



**Friday**

**April 11, 2014**

**10:00 am – 5:00 pm**

**San Diego Convention Center**

**BUILDING BETTER, STRONGER REALTORS®**

**Be a Part of the Largest REALTOR® Event in San Diego County!**

**Sponsorship Benefits:**

- Network with over 2,000 attendees, including:
  - REALTORS®
  - Brokers
  - Real estate agents
  - Property managers
  - Association executives
  - Key decision makers
- A fantastic opportunity to introduce Expo attendees to your products and services!
- Gain exposure and increase your company's visibility throughout San Diego County.



# Sponsorship Opportunities

## General Session Sponsor - \$12,495

**Exclusive opportunity** (\$16,000 value)

- 10' x 20' Premium corner booth
- 5-minute speaking opportunity
- 10 sponsor badges
- 10 seats at the General Session
- Discounted seating at the General Session
- Logo recognition during General Session
- Recognition on General Session table tents and event signage
- Promotional item in attendee tote bags
- Company name sign for booth
- Logo on PowerPoint display in SDAR booth
- Logo recognition at registration
- Recognition in the mobile program, on the event signage, and event website
- Webtile on SDAR.com website for one month
- 1 SDAR eNews square ad (16,000+ distribution)

## Premium Sponsor - \$8,595

**Exclusive opportunity** (\$12,000 value)

- 10' x 20' Premium corner booth
- 10 sponsor badges
- 6 seats at the General Session
- Discounted seating at the General Session
- Game participation sponsorship
- Promotional item in attendee tote bags
- Recognition at the Networking Reception
- Company name sign for booth
- Logo on PowerPoint display in SDAR booth
- Logo recognition at registration
- Recognition in the mobile program, on the event signage, and event website
- Webtile on SDAR.com website for one month
- One SDAR eNews square ad (16,000+ distribution)

## Attendee Bag Sponsor - \$7,595

**Exclusive opportunity** (\$11,000 value)

- Branded attendee tote bag (provided by SDAR)
- 10' x 10' booth
- 4 sponsor badges
- 4 seats at the General Session
- Discounted seating at the General Session
- Promotional item in attendee tote bags
- Company name sign for booth
- Recognition in the mobile program, on the event signage, and event website
- Webtile on SDAR.com website for one month

## Promotion Sponsor - \$5,595

**Exclusive opportunity** (\$7,000 value)

- Branded pen in attendee tote bag
- 10' x 10' booth
- 2 sponsor badges
- Discounted seating at the General Session
- Promotional item in attendee tote bags
- Company name sign for booth
- Recognition in the mobile program, on the event signage, and event website
- Webtile on SDAR.com website for one month

## Networking Reception Sponsor - \$5,495

**Exclusive opportunity** (\$6,400 value)

- 10' x 10' booth
- 2-minute speaking opportunity
- Sponsor attendee raffle
- 4 sponsor badges
- 2 seats at the General Session
- Discounted seating at the General Session
- Promotional item in attendee tote bags
- Recognition at the Networking Reception
- Company name sign for booth
- Logo on PowerPoint display in SDAR booth
- Logo recognition at registration
- Recognition in the mobile program, on the event signage, and event website
- Webtile on SDAR.com website for one month

**Lanyard Sponsor -**  
Exclusive opportunity (\$9,000 value)



### **VIP Lounge Sponsor- \$2,595**

Exclusive opportunity (\$6,000 value)

- Recognition in the VIP lounge featuring a wireless station and massage chair
- 10' x 10' booth
- 2 sponsor badges
- 2 seats at the General Session
- Discounted seating at the General Session
- Promotional item in attendee tote bags
- Company name sign for booth
- Recognition in the mobile program, on the event signage, and event website
- Webtile on SDAR.com website for one month

### **Breakout Session Sponsor - \$1,895**

Five available (\$6,000 value)

- 10' x 10' booth
- 2 sponsor badges
- 2 seats at the General Session
- Discounted seating at the General Session
- Promotional item in attendee tote bags
- Recognition at Breakout Sessions
- Company name sign for booth
- Recognition in the mobile program, on the event signage, and event website
- Webtile on SDAR.com website for one month

### **Advertise in Our Mobile Program!**

Engage your audience in real time.

#### **Banner Ads - \$295**

- Get up to 10,000 attendee impressions

#### **Pop-Up Ads - \$150**

- Schedule Event Notifications, Updates, or Alerts

#### **Enhanced Exhibitor Listing - \$99**

- Include social media links, discounts & videos

### **Exhibitor Booth Pricing**

Save \$100 until January 31!

