

REIMAGINE REINVENT AND REALIGN

FOCUSING ON THE ESCROW COMMUNITY



CALIFORNIA ESCROW ASSOCIATION
69TH Annual Conference

OCTOBER 17-19, 2024 • ANAHEIM HILTON

EXHIBITOR PROSPECTUS

REGISTRATION

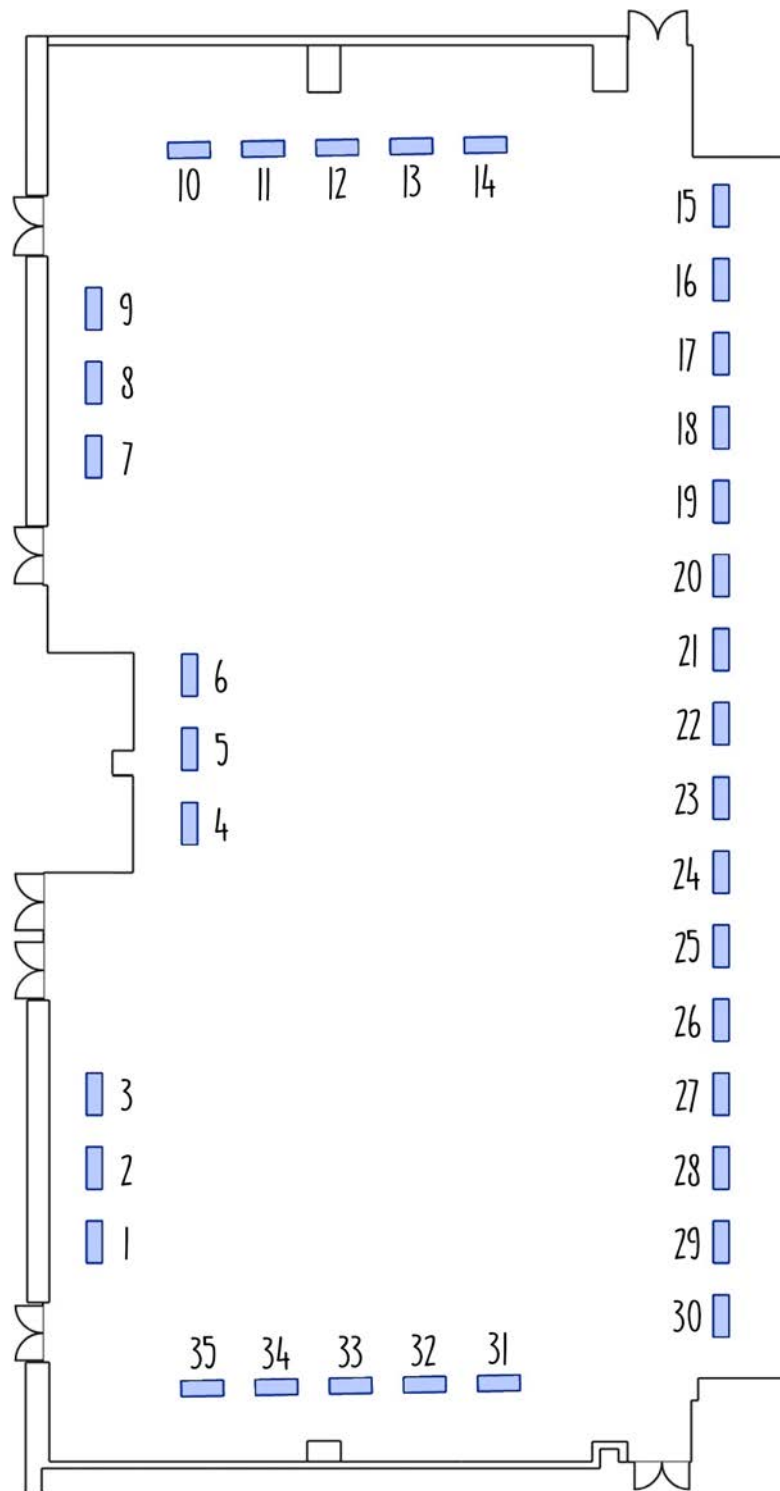


EXHIBIT SPACE ONLY:

On or Before 8.16.2024 After 8.16.2024

CEA MEMBERS	\$1,400 / \$1,565
NON-MEMBERS	\$1,800 / \$2,065

Exhibit Space, 1 Table, and 2 Chairs
 Full Conference Registration for 2
 Company Listing in the Conference program / mobile app
 Participation in the Attendee Passport Program

LIMITED SPACE AVAILABLE

SPONSORSHIP OPPORTUNITIES

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DISTINGUISHED PARTNER . . . \$13,500

(1 AVAILABLE)

ITEMS INCLUDE:

- 1 Preferred location for exhibit space
- 3 Additional conference registrations
- Participation in the passport program
- Recognition throughout all days of the conference
- Opportunity to address attendees Friday morning welcome (TBA based on option)
- Full-page ad in the *CEA News Magazine*
- Banner ad on the CEA website for 1 year
- 2 Tickets for Saturday Lunch
- 3 Social media posts (you provide the content – under 1 minute)
- Company listing with link on the Conference web page
- Listing in the Conference program

ELITE SPONSOR \$7,500

OPTIONS (CHOOSE ONE):

- LUNCH (FRIDAY) WIFI FOR ATTENDEES
- LUNCH (SATURDAY) LEGISLATIVE SESSION

ITEMS INCLUDE:

- 1 Preferred location for exhibit space
- Recognition of sponsoship at Conference
- Participation in the passport program
- Opportunity to address attendees at sponsored event (TBA based on option)
- 2 Lunch tickets at a lunch event
- Full-page ad in the *CEA News Magazine*
- Banner ad on the CEA website for 1 year
- 2 Social media posts (you provide the content – under 1 minute)
- Company listing with link on the Conference web page
- Listing in the Conference program

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PREMIER SPONSOR \$5,000

OPTIONS (CHOOSE ONE):

- BREAKFAST (FRIDAY) BREAKFAST (SATURDAY)
- AUDIO / VIDEO

ITEMS INCLUDE:

- 1 exhibit space
- Participation in the passport program
- 1 Lunch ticket for Saturday
- Recognition of sponsorship at Conference
- Banner ad on the CEA website for 9 months
- 1 social media post (you provide the content – under 1 minute)
- Company listing with link on the Conference web page
- Listing in the Conference program

GOLD SPONSOR \$2,000

OPTIONS (CHOOSE ONE):

- SESSION SPONSOR
- MORNING BREAK (FRIDAY)
- AFTERNOON BREAK (FRIDAY)
- MORNING BREAK (SATURDAY)
- AFTERNOON BREAK (SATURDAY)
- CONFERENCE APP

ITEMS INCLUDE:

- Recognition of sponsorship at Conference
- 1 Conference registration
- Company listing with link on the conference web page
- Banner ad on CEA website for 1 month

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Please submit social media content to cameron@caladmanagement.com
Please submit company logo and magazine and web ads to kelly@caladmanagement.com

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2024 CEA ESCROW EXPO TERMS & CONDITIONS

BASIC TERMS AND CONDITIONS – This application for exhibit space for the California Escrow Association Escrow Expo, when properly completed by the applicant and accepted in writing by Exhibit Management, shall constitute a valid and binding contract.

LEGAL STATUS OF ASSOCIATION – The Association is a non-profit mutual benefit corporation duly organized, validly existing, and in good standing under the laws of the State of California, with corporate power to own property and carry on its business as it is now being conducted. The Association has its principal office and place of business at 2520 Venture Oaks Way, Suite 150, Sacramento, California 95833.

ASSOCIATION BUSINESS – The Association represents that it has the right to use the premises described for the purpose of conducting an exhibition concerning the Annual Education Conference of the California Escrow Association.

TERM AND PAYMENT – The Exhibitor shall be entitled to use of the space(s) assigned for a total of two days (2) days, commencing on Friday morning, October 18, 2024 and expiring at 5:00 pm on Saturday, October 19, 2024. The Exhibitor agrees to staff the assigned space during the appropriate hours. The exhibitor shall pay to the Association for space rental the sum specified on the reverse side of this Agreement. In the event of a cancellation at the Exhibitor's request, the Exhibitor will notify the Association July 24, 2024, a TWENTY-FIVE PERCENT (25%) space reservation fee shall be retained by the Association. On cancellations received on or between Friday, July 22, 2024 and Friday, July 26, 2024, it is agreed that a SEVENTY-FIVE PERCENT (75%) space reservation fee will be retained by the Association. On cancellations received on or after Saturday, July 26, 2024, it is agreed that the ENTIRE (100%) space reservation fee will be retained by the Association.

