California Ambulatory Surgery Association
Annual Conference & Exhibits
Hyatt Regency Indian Wells Resort & Spa
SEPT 9-11 2020

2020 Exhibitor Prospectus
The California Ambulatory Surgery Association is one of the largest state associations for Ambulatory Surgery Centers (ASCs). With over 390 members, this show is an excellent opportunity to meet and network with California surgery center administrators, clinical directors and other ASC leaders. Past exhibitors know our show sells out early, as this is a unique opportunity to meet with so many California facilities. Reserve your space today to ensure your presence in Indian Wells.

Who attends the Conference & Exhibits?

Our attendees range from the seasoned California ASC leader to the newly appointed administrator. Our membership continues to grow each year and our Southern California conference locations historically have the largest attendance. We are anticipating over 400 attendees at this year’s meeting, not including our exhibitor participants.

Demographic Breakdown of Conference Attendees

Over 70% of last year’s attendees were lead ASC decision makers.

For a list of available booth spaces, please visit http://www.casurgery.org/exhibitors
This list is updated regularly on our website as booths are sold.
Things to do around Indian Wells

Golfing
Located on property, Indian Wells Golf Resort is the premier golf destination in the Palm Springs area for everyone from amateurs to pros to presidents. Offering 36-holes of championship golf, both courses ranked in the Top 20 “Best Courses You Can Play” in California by Golf Week Magazine, and ranked number 11 in Conde Nast Travelers’ “Top 15 California Golf Resorts.” Experience an unforgettable golf vacation with breathtaking mountain vistas, natural flowers and striking waterfalls - a perfectly conducted orchestra of world-class design.

Area Attractions

Palm Springs Aerial Tramway: Travel from the desert floor to the very top of Mt. San Jacinto - 8,000 feet - in 20 minutes for the ride of your life!

Shopping: El Paseo offers over 300 unique world-class stores and restaurants.

Program Schedule and Exhibit Hours
(schedule subject to change)

Wednesday, September 9, 2020
1:00 pm - 4:00 pm  Exhibitor Setup
5:00 pm - 7:00 pm  Welcome Reception with Exhibitors

Thursday, September 10, 2020
11:00 am - 1:00 pm  Lunch with Exhibitors in Exhibit Hall
3:05 pm - 4:00 pm  Break with Exhibitors in Exhibit Hall
4:00 pm  Exhibit Breakdown

Hotel Accommodations

Hyatt Regency Indian Wells Resort & Spa
44600 Indian Wells Lane  |  Indian Wells, California  |  92210
760.776.1234  |  Reservations 1.888.421.1442

$175 - Room Rate (single/double occupancy)*
Check-in: 4:00 pm  •  Check-out: 12:00 pm
Hotel reservation deadline is: Wednesday, August 5, 2020

Please identify yourself as an attendee of the California Ambulatory Surgery Association Annual Conference & Exhibits when making your reservation. Reservations must be made by Wednesday, August 5, 2020 to guarantee room rates and availability. Prevailing rates may apply after this date or when the group rooms are sold out, whichever occurs first. Resort fee: $10. Rooms are subject to availability. The special guest room rates agreed to above will apply up to 3 days before and 3 days after the official dates of the Group’s meeting, based on space and rate availability, excluding suites.

Cancellation and No Shows
All Hotel guests are notified at the time of booking their reservation, as well as at check-in, that the Hotel will charge a change fee, which is currently a full night’s room and tax of Group rate, if they depart earlier than the date stated on their registration. All charges will be billed to the personal credit card provided. Cancellation of reservations must be made 72 hours prior to arrival. If reservations are cancelled with less than 72 hours notice prior to arrival, or the reservation “no shows”, the guest will be charged a penalty of one night’s room rate plus applicable taxes.