#### **10' x 20' Premium Booth**

(corner or preferred location)

SDAR Members - \$1,595

Non-members \$2,095

Includes: Two 6' tables, four chairs, wastebasket, pipe, and drape

#### **10' x 20' Booth**

SDAR Members - \$1,495

Non-members \$1,895

Includes: Two 6' tables, four chairs, wastebasket, pipe, and drape

#### **10' x 10' Booth**

SDAR Members - \$995

Non Members \$1,395

Includes: One 6' table, two chairs, wastebasket, pipe, and drape

#### **Additional add-ons available:**

- Game card participation upgrade - \$295
- Request vendor information for wireless internet, electricity, booth carpet, or additional tables and chairs

### **Not a member?**

**Become an Affiliate Member for only \$195.**

#### **Benefits include:**

- Partner locally with over 12,000+ REALTORS®
- Free listing in online Affiliate Directory
- Free listing in annual REALTOR® Resource Guide & Affiliate Directory
- Up to 40% off SDAR events
- Invitation to annual Affiliate Appreciation Mixer
- Discounts on advertising with SDAR
- Discounts on SDAR sponsorship opportunities
- Access to C.A.R.'s Benefits
  - Including discounts on health insurance

**To Sign Up Contact Sales at 858.715-8018**

**Please Note:** This information will be used in our mobile program

Company Name: \_\_\_\_\_ Member # (if applicable) \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Fax: \_\_\_\_\_

Main Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Event Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Exhibitor Opportunities**

	SDAR Members	Non-Members <i>You can become an Affiliate Member for only \$195</i>
	Regular Pricing	Regular Pricing
<input type="checkbox"/> 10'x10' Booth	\$995	\$1,395
<input type="checkbox"/> 10'x20' Booth	\$1,495	\$1,895
<input type="checkbox"/> 10' x 20' Premium Booth	\$1,595	\$2,095

**Sponsorship Opportunities**

<input type="checkbox"/> General Session	\$12,495	<input type="checkbox"/> Networking Reception	\$5,495
<input type="checkbox"/> Premium	\$8,595	<input type="checkbox"/> VIP Lounge	\$2,595
<input type="checkbox"/> Attendee Bag	\$7,595	<input type="checkbox"/> Breakout Session	\$1,895
<input type="checkbox"/> Promotion	\$5,595		

**Additional Marketing Opportunities**

<input type="checkbox"/> Become an Affiliate Member	\$195		
<input type="checkbox"/> Advertise in Our Mobile Program	<input type="checkbox"/> Enhanced Exhibitor Listing - \$99	<input type="checkbox"/> Pop-Up Ad - \$150	<input type="checkbox"/> Banner Ad - \$295
<input type="checkbox"/> Game Card Participation Booth Upgrade	\$295		

Comments: \_\_\_\_\_

**Registration Confirmation:** By signing below, client agrees to comply with all of the conditions and Rules and Regulations of this contract. An exhibitor booth is not considered reserved until a signed copy of this contract is received along with payment. Exhibit placement is not guaranteed, SDAR will make final assignments on exhibitor location. The Rules and Regulations are also available online at SDARexpo.com.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Payment Information:** To process your application and add your company name to the Priority Selection List, a signed copy of the Rules and Regulations must accompany your application. Applications received must include payment in full. Applications without the required items will not be processed.

☐ Visa   ☐ MasterCard   ☐ AmEx   ☐ Discover   ☐ Check\* # \_\_\_\_\_ Package Total: \$ \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

\*Please make checks payable to SDAR

**Return with Payment to SDAR:** Mail: 4845 Ronson Ct., San Diego, CA 92111 Fax: (858) 715-8088 Email: Sales@SDAR.com



# EXPO AND CONFERENCE RULES & REGULATIONS FOR EXHIBITING

**1. SHOW MANAGEMENT:** The letters "SDAR" designated herein shall refer to the Greater San Diego Association of REALTORS® its officers, employees and agents acting on behalf of SDAR in the management of the Show.

**2. ELIGIBILITY:** SDAR reserves the right to determine the eligibility of any Exhibitor product or service for inclusion in the Trade Show. (a) To be eligible, the exhibiting company and their products and services must have an affiliation to the real estate or housing industry. (b) In order to be processed, applications must be accompanied by payment in full. (c) Exhibitors having outstanding financial obligations to SDAR that are over 30 days past due are not eligible to exhibit. SDAR reserves the right to assign, reassign or relocate exhibit booths at any time for the overall benefit of the Trade Show.

