

2019 California Sign Association Annual Convention & Educational Conference



60TH Anniversary Celebration!
Thunder Valley Casino
August 14-16th 2019

Exhibitor Prospectus

Exhibitors:

Discounted exhibitor rates will be extended to members of CSA (California Sign Association) and/or ISA (International Sign Association). To join either of these sign associations, complete the applicable membership application and submit it with your exhibit contract. Information for your listing in the show program will be taken from the Company Information side of this form, so accuracy and completeness are important. Fill out Trade Show Contact if different from Company Information. All exhibitor correspondence will be sent to the Trade Show Contact person unless different instructions are given. **Return the original to CSA via fax: 858-429-6276 or by email to cflahive@calsign.org or by mail to: 12728 Pomerado Rd., Poway, CA 92064.**

Company Information:

Contact Name _____
 Company _____
 Title _____
 Address _____
 City _____
 State/Province _____ Zip/PC _____
 Telephone _____
 Fax _____
 Toll Free # _____
 E-mail _____
 Website _____

Trade Show

*If different from
 Company Information*

Contact Name _____
 Company _____
 Title _____
 Address _____
 City _____
 State/Province _____ Zip/PC _____
 Telephone _____
 Fax _____
 Toll Free # _____
 E-mail _____

Exhibit Information:

Exhibit Type: (Check one) Tabletop

Exhibit Fee: \$1,000
 \$900*

** Early Bird price available if contract
 and payment are sent by June 1, 2019*

Exhibit Booth CSA Membership Credit:

CSA or ISA Member - Credit -\$300.00
 Must be a current member, in good standing
BALANCE DUE: _____

Exhibit Location:

Prior to Tabletop Placement, you will be on a priority list; batting order established when registration & payment received.

Number of Spaces (qty): _____ X Fee above = Total rental fee: \$ _____ (Enter total next page)

Companies you want to be near: _____

Companies you don't want to be near: _____

Company Description (24-word max; may be edited for program)

New Product Introduction? Name: _____

**CSA Annual Convention & Educational Conference
Wednesday, August 14, 2019**

12:00 PM (Check-in)
9:30 AM-11:30 AM ExCom Mtg.
12 Noon -5:00 PM CSA (2018-19) BOD Mtg.
7:00 – 10:00 PM TOP GOLF
Opening Reception
Note: TVC to provide shuttle to Top Golf

Thursday, August 15, 2019

8:00 – 10:00 AM Education Session #1
10:15 AM – 11:30 AM 2019 CSA Annual Meeting & State of the Association
11:45 AM – 1:00 PM Luncheon
1:00 – 5:00 PM Exhibit Hall Open
6:00 – 7:00 PM President’s Reception
7:00 – 10:00 PM Banquet
Awards, Board Installation, Live and Silent Auctions, \$10,000 Drwg.

Friday, August 16, 2019

8:00 – 10:00 AM 2019-20 CSA Board of Directors Meeting
10:15 – 12 Noon Education Session #2
12:30 – 4:00 PM Discover Oldtown Sacramento (includes lunch)

Exhibitor Payment Information:

Payment Method: Check # _____ MasterCard Visa AMEX
Card Number: _____

Expiration: _____ Security Code: _____

Print name as it appears on card: _____

Address to which card is billed: _____

Signature: _____ Date: _____

Spaces will be sold on a first paid basis: No assignments will be official until full payment is received.

Submitted by: _____
Name (type or print)

Signature: _____ Date: _____

Mail your completed application and payment pages to:
CSA, 12728 Pomerado Rd., Poway, CA 92064 or fax to (858) 429-6276

Thunder Valley Casino Resort
1200 Athens Ave.
Lincoln, CA 95648

Exhibitor Personnel Registration:

- ▶ Exhibit price includes 2 badges per tabletop space.
- ▶ Additional badges are \$10 each.

Each exhibit space (tabletop) receives one lodging room for Thursday, August 15, 2019. The CSA staff will make this reservation for you. Complete the information below. If additional nights and/or rooms are necessary, please call the hotel directly at: (877) 468-8777. Badge #1 will have the lodging reservation. Fees for additional booth personnel badges will be charged to the credit card on the exhibitor contract. Otherwise, please send check with this form.

