



SPONSORSHIP OPPORTUNITIES



LETTER FROM 2024 PRESIDENT ERNIE REYNA

Dear Prospective Exhibitor/Sponsor,

On behalf of the California Society of Municipal Finance Officers, I personally want to invite you to be an exhibitor/sponsor for our upcoming 64th annual CSMFO conference at the Disneyland Hotel in Anaheim January 30 – February 2, 2024. We expect another great turnout at this year's conference, especially since we will be back at Disneyland! We look forward to collaborating with our exhibitors and sponsors to make this the best CSMFO conference in history.

If you are a returning exhibitor/sponsor, welcome back. If you are considering exhibiting or sponsoring for the first time, I invite you to be a part of our growing CSMFO community. Over the years, our conferences have regularly set attendance records and we expect this year's conference with the theme of "May the Magic of Finance Be With You" will be no exception, with attendance projected to be over 1,600 professionals.

With an eye toward ensuring that our commercial members see increasing value each year in both their CSMFO membership and participation in the annual conference, we strive to keep our annual membership cost and conference registration fees affordable for our 2,500 plus members while expanding opportunities for interaction between our government and commercial members. We recognize and appreciate the important role that our commercial partners play in making our conference possible, and have crafted this year's conference rates and benefits with this in mind.

Every exhibitor and sponsorship level receives recognition at the conference, as well as on our special conference website and in the electronic conference mobile app. The available sponsorship and exhibitor levels, as well as the associated benefits and opportunities to engage with our government members at the conference, are detailed in the enclosed exhibitor prospectus.

As many of the exhibitor/sponsorship opportunities for our 2024 annual conference are limited and available on a first come first served basis, I recommend that you move quickly to secure your company's preferred exhibitor/sponsorship package today.

I look forward to personally welcoming you to the 2024 CSMFO Annual Conference at the Disneyland Hotel in Anaheim. Thank you for your commitment to CSMFO and for being a large part of what makes our conference special each year.

Sincerely,

Ernie Reyna
2024 CSMFO President/Conference Chair
Deputy City Manager, City of Perris





EXHIBIT & SPONSORSHIP OPPORTUNITIES

WHY EXHIBIT AT CSMFO?

- CSMFO offers the largest conference for government finance professionals in California.
- CSMFO is the preeminent resource for promoting excellence in government finance in California.
- Put your company name in front of professionals seeking assistance and solutions for their agencies.
- Renew contact with current clients.

IF YOU WANT TO...

- Meet with customers to build loyalty;
- Introduce or advance new products and services;
- Gain exposure to government finance officials, decision-makers, and key personnel;
- Spend quality time with attendees during lunch, coffee, soda and dessert breaks, and social activities after sessions end each day; and
- Attend informative presentations and discussions.

THEN

- PARTNER WITH CSMFO BY BEING A SPONSOR AT THE 2024 CSMFO CONFERENCE!

SPONSOR LEVELS SELL OUT QUICKLY - REGISTER NOW!

EXHIBIT HALL LOCATION

The location of the 2024 CSMFO Exhibit Hall is at the Disneyland Hotel in Anaheim, CA. The Exhibit Hall is located in the room "Exhibit Hall".

Room blocks are available at the Disneyland Hotel and Disney Grand Californian Hotel. Room rates are below and more information is provided upon registration. PLEASE NOTE: The conference block at the hotels will open once conference registration opens (this will be a few weeks after sponsorship registration opens). The link to book rooms will be available in your confirmation email once you have registered your company as a sponsor.

	Disneyland Hotel	Grand Californian
Single/Double	\$264 + taxes	\$329 + taxes

The Disneyland Hotel and Disney Grand Californian Hotel will charge a one night non-refundable deposit when you make your room reservation.

EXHIBITOR BOOTH SELECTION

Booth selection will begin in December once online registration closes. Booth selection priority is given according to sponsorship level and date of registration. No sponsorship level can be held for a company; sponsorship levels are determined solely by the date and time a registration is completed.

CSMFO will make every effort to place exhibitors in the area of their choice; however, CSMFO does reserve the right to place or relocate any exhibitor based on what is best for the Exhibit Hall as a whole.

EXHIBIT HALL SCHEDULE

The times below represent events taking place in the Exhibit Hall. These times are subject to change.

