



# 2020 SPONSOR + EXHIBITOR REGISTRATION FORM

CPCA STAFF: \_\_\_\_\_ DATE RECEIVED: \_\_/\_\_/\_\_

ENTERED INTO SYSTEM    PAYMENT RECEIVED

## 2020 Virtual Annual Conference

October 12-16, 2020 | VIRTUAL CONFERENCE

### Step 1. Organization and Booth Contact Information

ORGANIZATION TO INVOICE

ORGANIZATION FOR MATERIALS

NAME AND TITLE (main contact)

ADDRESS

CITY

STATE

ZIP CODE

PHONE

FAX

E-MAIL

### Step 2. Exhibitor Personnel Information

If you are going to have a virtual booth, please provide the names of those individuals who will staff it during the conference.

PLEASE NOTE: Additional staff over the 2 included will be charged ½ the published general registration cost. (Limit 2 at ½ off.)

Email sponsor@cpc.org if you have more than 2 staff to register.

NAME

E-MAIL

PHONE

NAME

E-MAIL

PHONE

### Step 3. Sponsorship Level

PLEASE SELECT YOUR LEVEL OF PARTICIPATION.

Champion Sponsor \$40,000+

Leader Sponsor \$20,000

Partner Sponsor \$10,000

Supporter Sponsor \$7,000

Friend Sponsor \$4,500

Ally Sponsor \$3,000

EXHIBITOR ONLY:  \$2,000

Pre-Attendee List \$500

### Step 4. Payment Information

CHECK ENCLOSED FOR \$ \_\_\_\_\_ (Payable to CPCA)

INVOICE ME    CHARGE MY:    Master Card    Visa    Amex   in the amount of \$ \_\_\_\_\_

NAME ON CREDIT CARD

CREDIT CARD NUMBER

EXPIRATION DATE

SIGNATURE

PLEASE: E-mail completed form to sponsor@cpc.org or fax to 916-440-8172. CPCA will follow-up with further instructions.

FOR MORE INFORMATION: Contact Lindsey Ono, Assistant Director of Events and Sponsorship at 916-440-8170 or email sponsor@cpc.org.

## VIRTUAL EXHIBITOR CONDITIONS AND AGREEMENT

- 1. REGISTRATION AND ELIGIBILITY.** This registration form, executed by an individual who has authority to act for the registrant (Exhibitor) shall constitute a valid and binding contract. CPCA, a California nonprofit corporation, serves as Exhibit Management. CPCA reserves the absolute right to reject any registration.
- 2. NON-ENDORSEMENT.** The Exhibitor agrees and understands that by approving its application, CPCA does not in any way endorse or signal its approval of the Exhibitor's product or service. Accordingly, the Exhibitor agrees that it shall not, in any manner, in its advertising, promotional or similar materials or under takings, state, suggest, or imply such CPCA approval or endorsement. Further, the Exhibitor agrees not to use CPCA's name or make any reference to CPCA in any other under takings (e.g. survey, questionnaire, letter of introduction) without the written permission of CPCA.
- 3. AGREEMENT TO CONDITIONS.** The Exhibitor, for itself and its employees and agents, agrees to abide by the conditions stated herein, it being understood and agreed that the sole control of the virtual exhibit hall rests with CPCA.
- 4. SUBLEASING VIRTUAL SPACE.** Unless approved in advance and in writing by CPCA, Exhibitor shall not assign or sublet this contract, in whole or in part, nor exhibit any products or services other than those manufactured or handled in Exhibitor's normal course of business, nor permit any third party to solicit business in Exhibitor's space. Exhibit Guide listings are limited to one entry per contracted exhibiting company. Organizations cannot share booth space.
- 5. PAYMENT.** Payment for booth space must be indicated with this signed agreement and solidifies your event participation. Payment must be received at time of contract for Annual Sponsors and at least 30 days prior to the conference for all exhibitors. CPCA reserves the right to accept or reject an exhibitor registration at its sole discretion. CPCA further reserves the right to cancel any agreement for virtual exhibit space at any time and for any reason, provided that it gives notice of such cancellations at least ten (10) days prior to the official opening date of the event. In the event that CPCA declines to accept a registration or CPCA cancels a registration as set forth above, CPCA will return the exhibiting fee. Please make checks payable to California Primary Care Association.
- 6. EXHIBITS.** Virtual exhibit booth will include a webpage with company logo, video/pdf uploads, contact information, and a video chat capability. Two conference registrations are included. Additional booth staff over the 2 included with the exhibit will receive a 50% discount off published registration fees at time of completion (limit two extra at 50% off.)
- 7. CONFLICTING MEETING & SOCIAL EVENTS.** Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of CPCA members or exhibitors from the conference or virtual tradeshow during the official hours of the virtual conference. Doing so will result in Exhibitor not being allowed to exhibit in the following year.
- 8. CANCELLATION BY EXHIBITOR OR RELOCATION OF CONFERENCE.** In the event of cancellation or relocation of an event due to circumstances within CPCA's direct control, CPCA is limited to refund payment received for exhibit space.

In the event CPCA has no control over the cancellation or relocation of an event, CPCA will have no liability of any kind to the Exhibitor but will refund any fees paid to CPCA by the Exhibitor less any and all expenses incurred by CPCA for advertising, administration, or similar and related costs. Exhibitors canceling for any reason will provide written notice and forfeit all payments (except in the case of Force Majeure) made to CPCA based on the following schedule:

- From agreement sign date – 90 days prior to conference date 100% of exhibit fee refunded
- From 89 days – 60 days prior to conference date 50% of exhibit fee refunded
- From 59 days – 30 days prior to conference date 25% of exhibit fee refunded
- 29 days or less prior to conference date 0% of exhibit fee refunded

2020 Virtual Financial Conference for Billing Managers and CFOs  
August 17-21, 2020 | Virtual Conference

2020 Virtual Annual Conference  
October 12-16, 2020 | Virtual Conference

**9. VIOLATIONS OF THE CONDITIONS.** Any of the following actions by an exhibitor shall constitute a violation of the conditions of the Exhibitor's Agreement:

- a. Use of a display of equipment, products or services that vary in any significant way from the description on the registration for Exhibit Space.
- b. Violation of any municipal, state, or federal laws, rules or regulations, including safety codes.
- c. Failure to follow procedures prescribed in sections 1 through 8.
- d. Failure to comply with any other term and condition herein.

**10. LIABILITY.** The Exhibitor agrees to indemnify and hold CPCA, and its agents, officials, directors, and employees, harmless from all claims, losses, or liability of any nature whatsoever arising from the activities of the Exhibitor or any of its representatives, including display or use of the Exhibitor's property, whether or not such activities are authorized by Exhibitor.

**Please sign this agreement and email it along with completed sponsor/exhibitor registration form and payment to:**  
sponsor@cpc.org

Check payments can be mailed to:  
California Primary Care Association  
1231 I St. Suite 400  
Sacramento, CA 95814

NAME AND TITLE (main contact for billing and exhibit booth)

ORGANIZATION

SIGNATURE

CPCA (Name and Title)

SIGNATURE