Badge 1

Name _____
Company _____
Address _____
City _____
State/Zip _____
Phone _____
Email _____

Accommodation Requests:

Bed Preference: King Bed Two Queens
Special Needs: _____

Badge 2

Name _____
Company _____
Phone _____
Email _____

Badge 4 (\$10.00)

Name _____
Company _____
Phone _____
Email _____

Badge 3 (\$10.00)

Name _____
Company _____
Phone _____
Email _____

Badge 5 (\$10.00)

Name _____
Company _____
Phone _____
Email _____

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Thunder Valley Casino
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Attendee Registration



(SAMPLE - 2018)

Diamond Sponsors

(\$4,500.00)



Platinum Sponsor

(\$3,000.00)



Gold Sponsor

(\$2,000.00)



Silver Sponsor

(\$1,200.00)



Bronze Sponsor

(\$750.00)



(SAMPLE - 2018)

Show Exhibitors

ADTI, LLC
AgiLight, Inc.
Akzo Nobel
Allanson
Altec, Inc.
Arlon Graphics
AXYZ
Bitro Group, Inc.
Daktronics Inc.
Denco Sales Company
Elliott Equipment Co. /
Equipment
Evonik Cyro L
France / Wes
Gemin
Geneva
Goliath Techn
Grimco
IEC - Interstate Electric Co.
InSem USA, Inc.
Keystone Technologies
Matthew
Media Res
M
N Glas
Bus
splays, Inc.
nt Plastics
Print
ference Engineering
S
gnComp
Sullaway Engineering
3M
Trinity Products
V Sign Software
Watchfire Signs
World Wide Sign Systems
Zlight Technology LLC

Wednesday, August 14, 2019

12:00 PM	(Check-in)
9:30 AM-11:30 AM	ExCom Mtg.
12 Noon - 5:00 PM	CSA (2018-19) BOD Mtg.
7:00 – 10:00 PM	TOP GOLF Opening Reception Note: TVC to provide shuttle to Top Golf

Thursday, August 15, 2019

8:00 – 10:00 AM	Seminar: (Education Session #1)
10:15 AM – 11:30 AM	2019 CSA Annual Meeting & State of the Association
11:45 – 1:00 PM	Luncheon
1:00 – 5:00 PM	Exhibit Hall Open
6:00 – 7:00 PM	President's Reception
7:00 – 10:00 PM	Banquet <i>Awards, Board Installation, Live and Silent Auctions, \$10,000 Drwg.</i>

Friday, August 16, 2019

8:00 – 10:00 AM	2019-20 CSA Board of Directors Meeting
10:15 – 12 Noon	Seminar: (Education Session #2)
12:30pm – 4:00 PM	Discover Oldtown Sacramento (includes lunch)

Wednesday, August 14, 2019

12:00 PM Registration Open

12 Noon – 5:00 PM

2018-19 CSA Board of Directors Meeting

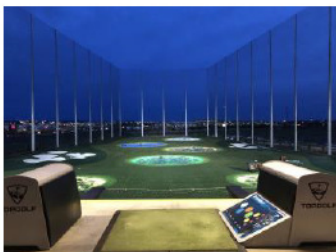


Then kick off the 2019 CSA Annual Convention & Educational Conference as CSA celebrates it's 60th Anniversary:

7:00 – 10:00 PM

Opening Party "TopGolf!"

Camaraderie, libations, door prizes, fiesta and fun! Topgolf-Roseville, a five-minute jaunt from the Thunder Valley Casino Resort, will host CSA's "Opening Fiesta" at their beautiful facility. Translated, Fiesta means party and will serve as the opening social event of this year's conclave. Attendees will create unforgettable experiences with colleagues and friends, as well as fantastic victuals from south of the border, delicious deserts, not to mention beverages from our own bar. For those who would like to give Topgolf a try, CSA will have private, climate-controlled playing "bays", featuring fun and golf games for all ages!



Thursday, August 15, 2019

8:00 - 10:00AM Educational Session #1

SOCIAL MEDIA FOR THE PROFESSIONAL:

DEEP DIVE INTO LINKEDIN

Don't be left behind! Learn to use LinkedIn effectively and responsibly. Discover the Best Way to Consistently Connect with ideal prospects on LinkedIn and predictably turn them into clients in just minutes per day. Challenge yourself and discover or rediscover skills to optimize your profile, learn tips and tricks for accelerating the growth of your network, and leverage the world's largest online professional network!

You don't want to miss this opportunity - Tools and Techniques to dramatically improve your bottom line!

10:15 – 11:30 AM

CSA Annual Meeting & State of the Association

Cast your vote and be heard, at CSA's Annual Meeting. This is your opportunity to get a better understanding of what CSA is doing for you and your business. It is here the 2019-20 CSA Board of Directors will be elected by CSA member companies & the annual State of the Association Address delivered.