About Us
Nestled among 45 acres of lush gardens, Hyatt Regency Indian Wells Resort and Spa provides the quintessential Palm Springs experience. Located within the exclusive Indian Wells community, our resort’s unmatched hospitality, service, and access to a myriad of activities invite guests to relax, play and indulge. As a part of your stay, guests have access to the renowned Indian Wells Golf Resort right next door.
**Transportation**

**FROM PALM SPRINGS AIRPORT (15 miles)**
Turn left on El Cielo Road, and then left on Ramon until you reach Interstate 10 traveling East. Turn right on Cook Street. Turn Left on Hwy 111. Turn left on Indian Wells Lane and follow the signs to Hyatt Regency Indian Wells Resort & Spa located straight ahead.

**FROM LAX (140 miles)**
As you exit the terminal turn right. Take the 105 Freeway East. Exit 605 Freeway North. Exit Hwy 60 East to I-10 East. Exit on Cook Street and turn right onto Cook Street. Turn left on Hwy. 111. Turn left on Indian Wells Lane. Follow the Hyatt entrance sings to Hyatt Regency Indian Wells Resort & Spa straight ahead.

**FROM ONTARIO AIRPORT (85 miles)**
Take Archibald Avenue to I-10 East. Exit on Cook Street. Turn left on Hwy. 111. Turn left on Indian Wells Lane and follow the signs to Hyatt Regency Indian Wells Resort & Spa located straight ahead.

**Parking**
Self Parking - Cost: $7 per day | $12 overnight with In/Out Privileges  
Valet Parking - Cost: $27 per night with In/Out Privileges

**Attire**
Business casual attire or resort wear is recommended for all functions

**Weather**
The average weather in Indian Wells for September: highs of 115 and lows of 59 degrees with little chance of precipitation.

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**Exhibitor Benefits & Services**

Exhibiting at the 2020 annual conference entitles you to many benefits in addition to gaining new business.

**Recognition in our Program**
All exhibitors are listed in the Conference Syllabus at no charge. To be included in the syllabus, the application and payment must be received by CASA by June 1, 2020.

**Booth Equipment & Sales**
Each paid-in-full exhibitor will be sent information from the official show contractor. Exhibitors desiring to rent booth furniture, additional draping, accessories or signs, may order these from the official show contractor. All orders for special work or equipment should be placed well in advance (no less than six weeks prior to the show) to avoid delay and additional labor charges. Our official show contractor is fully equipped to serve exhibitors.

**Housing & Registration**
Exhibitors have access to the negotiated rates for our contracted hotel, Hyatt Regency Indian Wells Resort & Spa. For added convenience, exhibitor registration can be managed online at www.casurgery.org/exhibitors

**Member Discount on your Booth**
CASA members receive a $200 discount on their booth space. This often helps offest the cost of an auxiliary membership, which includes great benefits. To become a member contact us at membership@casurgery.org.

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**Important Exhibitor Dates**

**May 31, 2020**
Deadline to cancel with 50% refund.

**June 1, 2020 | No refunds on cancellation.**

**June 15, 2020**
Deadline for syllabus ad space reservation.

**June 29, 2020**
Deadline for syllabus ad submission.

**August 10, 2020**
Deadline to submit exhibitor badge names for pre-printed badges.
## CASA CONFERENCE 2020
### VENDOR OPPORTUNITIES & SPONSORSHIP PACKAGES