Tuesday, January 30, 2024

2:00 pm – 5:00 pm

Registration Open for Exhibitors and Attendees

12:00 pm – 5:00 pm

Exhibitor Booth Set Up

Wednesday, January 31, 2024

7:00 am – 8:30 am

Exhibitor Booth Set Up

8:30 am – 10:00 am

Exhibit Hall Open (Break beverages/snacks provided)

11:15 am – 4:15 pm

Exhibit Hall Open

11:15 am – 1:00 pm

Strolling Lunch in Exhibit Hall (grab n' go lunch stations)

3:45 pm – 4:15 pm

Soda/Dessert Break in Exhibit Hall

Wednesday Night Event Ticket Distribution

7:00 pm – 10:00 pm

Wednesday Night Event: CSMFO Star Wars Launch Bay (in Disneyland)

Thursday, February 1, 2024

7:00 am – 8:00 am

Exhibit Hall Open (Grab and Go Breakfast/Coffee provided)

11:30 am – 2:00 pm

Exhibit Hall Open

12:00 pm – 1:45 pm

Boxed Lunch in Meeting Space, Dessert in Exhibit Hall

4:00 pm – 5:45 pm

Exhibit Hall Open

4:45 pm – 5:45 pm

Reception Hosted by Exhibitors in Exhibit Hall

5:45 pm – 7:00 pm

Exhibit Hall Breakdown (Alternative Friday morning breakdown 9 am to 11 am)

Open night for Exhibitor/Sponsor Client Appreciation Opportunities

Friday, February 2, 2024

9:00 am – 11:00 am

Alternate Exhibit Hall Teardown Hours

Please note: Our full conference schedule will be posted on the website. Included in exhibitor registrations are Wednesday & Thursday lunches and Thursday & Friday breakfasts. The Wednesday Night Event at Disneyland requires advanced registration and is \$35 per attendee. For more information on this event, visit our conference webpage at www.conference.csmfo.org.





CONFERENCE SPONSORSHIP OPPORTUNITIES

BENEFITS FOR ALL EXHIBITORS AND SPONSORS

- Advertising in the CSMFO Conference Magazine based on sponsor level
- Company name on Conference website by sponsor level
- Company name in Conference mobile app by sponsor level
- Company name on General Session slides by sponsor level
- Signage during appropriate sponsored event
- Exhibitor/sponsor ribbons on badges for all company attendees
- Conference mobile app to include company name and logo, 50-word description of services (as provided by company), and opportunity to include a video.
- Complimentary registration (number based on registration level)
- All additional attendees from your company may attend for the discounted price of \$490 for single day and \$715 for full conference, per person.

New Sponsorship Opportunity - Galactic Rebels \$20,000 (Limit of 3)

This special level offers increased brand imagery throughout the conference, including at our special Wednesday Disneyland event!

- Double Booth 10' X 20' with pipe and drape
- First choice of booth location based on registration date and time
- Ten (10) complimentary conference registrations
- Logo on lanyard (1/3 of lanyards with large solo logo)
- Branding sponsor, with logo displayed on clings in Central Lounge and Grand Ballroom
- Branding at Wednesday Disneyland in-park Star Wars Launch Bay Reception (logo on napkins, signage, and drink tickets)
- Opportunity to have specialty bar in your booth during exhibit hall reception on Thursday (space would need to be available in booth)
- Complimentary foursome for Golf Tournament
- (1) attendee and plus one invited to Presidents Dinner, with logo displayed in marketing materials
- Full page color ad in the 2024 Conference Magazine (\$400 value, print and digital)
- Recognition from the podium during a featured speaker session
- Complimentary header banner ad for one week on CSMFO News in 2024
- Complimentary participation in QR Code Exhibit Hall Game (valued at \$200)
- Company logo and description in the conference mobile app
- Company logo and name on home page of conference website, and on sponsor list on conference website

Diamond \$13,000 (Limit of 8)

