



**EXHIBITOR &
SPONSORSHIP
INFORMATION!**

“Making a Difference”



52nd Annual
Conference

October 11-14, 2007
Wyndham Hotel
Palm Springs, CA





Welcome to Palm Springs and the 52nd Annual Conference of the California Escrow Association.

The theme for this year's conference is "Casablanca." We look forward to your participation and we thank you for your support.

Hotel Information

Wyndham Palm Springs Hotel
 888 Tahquitz Canyon Way
 Palm Springs, CA 92272
www.wyndham.com
 760.322.6000

Directly attached to the newly expanded Palm Springs Convention Center, the newly renovated Wyndham Palm Springs features a beautifully landscaped courtyard with a massive pool area.

Wyndham directly to reserve your room – 760.322.6000 or 800.996.3426 and ask for the California Escrow Association rate. Room reservations must be made by **Tuesday, September 11, 2007** to insure availability and rate. The resort fee includes unlimited local phone calls, credit card calls and 800 calls, self-parking, and airport shuttle service to/from the Palm Springs International Airport.

The Wyndham Hotel is located three blocks from fashionable Palm Canyon Drive, the Palm Springs Desert Museum and within walking distance of The Spa Resort Casino.

CEA room rates range from \$166.00 to \$193.00 per room, per night depending on room type, view type and the number of occupants, plus a resort fee of \$8.00 per room, per day. Please call the

Conference Schedule

Thursday, October 11, 2007

10:30 am Golf Tournament Registration – Tahquitz Creek
 12:00 Noon Shotgun Start – Golf Tournament
 5:30 pm – 7:30 pm Conference Registration Open
 Palm Springs Convention Center – Primrose Foyer

Friday, October 12, 2007

7:00 am – 5:30 pm Registration Open
 8:00 am – 12:00 noon Exhibitor Set-Up
 7:00 am – 8:00 am Continental Breakfast
 12:15 pm – 5:30 pm Escrow Expo Open
 8:00 am – 8:45 am Opening Ceremonies
 9:00 am – 10:30 am Education Sessions
 10:15 am – 10:30 am Break
 10:45 am – 12:15 pm Education Sessions
 12:15 pm – 12:45 pm Expo Grand Opening
 12:45 pm – 2:15 pm Luncheon with Guest Speaker
 2:15 pm – 2:30 pm Expo Break
 2:30 pm – 4:15 pm Education Sessions
 4:15 pm – 5:30 pm Cocktail Reception in Expo
 Evening on Own

Saturday, October 13, 2007

7:00 am – 5:00 pm Registration
 7:00 am – 8:00 am Continental Breakfast in Expo
 7:00 am – 3:30 pm Escrow Expo Open
 8:00 am – 9:30 am Education Sessions
 9:30 am – 10:00 am Expo Break
 10:00 am – 11:30 am Education Sessions
 11:30 am – 11:45 am Expo Break
 11:45 am – 1:15 pm Awards Luncheon
 1:15 pm – 1:30 pm Expo Break
 1:30 pm – 3:00 pm Education Sessions
 3:00 pm – 3:30 pm Final Expo Break, Prize Drawings, Exhibitor Raffles
 3:30 pm – 5:00 pm Education Sessions
 7:00 pm – 11:00 pm Casablanca Night