USE OF EXHIBIT – The space referred to herein shall not be used for any type of exhibit or for any product or service other than those specifically mentioned herein without the express prior written approval of the Association.

CONDITIONS ON DESIGN OF EXHIBIT – The Exhibitor shall have the right, subject to the provisions hereof, to arrange and design the exhibit within the space allotted herein in such manner as the Exhibitor shall deem best suited for the display, demonstration or sale of the products or services specified herein.

The Association reserves the right to disapprove the display of any item that the Association, reasonably and in good faith, determines is not in keeping with the nature, character, and orderly conduct of the exhibition, or is detrimental to the appearance of any other exhibits or of the exhibition as a whole.

The Association also reserves the right to require the exhibit be arranged in such a manner as not to interfere with other exhibits, and in particular those exhibits which shall be in close proximity to that of the Exhibitor.

The Association also reserves the right to require alteration of the appearance of the exhibit in order to prevent the destruction, deterioration, or loss of effect of any other advertising or any other exhibit.

The Association also reserves the right to disapprove any design or arrangement of the exhibit that the Association, reasonably and in good faith, determines may endanger the lives or safety of persons attending the exhibition.

CONDUCT – The Exhibitor shall not utilize any scheme or device which is illegal, in bad taste, or detrimental to the escrow or real estate industries. The Association reserves the right to require cessation of any such activity.

The Exhibitor shall not cause any apparatus or device to be placed in the exhibit which shall produce any undue noise or in any way interfere with, or be objectionable to, any other Exhibitor, and the Association shall have the right to require the removal of any such apparatus or device.

MAINTENANCE – The Exhibitor shall be responsible for all maintenance of the exhibit. At all times, including the hours the exhibition is open to the public, the Exhibitor shall maintain the exhibit in a clean and orderly manner, and shall take such steps as may be necessary to prevent injury or damage to any person or exhibit on the premises.

REMOVAL – The Exhibitor shall, at its own expense, immediately after the last break on Saturday, October 19, 2024 remove the exhibit and all of the Exhibitor's property from the premises, and the space referred to herein shall be left broom clean and

in the same condition as when first occupied by the Exhibitor by no later than 8:00 pm on Saturday, October 19, 2024. *No property or material shall be removed prior to the close of the exhibition without the express written consent of the Association.*

INSURANCE AND LIABILITY – The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to persons, displays, equipment and other property brought upon the Hotel premises, shall indemnify, defend, and hold harmless the California Escrow Association, the Hilton Anaheim Hotel, California Advocates Management Services and its owners, affiliated companies, agents, servants and employees from any such losses, damages and claims.

Exhibitor shall at his own expense obtain a liability insurance policy against any and all claims, demands, and liabilities for such losses. Said policy shall be placed with a reputable insurance carrier and shall be a minimum amount of \$1,000,000 for each occurrence.

A CERTIFICATE OF INSURANCE IS TO BE SUPPLIED TO THE ASSOCIATION BY JULY 26, 2024.

In addition, Exhibitor acknowledges that the California Escrow Association, its agents and the Renaissance Los Angeles Airport do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

ADMISSION – The exhibition shall be open to the conferees and delegates according to the published schedule.

INTERRUPTION OF EXHIBITION – In the event the premises in which the exhibition is to be held are destroyed by fire, the elements, other calamity, or other causes beyond the control of the Association, so that the exhibition cannot be held, the Association shall not be liable to the Exhibitor except to the extent of returning any payment previously made by the Exhibitor to the Association pursuant to the Agreement.

In the event the exhibition commences and cannot continue because of any circumstance beyond the control of the Association, the Association shall not be liable therefore except to the extent of returning to the Exhibitor the difference between the total cost of the space referred to herein and the cost of the space for the period the exhibition was open to the public. The latter cost shall be calculated by dividing the total cost for the space provided for hereunder by the number of days the exhibition was scheduled to run, specified under TERM AND PAYMENT and multiplying the number of days the exhibition was actually open.