11:45 AM – 1:00 PM

CSA Luncheon & Presentation

Join us for lunch and presentation (**Topic: TBD**)



1:00 – 5:00 PM

Vendor Showcase - Product & Service Expo

Learn about the latest and greatest in sign industry products and services at this year's Vendor Showcase. Manufacturers, distributors, coaches and service providers, will be on hand with deals galore. Beverages will be available as you leisurely stroll through the exhibition hall. In addition, many exhibitors will be participating in the California Sign Association Silent Auction. Don't miss this opportunity to buy products, services and fun stuff at bargain basement prices!

Thursday, August 15, 2019

6:00 – 7:00 PM

President's Reception

Join us as we thank President Tibbs for his year as CSA's President. We are so excited for what 2018-19 has brought, as well as all our accomplishments over the last 60 years! We can't wait to celebrate with you – Something you don't want to miss!

Delicious hors d'oeuvres, adult beverages and soft drinks will be the fare for this occasion.

7:00 – 10:00 PM

2019 California Sign Industry/CSA Banquet

Join us as we shine a light on and celebrate this bold new vision with the installation of the 2019-2020 Board of Directors & Officers, and recognition of extraordinary Leadership & Service Awards

- *Awards Presentation
- *2019 Silent Auction Close Out
- *Installation of Directors & Officers
- *2019 Live Auction
- *Annual \$10,000 Drawing

During the evening festivities, we will hold our live auction where fun and fabulous prizes will be sold to the highest bidders and someone will walk away \$10,000 richer as we announce the winner of the \$10,000 Drawing—CSA's traditional fund raiser.

Friday, August 16, 2019

8:00 – 10:00 AM

2019-20 CSA Board of Directors Meeting

10:15 – 12 Noon Educational Session #2

PRODUCTIVE LEARNING: ACHIEVE WHAT YOU WANT

Here is your opportunity to challenge and test both your awareness and vision. Learn to reach beyond your comfort zone, so that the world of possibilities doesn't pass you by! Proper Mindset & Mental Awareness will give you the tools needed to understand and achieve what you want in life and your career.

- Discover underlying reasons for procrastination
- Identify unproductive thinking and behaviors
- Put your energy where you'll get the best results
- Tools for making better choices, to achieve more of what you want
- Take any personal or professional aspect of our life up a notch

12:30 PM – 4:00 PM (transportation provided)

Discover Oldtown Sacramento

12:15 PM – Depart Thunder Valley Casino Resort

1:00 PM – Lunch is included

Mix fun and history when exploring Downtown Sacramento. Following lunch near the Old Sacramento Waterfront, we will depart from the Sacramento History Museum, to go beneath the streets and wooden walk ways, for an underground tour – We look to discover how the town was raised and how the early citizens coped, while exploring the excavated foundations and enclosed pathways hidden since Sacramento raised its streets over a century ago.

After the Underground Tour, you may want to stroll the area; Old Town offers a lot of character in its old streets, saloons, and shops. CSA will provide transportation between Thunder Valley Casino Resort and Oldtown Sacramento (more info to follow).



Show/Convention Venue

Thunder Valley Casino Resort

1200 Athens Ave., Lincoln, CA 95648 (5 miles to TopGolf!)

www.ThunderValleyResort.com/Group:190815CALI

(See back cover for more information). Rate: \$149.99 per night!

Registration Information

CSA is offering a menu of registration options to those attending this year's event. The best value comes in the Full Registration option, especially if you attend all sessions. For those attending only a few associated events, purchasing individual tickets for those functions is an option!

There is a \$15 fee to attend the Vendor Showcase unless attendees are pre-registered and have obtained and filled out a "Free Pass." Free Pass tickets are available from all Show exhibitors, free of charge.

Interested in exhibiting? For information and/or registering, contact the CSA office for a copy of the 2019 Exhibitor Prospectus: cflahive@calsign.org, or call (916) 932-0021.

Are you already an exhibitor and want more exposure by becoming a sponsor? If so contact the CSA office for a copy of the 2019 CSA Convention Sponsor brochure: cflahive@calsign.org, or call (916) 932-0021.

Please use a separate form for each person registering for the 2019 Show & CSA Annual Convention, even if the registrant is only attending one event. A separate registration form is required for every attendee, regardless of the event(s) he or she is attending. Feel free to make as many copies of the Registration Form (page 7) as necessary. Copies need not be in color. You can also register online at www.calsign.org!

Every attendee at every function MUST wear the name badge supplied by CSA for this event. Name badges are non-transferable.

Transportation/Parking/Hotel

Airports

Sacramento Airport (SMF) is 28 miles away from the Thunder Valley Casino Resort.

A Hotel Shuttle is available for \$45 per trip; to be set up in advance.