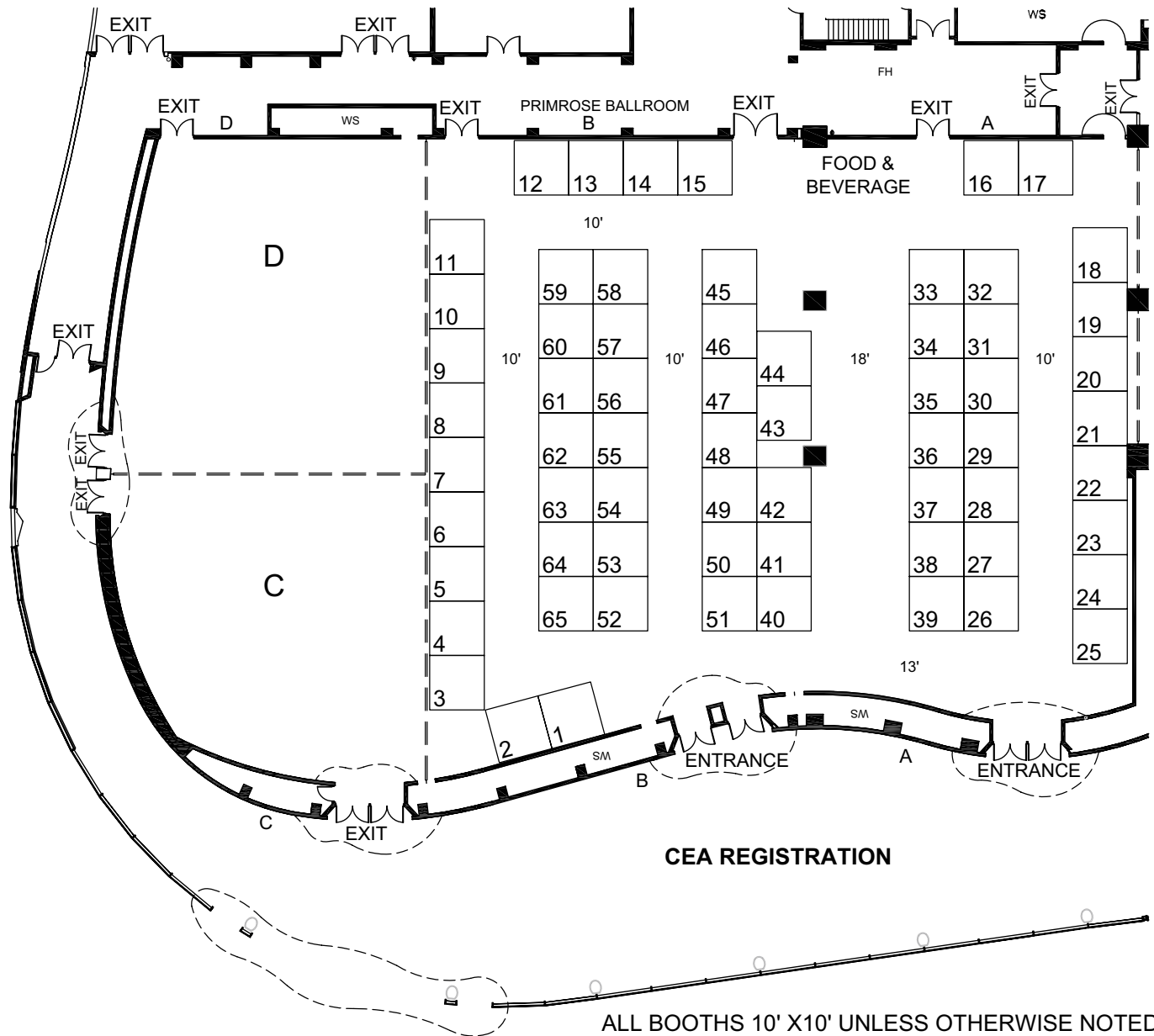
Sunday, October 14, 2007

7:30 am – 12:30 pm Registration Open
 8:00 am – 5:00 pm Professional Designation Exam
 9:00 am – 10:30 am Education Session
 10:30 am – 11:00 am Hotel Check out
 11:00 am – 12:30 pm Brunch
 12:30 pm Conference Ends



==== Palm Springs Convention Center =====

PRIMROSE BALLROOMS A & B





Sponsorship Opportunities

This is your opportunity to be a part of the 52nd CEA Conference! Listed below are the sponsorship levels and the benefits that come with each package. We look forward to your participation. Thank you.

