



# GO FOR THE GOLD!

California Association of Licensed Investigators 2020 Conference

Riviera Hotel, Palm Springs, CA • June 11-13, 2020



## ABOUT THE ANNUAL CONFERENCE

The California Association of Licensed Investigators Annual Conference has earned a well-deserved reputation as being one of the most successful, stimulating and worthwhile education opportunities for the investigation industry in the western United States. This popular three-day Conference is one of the largest of its kind. CALI has attracted over 250 attendees in recent years.

Each year, diverse and well-respected speakers participate in this Conference and contribute to make it among the best.

The CALI conference will be held at the beautiful Riviera in Palm Springs, CA. Our exhibit hall provides a unique extension of the attendee's educational experience as they review the products and services for this unique industry. The exhibit space entitles you to many benefits and services such as: quality leads, unparalleled networking opportunities, and product demonstrations, resulting in an excellent return on your investment.

If you want name recognition in this industry, sponsoring or exhibiting at this Conference is a must. It is the single-most cost-effective means by which to network and generate visibility and leads for your company.

**To become a Sponsor or Exhibitor, please register online at [www.cali-pi.org](http://www.cali-pi.org), or contact Beth Ramirez at [beth.ramirez@cali-pi.org](mailto:beth.ramirez@cali-pi.org) no later than April 2, 2020.**

# SPONSORSHIP OPPORTUNITIES

## **GOLD SPONSOR (1 Available) ..... \$10,000**

- CALI Gold Sponsor recognition in the Conference Program, marketing materials, sponsorship acknowledgement on printed and electronic conference promotional pieces and signage
- Website banner (980 x 245 pixels) with active link on CALI homepage
- Host of the President's Dinner on Saturday Evening
- Opportunity to introduce a Keynote Speaker/session
- Two exhibit booth spaces at the Annual Conference
- Outside back cover full-page ad in Conference Program (4 color)
- Four Exhibitor registrations
- Banner and push notifications in the Conference mobile app
- Promotional material in Conference attendee bag (company provides printed material)
- CALI Membership Database, complete with email and phone contact (one time use only)
- Complimentary Service & Industry Membership in CALI (12 months)

## **SILVER SPONSOR (1 Available) ..... \$7,500**

- CALI Silver Sponsor recognition in the Conference Program, marketing materials, sponsorship acknowledgement on printed & electronic Conference promotional pieces and signage
- Silver Sponsor listing for the Annual Conference and on CALI website
- Lunch Sponsor on Friday
- One exhibit booth space at the Annual Conference
- Two Exhibitor registrations
- Inside front cover full-page ad in Conference Program
- Listing with logo in the Conference mobile app
- Complimentary Service & Industry Membership in CALI (12 months)
- Annual Conference Registration List, complete with email and phone contact info (one time use only)

## **BRONZE SPONSOR (2 Available) ..... \$5,000**

- Bronze Sponsor listing for the Annual Conference and on CALI website
- Bronze Sponsor recognition in the conference program
- Full page interior ad in Conference Program
- Breakfast Sponsor for the Annual Conference
- One exhibit booth space at the Annual Conference
- Two Exhibitor registrations
- Listing with logo in the Conference mobile app
- Opportunity to supply promotional material in Conference attendee bag
- Annual Conference Registration List, complete with email and phone contact info (one-time use)

## **ELITE SPONSOR (2 Available) ..... \$2,500**

- Elite Sponsor listing for the Annual Conference and on CALI website
- Elite Sponsor recognition in the conference program.
- Break Sponsor for the Annual Conference
- Half page ad in the Conference Program
- Opportunity to supply promotional material in Conference attendee bag
- Listing with logo in the Conference mobile app
- Annual Conference Registration List, complete with mailing addresses (one time use only)

Note: All sponsors will be recognized on signage at the conference.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## ANNUAL CONFERENCE LUNCH SPONSOR

(1 Available) ..... **\$5,000**

Company listed as Lunch Sponsor on Conference Program and marketing materials, verbally acknowledged at Saturday's lunch, half page ad in Conference Program, two complimentary Annual Conference registrations, opportunity to supply promotional material for sponsored event. Company supplies printed materials.

