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| **2022 Safer California**  **In-Person**  **Unintentional Injury Prevention Conference** |
| **SPONSOR AND EXHIBITOR INVITATION**  November 15 and 16, 2022 *Town and Country Resort Hotel*  San Diego, CA |
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**Dear Friends and Colleagues,**

The injury prevention state and local community is gathering in San Diego on November 15 and 16, 2022, for the first in-person Safer California conference since the pandemic.

The 2022 Safer California Conference provides those working on injury prevention with an opportunity to ***recover*** from the last couple of years of isolation due to the pandemic, to show ***resolve*** to keep prevention going in our state and ***reconnect*** with partners, develop new relationships, and increase our knowledge of prevention strategies.

This is a great chance for you to showcase what you bring to the world of injury prevention and develop contacts from all over California and the nation. ***Exhibitor booth spaces are limited and based on first come first served. All exhibitor applications are subject to review and approval by the Safer California Exhibitor Planning Team to ensure this is a good fit for your organization and the Safer California attendees.***

**To become an exhibitor, you can send an email to Steve Barrow, Safer California Conference Planning Team Leader (**[**scbarrow88@gmail.com**](mailto:scbarrow88@gmail.com)**)** to obtain an official exhibitor application. All requests to become an exhibitor at the Safer California conference will be quickly reviewed by the Planning Team Exhibitor Review Committee. There are a limited number of exhibitor booth spaces available at the 2022 Safer California conference. Applications will be reviewed on a first come first reviewed basis. Once approved a full exhibitor packet will be provided to the applicant who will have a date certain to return the appropriate background information needed to provide the exhibitor and conference attendees with the best and most productive experience.

Once an application to exhibit is approved the exhibitor will be provided a code to use in the Safer California on-line registration and hotel reservation system. The code is unique to each exhibitor and once inside the on-line platform, just follow the on-line registration directions.

The Safer CA conference is sponsored by a wide range of organizations such as (partial list): CA Office of Traffic Safety, CA Dept of Public Health, Stop Drowning Now, Impact Teen Drivers, Safe Moves Los Angeles, Personal Insurance Federation of CA, Nora Rose Hines Foundation, U.S. Swim School Association, Advocates for Highway and Auto Safety, Stanford Children’s Health/Lucille Packard Children’s Hospital, and others.

**Are you interested in expanding your network with California’s unintentional injury prevention local and state agencies and program leaders, and key national stakeholders, and doing so in one of California’s premiere locations, San Diego?** If so, we hope you will join us as an exhibitor to share your products and services with California’s local and statewide prevention leadership and staff. Exhibitors will receive two complimentary registrations, an 8’ x 8’ booth space with pipe and draping, table, chairs, electrical hook up and an option to purchase higher speed internet access at $25

Below are just a few reasons to participate in the 2022 Safer CA conference:

* More than 400 professionals and leaders will be there - Your competitors and colleagues will be exhibiting at the conference.
* Your prospects and those you want to connect with will be there, and because of this year’s extraordinary and extensive pre-conference advertisement, they will be excited to talk to you.
* All areas of California will be represented, as well as key national stakeholders.
* A majority of attendees are in the position to make or influence networking and buying-decisions for their organization.
* Exhibitor interaction with participants throughout the event is highlighted – lunches are in the exhibitor hall, breaks and refreshments are tied into the exhibitor hall and the opening day reception is with the exhibitors for optimal viewing time among participants.
* The exhibitor hall is right next door to both the registration desk and plenary meeting sessions.

