

CADAY²⁰²²

tradeshow & education expo

MARCH 12, 2022

Sponsorship Opportunities & Exhibit Contract

Community Associations spend more than a billion dollars every week!

SEVA-CAI CAN HELP YOU REACH THE GROWING HAMPTON ROADS MARKET.

Your sponsorship and support makes a difference to your local CAI Chapter and can make a difference in your business by putting you in touch with community association decision makers across the Hampton Roads area.

SEVA-CAI offers a variety of ways to help you reach the growing community association industry during our annual CA Day Trade Show & Education Expo. Take advantage of the opportunity to reach this niche market - sign up today!



CA DAY 2022 TRADE SHOW & EDUCATION EXPO SPONSORSHIP OPPORTUNITIES

EVENT SPONSOR: \$8,000.00

Limit of 1 - Exclusivity - this level of sponsorship is only available to SEVA-CAI Business Partners

- First choice of booth space (up to 4 booths)
- Two Complimentary 6' x 8' Booths **OR** One 8'x12' Booth
- One full page color advertisement on back cover of binder
- One perforated business card color ad in binder
- Company banner on display in pre-function space
- Signage at registration (subject to Committee approval)
- Can display vehicle in front of venue (subject to VBCC approval)
- One full page ad in *Currents* Newsmagazine (\$750 value)
- Company can provide a one page piece of company's literature to be included in the CA Day tote bag

COMPANY LOGO WILL BE DISPLAYED ON:

- Front cover of CA Day Education Binder
- Education Flash Drive
- All event marketing
- Registration Forms
- Email blasts promoting CA Day
- Signage at center stage of trade show arena
- Over 500 Punch Cards and CA Day Tote Bags

DECORATING SPONSOR: \$4,250.00

Limit of 1 - Exclusivity

- 2nd Choice of Booth Space
(this benefit is only available to SEVA-CAI Business Partners)
- One complimentary 6' x 8' Booth with recognition sign
(this benefit is only available to SEVA-CAI Business Partners)
OR 10 Complimentary Tickets to CA Day
- Company Name or Logo will appear on signage at registration booths and on signage at center stage of trade show arena. Signage provided by Chapter OR company, max size 24"x36"
- Product placement at center stage (subject to Decorating Committee approval)
- One full page B&W ad in CA Day Education Binder
- One perforated business card color ad in CA Day Education Binder
- Company can display 3' x 8' Banner
- Logo on inside front pocket of CA Day binder
- Company can provide a one page piece of company's literature to be included in the CA Day tote bag

VALET SPONSOR: \$4,250.00

Limit of 1 - Exclusivity

- 3rd choice of booth space
(this benefit is only available to SEVA-CAI Business Partners)
- One Complimentary 6' x 8' Booth with recognition sign
(this benefit is only available to SEVA-CAI Business Partners)
OR 10 Complimentary Tickets to CA Day
- Company Logo will appear on all valet tickets & signage
- Company logo on inside front pocket of CA Day binder
- One full page B&W ad in CA Day Education Binder
- One perforated business card color ad in CA Day Education Binder
- Company can display 3' x 8' Banner
- Can display vehicle in front of venue (subject to VBCC approval)
- Company can provide a giveaway key chain to valet users & one page piece of literature to be included in tote bag.

WELCOME RECEPTION SPONSOR: \$3,250.00

Limit of 4 - Company Type Exclusivity

This sponsorship includes one sponsor gift to be presented at the Welcome Reception (i.e., iPad, Microsoft Surface, etc.)

- 4th Choice of Booth Space
(this benefit is only available to SEVA-CAI Business Partners)
- One Complimentary 6' x 8' Booth with recognition sign
(this benefit is only available to SEVA-CAI Business Partners)
OR 8 Complimentary Tickets to CA Day
- One full page B&W ad in CA Day Education Binder
- One perforated business card color ad in CA Day Education Binder
- Company Logo will be displayed on drink tickets distributed at the Welcome Reception
- Company Logo on email blast invitations to event
- Company can display 3' x 8' Banner at Reception & at CA Day
- Company can provide give away item at Welcome Reception
- Company can provide a one page piece of company's literature to be included in the CA Day tote bag

