



California Attorneys for Criminal Justice
and California Public Defenders Association

2012 CAPITAL CASE DEFENSE SEMINAR

February 17 - 20, 2012

Monterey, CA

PROMOTIONAL OPPORTUNITIES



FEATURING

Keynote Speaker:

STEPHEN B. BRIGHT

Telephone: 916-643-1800 or Fax: 916-643-1836



California Attorneys for Criminal Justice and California Public Defenders Association

We invite you to reach the nation's top Criminal Defense Attorneys and Associated Professionals as they gather to learn the latest policies and practices in capitol case defense. This seminar attracts the industry's very best speakers from across the U.S and offers your company a great opportunity to promote your product or service and meet with leading decision-making lawyers.

With an average attendance of 1,500, the Capital Case Defense Seminar offers marketing and promotional opportunities to suit every budget. If you are looking for a one-stop location to promote your product or service to new clients, then put the Capitol Case Defense Seminar – the largest seminar of its kind – on your promotional calendar.

THE CAPITAL CASE SEMINAR OFFERS . . .

Affordable solutions.

Conferences are a significant investment of time, energy, and money. Our promotional packages are tailored to the specific needs of companies targeting thriving companies and successful professionals. At costs ranging between \$2 to \$15 per attendee, reaching this unique audience of experts is effective and affordable.

A specialized audience.

Attendance at CCDS is limited to the criminal defense bar and associated professionals. More than 1,500 conference attendees and their families will spend a minimum of 3-5 days on the Monterey Peninsula. The CACJ team will take care of all the details, giving you easy access to this unique and affluent audience.

Effective marketing and promotional opportunities.

To set you apart from your competition, let us help maximize the return on your investment through unmatched access to attorneys and allied professions at a time when they are looking to improve their skills and advance their companies.

Call today! Sponsorships, advertising and exhibit spaces are limited. Contact the CACJ Promotions Manager, Bernadette Barba Brown at **916-643-1800** or Bbrown@cacj.org.

About CACJ

From its initial membership of 60 lawyers, California Attorneys for Criminal Justice has grown to approximately 2,000 members. Founded in 1973, CACJ is the largest statewide organization of criminal defense lawyers and allied professionals.

About CPDA

CPDA provides continuing legal education throughout the state of California for local public defenders and represents their interests before the state legislature.

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CAPITAL CASE 2012 PROMOTIONAL LINE-UP

Sponsorships	Fee	Benefits
<p>Annual Reception For Attendees Friday, February 17, 2012 9:00 pm – 11:00 pm (Expected Attendance 500)</p>	\$ 2,500	Complementary Exhibit Booth (2 days), Logo and name on event signage, Distribution of literature or gift with registration materials, Link to your website posted on CACJ's Webpage and List of Attendees.
<p>Syllabus CD Ad Limited to 1 Sponsorship!</p>	\$ 2,500	Complementary Exhibit Booth (2 days), Customized Ad on Seminar Syllabus CD, Name on Event Signage. Link to your website posted on CACJ's Webpage and List of Attendees.
<p>Coffee/Tea Service Limited to 2 Sponsorships! 1st Come 1st Serve</p>	\$ 2,000	Complementary Exhibit Booth (2 days), customized lanyards (you supply), Name on event signage, Link to your website posted on CACJ's Webpage and List of Attendees.
<p>Internet Café (per day) Limited to 2 sponsorships!</p>	\$ 1,000	Banner above Café, Home Page on four 20" Monitors, Literature, signs & pens on Café table. Signs on easel to show your sponsorship & mouse pad. Link to your website posted on CACJ's Webpage and List of Attendees. (*Exhibit booth not included*)

If you have any questions or want to discuss any of the above, please contact
Bernadette Brown at 916-643-1800.

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CAPITAL CASE 2012 EXHIBITOR LINE-UP

EXHIBITOR INFORMATION		DESCRIPTION
1-DAY ONLY	FEE	DESCRIPTION
Exhibit Booth Limited Space Available First Come First Serve	\$600	<ul style="list-style-type: none"> - 6ft. table with drayage - Literature Display with Staff Attendant - Name on event signage - List of Attendees - Link to your website posted to CACJ's Webpage
2 DAYS ONLY	FEE	DESCRIPTION
Exhibit Booth Limited Space Available First Come First Serve	\$950	<ul style="list-style-type: none"> - 6ft. table with drayage - Literature Display with Staff Attendant - Name on event signage - List of Attendees - Link to your website posted to CACJ's Webpage
ADDITIONAL SERVICES	Electrical, Telephone, Easel, Internet, Other	Arrangements need to be made with the hotel. Please see attachments
SCHEDULE	DAY	TIME
Set-up	Saturday-Sunday	6:00AM – 7:00 AM
Exhibit Hours	Saturday-Sunday	7:00 AM – 6:00 PM
Move-out	Saturday-Sunday	6:00 PM – 7:00 PM
SHIPPING INFORMATION		To be provided by Tricord Tradeshow Services upon registration.



