

THE STATE BAR OF CALIFORNIA

85th Annual Meeting

Monterey | October 11-14, 2012

Exhibitor Prospectus



EXHIBIT at the Statewide Annual Conference for California Lawyers. **MEET** Attorneys Ready to Conduct Business. **MARKET** your Products and Services and Build Quality Sales Leads. **TAKE ORDERS** from Exhibit Floor. **PROFILE** company offerings both in Printed Program and Online Exhibit Hall





Highlights of the exhibitor application and agreement are given below. Refer to the *Exhibit Space Application and Agreement* for show rules and requirements.

ASSIGNMENT OF SPACE

Booth space assignments are made in order of receipt of application and payment. Full pre-payment must be received before confirmation of a booth space assignment. See the Exhibitor Agreement for complete details and registration.

BOOTH DECORATION & TRADESHOW SERVICES

GES Exposition is the 2012 State Bar Annual Meeting & Exhibition decorator. Confirmed exhibitors will receive a link to the online Exhibitor Service Kit containing the necessary order forms for exhibit furniture, electricity, lighting, etc. Printed kits are available upon request. Contact GES Service Center at 1-800-475-2098.

BOOTH SPACE STANDARD AMENITIES

- 8' deep x 10' wide draped booth space (3' side rails and 8' back wall drapes)
- The Exhibit Hall (Serra Ballroom, Monterey Conference Center) is carpeted.
- 7' x 44' ID sign with name and booth number
- Exhibitor's company information published in the *Printed Program Exhibitor Guide*, and listed in Online Exhibit Hall (posted for one year)
- Post-show attendee mailing list
- Identification badges for booth staff, with access to State Bar education programs and social events
- Security provided during move-in, move-out, and closed hours

ASSISTANCE/QUESTIONS

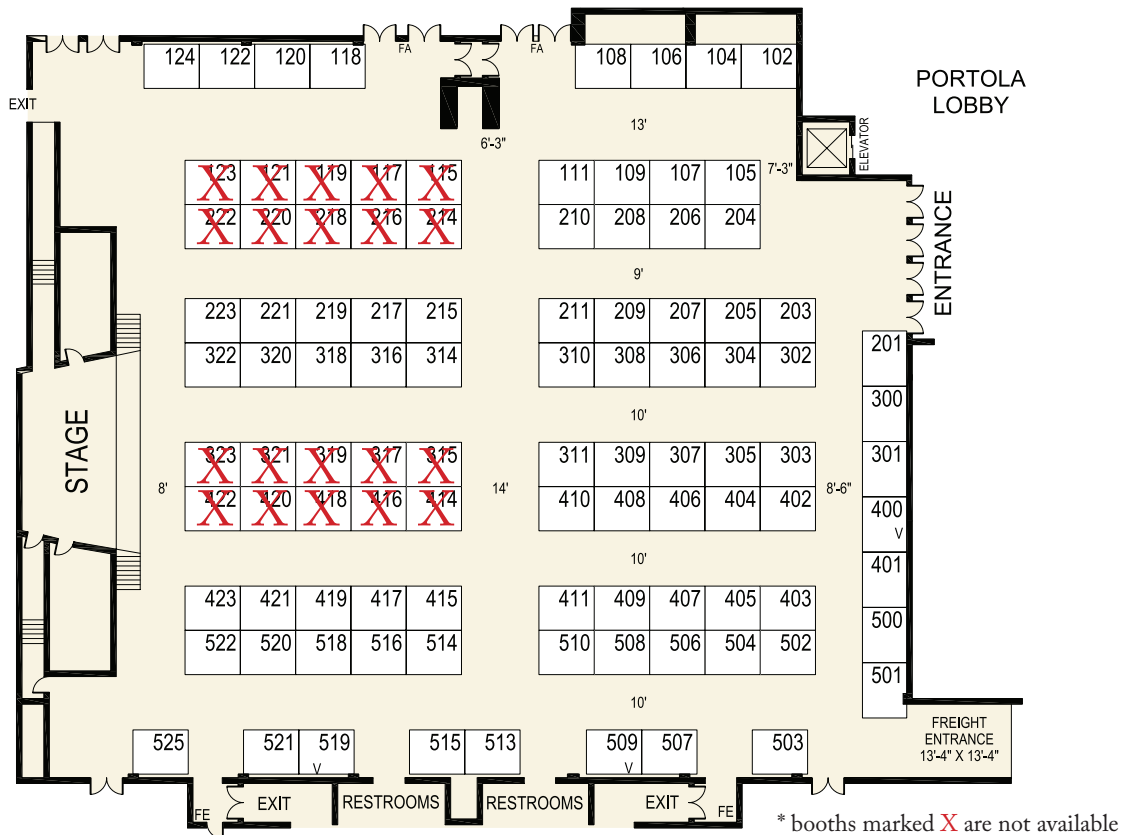
For information or assistance contact by phone or email: Theresa Raglen (415-538-2393) Theresa.Raglen@calbar.ca.gov, or Carol Zlongst (415-538-2585) Carol.Zlongst@calbar.ca.gov.