For the 2022 Safer CA conference we are polling to ensure that our attendees and all exhibitor needs are both met. The Safer CA conference attendees are especially interested in:

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| ***-New technical advances in safety***  ***-Traffic and roadway safety***  ***-Drowning prevention pool safety***  ***-Drowning prevention open bodies of water safety***  ***-Child Passenger Safety***  ***-Teen/youth driver safety***  ***-Window and home falls safety***  ***-Infant safe sleep and sleep suffocation prevention***  ***-Poisoning prevention*** | ***-Sports safety addressing concussions, heat stroke and cardiac arrest safety***  ***-Preventing kids left in cars, driveway backovers, and parked vehicle entrapment***  ***-Burn prevention home fires and kitchen incidents***  ***-New ways to carry out funding development***  ***-Organization development, governance, volunteers, HR issues, and connecting with community leaders and policymakers*** | ***-Safety education and parent knowledge***  ***-Networking with new injury prevention partnerships***  ***-Cutting edge injury prevention research***  ***-Youth mental health issues***  ***-And much more*** |

***Space at the 2022 Safer CA conference will be limited to 35 exhibitors; early applications will receive priority placement space. Early application deadline is July 22, 2022. Other exhibitor applications will be accepted through September 23, 2022. Gaining space at this year’s conference will be competitive and we encourage you to apply early.***

Enclosed is an exhibitor application for your review. Please complete, scan, and email the attached application(s), to secure not only your space at the conference, but also ensure you receive preliminary positioning on conference advertisements. Please email your exhibitor applications or sponsorship intentions to [scbarrow88@gmail.com](mailto:scbarrow88@gmail.com). We look forward to your participation.

Sincerely

**Cathy Barankin** Steve B

Catherine Barankin Steve Barrow

Executive Director CCCSH State Program Director CCCSH

Sponsorship payments can be paid on-line (preferred) at ([Click here](https://www.blueskyz.com/v3/Login.aspx?ClientID=36&EventID=225)) or go to <https://cccsh.ca/saferca-2022/>. If paying by check -- Sponsorship or Exhibitor checks can be made out to CCCSH (Write in Safer CA in note section) and mailed to CCCSH – Safer CA, 428 J Street, Fourth Floor, Sacramento, CA.

**2022 Safer California Unintentional Injury Prevention Conference**

November 15 -16, 2022, - *Town and Country Resort Hotel*

San Diego, CA  
**Agenda can be viewed at** <https://cccsh.ca/saferca-2022/>

**Exhibitors can be conference Sponsors and Sponsors can ask for an exhibitor booth. Here are the Sponsorship levels and benefits:**

**Sponsoring Safer California 2022 adds value to your company, association, or organization**:

By sponsoring the unintentional injury prevention Conference, you support efforts to reduce unintentional injury for California’s children, teens, and youth in their communities.

**Sponsorship levels**:

[Note – Sponsors are not required to take any of these offered values and benefits]

| **Sponsorship value/benefit** | **Platinum**  **$10,000 or above** | **Diamond**  **$7,500** | **Gold**  **$5,000** | **Silver**  **$2,000** | **Stakeholder**  **$1,000** | **Partner**  **$500** |
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| **Branding rights of up to two plenary sessions (See Safer California conference agenda (**[**Click here**](https://en4.66f.myftpupload.com/wp-content/uploads/2020/07/saferCA2020-agenda-ceu-1-1.pdf)**)** | **X** |  |  |  |  |  |
| **Branding rights for one plenary session** |  | **X** |  |  |  |  |
| **Option to have a representative provide brief opening remark at a Plenary session** | **X** | **X** | **X** |  |  |  |
| **Branding rights to a conference Workshop session** | **X** | **X** | **X** |  |  |  |
| **Company logo on preconference marketing materials** | **X** | **X** | **X** | **X** |  |  |
| **Social media mention during conference** | **X** | **X** | **X** |  |  |  |
| **Company logo on CCCSH conference website** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Ad in conference online and flash drive syllabus program** | **X** | **X** | **X** | **X** |  |  |
| **Name logo opening pages online and flash drive conference syllabus program** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Company logo on SWAG (Stuff we all get\*) items based on first come first served for selected level of sponsors** | **X** | **X** | **Negotiated** | **Per cost of item** | **Per cost of item** | **Per cost of item** |
| **Option to have an exhibitor booth** | **X** | **X** | **X** | **X** |  |  |
| **Complimentary registrations** | **4** | **4** | **3** | **2** | **2** | **2** |