ASSIGNMENT – Neither party to this Agreement shall assign any right or delegate any duty hereunder, and they shall not permit any other person to use the space referred to herein, without the express prior written consent of the Association. If the Exhibitor shall attempt to permit any other person to use the space referred to herein, or shall attempt an assignment in violation thereof, such permit or assignment shall be without effect and the Association shall have the right to refuse admittance to such other person and to prevent such other person from using the exhibit. In the event of such refusal hereunder, the Exhibitor shall not be entitled to the return of any payment made hereunder and the Association shall not be liable to the Exhibitor for any damages arising out of such refusal.

MERGER CLAUSE – The writing contains the complete and entire understanding of the parties. No representations were made or relied upon by either party other than those expressly set for therein.

No agent, employee, or their representative of either party is empowered to alter any of the terms hereof, unless the same is in writing and signed by an executive officer of all respective parties hereto.

CONTROLLING LAW – The validity, interpretation and performance of this Agreement shall be controlled by and construed under the laws.

CALIFORNIA ESCROW ASSOCIATION
2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833
916.239.4075 – phone • 916.924.7323 – fax
www.caesecrow.org • cea@camgmt.com



ANAHEIM FIRE & RESCUE
Community Risk Reduction Division
201 S. Anaheim Blvd., #300
Anaheim, CA 92805
(714) 765-4040
tradeshowinspector@anaheim.net



HILTON HOTEL EVENT

SPECIFICATIONS & REQUIREMENTS

I. Second Floor Foyer

1. Events that have displays in the foyer may be placed against the glass railing or walls of Pacific or California Ballrooms not to exceed 6 feet in depth. No displays shall be placed across from each other. No displays are allowed against the south walls (west and east of the registration desk) that lead into the Pacific or California Ballroom Promenade.
2. Entrance units shall be noted on the floorplan, must clear the width of the exit doors and be a minimum of 18 inches below the entire ceiling and under-hangs.

II. Promenade (Pacific & California Ballrooms)

1. Setups in the Promenade are approved up against the south wall (windows) 8 feet in depth maximum.
2. Pacific Ballroom: The starting point begins at the edge of the east Pacific Ballroom B wall and continues to the middle column on the east end by Pacific Ballroom D.
3. California Ballrooms: The starting point begins at the edge of west California Ballroom B and continues to the middle column on the east end by California Ballroom D.
4. Entrance units shall be noted on the floorplan, must clear the width of the exit doors and be a minimum of 18 inches below the sprinkler heads throughout the entire ceiling

III. General Information

1. All strobes, speakers, fire extinguishers, smoke alarms, fire signage and fire department equipment or connections shall not be concealed or obstructed by drape, hard-walls, booths, column wraps or by any other manner.
2. Floorplan submittal is required for theatre and general session events when exit doors and exit signs are obstructed with drape that is higher than 8 feet, unless otherwise approved by Anaheim Fire & Rescue.
3. Drape lines higher than 8 feet that lead to exits shall require self-illuminating or illuminated exit signs that are tied into emergency power or have battery backup.
4. A permit is required to conduct a trade show and will not be issued until plans are approved. Failure to obtain a permit is a violation of the Anaheim Municipal Code. A "trade show" is defined as any show, display or exhibition containing more than 10 (ten) tables or booths for the display or sale of goods and services. Standard set-ups meeting fire code requirements for banquet, theatre and classroom seating does not require a permit unless the following conditions apply:
 - Indoor pyrotechnics are being used
 - Exits or aisles are obstructed or covered
 - Drape higher than 8 feet is being used
5. Candles for banquets and open flame devices including fire performers require a permit from Anaheim Fire & Rescue and are fee based. Pyrotechnics, special effects including Sparkular require a License from the California State Fire Marshal's Office and a Fireworks Permit from Anaheim Fire & Rescue. Please contact tradeshowinspector@anaheim.net for more information.
6. Banquet tables shall be divided from the tradeshow area by a 10 foot aisle. **Exception:** banquet tables placed within the tradeshow shall be curtained off by 3 foot high drape and provided with 3 foot exit openings unless otherwise approved by the fire department.
7. Banquet tables shall be placed 54 inches apart. From where seated, travel distance to an aisle shall not be more than 30 feet. Vertical and horizontal aisles may be required based on the number of tables. Tables shall not be placed in front of exit doors.
8. Fire rated doors shall not be propped open.
9. Items placed in the lobbies, including entrance units, shall be indicated on floor plans and approved by Anaheim Fire & Rescue.
10. All drapes, curtains, canopies, hay, straw, awnings, or decorative material shall be flame retardant. A copy of the California State Fire Marshal flame proof certificate shall be submitted to Anaheim Fire & Rescue.
11. Commercial filming requires a Filming Permit from the City of Anaheim Public Works Department and notification to the Anaheim Fire & Rescue. Stand-by will be determined on a case by case basis.
12. California structural engineered stamped plans shall be submitted to the Anaheim Building Department for custom bleacher stands.
13. All items shall be 18 inches below the entire ceiling.
14. Events are prohibited from being held in parking structures.
15. Furniture and chair covers shall meet fire rated TB (technical bulletin) 117.
16. Power Cables in aisles or exit paths shall be taped down or ramped to prevent trip hazards.