Hotel check-in time is 4:00pm and checkout time is 11:00am. Room reservations can be made directly with Thunder Valley Casino Resort on an individual guest basis, online at www.ThunderValleyResort.com, using group code 190815CALI, or calling (877) 468-8777 or (916) 408-7777.

Hotel Rates are as follows:

Tues.-Thurs. night (8/12/19-8/15/19)	\$149.99
Friday night (8/16/19)	\$209.99

Hotel Room Block rates are based on a single or double occupancy. An additional charge of \$25 per person will be charged for triple or quad occupancy.

Hotel parking is available on-site at no cost. Valet parking is also available.

Special Accommodations

Attendees requiring individual dietary and/or physical accommodations need to make prior arrangements with the CSA staff. Please let us know of your needs no later than August 1, 2019.

Cancellations/Refunds

All cancellations must be in writing. Cancellations received on or before August 1 will receive a full refund less a 25% processing fee. No refunds will be issued for cancellations received after August 1, 2019.

Please legibly print all information

(One form per registrant including spouses and guests. Photocopies of this form are acceptable for additional registration)

Attendee Information

Name _____
 Company _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Fax _____ E-mail: _____

Registration Fees

Option #1 – Full Registration

Full Registration (\$399 Value)

Option #1 Total (Early Registration) **\$349.00**

Includes attendance at the following functions: All educational sessions, CSA Annual Meeting & State of the Association, Luncheon, Vendor Showcase, Opening-TopGolf Party, President’s Reception, CSA Awards & Installation Banquet, and Friday event at Oldtown Sacramento. If you select this option, please skip Option #2 and go to “Total Amount Enclosed” and enter \$349.

Option #2 – Individual Event Options Registration. Please check all that apply for this registrant:

(If you are taking advantage of the Full Registration, please skip this option.)

- CSA Annual Meeting & State of the Association – Free
- Education Session #1: (Thurs.-8/15/19, 8am-10:00am) – Enter \$35 \$ _____
- “Opening TopGolf Party” (Wed.-8/14/19, 7pm-10:00pm) – Enter \$75 \$ _____
- Luncheon (Thurs.-8/15/19) – Enter \$60 \$ _____
- Education Session #2: (Fri.-8/16/19, 10:15am-12:00pm) – Enter \$35 \$ _____
- President’s Reception & Banquet (Thurs.-8/15/19) – Enter \$134 \$ _____
- Vendor Showcase – Product & Service Expo \$15 or Free (if information received by 8/1/19) \$ _____
- Special Event-Discover Oldtown Sacramento (includes lunch) Friday-8/16/19, 12:30pm-4pm – Enter \$45 \$ _____
- \$10,000 Drawing Tickets – Quantity: _____ @ \$100 each \$ _____

Option #2 Total \$ _____

Total Amount Enclosed \$ _____

Payment

VISA MasterCard American Express Check enclosed # _____ (Payable to CSA)

Cardholder’s Name _____
 Credit Card # _____ Exp. Date _____ Security Code _____
 Billing Address _____ City _____ State _____ Zip _____
 Cardholder’s Signature _____ Date _____

Please submit this form to CSA by Thursday, August 1, 2019.
No cancellations will be accepted after this date.

How to Register

By mail: CSA, 12728 Pomerado Road, Poway, CA 92064-5322 • By Fax: (858) 429-6276
 Online: www.calsign.org • E-mail: cflahive@calsign.org • By Phone: (916) 932-0021

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Sponsorship Opportunities



CaliforniaSignAssociation



DIAMOND - \$4,500

- Four complimentary full registrations
- Name and logo on Thunder Valley Casino or Top Golf designated overhead digital displays.
- Reserved table at Banquet (for ten assigned guests)
Note: Six additional banquet tickets will be given, which when added to the four tickets received as part of the four full registrations, totals a table for ten.
- Name and logo on all promotional and on-site material*
- Verbal acknowledgement at luncheons and Banquet
- Name and logo in *CSA Publication* "Thank You" Ad
- Top level placement on large conference banners/signs
- "Leaderboard" Advertisement in *CSA* (twice a month)
Signage Matters publication (for 6 months)
- 1/2 page full-color ad in *the CSA Membership Directory*
- Website sponsor logo & link, at bottom of *CSA* homepage

PLATINUM - \$3,000

- Two complimentary full registrations
- Name and logo on Thunder Valley Casino or Top Golf designated overhead digital displays.
- Reserved table at Banquet (for six assigned guests)
Note: Four additional banquet tickets will be given, which when added to the two tickets received as part of the two full registrations, totals six guests at your reserved table.
- Name and logo on all promotional and on-site material*
- Verbal acknowledgement at luncheons and Banquet
- Name and logo in *CSA Publication* "Thank You" Ad
- Second level placement on large conference banners/signs
- "Product Showcase" Advertisement in *CSA* (twice a month)
Signage Matters publication (for 6 months)
- 1/3-page full color ad in *the CSA Membership Directory*
- Website sponsor logo & link, at bottom of *CSA* homepage

