednesday Vision Award Nominee Celebration
		☐	☐	☐
		☐	☐	☐
		☐	☐	☐
		☐	☐	☐

Payment for Additional Badges:

☐ ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Total:_____

Card Number:_____ Exp. Date:_____ CVV:_____

Signature:_____ Cardholder's Name:_____

Email Receipt To:_____