



PFAC 2009 Fall Conference
“Growing and Cultivating Our Industry”
November 5-6, 2009
Hyatt Vineyard Creek Hotel & Spa
Santa Rosa, CA

Sponsorship & Exhibit Opportunities

Registration: Please complete the attached form and submit with payment. Duplicate as needed. *Note: Forms will not be accepted without payment. Please make sure payment is included when you mail or fax.*

Anticipated Attendance: Approximately 300 (including sponsors/exhibitors and presenters) or 70% of the May '09 Conference attendance.

Commitment Deadline/Confirmation: Sponsorships are filled on a first come, first served basis. Commitments must be made **by October 15, 2009** (though we encourage earlier commitment to ensure space and maximize promotional exposure). You will be notified if the sponsorship or exhibit opportunity you choose has already been filled. A confirmation email will be sent immediately. Final planning details will be emailed to approximately two weeks prior to the conference. Your representative names and program listing information will be requested at that time.

Sponsorship Opportunities: Sponsorships are available at a variety of levels ranging from \$10,000 to \$500. **All sponsorships include event signage, program listing and newsletter recognition. Additional benefits listed below.**

Exhibit Opportunities: All exhibit spaces include two full conference registrations (a \$320 value), an exhibitor listing in the program & a 6'x30" draped table with two chairs. **This is a table top exhibit. Your display/materials must fit on a 6' x 30" table. Standing displays are not allowed at this show except at the top three sponsor levels. Banners must be hung from front of table (approximately 30" high).** Exhibit prices are \$650 if registered by July 15th and \$750 July 16th and after. **Important Note:** *Shared (more than one company) exhibit spaces are not allowed. Booths may contain only info from the registered exhibitor, no other companies.*

Advertising Opportunities: Display advertisements are available in our program/resource directory which includes the conference agenda, listing of sponsors and exhibitors, PFAC information and more. This directory becomes a year round resource piece. There are three different ad sizes available. See commitment form for more information. Ads are due by October 15th to admin@meetingwise.net in black & white and in jpg, high res pdf or eps formats.

Cancellation Policy: Cancellations received in writing to admin@meetingwise.net by or before October 15th will be refunded in full minus a \$75 processing fee. There are no refunds for cancellations received on or after October 15th.

Preliminary Conference Agenda:

Wednesday, November 4th
3:00 to 7:00 p.m.

PFAC State Board Meeting

Thursday, November 5th
9:00 a.m. to 5:00 p.m.
4:00 to 7:00 p.m.
5:00 to 7:00 p.m.

PFAC Pre-Intensive Course (topic TBD; separate fee)
Conference Check-In/Hospitality Desk & Silent Auction
“All Aboard” Welcome Reception/Exhibits

Friday, November 6th

7:45 a.m. to 5:30 p.m.	Conference Check-In/Hospitality Desk & Silent Auction
7:45 to 8:30 a.m.	Continental Breakfast/Exhibits
8:30 to 9:00 a.m.	Opening General Session
9:00 to 9:30 a.m.	Break/Exhibits
9:30 to 10:45 a.m.	Breakout Session #1
10:45 to 11:15 a.m.	Refreshment Break/Exhibits
11:15 a.m. to 12:30 p.m.	Breakout Session #2 (repeats)
12:30 to 1:45 p.m.	Lunch/General Session
1:45 to 2:15 p.m.	Break/Exhibits
2:15 to 3:30 p.m.	Breakout Session #3
3:30 to 4:00 p.m.	Refreshment Break/Exhibits
4:00 to 5:15 p.m.	Breakout Session #4 (repeats)

Note: Additional information and a more detailed agenda will be available at www.pfac-pro.org by August 31, 2009.

Hotel Reservations: Hotel reservations should be made directly with Hyatt Vineyard Creek Hotel & Spa at 800-233-1234. Identify group name as “Professional Fiduciary Association of California (PFAC)” in order to receive the group rate of \$159 plus tax. We encourage early reservations. Group rate is available through October 12, 2009 based on availability. Please contact MeetingWise, LLC at (310) 937-9473 or admin@meetingwise.net if you have hotel reservation challenges and we will do our best to assist you.

If you are considering staying over for the weekend (a wine event weekend in Sonoma County) we encourage you to book right away. Rooms will be offered at the group rate based on availability.

The hotel information is as follows:

Hyatt Vineyard Creek Hotel & Spa
170 Railroad Street
Santa Rosa, CA 95401-US
(707) 284-1234
www.vineyardcreek.hyatt.com

Air Travel/Ground Transportation: Horizon Air flies in and out of the Santa Rose airport several times a day. Taxi service is approximately \$15 each way. Fly in and out of the San Francisco Int'l Airport or the Oakland Airport and take Express Shuttle (rates tbd) or rent a car.

Parking: The hotel offers complimentary self parking.

