



January 11, 2011

Dear CABB Supporters,

You are cordially invited to join us in sponsorship of the upcoming California Association of Business Brokers Annual Productivity Conference.

CABB is a premier professional trade association comprised of members who are actively involved in assisting their clients in selling, buying and evaluating business. The organization was created to recognize the professionals of business opportunity brokerage, help educate the public about the benefits of using licensed intermediaries and to establish a code of ethics to which members adhere. For more information, please visit [www.cabb.org](http://www.cabb.org).

Every year we offer a conference for our members to convene and educate themselves about the latest industry standards, best practices and important resources to help better serve clients. CABB's next conference, "The Race is Back On...Ready, Set, Go!" will be held in Burlingame, California on April 29-30, 2011. This conference historically draws participants from all areas of the state.

As a member of our services community, we invite you to review the enclosed sponsorship packages. This is an ideal opportunity for you to advertise to more than 400 members and meet the dealmakers, who help support your business, face-to-face. You can participate in a variety of ways including hosting an exhibit booth or becoming a reception sponsor, keynote sponsor or session sponsor. We'll even work with you to create a custom package!

Several of the items listed are one-time opportunities, so please complete your paperwork early.

We look forward to your continued support of CABB.

Best regards,

Julie Gordon-White  
President



# 2011 CABB Annual Productivity Conference

## Sponsorship/Exhibit Information

**April 29-30, 2011**  
**Hyatt Regency San Francisco Airport**  
**Burlingame, CA**

**This year's CABB Annual Conference will be located in The City of Trees, Burlingame, California.**  
**The ideally located hotel is just minutes from the San Francisco Airport.**

**The exhibits will be located in the same area where the breakfast and lunch will be served.**  
**Each attendee will have plenty of time to view all your products and services!**

**We are looking forward to an amazing program and conference that is sure to be worth your investment.**  
**As a concession to the economy we have made sponsorship more affordable.**

### Exhibit Schedule

<b>Friday, April 29</b>	<b>Saturday, April 30</b>
10:00a.m. - 12:00 p.m. Set-up	7:00 - 8:00 a.m. Set-up
1:00p.m.- 8:00 p.m. Exhibits Open	8:00 a.m. - 5:00 p.m. Exhibits Open
<i>During the hosted reception</i>	5:00- 6:00 p.m. Tear-down

**All activities associated with the Annual Conference will take place at:**

Hyatt Regency San Francisco Airport  
1333 Bayshore Hwy  
Burlingame, CA 94010  
650.347.1234

**Room Rate:** \$99.00 single/double  
**Reservations:** 1.888.421.1442  
**Cut-off date:** March 29, 2011

Contact Elizabeth Cardwell, Meetings and Membership Specialist at [Elizabeth@cabb.org](mailto:Elizabeth@cabb.org) or  
(866) 972-2220 for details on how to become a sponsor!

# Sponsorship Packages

## Premier Conference Sponsor- \$5,000 (1 available)

- Exhibit Space – 2 skirted tables (\$1500.00 value)
- Full-page ad in the seminar onsite guide
- VIP seating at the luncheon
- Company recognized at opening by CABB President
- Sponsor ribbon for staff's name badges
- Company name and logo displayed on sign at the registration desk as *Premier Sponsor*
- Company logo printed in brochure as *Premier Sponsor*
- Company name printed on lanyard
- Company logo displayed in our weekly emails to our membership for one year

### Weekly E- Newsletter sent to membership

*Approximately 500 members receive the weekly email.*

Company name and logo included on side bar May 2011- April 2012

### Website Advertisement

*We have an average rate of 155 hits to our website daily.*

Ad on our front page from May 2011- April 2012

### 1 Product email to membership

*Approximately 500 members receive this personalized email.*

## Keynote Sponsor - \$2,500 (1 available)

Exhibit Space – 1 skirted table (\$750.00 value)

Full-page ad in the seminar onsite guide

Company recognized at reception

Sponsor ribbon for staff's name badges

Company name/logo displayed on agenda sign

Company name/logo printed in brochure

Company logo displayed in our weekly emails to our membership for one year

## Conference Favors - \$2,500 (1 available)

Exhibit Space – 1 skirted table (\$750.00 value)

Company name printed on the conference favor

Company name/ logo printed in brochure

Half-page ad in the seminar onsite guide

Company recognized at reception

Sponsor ribbon for staff's name badges

Company name/logo displayed on sign at conference

Company logo displayed in our weekly emails to our membership for one year

### **Reception Sponsor - \$2,000 (1 available)**

Exhibit Space – 1 skirted table (\$750.00 value)  
Full-page ad in the seminar onsite guide  
Company recognized at reception and given the opportunity to speak  
Sponsor ribbon for staff's name badges  
Company name and logo displayed on sign at the entrance of the reception  
Company name logo printed in brochure  
Company logo displayed in our weekly emails to our membership for one year

### **Race Car Sponsor - \$2,000 (1 available)**

Exhibit Space – 1 skirted table (\$750.00 value)  
Full-page ad in the seminar onsite guide  
Company recognized at reception and given the opportunity to speak  
Sponsor ribbon for staff's name badges  
Company name and logo displayed on sign at the entrance of the reception  
Company name logo printed in brochure  
Company logo displayed in our weekly emails to our membership for one year

### **Onsite Guide Sponsor- \$1,500 (1 available)**

Exhibit Space – 1 skirted table (\$750.00 value)  
Company name/ logo printed in brochure  
Full-page ad in the seminar onsite guide on back cover  
Sponsor ribbon for staff's name badges  
Company name/logo displayed on sign at conference  
Company logo displayed in our weekly emails to our membership for one year

### **Workshop Sponsor- \$1,000 (6 available)**

Exhibit Space – 1 skirted table (\$750.00 value)  
Company name/logo printed in brochure  
Half-page ad in the seminar onsite guide  
Sponsor ribbon for staff's name badges  
Company name /logo displayed on sign at conference  
Company logo displayed in our weekly emails to our membership for one year

### **Exhibit Booth- \$750.00**

Exhibit Space – 1 skirted table  
Company name logo printed in brochure  
Sponsor ribbon for staff's name badges

# CABB – Application for Sponsorship/Exhibit Space

Submission of application does not guarantee an exhibit space assignment. All applications are subject to approval. Fax completed form to (916) 231-2141 or mail with payment to CABB, 1215 K Street, Ste. 2290, Sacramento, CA 95814.

## Contact & Company Information:

Key Contact \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Ext. \_\_\_\_\_ Toll-free number \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_

List or describe good/services your company plans to exhibit: \_\_\_\_\_

## Fees (check all that apply):

Subtotal \$

*Fees include 6 foot draped table, one chair, two booth personnel registrations and the luncheon*  
**All exhibits are table top displays.** Please plan accordingly.

- Premier Sponsor - \$5,000 (only one available)
- Keynote - \$5,000 (only one available)
- Reception - \$3,500 (only one available)
- Conference Favors - \$2,500
- Onsite Guide - \$1,500
- Workshop Sponsor - \$1,000 (only six available)
- Exhibit Space - \$750.00

Electricity Need @ \$45: Yes No

Wireless Internet is available at an additional cost onsite. Do you need Internet? : Yes No

There are limited spots available and space is assigned on a first-come, first-served basis.

## Booth Personnel:

Two registrations included.

1) \_\_\_\_\_

2) \_\_\_\_\_

## Payment Information:

Payment enclosed in the amount of:

Total \$

Payment Options:  Check # \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Name on card: \_\_\_\_\_ Expiration: / \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address/Zip Code: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_