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CAPITAL CASE 2012 EXHIBITOR ORDER FORM

Yes! We're coming to Capital Case, February 17-20, 2012

Sponsorship Level: _____ Total Fees: _____

Company:

Contact:

Address:

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email:

Total Payment: \$ _____ Check Enclosed

Charge my (circle one) Visa MasterCard

Account Number: _____ Expiration Date: _____

Billing Address: _____ 3 Digit Security Code: _____

Signature: _____ Date: _____

**PLEASE HAVE APPLICATION SUBMITTED BY
JANUARY 14, 2012**

Telephone: 916-643-1800 or Fax: 916-643-1836



PORTOLA HOTEL & SPA
AT MONTEREY BAY

EXHIBITOR EVENT TECHNOLOGIES

EQUIPMENT A LA CARTE

PROJECTORS

	Price	QTY	Days
LCD Projector - De Anza (single) / Bonsai - Front & Rear Projection (3000 Lumens XGA)	\$475	_____	_____
LCD Projector - Bonsai (single) - Woodroom(s) - Portola - PDR - Driftwood (2200 Lumens XGA)	\$375	_____	_____
LCD Projector - Woodroom (single) - Driftwood - PDR (1100 Lumens XGA)	\$265	_____	_____
8' Insta-Theater (Must fit within display space)	\$160	_____	_____
Overhead Projector - (3000 Lumens)	\$50	_____	_____
35mm Slide Projector - Slide tray, lens, "Brite Lite" module with wireless remote control	\$170	_____	_____

MISCELLANEOUS

Microphones

	QTY	Days
Portable Sound System - Wireless Handheld Microphone - up to 150 people (both units battery operated)	\$200	_____
Laptop with XP & MS Office	\$225	_____
White Porcelain Marker Board - Includes Easel, Eraser & Markers	\$47	_____
Brass Easel	\$16	_____
Laser Pointer	\$28	_____
Extension Cord	\$20	_____
Power Strip	\$20	_____
20 Amp 120 Volt Outlet Single Phase	\$75	_____
50 Amps (Connection Fees Apply)	\$200	_____
100 Amps (Connection Fees Apply)	\$375	_____
200 Amps (Connection Fees Apply)	\$800	_____

Electrical Energy - Payment required for installation to occur, prices are for One Hour Prior & One Hour after event. At the conclusion of the event please turn off all equipment & lighting to prevent additional electrical fees. All equipment must be UL Listed and CE Approved

VIDEO

	QTY	Days
Blu-Ray Player	\$65	_____
20" LCD Flat Panel Display	\$250	_____
42" Plasma TV	\$325	_____
60" Plasma TV - 1080p	\$375	_____

CREDIT CARD

Card Type (Circle One) Visa - Mastercard - American Express - Other _____
 Credit Card # _____
 Expiration Date _____ Security Code _____
 Card Holder Printed Name _____
 Cardholder Signature _____
 Show Name _____ Booth # _____
 Start Date / Time _____ End Date / Time _____
 Billing Address _____
 City _____ State _____ Zip _____
 E-mail _____ Phone _____ Fax _____

*Today's Event Technologies
encompass almost
unimaginable possibilities.
If you don't see what you
require, or if you have any
questions, please call
831-649-4511 x 186.*



EXHIBITORS

PORTOLA HOTEL & SPA
AT MONTEREY BAY

EQUIPMENT A LA CARTE

HIGH-SPEED INTERNET VIA ETHERNET CONNECTION

		QTY	Days
DHCP - Single User / MAC address per day per individual section of room	\$300	_____	_____
Each Additional User - MAC address per day	\$100	_____	_____
Static IP - Per day, per address	\$160	_____	_____

NETWORKING & CABLE SERVICE

Ethernet / Fiber Connection -- Patch per day, per patch - within normal business hours	\$65	_____	_____
Custom Cabling / Networking per hour - Does not include cabling, switches, router, etc.	\$150	_____	_____

In order to comply with Hotel, Local, State & Federal Security & Safety requirements, The Hotel maintains secure infrastructure; access is by escort only. Only a distribution switch is allowed within. Access must be scheduled. Power access is limited to 15amps at a nominal 110 volts. UPS & surge protection is the client's responsibility. Excessive access requests may incur additional fees. Client servers, firewalls, IT work stations, etc. must be within the groups meeting space. Connection to hotel equipment can only be made by hotel authorized personnel.

TELEPHONE EQUIPMENT RENTALS

Telephone Handset - Single line per day (Cordless Handsets are limited)	\$20	_____	_____
Polycom 100 Conference Phone - Per day. Small conference rooms accomodating 4 or fewer meeting participants (half duplex)	\$110	_____	_____
Polycom VTX1000 - Revolutionary voice quality & clarity from up to 20 ft. away - It's the perfect solution for any size conference room & will provide full room coverage for a 54'x40' room	\$160	_____	_____

ANALOG TELEPHONE SERVICES

Dial 9 Services - Hotel line available per day (does not include handset)	\$65	_____	_____
Direct Dial Incoming - Dial 9 outgoing (Does not include handset)	\$120	_____	_____

Local Access

Touch 9 + 1 + area code +800/888 + number. There is a \$2.00 charge for the first 30 minutes. Thereafter, \$.25 per minute

Direct Dial Long Distance Calls

Touch 9 + 1 + area code + number. For further assistance, please press Guest Services for the Hotel Operator

Toll-Free Access

Touch 9 + 800/888 + number. There is a \$2.00 charge for the first 30 minutes. Thereafter, \$.25 per minute

Directory Assistance

Touch 9 + 411 for local information. Touch 9 + 1 + area code + 555 - 1212 for long distance information. There is a \$2.00 charge for directory assistance calls

Telephone Credit Cards

Touch 9 + 0 + area code + desired number, wait for "tone," enter calling card number. There is a \$2.00 charge per call

International - Direct Calls

Touch 9 + 001 + country code + desired number. There will be a charge of \$5.00 per minute