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AFR-15 Revised 10/19



ANAHEIM FIRE & RESCUE
Community Risk Reduction Division
201 S. Anaheim Blvd., #300
Anaheim, CA 92805
(714) 765-4040
tradeshowspector@anaheim.net



EXHIBITOR SPECIFICATIONS & REQUIREMENTS

References: California Fire Code, California Building Code

Booth Requirements

All exhibit booths shall be constructed with non-combustible or limited-combustible materials. Wood booths must be ¼ inch thick or greater.

Covered ceiling structures or enclosed rooms, including tents or canopies shall have one smoke detector placed on the ceiling for every 900 square feet.

Electrical appliances and cords must be U.L. approved. All temporary electrical wiring will stay accessible and be free from debris and storage materials. Hardback booths must be at least 9 inches from rear booth boundary line. Gas appliances must be A.G.A. approved.

Fire Equipment: Exhibit Halls, Meeting Rooms & Lobbies:

Storage, booth construction, easels, chairs and signs shall not block access to any fire/life safety equipment and shall not impede exit access, exit doors or aisles. Fire equipment, fire strobes, fire speakers, fire signage and fire extinguishers shall not be concealed and shall remain visible and unobstructed at all times.

Storage

Literature and product handouts shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner. No more than a 1 day supply of combustible storage is allowed beneath tables and in storage rooms. No storage of any kind will be allowed behind curtains, walls or on electrical cords of booths in any facility.

Decorative Material & Furniture

All drapes, fabrics, netting, succulent/plant walls or faux boxwood hedge walls and materials that are used for booth separation are required to be flame resistant. Canvas tents, canopies, awnings, curtains, straw, hay, inflatables, cardboard display walls/furniture, fabrics and materials are also required to be flame retardant. A copy of the California State Fire Marshal flame proof certificate must be provided to the Anaheim Fire & Rescue. If a California State Fire Marshal flame proof certificate is not provided, a sample of the material or product must be submitted to the Anaheim Fire Department for fire testing. If at any time it is determined that the material or product is not flame retardant, the materials shall be removed prior to show opening. Foam furniture in sprinklered areas shall meet TB 117 requirements. Foam furniture in unsprinklered areas shall meet TB 117-2013 requirements.

Cooking Appliances

Operation of any electrical cooking appliances, i.e. ovens, stoves, grills, hot plates, deep fryers, skillets, etc. and all demonstrations using these appliances must be isolated away from the public or be protected with a clear plastic shield. The shield must be placed along the front and the sides of the appliance. An Exhibitor Permit is required for the use of propane, butane, deep fryers, CO2 and Nitrogen used for food or beverage dispensing or any other compressed gas cylinders. **These requirements do not apply to microwave ovens, coffee pots, rice cookers, crockpot's, popcorn wagons or sterno used with chaffing dishes.**

Heat-Producing Equipment

Operation of any welding equipment, soldering device, etcetera, requires protection around equipment so it will not cause injury to the public during demonstration. All items shall be placed on a non-combustible surface. Approved welding screens will be required for welding equipment. **See permit section for compressed gas, natural gas, propane and butane.**

Machinery

Operation of any electrical, mechanical, or dust-producing equipment, which incorporates moving parts or could cause injury to the public require protection around machinery for the viewers' protection if safeguards are not currently in place. **This does not apply to normal electrical appliances such as lamps, computers, radios, etc.**

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EXHIBITOR SPECIFICATIONS & REQUIREMENTS

References: California Fire Code, California Building Code

Candles

Use of any decorative candles for sale in booth space must be securely supported on a substantial non-combustible base so located as to avoid danger of ignition of combustible materials or tipping over. The candle flame shall be protected by a non-combustible container.