- Double Booth 10' X 20' with pipe and drape
- Second choice of booth location based on registration date and time
- Eight (8) complimentary conference registrations
- (1) attendee and plus one invited to Presidents Dinner, with logo displayed in marketing materials
- Recognition from the podium during a featured speaker session
- Full page color ad in the 2024 Conference Magazine (\$400 value, print and digital)
- 50% off rotating header banner ad for three weeks on CSMFO News in 2024 (\$400 value)
- Company logo and description in the conference mobile app
- Company logo and name on home page of conference website, and on sponsor list on conference website
- Complimentary participation in QR Code Exhibit Hall Game
- Choice of your company name displayed as a contributing sponsor on one of the following (signage included):
 1. Key card sponsor (2 available - Disneyland Hotel and The Disney Grand Californian Hotel)
 2. Mobile app sponsor (logo prominently displayed)
 3. Charging station
 4. Headshot station
 5. Character photo opportunity at Thursday Afternoon Exhibit Hall Reception
 6. Golf Tournament Title Sponsorship
 7. Outskirts Working Room Sponsor (opportunity to supply swag at separate working room for attendees)

Sapphire \$7,000

- Single 10' X 10' booth with pipe and drape
- Six (6) complimentary conference registrations
- Half-page color ad in the 2024 Conference Magazine (\$250 value, print and digital)
- 50% off rotating article side banner ad for three weeks on CSMFO News in 2024 (\$325 value)
- Company name and description on conference mobile app
- Company logo on sponsor list on conference website
- \$200 to enter in QR Code Exhibit Hall Game
- Choice of your company name displayed as a contributing sponsor on one of the following (signage includes maximum of 3 per event):
 1. Wednesday Morning Coffee by Registration
 2. Wednesday Morning Opening Break in Exhibit Hall (beverages/snacks provided)
 3. Wednesday Strolling Lunch
 4. Wednesday Soda/Dessert Break
 5. Thursday Breakfast
 6. Thursday Dessert
 7. Wednesday Featured Speaker Technology Sponsor
 8. Thursday Featured Speaker Technology Sponsor

Gold \$4,000 (Limit of 60)

- Single 10' x 10' booth with pipe and drape
- Three (3) complimentary conference registrations
- Listed as a sponsor in the 2024 Conference Magazine
- 50% off rotating footer banner ad for three weeks on CSMFO News in 2024 (\$250 value)
- Company name and description on conference mobile app
- Company name on sponsor list on conference website
- \$200 to enter in QR Code Exhibit Hall Game

Silver \$2,500 (Limit of 20)

- One (1) 6' tabletop
- One (1) complimentary conference registration
- Listed as a sponsor in the 2024 Conference Magazine
- 25% discount on one advertisement package in CSMFO News in 2024
- Company name and description on conference mobile app
- Company name on sponsor list on conference website
- \$200 to enter in QR Code Exhibit Hall Game





SPONSORSHIP **WITHOUT** A BOOTH OR TABLETOP DISPLAY

NON-EXHIBITOR SPONSORS \$3,000

- Two (2) complimentary conference registrations
- Listed as a sponsor in the 2024 Conference Magazine
- Company name and description on conference Mobile app
- Company name on sponsor list on conference website
- Lounge Sponsor

Please note that electrical and Wi-Fi are not included in any exhibitor package. Options for purchase will be included in the exhibit services kit from our exhibit management company, TriCord. The Exhibit Hall is already carpeted by the hotel.

ADDITIONAL SPONSORSHIP OPPORTUNITY

California Adventure Power Walk Sponsor

Limited to 2 sponsors- \$750 each

CSMFO will offer sign-ups for attendees (at a minimal fee) to partake in a CSMFO exclusive group walk throughout California Adventure Park, provided and led by the Tenaya Stone Spa at the Grand Californian. Up to 50 attendees can join for this energetic walk and stretching experience for 2 miles through the park on Thursday morning- timing to be confirmed, typically between 5:30 and 6:00 am. Sponsors have the opportunity to connect with others on this fun and intimate gathering. Each exhibitor receives 2 walk registrations complimentary as well as their logo on marketing and on the event giveaway item.

EXHIBIT HALL GAME

This year we have found a fun and motivating way for attendees to visit your booth. Attendees will utilize the conference app for a QR Code Scavenger Hunt. Each participating exhibitor will receive a QR code and it's correlated to building a phrase. Attendees will ask to scan your booth's QR code within the app to complete the phrase. Once complete, they are entered into the raffle drawing taking place prior to Thursday's Exhibit Hall reception. Galactic Rebel and Diamond sponsors may participate complimentary. Additional fees are available for sponsors who wish to partake, as outlined in the benefits grid.