**\*SWAG items: Tote bags, pens, name tag lanyards, conference syllabus flash drive, or conference portfolio.**

**Exhibitor levels**:

[The Exhibitor package includes: two complementary registrations, an 8’ x 8’ booth space minimum, pipe and draping, 6’ table and chairs, electrical hook up, advertisement space on the Safer California conference web site, syllabus, and marketing materials. High speed internet hook up option is provided at on request for $25. ***Conference lunches, evening reception, and breakout refreshments will be in the exhibitor hall***. Booth based breakfast refreshments can be ordered from hotel’s food vendors. Pre-conference advertising invite to your booth notice to attendees provided.

**The Safer CA Exhibitor and Research Display Review Committee must approve all exhibitors and research display applications.**

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| **Approved Exhibitors and Research Displays** | **For Profit** | **Non-Profit** | **Research table-top display** |
| **Pricing** | **$1,000** | **$700** | **$50 Attendee**  **$150 non-conference attendee** |
| **8’ x ‘8 Booth space, with pipe and drape, electrical hook up, 6’ table, chairs** | **X** | X |  |
| **3’ Table display space with research material approved by Safer CA Research Display Review Team** |  |  | X |
| **High speed internet hook up $25** | **X** | X | X |
| **Logo displayed on Safer CA website and selected marketing material** | **X** | X |  |
| **Company logo on CCCSH conference website** | **X** | X |  |
| **Ad in conference online and flash drive syllabus program** | **X** | X |  |
| **Name logo opening pages online and flash drive conference syllabus program** | **X** | X |  |
| **Complimentary registrations** | **2** | **2** |  |

**Research table-top display presenters can negotiate a reduced-price registration for one person through CCCSH (contact** [scbarrow88@gmail.com](mailto:scbarrow88@gmail.com)**). All table-top research displays require approval from the Safer CA exhibitor and research display Review Committee. Safer CA cannot endorse or substantiate research findings being displayed, and the Safer CA conference cannot be claimed as an endorsement of the displayed research material.**

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| **EXPOSITION SCHEDULE** |

**EXHIBITOR REGISTRATION & SETUP**

Tuesday, November 15, 2022, 6:30a-8a

Set up – Note all exhibits must be set up and ready by

8 am, Tuesday November 15

* Exhibitor hall opens at 8am
* Morning Break in Exhibitors’ Hall, 10:30a-10:40a
* Buffet Lunch in Exhibitors’ Hall, 12:15p-1:45p
* Hosted reception in the Exhibitors’ Hall, 5:00p-7:00p

Wednesday, November 16, 2022

* Exhibitors’ Hall opens with coffee and light refreshments, 8:00a-9:00a
* Morning Break in Exhibitors’ Hall, 10:15a-10:30p
* Buffet Lunch in Exhibitors’ Hall 12:00noon – 1:30p

**EXHIBITOR TEAR DOWN**

Wednesday, November 16, 2022, 4:00p

**IF YOU ARE INTERESTED IN ADVERTISING IN THE SAFER CA CONFERENCE PROGRAM OR HAVING YOUR COMPANY’S MATERIALS PROVIDED IN OUR CONFERENCE PACKETS,** please contact Gerry Root at [rootge@gmail.com](mailto:rootge@gmail.com). Upon request the Safer CA Planning Team will work to accommodate these needs. Limited space is available.

*Please note, there is limited space for both Conference Sponsors and Exhibitors,* ***to secure sponsorship or exhibitor booth space, please fill out and return pages 8, 9 & 10 before July 22, to receive early applicants’ benefits. Early applicants will receive choice space at the Conference.*** *Due to the limited Exhibitor booths, we anticipate sponsor reserved and exhibitor booths to fill up early.*

2022 CONFERENCE **SPONSOR ADVERTISEMENTS**

**Layout & File Preparation**

Conference sponsors are entitled to advertise in the final conference program. Ad size corresponds to the level of sponsorship indicated on the Sponsorship Levels page.

Below are the format and size specifications for sponsor advertisements.