- | | |
|---|---|
| <p><input type="checkbox"/> RICK'S CAFE \$7,500</p> <ul style="list-style-type: none"> • Logo Printed on Conference Signage Posted Throughout Convention Center • Listing with Logo in Conference On-Site Program • Logo Display on Conference Banner Hung at Luncheons • Verbal Acknowledgement at Opening Ceremonies and Luncheons • Logo Display Inside the July/Aug/Sept Issue of <i>CEA News</i> • Logo Display on the Cover of the Oct/Nov/Dec Issue of <i>CEA News</i> • Banner Ad on CEA Website for Aug/Sept/Oct/Nov • 2 Complimentary Tickets to Friday's and Saturday's Luncheon <p><input type="checkbox"/> "HERE'S LOOKIN' AT YOU KID"..... \$5,000</p> <ul style="list-style-type: none"> • Logo Printed on Conference Signage Posted Throughout Convention Center • Listing with Logo in Conference On-Site Program • Verbal Acknowledgement at Luncheons • Logo Display Inside the Oct/Nov/Dec Issue of <i>CEA News</i> • Banner Ad on CEA Web site for Aug/Sept/Oct • 2 Complimentary Tickets to Friday and Saturday Luncheons | <p><input type="checkbox"/> "WE WILL ALWAYS HAVE PARIS" \$2,500</p> <ul style="list-style-type: none"> • Listing in Conference On-Site Program • Verbal Acknowledgement at Luncheons • Logo Display Inside Oct/Nov/Dec Issue of <i>CEA News</i> • 2 Complimentary Tickets to Friday and Saturday Luncheons <p><input type="checkbox"/> GENERAL SPONSOR – Please check your preference(s):</p> <ul style="list-style-type: none"> • General Sponsors will be acknowledged throughout the event, listed in the conference on-site program and in pre and post issues of the <i>CEA News</i>. <p>_____ Casablanca Casino Night \$3,000</p> <p>_____ Casablanca Night Entertainment..... \$2,000</p> <p>_____ Casablanca Night Centerpieces \$1,500</p> <p>_____ Sam's Piano (Throughout Conference) \$1,500</p> <p>_____ Photographer \$1,500</p> <p>_____ Education Session (Session # _____) \$750</p> <p>_____ Flowers \$850</p> <p>_____ General Donation Amount: \$ _____</p> |
|---|---|

Please mark the appropriate category you have chosen, return both pages of this document along with your check payable to: California Escrow Association, 2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833, 916.239.4075 – phone, 916.924.7323 – fax, cea@camgmt.com, www.ceaescrow.org.

July 20, 2007. After this date, sponsorship opportunities may still be available, however, your company name may not be listed in some conference materials. Company logos should be e-mailed to jennifer@camgmt.com.

We are enclosing \$_____.

So that your company name can be included in the necessary conference materials, the deadline for sponsorship submission is

Company: _____

Contact Person: _____

Phone: _____ Fax: _____

E-Mail: _____

Address: _____

City, State, Zip: _____

Thank You For Your Generous Support

Contract for Exhibit Space

We, the undersigned, with the intent to be legally bound, hereby agree to rent exhibit space according to the official floorplan, to be used for display purposes at the California Escrow Association 2007 Escrow Expo to be held on October 12-13, 2007 at the Palm Springs Convention Center. **SPACE WILL BE ASSIGNED ON A FIRST COME, FIRST SERVED BASIS. PAYMENT MUST ACCOMPANY CONTRACT IN ORDER TO SECURE SPACE. CREDIT CARDS WILL BE PROCESSED IMMEDIATELY.**

10' x 10' BOOTH FEES (per booth):

- CEA Member On or Before 7/20/07 \$1,100/\$900 for each add'l booth
- CEA Member After 7/20/07 \$1,300/\$1,100 for each add'l booth
- CEA Non-Member \$1,600/\$1,400 for each add'l booth

Your exhibit registration fee includes a standard 10' wide by 10' deep space, a 6' draped table, two chairs, pipe and drape, carpet and an identification sign. Additionally, your fee entitles you to two luncheon tickets for Friday and Saturday per booth. Please note for 2007, electricity, drayage and labor are **not** included in your booth fee. These items will need to be ordered directly with GES.

We understand that this contract for Exhibit Space will not be binding and in effect until full payment is received by the California Escrow Association and a duplicate contract is returned to us which bears an acceptance signature by management. All funds for payment under this contract are understood to be net U.S. dollars received by Exhibit Management. All terms and conditions of the show are accepted by us and made part of this contract; and we agree to comply with them, taking the space for display purposes under the terms and conditions set forth on the reverse side of this contract. We also agree to provide a certificate of insurance to the Exhibit Management meeting the terms and conditions as set forth under the section Insurance and Liability on the reverse side of this contract.