FOOD & BEVERAGE SPONSOR: \$2,750.00

Limit of 10

- 5th choice of booth space
- One Complimentary 6' x 8' Booth with recognition sign
(this benefit is only available to SEVA-CAI Business Partners)
OR 15 Complimentary Tickets to CA Day
- One full page B&W ad in CA Day Education Binder
- One perforated business card color ad in CA Day Education Binder
- Company can display 3' x 8' Banner
- Company can provide a one page piece of company's literature to be included in the CA Day tote bag
- Food and Beverage Sponsor to be announced all day
- Option for company to provide promo item on beverage and coffee stations
- Now includes coffee stations all day

SUPER FRIEND SPONSOR: \$1,000.00

No Limit

- One full page B&W ad in CA Day Education Binder
- One complimentary ticket to CA Day

BEST FRIEND SPONSOR: \$500.00

- One perforated business card color ad in CA Day Education Binder
- One complimentary ticket to CA Day

FRIEND OF CA DAY SPONSOR: \$195.00

No Limit

- One B&W Business Card Ad in CA Day Education Binder

AD SIZES:

Business Card: 3.5"w x 2"h | Full Page: 8"w x 10.5"h

All ads will be included in the CA Day Education Binder and the Education Flash Drive

For questions regarding any of the CA Day 2021 Sponsorship Levels,
please contact the Chapter at 757-558-8128

CA DAY 2022 TRADE SHOW & EDUCATION EXPO

OFFICIAL REGULATIONS & CONDITIONS OF CONTRACT

CONTRACT FOR EXHIBITION SPACE

By submitting an application for exhibition space, the applicant releases the Conference, its sponsors, co-sponsors, and agents from any and all liabilities to applicant, its agents, licensees, or employees which may arise or be asserted as a result of submission of an application of participation in the exhibition. Acceptance of an application does not imply endorsement by the Conference of the applicant's products, nor does rejection imply lack of merit.

This application for exhibit space, when endorsed by the Conference, constitutes a contract for the right to use the exhibit space. Rental for spaces is payable in advance at the time of submission of the Official Exhibitor Application form. No refund may be made for space that is unused during part of the exposition. Should space remain unoccupied at the opening of the exposition, the Conference may rent it or use it without obligation or refund.

EXHIBITION SPACE

Exhibit spaces are 6' x 8' and 6' x 10' and 8' x 10' and 8' x 12'. The exhibit fee includes a 6' draped table, 2 chairs, sign with your company's name, and 2 meals. Two authorized representatives will be permitted at each space. There will be a \$50.00 charge for each additional representative. There will be a \$100.00 charge for electricity.

Additional exhibit spaces are available to Business Partners on a first come first paid basis. Exhibitors agree to have exhibitors completely set up by 7:15 a.m. on Saturday, March 12, 2022 and to have exhibits dismantled and booths cleared away by 5:00 p.m., March 12, 2022.

Exhibitors may not protrude beyond the space allotted or interfere in any way with traffic to exhibits of others.

USE OF SPACE

No exhibitor may sublet, assign or apportion any of the allotted space, not represent, advertise or distribute literature for the product or services of any other firm or individual, except as approved in advance by the Conference.

The purposes of the Conference and its exposition are to inform and educate its attendees regarding the characteristics and uses of exhibitors' products and/or services.

CANCELLATION POLICIES

Cancellation of any portion of this application by the exhibition will be accepted only at the discretion of the Conference and then only based upon the following refund schedule.

Written Notice of Cancellation: Prior to January 15, 2022, full refund. Thereafter: no refund. In the event

of a dispute arising under this contract, the exhibitor shall be liable for reasonable costs and attorney fees incurred by the Conference in a reasonable attempt to negotiate, arbitrate, or litigate the dispute.

RESTRICTIONS

The Conference reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason become objectionable, or otherwise detract from, or are out of keeping with the character of the exposition as a whole. The Conference may stop installation, or request removal or discontinuance of any exhibit or promotion which, if continued, departs substantially from a design description given herein. In the event of such restriction or evictions, the Conference is not liable for any refund of rental or other expenses.

Advertising, displays, demonstration, conferences, entertainment and convention registrations in the interests of business are not permitted, except by the firms which have rented space or are recognized sponsors for the Conference.

