



2017 Southern California Conference

Disneyland Hotel, Anaheim, CA (4/28/2017), Email completed reservation form to: christina.bardelli@fsklaw.com

## 2017 Floyd, Skeren & Kelly Conference Sponsorship Packages

### DIAMOND

**\$4,000**

- Premium Tabletop Exhibit
- Email to Attendees on your behalf \*
- Full Page Color Ad in Conference agenda\*
- Visual and Verbal Recognition During Conference
- Logo on Exhibit Hall Sign
- Company Logo included in marketing and event website
- 5 Conference Registrations

### RUBY

**\$3,000**

- Premium Tabletop Exhibit
- Full Page Color Ad in Conference agenda\*
- Visual and Verbal Recognition During Conference
- Logo on Exhibit Hall Sign
- Company Logo included in marketing and event website
- 4 Conference Registrations

### EMERALD

**\$2,000**

- Premium Tabletop Exhibit
- Half Page Color Ad in Conference agenda\*
- Visual Recognition During Conference
- Logo on Exhibit Hall Sign
- Company listed on event website
- 3 Conference Registrations

### SAPPHIRE

**\$1,000**

- Tabletop Exhibit
- Company listed in Conference agenda
- Company Listed on Exhibit Hall Sign
- Company listed on event website
- 2 Conference Registrations

### QUARTZ

**\$700**

- Tabletop Exhibit
- Company listed in Conference agenda
- Company Listed on Exhibit Hall Sign
- Company listed on event website
- 1 Conference Registration

Sponsorship fees include registrations as indicated above, these are non-transferrable registrations that provide admittance to all conference events.

Additional registrations can be purchased for \$195.00 per person.



## 2017 Southern California Conference

Disneyland Hotel, Anaheim, CA (4/28/2017), Email completed reservation form to: [christina.bardelli@fsklaw.com](mailto:christina.bardelli@fsklaw.com)

Our spaces sell out quickly, so we recommend early registration. Booths are reserved on a first in, first assigned basis and payment in full must be received before confirmation is sent out.

\*Deadline and Size Guidelines apply (see ad requirements sections)

Company description - Please email your 50 word company profile to: [events@fsklaw.com](mailto:events@fsklaw.com)

### **BINGO CARD PRIZES:**

To participate in the "Vendor Bingo" Prize Giveaway that will be held at end of conference on 4/28/17, please list your prize description below or email [events@fsklaw.com](mailto:events@fsklaw.com) by 4/1/2017.

Bring your prize to the registration desk 4/27/17 during set-up or 4/28/17 by noon. Attach a business card to your prize. They will get a stamp from you to enter (we will provide the stampers).

Your prize will be listed on the Bingo card distributed to all attendees if we receive your description by 4/1/2017.

**Only those vendors donating a prize will be listed on the bingo card.**

### **HOTEL DETAILS**

Upon full payment of your sponsorship you will receive a link to make your hotel reservations. The Floyd, Skeren & Kelly group rate and room block are guaranteed until the cut-off date of April 6, 2017, or until our block is full, whichever comes first. The special rate for our conference is \$219.00. Parking is \$17.00 per night for self-parking or \$25.00 for Valet parking. You will also receive a link for Discounted Special Group Theme Park Tickets.

### **EXHIBITOR SET UP**

Sponsors may begin setting up at 6:00 pm, Thursday, April 27, 2017, and all exhibits must be completely arranged by 9:00 pm, Thursday, April 27, 2017. Floyd, Skeren & Kelly, LLP will not allow any installation of exhibits after the beginning of registration hours unless permission is received from Floyd, Skeren & Kelly, LLP's Events Coordinator. Dismantling and removal of material by sponsors may begin after 4:00 pm, Friday, April 28, 2017. All exhibit material must be removed by 6:00 pm, Friday, April 28, 2017.



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### **DEADLINE AND AD SIZE GUIDELINES**

**Deadline for Company Description and Logo:** Upon Registration

Email your max. 100 word company description and logo to [events@fsklaw.com](mailto:events@fsklaw.com)

**Deadline for Ad:** 3/31/2017

Email your ad to [events@fsklaw.com](mailto:events@fsklaw.com)

**We accept:**

PDF files (four-color process, press quality)

EPS files (fonts converted to paths)

InDesign files (with support files & fonts)

JPEG files (300 dpi minimum at 100%)

**When designing an ad, remember:**

Photos should be 300 dpi minimum at 100%. All color photos should be CMYK, not RGB.