**Annual Conference & Exhibits | September 9-11, 2020 | Hyatt Regency Indian Wells**

<table>
<thead>
<tr>
<th>SPECIAL EVENT OPPORTUNITIES</th>
<th>Booth</th>
<th>4 Vendor Badges*</th>
<th>BONUS RECOGNITION ($5000 value)</th>
<th>1/2-page Color Ad in Syllabus ($750 value)</th>
<th>Name &amp; Logo Displayed as Event Sponsor</th>
<th>Recognition on Event Signage</th>
<th>Recognition on CASA Website</th>
<th>Recognition in E-Bulletins and/or Syllabus</th>
<th>Participation in Vendor Valuation*</th>
<th>Invitation to President’s Reception</th>
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<tbody>
<tr>
<td><em>SPECIAL EVENT Sponsorship</em></td>
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<td><strong>SPECIAL EVENT EXCLUSIVE:</strong> Includes creative and custom highlighted recognition at Thursday Special Event!</td>
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<td><strong>ELITE BOOTH SPONSOR</strong></td>
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<td>$5,000</td>
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<td>Our premium booth offers excellent exposure and lots of extras!</td>
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<td><strong>KEYNOTE SPONSOR</strong></td>
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<td>$5,000</td>
<td>1 Available</td>
<td>Sponsor has the pleasure of introducing our exciting Keynote Speaker.</td>
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<td><strong>THURSDAY LUNCH SPONSOR</strong></td>
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<td><strong>WEDNESDAY EVE RECEPTION SPONSOR</strong></td>
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<tr>
<th>EXHIBITOR BOOTHS</th>
<th>Booth</th>
<th>3 Vendor Badges*</th>
<th>2 Vendor Badges</th>
<th>Recognition on Event Signage</th>
<th>Recognition on CASA Website</th>
<th>Recognition in E-Bulletins and/or Syllabus</th>
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<tbody>
<tr>
<td><strong>PREMIUM FOOD &amp; BEVERAGE</strong></td>
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<td><strong>STANDARD 8x10</strong></td>
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*Additional exhibitor attendee passes may be purchased for $200 each.*
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<thead>
<tr>
<th>Sponsorship Type</th>
<th>Value</th>
<th>Available</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>CASA CONFERENCE APP</strong></td>
<td>$4,500</td>
<td>1 available</td>
<td>Your logo on the home page of the conference app.</td>
</tr>
<tr>
<td><strong>SYLLABUS</strong></td>
<td>$4,000</td>
<td>1 available</td>
<td>Your one-color company logo printed on attendee tote bags.</td>
</tr>
<tr>
<td><strong>TOTE BAGS</strong></td>
<td>$4,000</td>
<td>1 available</td>
<td>Sponsor will receive recognition as the wifi sponsor, allowing attendees to connect wirelessly in the conference hall. This sponsorship includes a customized, cobranded splash page.</td>
</tr>
<tr>
<td><strong>PROFESSIONAL HEAD SHOT</strong></td>
<td>$3,000</td>
<td>1 available</td>
<td>Professionals are always looking for a current professional picture. This sponsorship allows attendees to have a professional head shot taken by our photographer. Maximize this sponsorship by reserving a booth (not included in this sponsor fee), where attendees will pick up their photo - driving attendees to your booth for a great opportunity to network.</td>
</tr>
<tr>
<td><strong>HYDRATION STATION</strong></td>
<td>$3,000</td>
<td>1 available</td>
<td>Sponsor our Infused Water Hydration station. Attendees will refresh and cool down by refilling their water bottles with fruit infused water. Sponsor will receive recognition at the water filling stations in the foyer of the exhibit hall. Sponsor must provide 400 water bottles with logo to be provided at registration.</td>
</tr>
<tr>
<td><strong>HOTEL ROOM KEY - CUSTOM!</strong></td>
<td>$3,000</td>
<td>1 available</td>
<td>Your full-color logo custom-printed on each CASA room key.</td>
</tr>
<tr>
<td><strong>CAPPUCINO BAR</strong></td>
<td>$3,000</td>
<td>1 available</td>
<td>Sponsor provides cappuccino bar on Thursday and Friday.</td>
</tr>
<tr>
<td><strong>ROOM KEY JACKET - CUSTOM!</strong></td>
<td>$3,000</td>
<td>1 available</td>
<td>Sponsor will receive a high-quality, full-color tri-folding key jacket that holds every CASA room key. Complimentary design service included.</td>
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<tr>
<td><strong>THURSDAY BREAKFAST</strong></td>
<td>$3,000</td>
<td>1 available</td>
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<tr>
<td><strong>FRIDAY BREAKFAST</strong></td>
<td>$2,500</td>
<td>1 available</td>
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<tr>
<td><strong>PRE-CONFERENCE GOLD</strong></td>
<td>$2,500</td>
<td>1 available</td>
<td>Sponsor will receive name on brochure mailing (if received prior to 3/1/2018)</td>
</tr>
<tr>
<td><strong>PRE-CONFERENCE SYLLABUS</strong></td>
<td>$2,500</td>
<td>1 available</td>
<td>Includes Premium advertising location on back cover of Pre-Con syllabus.</td>
</tr>
<tr>
<td><strong>JOURNAL</strong></td>
<td>$2,500</td>
<td>1 available</td>
<td>Sponsor donates 425 journals to be distributed at the conference.</td>
</tr>
<tr>
<td>ADDITIONAL SPONSORSHIPS</td>
<td>2 Vendor Badges*</td>
<td>1 Vendor Badge*</td>
<td>Full-page Color Ad in Syllabus ($850 value)</td>
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<td>PRE-CONFERENCE BREAKFAST</td>
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<td>RAFFLE SPONSOR</td>
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<td>LANYARD SPONSOR</td>
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<td>CHARGING STATION SPONSOR</td>
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<td>THURSDAY MORNING BREAK</td>
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<td>THURSDAY AFTERNOON BREAK</td>
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**CASA ADVERTISING OPPORTUNITIES**