Company Name: _____
Authorized By: _____ Title: _____
Signature: _____ Date: _____
Phone: _____ E-Mail: _____

It is understood that space will be allocated by Exhibit Management according to the official floorplan and the date of receipt of this contract. Exhibit Management agrees to provide use of the space below designated in consideration of and for the purpose and time aforesaid, and reserves the right to relocate any Exhibitor's booth prior to the opening of the Expo when necessary in the judgement of Exhibit Management.

Exhibiting Company Name: _____
Primary Product/Service: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-Mail: _____ Web Site: _____
Contact Name: _____ Title: _____
Send all Expo information to the following address (if different than above): _____

Location Preference: 1. _____ 2. _____ 3. _____ 4. _____

_____ Please send me information on sponsorship opportunities.

TOTAL FEES ENCLOSED: _____ 1ST BOOTH @\$_____ \$ _____
_____ NUMBER OF ADDITIONAL BOOTHS @\$_____ \$ _____
TOTAL: \$ _____

METHOD OF PAYMENT _____ Check _____ VISA _____ MasterCard
Card #: _____ Exp. Date: _____

Name (as it appears on card): _____ Signature: _____

Billing Address (if different from above) _____

DO NOT WRITE BELOW

Accepted/Date _____ By _____ Space(s) Assigned _____
A confirmation letter will be sent to you.

Return this contract with your credit card information or check payable to: **California Escrow Association**
2520 Venture Oaks Way, Suite 150 • Sacramento, California 95833 -916.239.4075-ph / 916.924.7323-fax -
www.ceaescrow.org/cea@camgmt.com

California Escrow Association 2007 Escrow Expo

TERMS AND CONDITIONS

BASIC TERMS AND CONDITIONS – This application for exhibit space for the California Escrow Association Escrow Expo, when properly completed by the applicant and accepted in writing by Exhibit Management, shall constitute a valid and binding contract.

LEGAL STATUS OF ASSOCIATION – The Association is a non-profit mutual benefit corporation duly organized, validly existing, and in good standing under the laws of the State of California, with corporate power to own property and carry on its business as it is now being conducted. The Association has its principal office and place of business at 2520 Venture Oaks Way, Suite 150, Sacramento, California 95833.

ASSOCIATION BUSINESS – The Association represents that it has the right to use the premises described for the purpose of conducting an exhibition concerning the Annual Education Conference of the California Escrow Association.

TERM AND PAYMENT – The Exhibitor shall be entitled to use of the space(s) assigned for a total of two (2) days, commencing 1:00 p.m. on Friday, October 12, 2007 and expiring at 5:00 p.m. on Saturday, October 13, 2007. The Exhibitor agrees to staff the assigned space during the appropriate hours. The exhibitor shall pay to the Association for space rental the sum specified on the reverse side of this Agreement. In the event of a cancellation at the Exhibitor's request, the Exhibitor will notify the Association's Exhibit Manager IN WRITING. On cancellations received prior to Friday, August 3, 2007, a TWENTY-FIVE PERCENT (25%) space reservation fee shall be retained by the Association. On cancellations received on or between Friday, August 3, 2007 and Monday, August 20, 2007, it is agreed that a SEVENTY-FIVE PERCENT (75%) space reservation fee will be retained by the Association. On cancellations received on or after Tuesday, August 21, 2007, it is agreed that the ENTIRE (100%) space reservation fee will be retained by the Association.

USE OF EXHIBIT – The space referred to herein shall not be used for any type of exhibit or for any product or service other than those specifically mentioned herein without the express prior written approval of the Association.

CONDITIONS ON DESIGN OF EXHIBIT – The Exhibitor shall have the right, subject to the provisions hereof, to arrange and design the exhibit within the space allotted herein in such manner as the Exhibitor shall deem best suited for the display, demonstration or sale of the products or services specified herein.