**Ad Sizes:**

Full Page	Half Page
7.375" x 10"	7.375" x 4.875"

### **QUESTIONS**

Christina Bardelli, Events Coordinator

[christina.bardelli@fsklaw.com](mailto:christina.bardelli@fsklaw.com)

(818) 854-3239



2017 Southern California Conference

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**2017 Floyd, Skeren & Kelly Conference**  
**Sponsorship Registration**

- Diamond
- Ruby
- Emerald
- Sapphire
- Quartz

Company Name

*(This is how your company name will appear on all marketing materials. Please do not write in ALL CAPS unless it is part of your legal name.)*

Contact Person

Job Title

Address

City

State

Zip

Phone

Fax

Email Address

**Yes I will Participate in Vendor Bingo!**

Prize Description: \_\_\_\_\_

**PAYMENT**

I will mail a check to:

Floyd, Skeren & Kelly, LLP  
Attn: Christina Bardelli/Events  
101 Moody Court, Suite 200  
Thousand Oaks, California 91360

***(attach a copy of the Attendee Registration & Badge Form)***

I authorize Floyd, Skeren & Kelly, LLP to charge my:

Visa  Master Card  Discover  AMEX

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Card Holder's Signature: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Sponsor Name \_\_\_\_\_

## Attendee Registration & Badge Form – Page 1

Sponsors receive complimentary registrations based on sponsorship (noted on page 1 of this prospectus) (good for full day conference attendance & all activities), additional passes are \$195.00 per pass. Fill out form and email to [christina.bardelli@fsklaw.com](mailto:christina.bardelli@fsklaw.com) as soon as possible to ensure your staff has badges and materials waiting for them at registration.

### **Attendee #1** -

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### **Attendee #2** – (Included if applicable to your sponsorship, otherwise \$195.00)

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### **Attendee #3** – (Included if applicable to your sponsorship, otherwise \$195.00)

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### **Attendee #3** – (Included if applicable to your sponsorship, otherwise \$195.00)

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Sponsor Name \_\_\_\_\_

## Attendee Registration & Badge Form – Page 2

**Attendee #4** – (Included if applicable to your sponsorship, otherwise \$195.00)

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Attendee #5** – (Included if applicable to your sponsorship, otherwise \$195.00)

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Attendee #6** – (Included if applicable to your sponsorship, otherwise \$195.00)

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Attendee #7** – (Included if applicable to your sponsorship, otherwise \$195.00)

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Attendee #7** – (Included if applicable to your sponsorship, otherwise \$195.00)

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

# Floyd, Skeren & Kelly Conference

## Sponsor Rules and Regulations

### **Contract for Space**

The sponsorship contract and table top exhibit request, the confirmation of space assignment, and the full payment of rental charges together constitute a contract between Floyd, Skeren & Kelly, LLP and the sponsor for the right to use the assigned tabletop exhibit in compliance with these rules and regulations. Sponsors shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by Floyd, Skeren & Kelly, LLP.

### **Space Assignment**

Space assignment is made on a first-come basis for sponsors, and is confirmed when the firm sends in their contract and tabletop exhibit payment. Floyd, Skeren & Kelly, LLP will make every effort to place sponsors in the areas of their choice and, once a space is paid for, confirm that space to that sponsor. However, Floyd, Skeren & Kelly, LLP does reserve the right to place, move or relocate any sponsor in cases of necessity for the total benefit and operation of the conference.

### **Cancellation**

If a sponsor cancels a sponsorship contract prior to March 27, 2017, all fees paid with the exception of 25% will be returned. If a sponsor rents a tabletop, pays in full, but does not attend the conference, no refund of the sponsorship fee will be allowed. In addition, cancellation of a tabletop exhibit after March 27, 2017, will result in a full forfeiture of monies collected as of that date. Cancellations must be in writing and sent to [events@fsklaw.com](mailto:events@fsklaw.com)

### **Sponsor Admission**

Admission shall be by badge. Identification badges shall not be transferable. Rights of a sponsor shall not be assignable to any other firm or person. Staff will be monitoring for badges.

### **Care of Exhibit Space**

Sponsors are responsible for keeping their tabletop exhibit area and the immediate surrounding area free of refuse or any other material which would endanger public safety or inconvenience other sponsors.

### **Booth Decoration**

Floyd, Skeren & Kelly, LLP will supply one six foot draped table, two chairs and a waste basket. All other exhibit equipment and decorations will either be supplied by the individual sponsor or may be rented from a supplier that is approved by the event location (please consult FSK Events Coordinator for information).

### **Sponsor Solicitations**

Sponsors must limit their activities to within the confines of their booth space. Sponsor activities must be conducted in a manner consistent with non-interference of activities legitimately exercised by other sponsors. The distribution of sponsor's products, catalogues, pamphlets, printed materials, souvenirs, etc., must remain within the confined area of the booth space and at no time should protrude into the exhibit hall aisles. No sponsor promotional activities will be permitted outside the confines of the sponsor's tabletop exhibit area. Any firm or organization without an assigned tabletop will not be permitted to solicit business within the conference area.

### **Installation/Dismantling of Exhibits**

Sponsors may begin setting up at 6:00 pm, Thursday, April 27, 2017, and all exhibits must be completely arranged by 9:00 pm, Thursday, April 27, 2017. Floyd, Skeren & Kelly, LLP will not allow any installation of exhibits after the beginning of registration hours unless permission is received from Floyd, Skeren & Kelly, LLP's Events Coordinator. Dismantling and removal of material by sponsors may begin after 4:00 pm, Friday, April 28, 2017. All exhibit material must be removed by 6:00 pm, Friday, April 28, 2017.