**Artwork should be submitted via email no later than September 22, 2022**

**Artwork must be less than 1 MB in size and can be emailed to** [rootge@gmail.com](mailto:rootge@gmail.com)

**Acceptable formats include .EPS, Adobe Illustrator, PDF, Photoshop, or TIFF format.**

**C**

**A**

**B**

**D**

**SIZE** **A**: FULL PAGE: 9.8” H x 7.9” W

**B**: VERTICAL HALF PAGE: 9.8” H x 3.8” W

**C**: HORIZONTAL HALF PAGE: 4.75” H x 7.9” W

**D**: QUARTER PAGE: 4.75” H x 3.8” W

**NOTES ON ARTWORK PREPARATION**

**PDF** The “Press” optimization setting should be used when distilling your ad. This ensures that all the fonts and graphics used are embedded in the PDF file, and that the ad will print with the highest quality possible.

**EPS/Illustrator** To avoid font issues entirely, convert your fonts to outlined graphics when using Adobe Illustrator to create the ad. **Photoshop/TIF** Save embedded Photoshop files at 300 dpi, in EPS or TIFF formats.

**CONTRACT FOR SPONSOR choosing a booth option and EXHIBITORs**

\*PLEASE FEEL FREE TO COPY THESE FORMS AND DISTRIBUTE

PLEASE TYPE IN or PRINT your Organization’s name as you wish it to appear in the conference program:

Organization Name:

Address:

Street address:

City/State/Zip:

Phone:

E-Mail:

Web address:

CONFERENCE CONTACT PERSON:

Email address:

Address

City/State/Zip

Phone

\*All sponsorship and exhibitor correspondence will be sent to the conference contact person.

What service(s) and/or merchandise will be displayed and/or distributed?

Please provide a detailed explanation, attach a separate sheet if necessary.

**Important**: **We have made the sponsorship and/or exhibitor payment online but also allow sponsors and exhibitors to pay by check. For payment option consideration, please contact Conference administration staff at** [scbarrow88@gmail.com](mailto:scbarrow88@gmail.com)**. Alternate payment arrangement needs to be in writing.**

***Applications paid in full or with prior authorization from the Safer CA conference administrator regarding payment will be considered first in reserving space at this year’s conference*.**

In keeping with the education purpose of the Safer CA conference, we agree that sales and order taking (entering a contract of a sale) are limited to the exhibit floor space allowed and are not allowed in other related conference areas. We agree to abide by the booth cancellation terms and all requirements, restrictions, and obligations mentioned on the Contract for Exhibit Space and the Exhibition Rules and Regulations. We agree to dismantle our booth at 4:00pm on Wednesday, November 16, 2022

Amount paid online or if by check the amount of check enclosed: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Safer CA accepts **ONLY** the following: □Check □MasterCard □Visa □American Express

**If paying other than on-line by check please make all checks payable to CCCSH, with Safer CA written on the check’s note line, and send with completed application to:**

**CCCSH Safer CA**

**428 J Street, Fourth Floor**

**Sacramento, CA 95814**

**PLEASE ENCLOSE ALL FORMS (Pages 9, 10 and 11) WITH YOUR application or scan and email to** [scbarrow88@gmail.com](mailto:scbarrow88@gmail.com)**.**

**How to register your organization’s complementary individual registrations: Once an exhibitor applicant is notified of acceptance, they will be sent by email a special code to use on the Safer California conference on-line payment, registration, and hotel reservation site. With that unique code you can register your complimentary registrations associated with being a sponsor or exhibitor. If there are any questions about the on-line registration system or if you have any problems with the on-line registration system, you can email** [**cs1@blueskyz.com**](mailto:cs1@blueskyz.com)**.**

**Exhibitors and sponsors can have more than the two complementary registrations, but each additional registration is the normal registration price of $250.**