SPONSORSHIP OPPORTUNITIES AT A GLANCE



	New Sponsorship Opp- Galactic Rebels	Diamond	Sapphire	Gold	Silver	Non Exhibitor
Price	\$20,000	\$13,000	\$7,000	\$4,000	\$2,500	\$3,000
Limit	3	8	NA	60	20	NA
Complimentary conference registrations (member rate valued at \$ \$885)	10	8	6	3	1	2
Booth type	10 x 20, first choice of location based on registration date	10 x 20, second choice of location	10 x 10, third choice of location	10 x 10	6' Tabletop	NA
Presidents dinner attendance and recognition	X, 1 attendee with plus one	X, 1 attendee with plus one				
Sponsorship of items/ events (listed under each sponsorship item)	✓	✓	✓			Lounge Sponsor
2024 Conference Magazine ads	Full page	Full page	Half page	Listing	Listing	Listing
CSMFO News ads	Complimentary header banner	50% off header banner	50% off side banner	50% off footer banner	25% off any package	NA
Conference app	Name/ description	Name/ description	Name/ description	Name/ description	Name/ description	Name/ description
Conference website	Home page logo	Home page logo	Logo on sponsor list	Name on sponsor list	Name on sponsor list	Name on sponsor list
Exhibit hall game - QR Code Mobile App Game	Complimentary participation	Complimentary participation	Additional \$200	Additional \$200	Additional \$200	NA
Recognition from the podium	✓	✓				
General Session Slide Display	Logo	Logo	Logo	Name	Name	Name
Foursome for golf tournament (valued at \$1,000)	Complimentary					



ADDITIONAL INFORMATION

SPONSOR DEADLINES

Upon registering, you must submit an .eps or vector-based logo to CSMFO at launch@smithmooreassoc.com. Specifications are on the following page. After registration and submittal of your logo, it may take up to a week for the website to reflect all changes.

December 8, 2023 – Online exhibitor registrations ends. Registrations received after this day may not be included in any printed conference documents or included in the Mobile app.

January 8, 2024 – Payments must be received by CSMFO to avoid a \$250 late fee.

January 8, 2024 – No refunds after this date.

REFUNDS AND CANCELLATIONS

All refunds and cancellations of exhibitor booth fees and sponsorships must be submitted in writing to CSMFO at staff@csmf.org by Monday, January 8, 2024. Cancellations will be refunded until this date, less a 25% administrative fee. There will be no refunds for submissions received after this date.

ONLINE EXHIBITOR AND SPONSOR REGISTRATION

Online only Exhibitor and Non-Exhibitor Sponsorship registration (with payment by Visa, MasterCard or Check) begins on Monday, September 25, 2023. Please go to conference.csmfo.org to register! If mailing a payment, it must be received by January 8, 2024 to avoid a \$250 late fee.

Payment is to be made to:

CSMFO
808 R Street, Suite 209
Sacramento, CA 95811

If payment is not received in the CSMFO office prior to the opening of the 2024 Annual Conference, we will ask that an attending exhibitor pay onsite via credit card including the additional \$250 late fee.

ADDITIONAL ATTENDEES

Additional attendees may register at a discounted rate (this is in addition to those included with your sponsorship level). Additional exhibitor attendee registration and your complimentary booth attendees can be made on the conference website under the registration tab. These registrations will be open and available online starting on October 2, 2023.

Full Conference Attendee – \$715

Single Day Conference Attendee – \$490

TRADESHOW MANAGEMENT

TriCord Tradeshow Services will provide all exhibitor services in the Exhibit Hall, including but not limited to: booth equipment, rental furnishings, electrical distribution, freight and material handling labor, custom display rentals, sign producing, and hanging capabilities. An Exhibitor Service Kit containing the necessary information and order forms will be emailed to your organization's contact person once your registration is processed. Mike Grim at TriCord is the contact person and he may be reached at 831-883-8600 or by email at mike@tricord.net.

COLLATERAL SPECIFICATIONS

Due: December 8, 2023

Please note that after registration and submittal of your logo, it may take up to a week for the website to reflect all changes.

LOGO SPECIFICATIONS – IMPORTANT!

You must send your logo in an .eps or .ai vector format.

If you do not have an .eps version of your logo, please ensure you send a high resolution transparent .png or pdf. Logos pulled from websites are not suitable for CSMFO printing.