GOLD - \$2,000

- Two complimentary full registrations
- Name and logo on Thunder Valley Casino or Top Golf designated overhead digital displays.
- Reserved table at Banquet (for four assigned guests)
Note: Two additional banquet tickets will be given, which when added to the two tickets received as part of the two full registrations, totals four guests at your reserved table.
- Name and logo on all promotional and on-site material*
- Verbal acknowledgement at luncheons and Banquet
- Name and logo in *CSA Publication* "Thank You" Ad
- Third level placement on large conference banners/signs
- ¼ page full color ad in *the CSA Membership Directory*
- Website sponsor logo & link, at bottom of *CSA* homepage

SILVER - \$1,200

- One complimentary full registration
- Name and logo on Thunder Valley Casino or Top Golf designated overhead digital displays.
- One additional banquet ticket will be given, which when added to the one ticket received as part of the one full registration, totals two banquet reservations.
- Name and logo on all promotional and on-site material*
- Verbal acknowledgement at luncheons and Banquet
- Name and logo in *CSA Publication* "Thank You" Ad
- Fourth level placement on large conference banners/signs
- ¼ page full color ad in *the CSA Membership Directory*
- Website sponsor logo & link, at bottom of *CSA* homepage

BRONZE - \$750

- One complimentary full registration
- Name and logo on Thunder Valley Casino or Top Golf designated overhead digital displays.
- Name and logo on all promotional and on-site material*
- Verbal acknowledgement at luncheons and Banquet
- Name and logo in *CSA Publication* "Thank You" Ad
- Fifth level placement on large conference banners/signs
- 1/6-page B&W ad in *the CSA Membership Directory*
- Website sponsor logo & link, at bottom of *CSA* homepage



**Provided sponsorship application and payment is received prior to production*

Sponsorships available only to CSA members,

You do not need to be an Exhibitor or Attendee, to be a Sponsor



Don't Miss Out on an unbeatable opportunity!

- Educational programs
- Business opportunities
- Networking events

Each educational program and networking event has been designed to encourage attendance and maximize your exposure to your target audience. This exciting event offers you the opportunity to reach your best prospects in a professional yet relaxed setting giving you the visibility and establishing the rapport that you can get nowhere else.

Diamond, Platinum, Gold, Silver and Bronze Sponsorships include conference attendee registrations. Every sponsorship includes verbal acknowledgement of your support, your company name and/or logo prominently displayed for all attendees to see during the event and advertising in CSA post-event publications!

Sign up for your sponsorship today and put yourself in front of the best of the sign industry!

YES! Sign us up to sponsor!

Company Information

Contact Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____
Email _____

Payment Information

Payment Method

Check# _____ AMEX VISA MasterCard
Card Number _____
Expiration Date _____ Security Code _____
Billing Address _____
City _____ State _____ Zip _____
Cardholder's Name _____
Signature _____

Sponsorship Level

- ⑨ Diamond - \$4,500 ⑨ Silver - \$1,200
- ⑨ Platinum - \$3,000 ⑨ Bronze - \$750
- ⑨ Gold - \$2,000

Mail completed form and payment to:

California Sign Association

12728 Pomerado Road • Poway, CA 92064-5322
(916) 932-0021 • (858) 429-6276 fax www.calsign.org

Hotel Information



Thunder Valley Casino Resort

2019 CSA Annual Convention & Educational Conference

Location: 1200 Athens Ave., Lincoln, CA 95648

Phenomenal rates have been negotiated for this beautiful 4-star resort hotel, located in Lincoln in the California Region, 21 miles from Sacramento. Thunder Valley Casino Resort features a seasonal outdoor pool and spa center, casino, on-site entertainment, and there are restaurants and bars readily available for guests to have fun. The soaring 17-story Thunder Valley's 300 rooms all feature pillowtop mattresses, 40-inch flat-panel LCD TVs, mp3 docks, work desks, coffeemakers, marble bathrooms and 24-hour room service! In addition, the California Sign Association has an outstanding array of exhibitors for its sign trade show and has put together a fun and educational program for its annual convention that is open to the entire sign industry!

Group Rate: \$149.99/night (upgrades available for suites, etc.)

Reservations: www.ThunderValleyResort.com

or call (877) 468-8777

The group code is "190815CALI"

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