Opportunities and Benefits Details:

	# of Opps	Recogniti on from Podium	Marketing Materials or Promo Item Opportunity	Website Exposure/ Newsletter Advertising	Program Ad	Company Logo on Meeting Materials	Exhibit Space with 2 comp registrations included (value: \$650)	# of Complimentary Registrations (value: \$160 ea)	Total Value to Sponsor/ Exhibitor
\$10,000 Presenting Sponsor	1	Speak 5 to 7 minutes at opening	May place at each seat for opening and/or in bag	Logo, 50 word description and website link for up to 4 months/one comp ½ page ad in a future issue, \$500 value	Premium (back outside cover; full page ad , \$500 value	Logo/ website on tote bags; logo on front of program and handouts booklet	X 10' standing display allowed	8	\$5,430 cash value plus tremendous marketing exposure
\$7,500 Lunch & Speaker Sponsor	1	Speak 3 to 5 minutes at lunch	May place at each seat for lunch	Logo, 25 word description and website link for up to 4 months/one comp ¼ page ad in a future issue, \$250 value	Full page ad, \$325 value	Logo on lanyards; logo on front of program	X 10' standing display allowed	6	\$3,610 cash value plus substantial marketing exposure
\$5,000 Welcome Reception Sponsor	1	Speak 1 to 3 minutes at reception	Logo on comp drink ticket given to each attendee at reception	Logo, and website link for up to 4 months	Half page ad, \$175 value	Logo on conference pen or pad	X 10' standing display allowed	4	\$2,290 cash value plus great marketing exposure
\$2,500 Refreshment Break & Chair Massage Sponsor	2	Company recognized from podium during a general session			Half page ad, \$175 value		X table top only	2	\$1,220 cash value plus good marketing exposure
\$1,500 Cyber Café, Pre-Intensive Refreshment or Silent Auction Sponsor	3				Business card ad, \$100 value		X table top only	1	\$935 cash value plus marketing exposure
\$500 Friend of PFAC Sponsor	Un-limited				Business card ad \$100 value			1	\$260 cash value plus marketing exposure
Exhibitor Only <i>(\$650 if registered by 7/15)</i>							X table top only		

For questions and additional information, please contact MeetingWise LLC, PFAC Conference Management, at (310) 937-9473 or admin@meetingwise.net.

We look forward to having you join us in Santa Rosa!



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Sponsorship & Exhibit Opportunities Commitment Form

Contact Information:

First Name: _____ Last Name: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: () _____ Fax: () _____ Email: _____

required for confirmation/communications

Sponsorship Registration: *(check one if choosing a sponsorship)*

Sponsorships at \$1,500 and above include an exhibit table. All sponsorships include event signage, program listing and newsletter recognition. See opportunities grid for additional benefit details.

- \$10,000 – Presenting and 11/6 Breakfast/Opening Session Sponsor (1 opportunity)
- \$7,500 – 11/6 Lunch and Speaker Sponsor (1 opportunity)
- \$5,000 – 11/5 Welcome Reception Sponsor (1 opportunity)
- \$2,500 – 11/6 Refreshment Break & Chair Massage Sponsor (2 opportunities)
 - o Choose One: 11/6 a.m. 11/6 p.m.
- \$1,500 – Cyber Café, Pre-Intensive or Silent Auction Sponsor (3 opportunities)
 - o Choose One: Cyber Café Pre-Intensive Refreshments Silent Auction
- \$500 – Friend of PFAC Sponsor (unlimited opportunities)

For questions and additional information, please contact MeetingWise LLC, PFAC Conference Management, at (310) 937-9473 or admin@meetingwise.net.

Exhibitor Registration: *(check one if choosing an exhibit space; note: do not complete if you are a sponsor)*

- I/we plan to exhibit and are registering by July 15, 2009 in order to take advantage of the discount rate of \$650
- I/we plan to exhibit and are registering after on July 16, 2009 or after at the regular rate of \$750

Advertiser Registration: (check one)

- Full Page Ad @ \$325 (4-1/2” wide x 7-1/2” high)
- Half Page Ad @ \$175 (4-1/2” wide x 3-1/2” high)
- Business Card Ad @ \$100 (3-1/2” wide x 2” high)

Payment: *(full payment required at time of registration for sponsorships and exhibit spaces at \$2,500 or less; 50% payment will be accepted for higher level sponsorships with balance due by September 15th).*

- I have enclosed a check made out to “PFAC” in the amount of \$_____, Check #_____
- Please charge my credit card in the amount of \$_____.

Card#: _____ Exp: _____ Signature: _____

Type of Card: *(circle one)* VISA MC AMEX Discover Security Code: _____ Billing Zip Code: _____
Last three digits on back of card (if VISA/MC) or four digits on top right front of card (AMEX)

Please complete this form and submit with payment to: PFAC, c/o MeetingWise LLC, 806 Manhattan Beach Blvd., Suite 205, Manhattan Beach, CA 90266 or fax (for credit card payments) to (310) 937-9470. Registration forms cannot be accepted without payment.

FOR OFFICE USE ONLY: Date Received: _____ Date Sent to PFAC: _____ Date Conf Emailed: _____ Date Entered: _____