**Conference Syllabus Print Advertising**
- Full-Page Black & White Ad ................................................................. $475
- Half-Page Black & White Ad .............................................................. $375
- Quarter-Page Black & White Ad ....................................................... $275
- Add Full Color ................................................................................ $375 for any size ad

**Pre-Conference Syllabus Print Advertising**
- Full-Page Black & White Ad ................................................................. $175
- Half-Page Black & White Ad .............................................................. $135
- Add Full Color ................................................................................ $175 for any size ad

**Conference Tote Stuffers**
(Limit 3) ..................................................................................................... $1,500
Your company is allowed to add one promotional item into the conference tote. $1500 per item.

**Conference Tote Flyer/Brochure**
(Limit 5) ..................................................................................................... $1,000
Your company is allowed to add one promotional flyer or brochure into the conference tote. $1000 per item.

**CASA PRINT ADVERTISING**

**Syllabus Advertising Order Details**
Please check your advertising choice below:
- Full-Page Black & White Ad ................................................................. $475
- Half-Page Black & White Ad .............................................................. $375
- Quarter-Page Black & White Ad ....................................................... $275
- Add Full Color ................................................................................ $375 for any size ad

**Pre-Conference Syllabus Advertising Order Details**
Please check your advertising choice below:
- Full-Page Black & White Ad ................................................................. $175
- Half-Page Black & White Ad .............................................................. $135
- Add Full Color ................................................................................ $175 for any size ad

**ADV. TOTALS**

**CONFERENCE SYLLABUS ADVERTISING**
- Conf. Syllabus Ad $ ____________
- Add Full Color: $ ____________
- TOTAL: $ ____________
Please add this total to next page

**PRE-CONFERENCE SYLLABUS ADVERTISING**
- Conf. Syllabus Ad $ ____________
- Add Full Color: $ ____________
- TOTAL: $ ____________
Please add this total to next page

**TOTE STUFFERS**
- # of items $ ____________
- TOTAL: $ ____________
Please add this total to next page

**TOTE FLYER/BROCHURE**
- # of items $ ____________
- TOTAL: $ ____________
Please add this total to next page
We hereby apply for exhibit space for our use at the 2020 CASA Conference and Exhibits September 9-11, 2020. We understand this application becomes a contract when signed by us and accepted by CASA. All applications must be on this form. Space is limited to first paid, first served. Signature and Fee are required to guarantee space.