SEND YOUR LOGO TO: launch@smithmooreassoc.com

2024 CSMFO CONFERENCE MAGAZINE AND CSMFO NEWS DISCOUNT

This year the exhibitors receive the following packages:

Galactic Rebels Sponsor- Full page color ad in the 2024 Conference Magazine (print and digital) and complimentary header banner ad for one week on CSMFO News in 2024.

Diamond Sponsor - Full page color ad in the 2024 Conference Magazine (print and digital) and 50% off rotating header banner ad for three weeks on CSMFO News in 2024.

Sapphire Sponsor- Half-page color ad in the 2024 Conference Magazine (print and digital) and 50% off rotating article side banner ad for three weeks on CSMFO News in 2024.

Gold Sponsor- 50% off rotating footer banner ad for three weeks on CSMFO News in 2024.

Silver Sponsor- 25% discount on one (1) advertisement package on CSMFO News in 2024

To request specific dates in the CSMFO News, please reach out to launch@smithmooreassoc.com as they are first come, first serve.





CSMFO CONFERENCE MAGAZINE & CSMFO NEWS: AD & ARTICLE SPECIFICATIONS

CSMFO NEWS DIMENSIONS

File Type: 300 dpi PDF (will be converted to JPEG)

Rotating Top Page Banner

1800px X 450px

Rotating Article Side Banner

240px X 960px

Rotating Middle of Article Banner

600px X 300px

Rotating End of Article (Footer) Banner

1800px X 180px

ANNUAL CSMFO CONFERENCE MAGAZINE

File Type: 300 dpi PDF

Full Page Color Ad

8.5"W x 11"H – Full Dimensions

Half Page Color Ad

4.25"W x 11"H – Full Dimensions

**CSMFO Conference Magazine Ad Due:
January 19, 2024**

When ads are complete, send them and a copy of your confirmation email with your exhibitor level to:

launch@smithmooreassoc.com

Head to news.csmfo.org to view CSMFO News and issuu.com/csmfo to view past Annual Conference Magazines.

To take advantage of your discounted CSMFO News ads email launch@smithmooreassoc.com



RULES & REGULATIONS

2024 CSMFO ANNUAL CONFERENCE EXHIBITOR RENTAL SPACE & SPONSORSHIP APPLICATION RULES AND REGULATIONS

EXHIBITOR REGISTRATION INFORMATION

Registration for all Exhibitors and Non-exhibiting Sponsors will be online. Registration for your complimentary attendees and your additional attendees is online at the attendee registration area on the website. To receive the discounted rates (\$715 full conference/\$490 single day) you must register additional attendees as an Additional Exhibitor. These rates will be available to you during the entire registration process for all additional attendees over and above your complimentary attendee registrations.

EXHIBIT BOOTH SET-UP

Exhibits may be installed on Tuesday, January 30th from 12:00 noon to 5:00 pm or Wednesday, January 31st from 7:00 am to 8:30 am. All exhibitors will be provided with a 6' X 2' skirted table, two chairs, wastebasket, and company signage. Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisles must be kept clear. Exhibits should be arranged so that company representatives will be inside of the assigned space. Display materials or equipment at the sides of the booth shall not exceed the height of the side walls. Materials used to decorate shall be flame retardant. Safety exits and equipment must be always left accessible and in full view.

TABLETOP EXHIBITS

Exhibitors may set up their tabletop exhibit on Tuesday, January 30th from 12:00 noon to 5:00 pm or Wednesday, January 31st from 7:00 am to 8:30 am. **Exhibitor's display must fit on top of the table.** No part of the display can be on the floor. These restrictions will be strictly enforced.

EXHIBIT HALL BREAKDOWN

The breakdown of the exhibits shall begin Thursday, February 1st at 5:45 pm to 7:00 pm and will conclude on Friday, February 2nd from 9:00 am to 11:00 am.

SHIPPING AND HANDLING

Shipping of materials and installation fees are not included in the exhibitor registration fee. Arrangements for shipping and storage of displays and materials as well as additional items such as electrical needs must be made through TriCord Tradeshow Services. You may contact TriCord at (831) 883-8600. Please reference the 2024 CSMFO Annual Conference. The necessary forms will be sent to you in their Exhibitor Kit.