The Association reserves the right to disapprove the display of any item that the Association, reasonably and in good faith, determines is not in keeping with the nature, character, and orderly conduct of the exhibition, or is detrimental to the appearance of any other exhibits or of the exhibition as a whole.

The Association also reserves the right to require the exhibit be arranged in such a manner as not to interfere with other exhibits, and in particular those exhibits which shall be in close proximity to that of the Exhibitor.

The Association also reserves the right to require alteration of the appearance of the exhibit in order to prevent the destruction, deterioration, or loss of effect of any other advertising or any other exhibit.

The Association also reserves the right to disapprove any design or arrangement of the exhibit that the Association, reasonably and in good faith, determines may endanger the lives or safety of persons attending the exhibition.

CONDUCT – The Exhibitor shall not utilize any scheme or device which is illegal, in bad taste, or detrimental to the escrow or real estate industries. The Association reserves the right to require cessation of any such activity.

The Exhibitor shall not cause any apparatus or device to be placed in the exhibit which shall produce any undue noise or in any way interfere with, or be objectionable to, any other Exhibitor, and the Association shall have the right to require the removal of any such apparatus or device.

MAINTENANCE – The Exhibitor shall be responsible for all maintenance of the exhibit. At all times, including the hours the exhibition is open to the public, the Exhibitor shall maintain the exhibit in a clean and orderly manner, and shall take such steps as may be necessary to prevent injury or damage to any person or exhibit on the premises.

REMOVAL – The Exhibitor shall, at its own expense, immediately after the last break on Saturday, October 13, 2007, remove the exhibit and all of the Exhibitor's property from the premises, and the space referred to herein shall be left broom clean and in the same condition as when first occupied by the Exhibitor by no later than 8:00 pm on Saturday, October 13, 2007. *No property or material shall be removed prior to the close of the exhibition without the express written consent of the Association.*

INSURANCE AND LIABILITY – The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to persons, displays, equipment and other property brought upon the Hotel premises, shall indemnify, defend, and hold harmless the California Escrow Association, the Palm Springs Convention Center, California Advocates Management Services and its owners, affiliated companies, agents, servants and employees from any such losses, damages and claims.

Exhibitor shall at his own expense obtain a liability insurance policy against any and all claims, demands, and liabilities for such losses. Said policy shall be placed with a reputable insurance carrier and shall be a minimum amount of \$1,000,000 for each occurrence.

A CERTIFICATE OF INSURANCE IS TO BE SUPPLIED TO THE ASSOCIATION BY AUGUST 17, 2007.

In addition, Exhibitor acknowledges that the California Escrow Association, its agents, GES Exposition Services and the Palm Springs Convention Center do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

ADMISSION – The exhibition shall be open to the conferees and delegates according to the published schedule.

INTERRUPTION OF EXHIBITION – In the event the premises in which the exhibition is to be held are destroyed by fire, the elements, other calamity, or other causes beyond the control of the Association, so that the exhibition cannot be held, the Association shall not be liable to the Exhibitor except to the extent of returning any payment previously made by the Exhibitor to the Association pursuant to the Agreement.

In the event the exhibition commences and cannot continue because of any circumstance beyond the control of the Association, the Association shall not be liable therefore except to the extent of returning to the Exhibitor the difference between the total cost of the space referred to herein and the cost of the space for the period the exhibition was open to the public. The latter cost shall be calculated by dividing the total cost for the space provided for hereunder by the number of days the exhibition was scheduled to run, specified under TERM AND PAYMENT and multiplying the number of days the exhibition was actually open.

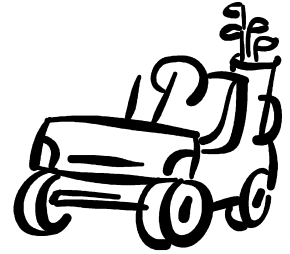
ASSIGNMENT – Neither party to this Agreement shall assign any right or delegate any duty hereunder, and they shall not permit any other person to use the space referred to herein, without the express prior written consent of the Association. If the Exhibitor shall attempt to permit any other person to use the space referred to herein, or shall attempt an assignment in violation thereof, such permit or assignment shall be without effect and the Association shall have the right to refuse admittance to such other person and to prevent such other person from using the exhibit. In the event of such refusal hereunder, the Exhibitor shall not be entitled to the return of any payment made hereunder and the Association shall not be liable to the Exhibitor for any damages arising out of such refusal.