TERMS FOR EXHIBIT SPACE

**SPACE ASSIGNMENT:** The full payment for booth space requested during the Safer California Conference must be received at the Safer California on-line-payment site (<https://cccsh.ca/category/safer-california-2022/>) (preferred) or sent to CCCSH’s office (428 J Street, Fourth Floor, Sacramento, CA 95814) with the application. Exhibitor booth space will not be assigned unless a full payment agreement is made. Safer California administrator reserves the right to alter an Exhibitor’s assigned space if it is deemed necessary in the best interest of the exhibitor. Application for exhibit space is subject to the approval of the Safer CA exhibitor and desk-top research display review committee. \_\_\_ (Initial acceptance)

**TERMS OF PAYMENT:** Each regular exhibit space application/contract submitted must be accompanied by the agreed to payment in U.S. dollars to be considered. If the full payment does not accompany application the booth space will not be held, a prior authorization of delayed payment must be obtained in writing with email authorization acceptable, before sending in your application to fulfill the contract obligation. All payments must be made on line at <https://cccsh.ca/category/safer-california-2022/> (preferred) in U.S. currency, or by company check, money order or credit card. Submissions made after September 22, 2022 and agreed to by CCCSH may be subject to a $250 late fee. \_\_\_ (Initial acceptance)

**BOOTH SPACE CANCELLATION TERMS:** It is agreed that (a) if a company cancels its space between September 1, 2022 and October 21, 2022, the company will be responsible for paying $250 cancellation fee; (b) if cancellation occurs on or after October 21, 2022, the company will be responsible for paying the full cost of the booth space. **No refunds will be made for space canceled after October 21, 2022, unless the Safer CA conference cancelled booth space is picked up by an approved and paid in full replacement exhibitor**. In the event of booth space cancellation, the Exhibitor must notify the Safer CA administrator at CCCSH in writing or refunds will not be considered. The Safer CA administrator CCCSH reserves the right to cancel this contract in any event, on written notice to applicant, if the organization considers it inadvisable to hold the Exhibition. \_\_\_ (Initial acceptance)

**GENERAL CONDUCT OF EXHIBITS:** The following practices are prohibited at the Safer CA conference: (1) noisy electrical or mechanical apparatus interfering with other exhibitors; (2) operation of X-ray equipment; (3) canvassing or distribution of any material outside the Exhibitor’s own space without Safer CA administration approval; (4) subleasing of exhibit space (one company name per booth); (5) the use of billboard advertisements and/or display of signs outside the exhibit area; (6) soliciting participation in surveys or otherwise harassing registrants; (7) publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the meeting and exhibit hours; (8) contests or games of chance conducted on-site that violate local gambling laws; (9) entry into another Exhibitor’s booth without permission; (10) photographing or examining another Exhibitor’s equipment without permission; (11) exhibiting or selling products/services to prospects before the opening of the show; (12) the smoking of cigarettes and cigars in the exhibit hall; (13) the distribution of food except for beverages and candy without prior Safer CA administration approval; (14) the playing of copyrighted music without proper licensing; and (15) the displaying of children, teens or youth in distress in videotapes or photos as part of a display or sales literature. The use of open audio systems is discouraged. Requests to use an open audio system must be approved by the Safer CA administration, and the Exhibitor must agree to discontinue its use if the sound level is deemed to be objectionable to the registrants or adjacent Exhibitors. Exhibitors are requested to staff their exhibits during show hours with personnel attired in a manner consistent with the decorum of the meeting, as well as knowledgeable in the products and policies of the company. The Exhibitor agrees to promptly remove from its exhibit space any person or thing that Show Management determines not to be suitable or in keeping with the character of the exhibition. Relevant portions of the foregoing prohibited practices are applicable to non-exhibitors at all times. \_\_\_ (Initial acceptance)

**DISTRIBUTION OF SAMPLES AND GIVEAWAY**: All distributions either on the exhibit floor or at hotel(s) of business-like samples are permitted only at the discretion and written permission of the Safer CA administration, and provided that (1) they are priced at $20.00 a piece or less or have the written approval of the Safer CA administrator; (2) there is no interference with adjoining Exhibitors; (3) the items must be in good taste; and (4) it is conducted in dignified manner. \_\_\_ (Initial acceptance)