SAMPLES & SOUVENIRS

Distribution of samples and souvenirs in a restrained fashion is permitted, provided there is no interference with other exhibits aisle movement, and the samples and souvenirs pertain to, or contribute to the exhibits of Conference. Conference may withhold or withdraw permission to distribute souvenirs, advertising or other materials it considers objectionable.

CARE OF PREMISES

The Conference does not permit any liquids of any kind except bottled beverages. No part of an exhibit, nor signs, or other materials may be taped, pasted, nailed or otherwise affixed to walls, doors or others surfaces in a way that might mar or deface, even temporarily, the exhibit area premises or booth equipment or furnishings. Damage from failure to observe this cautionary notice is payable by the exhibitor.

FIRE REGULATIONS

Booth decorations and exhibit construction must conform to the fire regulations of the exhibit area and the Virginia Beach Convention Center. Combustible or other explosive flammable materials are not permitted. Packing container, excelsior wrappings, and similar materials must be removed entirely from the exhibit area and may not be stored in the Conference areas.

LIABILITY & INSURANCE

The Conference, its sponsors, co-sponsors and agents, assume no liability whatsoever for loss or damage, through any cause, of goods, exhibits or other materials owned, rented or leased by the exhibitor. If insurance is desired, it must be placed by the exhibitor. The exhibitor shall indemnify the

Conference and its sponsors and their agents against and hold harmless from, any complaints suits or liabilities resulting from negligence in connection with the exhibitor's use of the exhibit space and participation in the exposition.

INTERPRETATION & ENFORCEMENT

These regulations become a part of the contract between the exhibitor and the Conference. All matters in question, not covered by these regulations, are subject to the decision of the Conference and its sponsors and all decisions so made shall be binding on all parties affected by them as by the original regulations.

The conference shall not be liable for failure to perform its obligations under this contract due to strikes, acts of God, or any cause beyond its control.

SUITCASING POLICY

SEVA-CAI has a no-tolerance policy regarding "suitcasing," which describes the practice by non-exhibiting companies or individuals of soliciting sales or sales leads in the Virginia Beach Convention Center, on the tradeshow floor, in the aisles or lobbies and/or representing their services or soliciting conference participants for conflicting social activities and wearing company logo wear.

Non-exhibiting suppliers participating in the conference as attendees or speakers are prohibited from soliciting business on the tradeshow floor, in or after sessions, or in the Virginia Beach Convention Center.

It is considered bad form to conduct business outside of your booth. Talking to clients or prospects in or in front of someone else's booth is also a violation of SEVA-CAI policy and will not be tolerated. All parts of the exhibit must remain in exhibitor's assigned space. No exhibit will be allowed to infringe upon aisle space.

Prospective exhibitors who want to check out the show will be given a guest badge and escorted through the exhibit hall by a SEVA-CAI staff member or other assigned and approved SEVA-CAI volunteers.

Interpretation of what constitutes suitcasing is at the sole discretion of the chapter board of directors. Violators of these policies will be given a warning at the event. If the violation continues, violators of these policies will be ejected from the show and charged the highest exhibit booth rate (\$1,675), which must be paid prior to registering as an attendee, exhibitor, or sponsor at any future SEVA-CAI conference or other event. In addition, SEVA-CAI will have any illegal function cancelled at violator's expense.

Subject to Change.

CA DAY 2022 TRADE SHOW & EDUCATION EXPO CONTRACT

CA DAY 2022: MARCH 12, 2022

1: COMPANY INFORMATION

Company Name (as you would like it to appear in print)

Contact Person's Name

Contact Person's E-mail (required)

Contact Person's Cell Number

Company Street Address

City, State, Zip

Telephone Number

Fax Number

Website

2: SPONSORSHIP

SPONSORSHIP LEVEL	COST	CHOICE OF BOOTH OR TICKETS (CHECK ONE)
<input type="checkbox"/> Event Sponsor*	\$8,000	<input type="checkbox"/> (2) 6'x8' <input type="checkbox"/> (1) 8'x12'
<input type="checkbox"/> Decorating Sponsor*	\$4,250	<input type="checkbox"/> (1) 6'x8' <input type="checkbox"/> 10 tickets
<input type="checkbox"/> Valet Sponsor*	\$4,250	<input type="checkbox"/> (1) 6'x8' <input type="checkbox"/> 10 tickets
<input type="checkbox"/> Welcome Reception Sponsor*	\$3,250	<input type="checkbox"/> (1) 6'x8' <input type="checkbox"/> 8 tickets
<input type="checkbox"/> Food & Beverage Sponsor*	\$2,750	<input type="checkbox"/> (1) 6'x8' <input type="checkbox"/> 8 tickets
<input type="checkbox"/> Super Friend Sponsor	\$1,000	
<input type="checkbox"/> Best Friend Sponsor	\$500	
<input type="checkbox"/> Friend of CA Day Sponsor	\$195	

* Limited Availability

If you have selected the complimentary booth benefit of your sponsorship, please also fill out the Exhibit Space information in Section 3.