## 3. INSTALLING AND DISMANTLING OF EXHIBITS:

**PARTICIPANTS:** (a) Set-up of displays from 12:00 p.m. - 4:30 p.m. on Thursday April 10, 2014 and 6:00 a.m.- 10:00 a.m. on Friday April 11, 2014. Displays must be in readiness by 10:00 a.m. Friday, April 11, 2014 and must remain intact and attended until the closing hour of 5:00 p.m. Friday, April 11, 2014. (b) Exhibitors are not permitted to dismantle or begin packing of displays before 5:01 p.m., Friday, April 11, 2014. (c) All exhibit displays and materials must be removed no later than 6:30 p.m. on Friday, April 11, 2014 (d) Exhibitors who are not show-ready by 10:00 a.m. or who begin dismantling prior to 5:00 p.m. will be fined one half of their booth rental fee and jeopardize their eligibility for future shows. No EXCEPTIONS!

EXHIBITOR AGREES TO ADHERE TO THE OFFICIAL CLOSING HOUR.

**4. EXHIBITOR RESPONSIBILITIES:** (a) Exhibitors must designate one person as a point-of-contact for SDAR during set-up, show hours and tear-down. (b) Exhibit booths must be staffed at all times by qualified employees of the Exhibitor (or an authorized representative) who must demonstrate and explain the products displayed. (c) During the course of the show, Exhibitors assume the responsibility of keeping their booths clean and in good order. (d) All products and services, as well as behavior of employees and representatives of Exhibitor must fall within the parameters of what would normally be deemed as decent and in good taste. (e) Exhibitors are not permitted to solicit or distribute any products or services outside the confines of contracted display space, e.g. registration areas, lounges, meeting rooms, program areas or other facilities of the convention center. (f) Exhibitors are not permitted to distribute any materials or offer for sale any products or services from another company or party not directly affiliated to their company or who has not purchased display space (g) Exhibitors are wholly responsible for safeguarding of their display and its contents within.

**5. SUB-LEASING OF SPACE:** Exhibitors are not permitted to assign, sublet or apportion the whole or any part of contracted display space to another company or party not directly affiliated to their company.

**6. NON-COMPLIANCE:** (a) Exhibitor understands and acknowledges permission to exhibit and remain on display has been granted and remains in effect based on strict compliance with the rules herein formulated. (b) If an Exhibitor is ejected for violation of any of these rules, or for any other reason, no return of rental fees shall be made.

**7. CANCELLATION POLICY:** All cancellations must be submitted in writing to SDAR. Cancellations received on or before February 10, 2014 will be issued a full refund less \$100 administration fee. No refunds will be issued if cancellation is received after February 10, 2014.

**8. EXHIBITOR SOLICITATIONS:** (a) Exhibitor must limit their activities within the confines of their contractual space. Exhibitor activities must be conducted in a manner consistent with non-interference of activities legitimately exercised by other Exhibitors. (b) The distribution of Exhibitor's products, catalogues, pamphlets, printed materials, souvenirs, etc. must be conducted entirely within the Exhibitors' booth space. (c) Exhibitors may not make political solicitations without prior approval of SDAR.

**9. LIMITS OF LIABILITY:** (a) SDAR shall not be responsible for any injury, loss or damage that may occur to the Exhibitor or to the Exhibitors' property, employees or any other designee for any cause whatsoever prior, during or subsequent to the period covered by the exhibit contract. Nor shall SDAR be held liable for any act of God which makes the facilities unusable during the contractual period. (b) Furthermore, upon signing this contract, Exhibitor's release SDAR from and agrees to indemnify and save harmless SDAR against any and all claims for loss damage or injury to Exhibitor or Exhibitor personnel for the duration of the show. (c) Exhibitors are liable for any damage caused by affixing displays to building floors, walls, to standard booth equipment and for damages caused by Exhibitor in any other manner. This liability also extends to helium balloons, confetti as well as paint, adhesive, lacquer or any other coating applied to building walls or floors or standard booth equipment. (d) SDAR will not be responsible for delay, damage, loss, increased cost or any other unfavorable conditions caused by circumstances beyond its control.

**10. FAILURE TO OCCUPY SPACE:** Space not occupied by 10:00 a.m. on Friday April 11, 2014, will be forfeited by Exhibitor and may be resold and/or reassigned without refund unless prior arrangements for delayed occupancy have been approved, in writing, by SDAR. In no event will Exhibitors receive any refund of booth rental.

**11. NOISE:** Public address announcements and/or the use of loud devices for the mechanical reproduction of sound beyond the individual Exhibitor's booth, or excessive operating noise which distracts neighboring Exhibitors from authorized performance, is prohibited. In addition, music may not be played in any form without proper licensing of copyrighted music.

**12. INSURANCE:** Fire, theft and liability insurance protecting the Exhibitor must be arranged for by individual Exhibitors at their expense. All Exhibitors and their authorized decorators must carry proof of full insurance for the duration of the show, including move-in and move-out. SDAR does not carry insurance to cover individual exhibits.