MERGER CLAUSE – The writing contains the complete and entire understanding of the parties. No representations were made or relied upon by either party other than those expressly set for therein.

No agent, employee, or their representative of either party is empowered to alter any of the terms hereof, unless the same is in writing and signed by an executive officer of all respective parties hereto.

CONTROLLING LAW – The validity, interpretation and performance of this Agreement shall be controlled by and construed under the laws.

California Escrow Association, 2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833, 916.239.4075 – phone, 916.924.7323 – fax, www.ceascrow.org, cea@camgmt.com



2007 ANNUAL GOLF TOURNAMENT REGISTRATION

The **Tahquitz Creek Golf Resort** in Palm Springs is the location of our 2007 tournament. Please plan to join us.

DATE: Thursday, October 11, 2007

TIME: 10:30 am – Check In; 12:00 noon – Shotgun Start

PLACE: Legend Course, Tahquitz Creek Golf Resort, 1885 Golf Club Drive, Palm Springs, CA 92264
(760) 328-1005 • www.tahquitzcreek.com.

COST: \$115

DETAILS: Includes golf cart, lunch, awards, and post-tournament party. Prizes awarded for longest drive, closest to pin, hole-in-one, and putting contest

Please complete this form with your name and/or your foursome:

PLAYER _____	COMPANY _____
PLAYER _____	COMPANY _____
PLAYER _____	COMPANY _____
PLAYER _____	COMPANY _____
CONTACT PHONE # _____	
E-MAIL ADDRESS _____	
COMPANY _____	
CHECK ENCLOSED PAYABLE TO CEA, IN THE AMOUNT OF \$ _____	
Check must cover \$115 per player.	
Make check payable to California Escrow Association	

SPONSORSHIP OPPORTUNITIES LISTED ON REVERSE SIDE

DEADLINE TO REGISTER: September 25, 2007

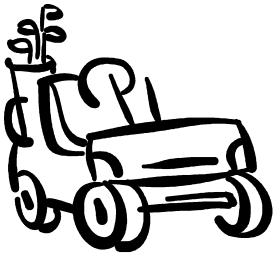
No refunds for cancellations received after September 25, 2007

RETURN TO:

MARK CONIGLIO • CITY NATIONAL BANK • 4275 EXECUTIVE SQ. #750

LA JOLLA, CA 92037 • Ph: 858-642-4980 / Fax: 858-642-4988

E-mail: mark.coniglio@cnb.com



2007 ANNUAL GOLF TOURNAMENT REGISTRATION

DATE: Thursday, October 11, 2007

PLACE: Legend Course, Tahquitz Creek Golf Resort, 1885 Golf Club Drive, Palm Springs, CA 92264
(760) 328-1005 • www.tahquitzcreek.com.

Thursday, October 11, 2007

Sponsorships Available:

*Hole-In-One Sponsor
Longest Drive Sponsor
Closest to Pin Sponsor
Putting Contest Sponsor
Golf Towel or Golf Ball Sponsor*

Tee Sponsorships \$750.00
(includes a foursome for golf)

Call Mark Coniglio for sponsorship specifics.

<p>Company Name: _____</p> <p>Contact Person: _____</p> <p>Phone #: _____</p> <p>Type of Sponsorship Requested: _____</p> <p>Check Enclosed – Amount: \$ _____</p>

All checks to be made payable to the CALIFORNIA ESCROW ASSOCIATION and sent in with this sponsor form. Please indicate which sponsorship you are interested in. Include business card for signage.

Complete this form and send with check payable to CEA, to:

MARK CONIGLIO • CITY NATIONAL BANK • 4275 EXECUTIVE SQ. #750
LA JOLLA, CA 92037 • Ph: 858-642-4980 / Fax: 858-642-4988
E-mail: mark.coniglio@cnb.com