## ANNUAL CONFERENCE BREAKFAST SPONSOR

(2 Available) ..... **\$3,500**

Company listed as Breakfast Sponsor on Conference Program and marketing materials, half page ad in Conference Program, two complimentary Annual Conference registrations, opportunity to supply promotional material for sponsored event. Company provides printed materials.

## CASINO NIGHT

(1 Available) ..... **\$3,500**

Company listed as Casino Sponsor in Conference Program and marketing materials, half page ad in Conference Program, casino chips and beverage napkins with your logo on them, prominent signage at event, on gaming tables and at the bar/s.

## OFFICIAL CONFERENCE PROGRAM

(1 Available) ..... **\$3,000**

Your logo on the Conference Program, full page ad in a prominent location, signage at Registration area and two complimentary Annual Conference registrations.

## STARBUCKS GIFT CARD

(1 Available) ..... **\$2,500**

Your company logo on a \$5 Starbucks gift card which will be included in the conference tote bag provided to all attendees, recognition on conference mobile app, and your logo with link to your company website on the CALI website.

## CONFERENCE TOTE BAGS

(1 Available) ..... **\$2,500**

Your company logo on the official attendee tote bag, which is provided to all attendees, signage at event, recognition on conference mobile app and your logo with link to your website on the CALI website.

## HOTEL KEY CARDS

(1 Available) ..... **\$2,500**

Your company logo on the hotel key cards at the Riviera, signage at event, recognition on conference mobile app and your logo with link to your website on the CALI website.

## LANYARDS

(1 Available) ..... **\$2,500**

Your company logo on the official lanyard which is included in the conference tote bag provided to all attendees, signage at event, recognition on conference mobile app, and your logo with link to your company website on the CALI website.

## WELCOME RECEPTION THURSDAY EVENING

(1 Available) ..... **\$2,500**

Signage and beverage napkins with your company logo at the event, recognition on conference mobile app and your logo with link to your company website on the CALI website.

## EXHIBITOR RECEPTION FRIDAY EVENING

(1 Available) ..... **\$2,500**

Signage and beverage napkins with your company logo at the event, recognition on conference mobile app and your logo with link to your company website on the CALI website.

## HOSPITALITY SUITE

(3 Available) ..... **\$1,500**

Signage with your logo at the Suite, beverage napkins with your logo on them, recognition on conference mobile app and your logo with link to your company website on the CALI website.

## CENTERPIECES FOR THE SATURDAY NIGHT DINNER

(1 Available) ..... **\$1,500**

Centerpieces with your logo on all tables, signage at event, recognition on conference mobile app and your logo with link to your company website on the CALI website.

## CIGAR NIGHT ON FRIDAY

(1 Available) ..... **\$1,500**

Signage at Cigar Night event on Friday along with your logo on cigar cutters provided to all activity attendees.

## CONFERENCE BAG INSERT ..... **\$900**

You supply 275 printed pieces and we will place them in the conference tote bag.

Note: All sponsors will be recognized on signage at the conference.

# ADVERTISING & EXHIBITING OPPORTUNITIES

## EXHIBIT BOOTHS

### EXHIBIT BOOTH SPACE \$1,000

Exhibit space includes one (1) six-foot draped table and two complimentary Annual Conference registrations.

Note: All levels of sponsorship and advertising are subject to availability.

## CONFERENCE PROGRAM ADVERTISING

Based on Availability

### Full Page \$1,500

Outside Back Cover – 7.5” W x 10” H Color

### Full Page \$1,200

Front or Back Inside Cover – 7.5” W x 10” H Color

### Full Page \$800

7.5” W x 10” H black and white

### Half Page \$600

7.5” W x 4.75” H black and white

### Quarter Page \$400

3.5” W x 4.75” H black and white

### Business Card Page \$300

3.5” W x 2” H black and white

**There may be other opportunities for advertising including banners and signage. Ask Us!**

**Note: All levels of sponsorship and advertising are subject to availability.**

For additional information, please contact the CALI Conference Manager,  
Beth Ramirez at [beth.ramirez@cali-pi.org](mailto:beth.ramirez@cali-pi.org)