**13. FIRE LAWS:** (a) Federal, state and city fire laws must be strictly observed. Cloth and non-fire retardant materials must be flame-proofed. Electrical wiring must comply with Fire Department and Underwriter's rules. (Exhibitors should contact the convention services contractor for additional information.) (b) All inflammable materials (excelsior, wrapping paper, etc.) must be removed from the exhibit area prior to the opening of the exhibit hall. (c) Aisles and fire exits cannot be blocked by Exhibitor displays and all Exhibitor equipment, including boxes, display cases, tools, etc. must be placed within the confines of booth or stored with the convention services contractor until the close of the show. (d) No combustibles of any nature may be brought into the trade show facility without prior approval from SDAR, the San Diego Convention Center, and Fire Marshall.

**14. BOOTH SPACE, EQUIPMENT AND ACCEPTABLE DISPLAYS:** (a) Booths are defined as a 10' x 10' space per unit price. (b) For each booth purchased, SDAR will supply one (1) 6' skirted table, two (2) plastic contour chairs, pipe and drape, one (1) wastebasket, and one (1) single line ID sign (7"x44") identifying the firm name (based on registration date). (c) Self-contained exhibit displays may not exceed a height of 8' and must be confined to the rear one-third of the booth. Sidewalls must be visually acceptable to adjoining exhibit displays and SDAR. In all other portions of the booth, no display materials shall be placed to exceed a height of 4' from the floor. (d) Bright lights or other distracting visual displays are not permitted. Any exceptions must be approved in writing by SDAR. (e) Decorative candles are NOT permitted.

**15. CONVENTION SERVICES CONTRACTOR:** The official Trade Show Contractor will communicate with each Exhibitor to help meet booth requirements and furnishing needs. Additional furniture, carpet, draping, accessories, signs, electrical outlets, etc. are the responsibility of Exhibitors and should be ordered in advance on forms that will be provided in your Exhibitor Kit.

**16. ATTENDANCE:** SDAR shall have sole control over attendance/admittance policies at all times. Exhibitors and attendees must wear name badges at all times. In addition, badges are the property of SDAR and are not transferable. Exhibitors will be supplied two (2) badges per 10x10 booth.\*

**17. SDAR CONSENT REQUIRED:** No one is permitted to photograph, record or reproduce exhibit displays, meetings, seminars or other events either on video, audio, or other means without the prior written consent of SDAR.

**18. AMENDMENT TO RULES:** Any and all matters or questions not specifically covered by the preceding Rules & Regulations for Exhibiting shall be subject solely to the decision of SDAR. These rules may be amended at any time by SDAR. All amendments so made shall be binding on the Exhibitors equally with the foregoing Rules & Regulations for Exhibiting.

**19. SPACE:** No construction is allowed on the sides of any booth that would obstruct the line-of-sight of adjacent booths. In addition, no Exhibitor may display any signs, partitions, apparatus, shelving or other construction that extends more than 8' above the floor on the back wall or 4' on sidewalls, without prior written permission from SDAR.

**20. FOOD AND/OR BEVERAGE SAMPLING/DISTRIBUTION POLICY:** (a) The Catering Department of the San Diego Convention Center reserves the right to provide all cash and contracted service designated for on-site food and beverage consumption. (b) The San Diego Convention Center Catering Department retains the exclusive right for booth catering. (c) Combination and/or preparation of companies'/sponsors' products designed for the purpose of nourishment or entertainment is deemed catering. (d) California State Law prohibits the sampling of alcoholic beverage products by any person or business other than the licensee of the building. (e) Exhibitors at public conventions may sample foods under the following guidelines: (1) A maximum number of sampling booths may exhibit at the discretion of San Diego Convention Center, (2) San Diego Convention Center maintains the exclusive rights to all food and beverage sampled within the building and will determine the types of food and the number of booths available for sampling within space held at the San Diego Convention Center, (3) A sampling charge may be imposed to offset lost food and beverage sales.

By my signature below, I confirm I have read and agree to abide by the above Rules and Regulations for Exhibiting at the San Diego County 2014 REALTOR® Expo and Conference.

Signature: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_

**A SIGNED COPY MUST ACCOMPANY BOOTH RESERVATION APPLICATION**

**RETURN TO: SDAR, ATTN: SALES**

**Mail:** 4845 Ronson Court, San Diego, CA 92111

**Fax:** (858) 300-9948

**E-mail:** Sales@SDAR.com

**\*Booth attendee names must be received by March 21, 2014 to guarantee printed badge delivery. Additional badges may be purchased at \$10.00 per badge. Visit [SDARexpo.com](http://SDARexpo.com) to request Exhibitor badges**