

California Escrow Association
ESCROW EXPO
2004 – Long Beach

EXHIBITOR INFORMATION

(Important information - please read this document in its entirety.)

DATES: October 14-17, 2004 – Actual Conference Dates
Please visit www.ceascrow.org for a complete conference brochure.

LOCATION: The ESCROW EXPO will be held in Grand Ballroom A, located on the 2nd floor of the Long Beach Convention Center, 300 East Ocean Boulevard, Long Beach, CA 90802, 562.436.3636, www.longbeachcc.com.

THEME: “Living the American Dream” – 49th Annual Education Conference. We invite exhibitors to participate in the theme.

SCHEDULE: Please refer to the conference brochure for a complete schedule. Please check the schedule for exact starting times for registration, workshops and expo breaks. The Expo schedule is as follows:

Thursday	October 14	1:00 p.m. – 5:00 p.m.	Exhibit Set-Up
Friday	October 15	7:00 a.m. - 5:30 p.m.	Exhibits Open
		9:00 a.m. – 9:15 a.m.	Expo Break
		10:45 a.m. – 11:00 a.m.	Expo Break
		12:15 p.m. - 12:30 p.m.	Expo Break
		2:00 p.m. – 2:15 p.m.	Expo Break
		3:45 p.m. – 4:00 p.m.	Expo Break
Saturday	October 16	7:00 a.m. - 4:00 p.m.	Exhibits Open
		7:00 a.m. – 8:00 a.m.	Continental Breakfast in Expo Area
		10:00 a.m. – 10:15 a.m.	Expo Break
		11:45 a.m. – 12:00 noon	Expo Break
		1:30 p.m. - 1:45 p.m.	Expo Break
		3:15 p.m. – 3:30 p.m.	Final Expo Break
		3:45 p.m. – 8:00 p.m.	Exhibitor Tear Down

SET-UP:

The exhibit area will be available for set-up beginning at 1:00 p.m. on Thursday, October 14. Please note, CEA has contracted with GES, an exposition service company. You will soon receive an exhibitor packet for ordering of electrical, furniture upgrades and other special needs. Your booth fee includes one draped 6' table and two chairs per booth. The ballroom is carpeted.

ATTENDANCE:

We expect approximately 1,000 people to attend the conference. Included with your exhibit fee is a listing of conference attendees. This list will be provided to you via e-mail post conference.

ELECTRICAL:

Electricity is available through GES. Please complete any necessary order forms for your electrical needs and work directly with GES.

SHIPPING AND HAULING:

Please refer to your exhibitor packet for shipping information with GES.

TELEPHONE HOOK-UP & AUDIO/VISUAL EQUIPMENT:

Please contact GES directly to order any A/V.

TEAR DOWN:

Tear down will begin immediately following the last expo break at 3:45 p.m. on Saturday, October 16. **All material must be removed from the ballroom by 8:00 p.m. on Saturday, October 16th.**

SECURITY:

Security will be on duty during the hours the Expo is closed beginning at 5:00 p.m. on Thursday, October 14 through 7:00 a.m. on Friday, October 15 and from 4:00 p.m. on Friday, October 15 to 7:00 a.m. on Saturday, October 16. Exhibit displays will not need to be dismantled, however, please use caution with valuable materials. Please note, the expo will be open during Friday's luncheon, however, the expo will be closed during Saturday's luncheon because it will be held at the Hyatt hotel; security will be provided during this luncheon time on Saturday.

INSURANCE:

Exhibitor shall 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 \$500,000 Combined Single Limit for personal injury and property damage. The Long Beach Convention Center and the California Escrow Association, its owners, operators and agents, shall be included in such policies as additional named insured. In addition, exhibitor acknowledges that the Long Beach Convention Center nor the California Escrow Association, its owners, operators or agents maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

EXPO ATTENDANCE PROMOTION:

CEA is making every effort to ensure that this Expo will be well attended. You'll want to be sure all exhibit personnel are aware of the following:

- Registration - Registration will be located near the expo area.
- Expo Breaks - On Friday and Saturday, special times have been set aside for additional in-depth dialogues between exhibitors and attendees. **NO WORKSHOPS ARE SCHEDULED DURING THESE TIME PERIODS.** This will allow your prospects time to devote to your exhibit. We'll be holding exhibitor prize drawings as an added incentive for attendees to visit the exhibits. An Expo emcee will be available during the breaks to announce prizes and make announcements. You may give your announcements and prize winner to the emcee at the beginning of each break.

EXPO AUTOGRAPH BOOK:

Each attendee registered for the conference will be issued an Escrow Expo Autograph Book as part of the on-site program. This autograph book must be stamped by every exhibitor in order for registrants to be eligible for the grand prize drawing. This was designed to encourage attendance and give exhibitors a chance to meet and talk with every conference attendee. Please bring with you two rubber stamps or stickers with your company's name. A regular return address stamp will work fine. You will also need ink pads if the stamps are not self-inking.

DOOR PRIZES:

Prize drawings are an excellent way to build traffic at your booth. We encourage you to offer prizes if you wish. We will hold drawings for prizes during the Expo breaks on Friday and Saturday to maximize the numbers of attendees at those times.

PROGRAM LISTING:

Please complete the Program Listing Form and return it to the CEA office no later than September 6, 2004. We take no responsibility for the accuracy of your listing in the conference program if the form is not returned.

BADGES:

Exhibitor badges will be issued for each booth. Please complete the badge request form and return it to us no later than September 6, 2004. You may list up to eight people per exhibit; however, **there is a limit of two exhibitors per area at any one time.** Up to eight badges will be printed at no charge. Additional badges may be purchased for \$25.00 each.

CONFERENCE REGISTRATION:

A conference registration brochure and form may be downloaded from the CEA website – www.ceaescrow.org or you may call CEA for a brochure. Please be aware that the exhibit fee includes two luncheon tickets for Friday and Saturday. If you wish to have company representatives attend evening events or additional luncheon events, tickets must be purchased. You may purchase tickets at the CEA on-site registration area or in advance using the registration form.

Please note, the expo will be open during Friday's luncheon, however, the expo will be closed during Saturday's luncheon because it will be held at the Hyatt hotel.

Exhibit personnel are welcome to attend all conference workshops. A separate registration fee is not necessary. To obtain P.D. credit and receive the handouts, however, it will be necessary to pay the registration fee.

Please plan to participate in Saturday evening's Lip Sync Competition; please see the conference brochure for complete details.

HOTEL RESERVATIONS:

The host hotel is the Hyatt Regency, Long Beach, 200 South Pine Avenue, Long Beach, CA 90802, 562.491.1234. Room reservations must be made directly with the hotel by calling the Hyatt directly or 800.233.1234. You may also make your reservations on-line at www.longbeach.hyatt.com and enter group code G-CAEA. CEA room rates are \$149 for single or double occupancy.

TRAVEL DETAILS

Please see the conference registration brochure for other location and travel information.

QUESTIONS - ADDITIONAL INFORMATION:

Michele Modellas, Expo Manager – michele@camgmt.com
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