Cancellation: Cancellations by exhibitor prior to December 31, 2019 receive an 80% refund on booth and name badge reservations that are cancelled. Cancellations by exhibitor prior to May 31, 2020 receive a 50% refund. Refunds are not available for cancellation after June 1, 2020.

Signature: ____________________________ Date: __________________
Company Contact: ___________________ Title: __________________
Company Name: _____________________
Company Address: ____________________ City: __________ State: _____ Zip: ______
Office Phone: ________________________ Cell: __________________
E-mail: _____________________________ Website: ____________________________

PLEASE REVIEW THE FLOOR PLAN CAREFULLY BEFORE SELECTING YOUR BOOTH SPACE. CASA IS NOT RESPONSIBLE FOR REARRANGING BOOTHS IF YOU HAVE INDUSTRY CONFLICT/COMPETITOR NEAR YOUR BOOTH.

BOOTH SELECTION
Booth number preference order: #1 _______ #2___________ #3_________ Booth Price: ___________
Do not want vendor space near: __________________________

EXHIBITOR/OPERATIONS CONTACT (will not be published)
Exhibitor Contact: __________________________
Office Phone: _______________ Cell: _______________
E-mail: __________________________

SPONSORSHIPS
Sponsoring Company Contact: __________________________
Company Name: __________________________
Company Address: ____________________ City: __________ State: _____ Zip: ______
Phone: __________________________ E-mail: __________________________
Sponsorship Option: ____________________________
Number of attendees included: ____________________

Exhibitor Total $ __________

Sponsorship Total $ __________

Please make checks payable to CASA and return with completed application to:
CASA
PO Box 292698
Sacramento, CA 95829

Information available at CASA website: www.casurgery.org
Phone: 916-594-9351
Fax: 844-273-8336
e-mail: registration@casurgery.org
## CONTRACT FOR FLOOR SPACE

When received with your payment by the California Ambulatory Surgery Association your signed application for space constitutes a contract for the right to use the exhibit space.

### BOOTH DESCRIPTION
All exhibit booth packages include the following Pipe and Drape, one table, two chairs, and one identification sign. Our Trade Show Service Contractor will send you an Exhibitor Kit with shipping information. They will inform you of other trade show services, not included in the CASA booth package, available at additional fees. Please communicate your exhibit needs and requirements to them directly.

Exhibitors will be listed on the CASA website, and in the conference syllabus.

Each exhibitor will be allowed to send two representatives to the Conference, unless otherwise stated in the sponsorship agreement. Any additional exhibitors must pay the $200 additional person fee.

### ASSIGNMENT OF SPACE
CASA reserves the right to make changes at any time in the location, size, display, limits, etc., of any exhibit if this is in the best interest of the exhibit program. Every effort will be made to accommodate your selections and will be made on a first-paid, first-served basis. A floor plan is available at www.casurgery.org.

### EXHIBITOR CONDUCT
Any other exhibitor shall not infringe upon the rights and privileges of an exhibitor. CASA reserves the right to restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit, which in the judgement of CASA, is detrimental or detracts from the general order of the exhibits. This applies to persons, advertising, soliciting or anything of a similar nature.

### EXHIBITOR BADGES
Exhibitor personnel must register and wear CASA identification badges while exhibiting or attending CASA events. Personnel must check in at CASA Registration prior to entering the exhibit hall. In August, a badge request form will be sent out so that exhibiting firms may provide the names of personnel attending. Please call April Ligtenberg, CASA Exhibitor Coordinator at 916-594-9351 or email at registration@casurgery.org.

### CASA ATTENDEE LIST
At the conclusion of the conference, you will receive a completed attendee list via email when you complete your conference evaluation. April Ligtenberg, CASA Exhibitor Coordinator, must pre-approve all mailings to CASA membership. Email your draft to April at registration@casurgery.org.

### EXHIBITOR RULES:
The booth rental is for display purposes. Any order-taking and selling of products is strictly prohibited.

The exhibitor agrees to comply with all applicable provisions of the ADA and the Hyatt Regency Indian Wells Resort & Spa.