4: TERMS & CONDITIONS

NOTICE OF RIGHT OF FIRST REFUSAL

This form serves as notice of Right of First Refusal for limited 2022 CA Day Sponsors. All 2022 Event, Valet, Decorating, Welcome Reception, and Food & Beverage Sponsors will have until March 28, 2022 to reserve THE SAME named level of sponsorship for CA Day 2023 by submitting this signed contract AND a \$100 non-refundable deposit. After March 28, 2022, all unclaimed sponsorships in the aforementioned categories will be available to the general public. Sponsorships and exhibit space are reserved on a first come, first served basis only after receipt of signed form AND applicable deposits.

TERMS

No contract will be processed without its applicable deposit and/or full payment. Payment must accompany signed sponsorship and exhibitor contract. A \$100 non-refundable deposit is due at time of application and a 25% deposit is due within 30 days of initial application. Payments for CA Day 2022 must be received in full no later than January 30, 2022.

SEVA-CAI reserves the right to refuse any exhibitor and/or sponsorship application or to cancel any prepaid exhibitor and/or sponsorship it deems appropriate to avoid conflicts of interest. Sponsorship refunds or cancellations cannot be made after the contract is received as potential sponsors will be turned away as a result of your acceptance.

5: ACKNOWLEDGMENT & AUTHORIZATION

My company agrees to sponsor and/or apply for exhibit space at SEVA-CAI's Annual CA Day Trade Show & Education Expo. We understand that this application becomes a contract when signed. We agree to comply with the Official Regulations & Conditions of Contract (reverse) and with all conditions under which the exhibit facilities have been rented to the Conference. *Signing this contract does not guarantee preferred booth space.*

Print Name

Authorized Signature

Date

RETURN CONTRACT AND DEPOSIT:

Fax: 757-558-8129 or Email: info@sevacai.org

Faxed or emailed applications will only be accepted with completed credit card payment

Mail Checks to: SEVA-CAI, 4867 Baxter Road Suite 104, Virginia Beach VA 23462

6: OFFICE USE ONLY

INV#: _____ INV DATE: _____ PAID: _____

3: EXHIBIT SPACE

☐ Check here if business partner member of SEVA-CAI.

Must be SEVA-CAI business partner member to take advantage of member rate and Company Name must match Member ID on record. Exhibit space is only available to Business Partners.

BOOTH SIZE	SEVA-CAI MEMBER	NON-MEMBER	QUANTITY	TOTAL
6'x8'	\$800	\$1,200	<input type="text"/>	\$ <input type="text"/>
6'x10'	\$950	\$1,450	<input type="text"/>	\$ <input type="text"/>
8'x10'*	\$1,025	\$1,600	<input type="text"/>	\$ <input type="text"/>
8'x12'*	\$1,675	\$2,500	<input type="text"/>	\$ <input type="text"/>

ADDITIONAL EXHIBIT SELECTIONS:

☐ Electricity for \$100

\$

☐ Additional Booth Reps for \$50 each

\$

EXHIBIT SPACE TOTAL: \$

Booth No. preference:**

1st Choice: _____ 2nd Choice: _____

EXHIBITOR REPRESENTATIVE NAMES:

(Up to two per booth are included - additional reps are \$50 each. No more than four people per booth during exhibit hall hours).

1. _____

2. _____

Name of additional exhibitor representatives at \$50 per person:

3. _____

4. _____

* Limited Availability

** The Conference will accept booth requests, however, not all requests will be accommodated. Receipt of this form does not guarantee preferred booth location, if applicable. However, SEVA-CAI will do its best to honor your request. Booth numbers are not considered final until all exhibit space is sold and final map is published.