



Dear Potential Exhibitor:

The California Escrow Association is pleased to announce their 50<sup>th</sup> Annual Educational Conference. This year will be a spectacular event filled with excellent educational sessions, expanded exhibit hall, a History Hall of Fame, silent auction and other memorable and fun activities.

As a supplier to the escrow industry, CEA's Escrow Expo is one opportunity you can't afford to miss. Moreover, we will have 72 booth spaces this year! Included in the Escrow Expo we will have our History Hall of Fame which will highlight the history of CEA, regional escrow associations and allied industries. Not only will we have the Hall of Fame, we are including a silent auction. The silent auction will offer a number of exciting gifts and trips to fun destinations. We also plan to have on display in the hall, a car for some lucky attendee to "drive away with!" This opportunity will afford you and your company two days of exposure to an amazing audience of decision makers in the escrow industry.

The 2005 Escrow Expo will be held early this year – September 22-25, 2005 at the Long Beach Convention Center. The theme for this 50<sup>th</sup> anniversary is "Golden Opportunities in CEA – Mentoring, Teaching, Celebrating", so don't miss this incredible opportunity for you and your company to exhibit. Register TODAY! Booths are only confirmed and reserved with full payment and signed contracts.

Your exhibit registration fee includes a standard 10' x 10' space, a 6' draped table, two chairs, pipe and drape and identification sign. Additionally, your fee entitles you to two luncheon tickets for Friday and Saturday lunch tickets. Please note for 2005 carpet, electricity, drayage and labor are **not** included in your booth fee. These items will need to be ordered directly with GES. We strongly suggest all exhibitors carpet their booth space.

Enclosed is a floorplan, exhibit contract, rules and regulations, sponsorship opportunities, silent auction information and a tentative schedule for your convenience. All booths are 10 x 10. PLEASE select a booth number and enclose the appropriate fee amount. If you have any questions regarding the expo, please contact Jennifer or me at 916.239.4075. I look forward to seeing you in September!

Sincerely,

Stephanie Schoen  
Expo Coordinator