The exhibitor shall secure any and all necessary licenses for (a) any performances, displays or other uses of copyrighted works or inventions: and (b) any use of a name, likeness, signature, voice impression or other intellectual property used directly or indirectly by the exhibitor.

All exhibit materials must conform to the fire regulations and electrical codes of the Exhibit Hall and the Riverside County fire codes.

Nothing shall be posted on, tacked on, nailed to, screwed into or otherwise attached to columns, walls, floors or other parts of the building or furniture.

No gummed surface or pressure-sensitive labels, self-adhesive stickers/labels or advertising stickers will be permitted.

All booth personnel will be required to wear the official conference badge issued at registration. Badges and registration materials will be distributed only to registered personnel.

Any oral or written communication indicating or suggesting that CASA endorses or approves of the exhibitor’s products or services is prohibited and is grounds for closing of a booth with no refund of fees to the exhibitor.

The exhibitor agrees to treat all attendees with courtesy and not discriminate against any person for any reason.

### LIABILITY AND INSURANCE
All property of the exhibitor is understood to remain under his custody and control in transit to and from all the confines of the hall, subject to the rules and regulations of CASA.

The individual exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify, and save CASA, the Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses, or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by its installation, removal, maintenance, occupancy, or use of the exhibit premises or a part thereof, excluding any such liability caused by the sole negligence of the Hyatt Regency Indian Wells Resort & Spa and its employees and agents. The individual exhibitor will obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than $1,000,000 Combined Single Limit for personal injury and property damage. The Group agrees to provide a Certificate of Insurance evidencing the coverage described above.

The exhibitor, on signing this, expressly releases CASA and the Hyatt Regency Indian Wells Resort & Spa and agrees to indemnify same against any and all claims for such loss, damage or injury. Exhibitors desiring to carry insurance on the display products, etc., will place it at their own expense. Should the premises in which the CASA meeting is to be held become, in the sole judgment of CASA, unfit for occupancy, or should the meeting be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by government agency or any other act beyond the control of CASA, the contract for exhibit space may be terminated.

CASA will not incur liability for damages sustained by exhibitors as a result of such termination. In the event of such termination, the exhibitors expressly waive such liability and release CASA of and from all claims for damages and agree that CASA shall have no obligation except to refund the exhibitor’s pro-rata share of the aggregate amounts received by CASA as rental fees for booths after deducting all costs and expenses in connection with such exhibits, including reasonable reserves for claims, such deductions being hereby specifically agreed to by the exhibitor.

### LABOR/INSTALLATION AND DISMANTLING
Installation and dismantling is the responsibility of the individual exhibitor.

### FLOOR PLAN
CASA reserves the right to determine the final arrangement of exhibits to produce the most effective layout and to make changes to the exhibit hours as needed.

### CANCELLATION
Cancellations by exhibitor prior to December 31, 2019 receive an 80% refund on booth and name badge reservations that are canceled. Cancellations by exhibitor prior to May 31, 2020 receive a 50% refund. Refunds are not available for cancellation after June 1, 2020.

We have read the exhibitor rules and agree to follow these rules as stated. Payment is due 14 days from signing contract.

Exhibitor Company Name
Exhibitor Contact Name (Print) 
Exhibitor Name (Sign) 
Date
AD SUBMISSION SPECIFICATIONS

Deadline for ad space reservation: June 15, 2020
Deadline for ad submission: June 29, 2020

Black & white ads:
Submit your black & white ad in press-quality pdf format (300 dpi resolution).

Color ads:
Submit your color ad saved as process color (CMYK) in press-quality pdf format (300 dpi resolution).

There is no bleed on syllabus ads.
File Format: only ads in pdf format can be accepted (no word docs or other file types, please).

Ad Sizes:

Full-page:
7.5” wide x 10.5” deep

Half-page:
7.5” wide x 5.25” deep

Quarter-page:
3.70” wide x 5.25” deep