Vehicles

All liquid or gas fueled vehicles, and gasoline/diesel-powered equipment for display shall have batteries disconnected, fuel supplies at 1/4 tank or 5 gallons, whichever is less, and be furnished with locking gas caps or caps sealed with tape. Contact the Tradeshow Inspector for alternative fueled vehicles.

Helium

Helium cylinders shall be secured to a fixed object with one or more restraints or on a cart or other mobile device designed for the movement of compressed gas containers.

Fireplaces

All appliances shall be U.L. approved and a protective screen shall be provided in front of the fireplace if used with natural gas or gel fuel cans. A maximum of two 13 ounce gel fuel cans per fireplace may be used. Natural gas connections provided at the Anaheim Convention Center shall be conducted by a licensed plumbing contractor and requires an Exhibitor Permit.

Special Effects/Sparkular/Fireworks

The use of any of these products in the City of Anaheim requires a license from the California State Fire Marshal's Office and a fireworks permit from Anaheim Fire & Rescue. For more information, please contact tradeshowinspector@anaheim.net

THE FOLLOWING ITEMS REQUIRE AN EXHIBITOR PERMIT:

A PERMIT SHALL BE SUBMITTED FOR APPROVAL A MINIMUM OF 14 DAYS PRIOR TO SHOW OPENING

Flammable or Combustible Aerosols/Liquids

Describe the use and amounts for each day of the show on the Exhibitor Permit form. Include the Safety Data Sheet (SDS) for the product. Quantities may be limited by Anaheim Fire & Rescue. **All flammable or combustible aerosol containers used for display purposes, must be empty.**

Compressed Gas/Hazardous Materials

Describe the use and amounts for each day of the show on the Exhibitor Permit form. Provide the cubic feet of each cylinder, how many cylinders per day you will need and how it will be used in your booth. Include the Safety Data Sheet (SDS) for each product. Quantities may be limited by Anaheim Fire & Rescue. Delivery and pick-up of cylinders to the exhibit booth or space shall be regulated by the general service contractor. **Natural gas connections shall be conducted by a licensed plumbing contractor.**

Open Flame

Describe the product used to create open flame and description of demonstration. Ear candles require a permit and description of how it will be used and what safety precautions will be taken. **A permit is not required for the use of candles in a tradeshow (refer to candle section). Sterno does not require a permit when used with chaffing dishes.**

Propane or Butane

Describe the use on the Show Permit form. Propane and Butane will be limited to two-17 ounce containers.

Two-Story Booths (One or More Staircases)

Submit booth diagrams that includes a Stamp from a California Licensed Structural or Civil Engineer. Provide on the Exhibitor Permit: 1) the live load per square foot (provided by engineer) and square footage of the second floor (or any floors above floor level). 2) the width of each staircase and 3) any doors, walls or room separations or setups on the upper levels. Additional information and conditions may be required for booths with 2 or more staircases. Please contact tradeshowinspector@anaheim.net for more information. Booths that do not have approval from Anaheim Fire & Rescue shall not be occupied or have storage on the second floor.

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AFR-1 Revised 10/19



CALIFORNIA ESCROW ASSOCIATION 69TH Annual Conference

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FRIDAY NIGHT CHARITY EVENT!

WE NEED YOU to Come join us Friday night from 5:00 – 6:30 to work an assembly line to help put together CareKits for those experiencing homelessness in Orange County. It's a "feel good" event to mingle at!

On your registration, there will be a place for you to make a donation to purchase the items that will go into the CareKits. HomeAid of Orange County will purchase the items and the bags and bring them to our conference for us to assemble them Friday night from 5:00 – 6:30. It is not yet determined, but we may have a No-Host bar available and if we get some sponsors, maybe a few snacks before we let you travel out to get your dinner.



Make a meaningful difference to the people experiencing homelessness in your community with a

CAREKIT

What Goes in A CareKit?

- Snacks like granola bars, Cliff bars, etc
- A water bottle
- A pair of socks
- Sunscreen
- Reflective survival wrap
- A bandana
- Lip balm
- Disinfectant wipes
- Baby powder
- 211 resource card

What Are CareKits?

HomeAid CareKits are small bags filled with essential items for those experiencing homelessness on Orange County streets.

HomeAid encourages you to keep CareKits in an easy-to-access location, such as your car. This way, it's easy to give a helping hand to people experiencing homelessness.