### **Electrical, Drayage & Transportation**

Disneyland® Hotel will provide electrical and drayage needs for the 2017 Floyd, Skeren & Kelly, LLP Conference. Sponsors are responsible for their own electrical, drayage, and the transportation of materials to and from the conference area. If electricity is required please email [christina.bardelli@fsklaw.com](mailto:christina.bardelli@fsklaw.com) to obtain the order form for electricity and/or drayage/transportation.

### **Hold Harmless & Indemnity**

The sponsor assumes all responsibility for any loss, theft, or damage to sponsor's displays, equipment, and all other property while on Disneyland® Resort premises for the

2017 Floyd, Skeren & Kelly, LLP Conference and hereby waives any and all claims and/or demands it may have against Floyd, Skeren & Kelly, LLP and the Disneyland® Resort. In addition, the Sponsor agrees to defend, indemnify and Hold Harmless the Floyd, Skeren & Kelly, LLP and the Disneyland® Resort from and against any and all liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation all attorney fees and costs, arising from directly or indirectly and/ or in connection with the sponsor's occupancy and/or use of the exhibition premises or any part thereof and/or any act, error and/or omission of the sponsor or its employees, subcontractors and/or agents. Sponsor shall provide to Floyd, Skeren & Kelly, LLP a certificate of Insurance with General Liability, Auto, Workers Compensation (if there are employees) and an Additional Insured Endorsement by **March 31, 2017**. The certificate and endorsement should be issued to: Floyd, Skeren & Kelly, LLP, c/o FSK Events Coordinator, 101 Moody Court, Suite 200, Thousand Oaks, CA 91360 and must name Floyd, Skeren & Kelly, LLP, its Officers, Directors and Consultants as additional insureds. Coverage limits shall be \$1,000,000 per occurrence/\$1,000,000 aggregate for GL, \$1,000,000 for Auto and Statutory limits for Workers' Compensation. All coverage limits and insurers must be acceptable to Floyd, Skeren & Kelly, LLP.

#### **Labor**

Sponsors are required to comply with the labor regulations as determined between Floyd, Skeren & Kelly, LLP, the local unions, and the Disneyland® Resort.

#### **Security**

Floyd, Skeren & Kelly, LLP will **not** be providing security service for the exhibit area of the Disneyland® Resort during the conference. As further protection, Floyd, Skeren & Kelly, LLP encourages each sponsor to have at least one employee in their booth during the hours of move-in and particularly during the hours of move-out, so that each sponsor will assist in the security of their individual materials. Floyd, Skeren & Kelly, LLP also encourages that the exhibit booth should be staffed at all times during the conference by qualified regular employees of the sponsor. However, in all cases, the ultimate responsibility of security lies with the sponsor at all times, and Floyd, Skeren & Kelly, LLP will not be held liable for the loss or theft of any or all items from an exhibit booth.

#### **Hospitality Suites**

It is strictly forbidden for any sponsor or non-sponsor to establish a hospitality suite for promotional purposes or for direct sales. Any sponsor observing a non-sponsor promoting products or a hospitality suite should notify Floyd, Skeren & Kelly, LLP events coordinator immediately.

#### **Non-Compliance to Rules & Regulations**

Each sponsor, and all employees, agree to abide by the rules and regulations given herein and by subsequent amendments and additions, considered by Floyd, Skeren & Kelly, LLP to be in the best interest of all sponsors. Upon non-compliance with the rules formulated, Floyd, Skeren & Kelly, LLP reserves the right to prohibit, reject, or eject an sponsor, sponsor's representatives, or exhibit in whole or part, with or without giving cause. If cause is not given, Floyd, Skeren & Kelly, LLP's liability shall not exceed the return to the exhibiting company of the rental unearned at the time of ejection. If an sponsor is ejected for violation of these rules, or for any other reason, no return of rental money shall be made. The first sponsor to phone or email the Floyd, Skeren & Kelly, LLP Events Coordinator and mention that they read these rules and regulations will receive a complimentary 1/4 page ad in the 2017 conference agenda booklet.

#### **Amendment to Rules**

These rules, regulations and conditions have been drawn for the purpose and intention of providing a well-balanced, well-regulated, attractive and successful exposition. Any and all matters, or questions, not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Floyd, Skeren & Kelly, LLP. In an effort to provide the greatest good to the greatest number, Floyd, Skeren & Kelly, LLP shall have full power to so interpret the rules and regulations or make such rulings as may appear to be for the best interest of the entire conference and all amendments of the foregoing rules shall bind the sponsors.

#### **Questions**

Direct all questions about these rules to Floyd, Skeren & Kelly, LLP's Events Coordinator Christina Bardelli by email [christina.bardelli@fsklaw.com](mailto:christina.bardelli@fsklaw.com) or call (818) 854-3239