**INSURANCE:** All Exhibitors, their contractors and suppliers working in the exhibit hall are required to carry liability insurance. Exhibitors must operate and maintain their exhibit so that no injury will result to any person or property. Every reasonable precaution is taken by the exhibition location and the Safer CA administration to safeguard and protect the Exhibitor’s property while at the exhibition. All Exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exhibition. \_\_\_ (Initial acceptance)

**INSTALLATION OF EXHIBITS:** Tuesday, November 15, 2022 from 6:30am-8:00am. Every effort will be made by the Safer CA administration to have all exhibit materials in the booth and ready for setup at the initial time of installation of exhibits. Exhibits must be setup by 8:00am on Tuesday, November 15, 2022. Labor is not available for setup or dismantling. Exhibitors are responsible for delivery and return arrangements of their booth. \_\_\_ (Initial acceptance)

**PLEASE NOTE:** No refuse such as empty cartons may be placed in the aisles after the final sweeping in the exhibit area. Exhibitors are urged not to litter the floor in the booths or aisles after the cleaning of the exhibit area, since time will not permit a sweeping of the booths or aisles on opening morning. \_\_\_ (Initial acceptance)

**EXHIBIT HOURS**: Tuesday, November 15, 2022, from 8:00am-7:30pm and Wednesday, November 16 from 8:00am-4:00pm. (Exhibit hours are subject to change). As a courtesy to the registrants and your fellow exhibitors, the Safer CA administrator requests that your booth be opened on time and fully staffed the morning of the exhibit hours. Exhibits must be staffed and remain intact throughout the show hours. Any Exhibitors who violate this rule will be ineligible to participate in future shows. \_\_\_ (Initial acceptance)

**DISMANTLING OF EXHIBITS:** Wednesday, November 16, 2022, at 4: 00 pm. All material must be packed, ready and removed from the exhibit area by 6:00pm. The exhibitor shall be liable for all storage and handling charges for failure to remove exhibit by the specified time and date. IMPORTANT: To avoid any damage to your equipment, please remain with the exhibit until crates are delivered and your labor, if requested, is available. Labor is not available for setup or dismantling. Exhibitors are responsible for delivery and return arrangements of their booth. \_\_\_ (Initial acceptance)

**FLAMMABLE MATERIAL**: No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the Fire Prevention Bureau or insurance carriers may be used in any booth. The use of crepe or corrugated paper is strictly prohibited. \_\_\_ (Initial acceptance)

**SHIPPING OF EXHIBITS**: Booth materials may be shipped to the hotel starting no earlier than November 14, 2022. If you have questions regarding shipping, please call *Town and Country Resort Hotel conference and sales staff at 619 297-6006*. \_\_\_ (Initial acceptance)

**PARKING FEES**

The Organization drive-on non-hotel guests will be charged Twenty-five dollars ($25.00) per day for parking at the hotel. Safer CA attendees staying at the hotel are charged a conference parking rate of $15/day bundled with their hotel room price. All parking prices are subject to change without notice.

**Assumption of liability responsibilities**:

The exhibitor assumes all responsibility for any and all loss, theft and/or damage to exhibitor’s displays, equipment and other property while on *Town and Country Resort Hotel* premises, and hereby waives any and all claims and/or demands it may have against Town and Country Resort Hotel, its parent and/or any of its affiliate companies arising from such loss, theft and/or damage. In addition, the exhibitor agrees to defend (if requested by Town and Country Resort Hotel with counsel satisfactory to Town and Country Resort Hotel), indemnify and hold harmless Town and Country Resort Hotel and their respective parent, subsidiary and other related and affiliated companies from and against any and all liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorneys’ fees, costs of court and costs of other professionals, arising from directly and/or indirectly and/or in connection with the exhibitor’s occupancy and/or use of the exhibition premises and/or any part thereof and/or any act, error and/or omission of the exhibitor and/or its employees, subcontractors and/or agents. \_\_\_ (Initial acceptance)