# EXHIBIT RULES & REGULATIONS

1. **ASSIGNMENT OF SPACE** — Space will be assigned on the basis of the order in which the applications are received, subject to the availability of space preferences, special needs and compatibility of exhibitors. Sponsors will receive priority assignment. Every effort will be made to respect the exhibitor's space choices, whenever possible, but the California Association of Licensed Investigators (hereinafter known as "exhibit management") decisions shall be final. Exhibit management reserves the right to transfer assignments when such action is deemed to be in the best interests of the total exhibit effort.
2. **STAFFING** — Exhibits must be staffed by qualified employees of the exhibitor at all times during peak traffic periods of the exhibition. Each individual staffing an exhibit booth is required to register and must wear the Exhibitor Badge furnished. **Dismantling or removing an exhibit or materials before the official closing of the exhibition is prohibited.**
3. **UNION JURISDICTIONS** — In order to conform to union contract rules and regulations, it will be necessary that all exhibitors use qualified union personnel for the installation and dismantling of exhibits and for material handling within the Show. The handling, placing or setting out of merchandise that is for display does not require union labor and may be done by the exhibitor. In addition, the installation, or dismantling of an exhibit which does not require the use of hand tools or more than one person, and can be accomplished within thirty minutes, may be performed by the owner or company representative.
4. **ACCOMMODATIONS** — Each exhibitor is responsible for making their own hotel reservations directly with the headquarters hotel.
5. **GENERAL** — All demonstrations or other promotional activities must be confined to the limits of your assigned space. Sufficient space must be provided within your area to contain persons watching demonstrations and other activities. Each exhibitor is responsible for keeping the aisle adjacent to their space free of congestion. Samples, publications, et cetera, may be distributed by the exhibitor only from within the exhibitor's own space. No food or beverage may be dispensed within the show facility without prior permission of the Exhibit Management.
6. **CANCELLATION AND REFUNDS** — Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management in writing. All sums paid by the exhibitor will be refunded if cancellation takes place by April 2, 2020. **No refunds or cancellations will be granted after April 2, 2020.**
7. **LIABILITY** — The California Association of Licensed Investigators and the Riviera Palm Springs agents and employees, shall not be responsible for any loss, theft or damage to the property of the exhibitor, his or her employees or representatives. Further, exhibit management will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or his assigns, and the exhibitor shall indemnify and hold harmless exhibit management from all liability which might ensue from any cause whatsoever. If the exhibitor's material fails to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. Exhibitors are requested to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others.
8. **TERMINATION OF EXHIBIT** — In the event that the premises where the exposition is to be held shall, in the sole determination of exhibit management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state emergency declared by any government agency or by reason of any municipal state, or federal law or regulation or by any reason of any occurrence beyond the control of exhibit management, exhibit management may cancel or terminate the exposition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against exhibit management the exhibitor's pro-rata share of the total amount paid by all exhibitors less all costs and expenses incurred by exhibit management in connection with the exposition including a reserve for future claims and expenses in connection therewith. In case exhibit management shall for any reason determine to cancel or terminate the exposition, the exhibitor waives all claims the exhibitor might have against exhibit management for damage or expenses and agrees to accept in complete satisfaction and discharge of all claims against management a refund of all amounts paid by the exhibitor to exhibit management in accordance with this agreement.
9. **AMENDMENTS** — These rules may be amended at any time by management, provided that amendments shall not substantially diminish the rights or increase the liability of the exhibitor. These rules and regulations become part of the contract between the exhibitor and the Association. They have been formulated for the best interest of the exhibitor. Management respectfully asks the full cooperation of the exhibitors in their observance. Any matters not specifically covered by the preceding rules shall be subject solely to the decision of the management.
10. **SECURITY** — Overnight security is not provided and each exhibitor should make provisions to safeguard his goods from the time they are placed in the booth until the time they are removed. The California Association of Licensed Investigators show management will not be responsible for loss or damage due to any cause. Each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damages caused by theft and those perils normally covered by a fire and extended policy.

These Rules and Regulations are to be constructed as part of all space contracts. CALI reserves the right to interpret them as well as to make final decisions on all points not specifically covered. **FOR FURTHER INFORMATION** - Contact Beth Ramirez, California Association of Licensed Investigators - (714) 616-4306.