STATE BAR ANNUAL MEETING EXHIBIT HALL ACTIVITIES

- Thursday Night Reception held in Exhibit Hall – more than 1,000 registrants attend!
- Complimentary Continental Breakfast for Annual Meeting registrants served in Exhibit Hall on Friday and Saturday mornings
- Lounge seating areas in Exhibit Hall
- Stage available for exhibitor announcements (upon reservation)
- Annual Meeting education programs held in vicinity of the Monterey Conference Center
- State Bar Luncheons (Thursday and Friday) located in nearby ballroom

MONTEREY CONFERENCE CENTER, SERRA BALLROOM

Cost per 8' x 10' booth space is \$1,675 inside booth, or \$1,875 corner booth



INSTALLATION OF EXHIBITS

Exhibitors may have access to booths for installation from 2:00 pm - 4:30 pm, Wednesday, October 10, and from 8:00 am - 2:00 pm on Thursday, October 11. Exhibitors must have booth installation complete by 2:00 pm on Thursday, October 11 to allow for the set-up of the State Bar's *Opening Night Reception* which opens at 5:30 pm.

DISMANTLING AND REMOVAL OF EXHIBITS

No display may be dismantled, nor packing started before 5:00 pm, Saturday, October 13. Exhibitors must remove items from exhibit area not later than 12:00 pm, Sunday, October 14.

SETUP AND TEAR DOWN

MOVE-IN

Wednesday, October 10, 2012.....2:00 pm - 4:30 pm
Thursday, October 11, 2012..... 8:00 am - 2:00 pm

MOVE-OUT

Saturday, October 13, 2012 5:00 pm - 10:00 pm
Sunday, October 14, 2012 8:00 am - 12:00 pm

EXHIBIT HOURS

The exhibit hours listed below are subject to changes authorized by show management.

Thursday, October 11, 2012

(Opening Night Reception)5:30 pm - 7:00 pm

Friday, October 12, 2012 7:30 am - 5:00 pm

Saturday, October 13, 2012 7:30 am - 5:00 pm

The Gathering of California Lawyers and Legal Professionals

Top 3 Reasons to Join Us

1. Location, location, location – the Exhibit Hall will be the 2012 Annual Meeting's central hub of activity, with 150+ education classes placed in nearby classrooms in the Monterey Conference Center, Portola Hotel & Spa and Monterey Marriott Hotel
2. Show organizers will draw attendees to hall with daily Exhibit Hall activities, refreshments and entertainment
3. A \$1,675 investment offers a great ROI!

The Exhibit Show Sells Out Early, So Book Now

Successful Repeat Exhibitors

2bl Inc.

ABA Retirement Funds
Program

ARAG

Bank of America

Barry A. Cane Insurance
Services

BNA

CalBar Connect

Continuing Education
of the Bar

CoreVault

Daily Journal
Corporation

DataChasers

Fastcase, Inc.

Lawyers' Mutual
Insurance Company

LexisNexis

National Institute for
Trial Advocacy

The Recorder

Robert Half Legal

The Rutter Group

State Bar Sections &
CYLA

Tab3/Practice Master

West, A Thomson
Reuters Business