CONTRACT FOR SPACE

The last day to register as an exhibitor is Friday, December 8, 2023. The completed exhibitor registration form, the notice of space assignment and the full payment of exhibitor booth fees together constitute a contract between CSMFO and the exhibitor for the right to use the assigned booth space and to comply with these rules and regulations. Exhibitors 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 CSMFO.

SPACE ASSIGNMENT

Space assignment priority is given according to sponsorship level, date, and time of registration within that sponsorship level. CSMFO does reserve the right to place, move, or relocate any exhibitor in case of necessity for the total benefit and operation of the show. Space assignment shall begin in early December.

BOOTH PAYMENT

Each exhibitor must submit payment for their reserved booth by Monday, January 8, 2024 to avoid a \$250 late fee.

CANCELLATION

All refunds and cancellations of exhibitor booth fees and sponsorships must be submitted in writing to CSMFO at staff@csmfo.org by Monday, January 8, 2024. Cancellations will be refunded until this date, less a 25% administrative fee. There will be no refunds after this date.

ALL COMPANY REPRESENTATIVES WORKING IN THE EXHIBIT HALL MUST BE REGISTERED FOR THE CONFERENCE

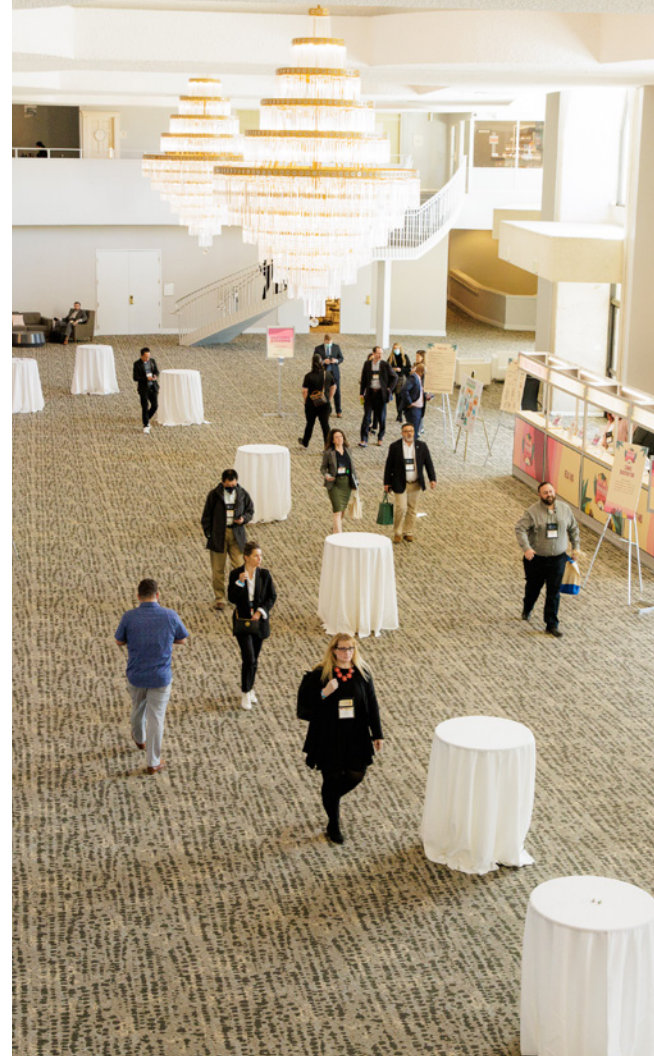
All exhibitors must check in at the registration area upon arrival at the conference for a badge and conference information. Please register all persons in your booth so that a badge can be made in advance. Admission shall be by badge and badges are not transferable. Rights of an exhibitor shall not be assignable to any other firm or person.

SECURITY

Overnight security will not be provided for the exhibit hall. We recommend that you do not leave any personal valuables in your booth after exhibit hall hours.

EXHIBITOR RESPONSIBILITIES

CSMFO will not be responsible for damage to uncrated materials, materials improperly packed, glass breakage, or concealed damage. CSMFO will not be responsible for loss or disappearance of the exhibitor's materials after same has been delivered to the exhibitor's booth. Similarly, CSMFO cannot be responsible for disappearance of exhibitor's materials before the materials are picked up from the exhibitor's booth for loading after the conference.





[CONFERENCE.CSMFO.ORG](https://conference.csmfo.org)