



## **2018 CALNENA 9-1-1 Mission Critical Training**

**February 26 – March 1, 2018**

**San Diego (La Jolla), California**

### **Partner Contract, Partner Rules and Regulations**

The California Chapter of NENA (CALNENA) is proud to announce that the 2018 Mission Critical Training Event (MCTE) is scheduled for February 26 - March 1, 2018. The MCTE will again be held at the Hyatt Regency La Jolla at Aventine in San Diego. This 5 star hotel will be used exclusively for the CALNENA Training Event. Enjoy a seaside destination with the charm of a European Village and the panache of Southern California. We received quite a bit of positive feedback from our commercial partners as well as our attendees regarding the 2017 MCTE. Based on feedback received, we have made modifications to include more exposure to the attendees while continuing to keep the costs reasonable for partnering. We will continue to have two partner areas, one for our tabletop partners and one for our Diamond, Sapphire and Ruby partners.

The following prospectus reflects options for continuing CALNENA's relationship with our commercial community while considering your maximum exposure and cost containment. We hope you join us for another year of quality training, trade exposition, and networking.

**You can partner with CALNENA in one of the following ways:**

- **Diamond Partner Package (Limited): A \$10,000 Commitment**
  - **Sapphire Partner Package: A \$6,000 Commitment**
  - **Ruby Partner Package: A \$3,000 Commitment**
  - **Tabletop Package: A \$1,500 Commitment**

***The exclusive Diamond, Sapphire & Ruby exhibit space is adjacent to the registration area with higher visibility to attendees. See attached map and photos for location.***

***A COMPLETED PARTNER APPLICATION (PAGE 6) MUST BE SUBMITTED IN ORDER TO FINALIZE YOUR REGISTRATION***

### **Diamond Partner Package (*Limited*): \$10,000 Commitment**

- Twenty minutes of exclusive time to address attendees with a partner specific agenda during lunch.
- Two complimentary tabletops in a premium location in an exclusive Partner area with 4 full attendee registrations.
- Purchase of additional tables for \$500 (does not include any additional registrations).
- VIP Room – A private meeting room to meet with your clients during the event. Rooms available on Monday 2/26 at 4pm thru Thursday 3/1 at 11am. This private setting is ideal for effective customer demonstrations and intimate discussions without external distractions.
- Attendee list with emails will be provided two weeks prior to conference for Pre-Conference marketing.
- VIP Reserved seating in a preferred location during all General session events and meals. These tables are intended for *registered attendee partners* and your invited *registered attendee guests*. (Food is not included. All guests must have a meal ticket including partner attendees).
- Company name/logo prominently featured throughout the venue and mobile event app.
- One year of Website recognition on the CALNENA homepage, to include a hyperlink to your website.
- First right of refusal for Diamond Partnership at the 2019 CALNENA 9-1-1 Mission Critical Training Event which is scheduled to be held at the Hyatt Regency La Jolla at Aventine.

### **Sapphire Partner Package: \$6,000 Commitment**

- Ten minutes of exclusive time to address attendees with a partner specific agenda during breakfast.
- One complimentary tabletop in a preferred location in an exclusive Partner area with 3 full attendee registrations.
- Purchase of additional tables at \$500 (does not include any additional registrations).
- VIP Reserved seating during all General session events and meals. These tables are intended for *registered attendee partners* and your invited *registered attendee guests*. (Food is not included. All guests must have a meal ticket including partner attendees)
- Attendee list with emails will be provided two weeks prior to conference for Pre-Conference marketing.
- Company name/logo featured throughout the venue and mobile event app.
- One year of Website recognition on the CALNENA homepage, to include a hyperlink to your website.

### **Ruby Partner Package: \$3,000 Commitment**

- One complimentary tabletop in a preferred location in an exclusive partner area with 2 full attendee registrations.
- Purchase of additional tables at \$500 (does not include any additional registrations)
- Company name/logo featured throughout the venue and mobile event app
- One year of Website recognition on the CALNENA homepage, to include a hyperlink to your website.

### **Tabletop Package: \$1,500 Commitment**

- One complimentary tabletop with 1 full attendee registration.
- Purchase of additional tables at \$500 (does not include any additional registrations)
- Company name/logo on mobile event app

*Each tabletop includes a 6X30 skirted table, 2 chairs, 1 trash can, and one (1) 20 amp electrical circuit (outlet). If additional electrical is required, please contact the hotel directly.*

*Additional tabletops can be purchased for \$500 which excludes attendee registrations.*

**Arrangements for internet access can be made with the hotel for an additional charge**

**We welcome your Marketing Materials!**

All partners are encouraged to deliver advertising items in advance of the Event in order to have materials placed in the attendee bags. Unbreakable items are welcome, such as pens, pencils, flashlights, coasters, rulers, magnets, memo pads, pins, etc. These items can be stamped or embossed with your company name and logo. Quantity for these items is 500 and items must be received no later than Wednesday, February 21, 2018. Contents may be evaluated by the CALNENA Executive Board which may chose distribution by other means. No catalogues or heavy items please.

***Items can be shipped to:***

**Hanan Harb, ENP – CALNENA Treasurer  
San Diego County Sheriff's Department  
Communications Center  
5580 Overland Avenue, Suite 200  
San Diego, CA 92123**

***PLEASE SEND A COMPLETED PARTNER APPLICATION TO:***

**CALNENA's PARTNER CHAIRPERSON for the 2018 "Viva La 9-1-1" MCTE**

***Paul Troxel, CALNENA 1st Vice President***

***Placer County Sheriff's Department***

***Office: 530-886-5350***

***Email: [ptroxel@placer.ca.gov](mailto:ptroxel@placer.ca.gov)***

**EXCLUSIVE PARTNER EXHIBIT AREAS, TABLETOP ASSIGNMENTS AND PARTNER REGISTRATION:**

- 2018 Location assignments ***will be based on partnership levels and date of full payment***
- Other considerations for preferred locations include but are not limited to current or previous sponsorships of official CALNENA events, years of attendance, and nexus to the 9-1-1 Community
- Tabletops are assigned on a first come, first served basis, ***AFTER*** receipt of payment. Once payment is received, the partner will receive an email with a floorplan identifying the available tabletops
- Contractual agreements will not be enforced until signed by the partner and accepted by CALNENA
- Tabletops will be placed in 2 locations. See attached diagrams for tabletops available for your partnership level
- Spacing of tables will depend on the number sold
- To guarantee space, show attendance and confirmation is to be received by the designated CALNENA Partner Chairperson no later than January 5, 2018
- Payment is due January 22, 2018 (tabletop assignments will be made according to payment date so get your payments in early to increase your tabletop location options)
- Any requests for tabletop space after January 5, 2018 will be considered if space is available

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PO Box 601294 San Diego, CA 92160-1294

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### **CALNENA Discretion:**

- CALNENA reserves the right to determine final tabletop assignments
- CALNENA may relocate partner areas for the benefit of the partner or the betterment of the Association
- The DRAFT floor plans are attached. Once the floor plans are finalized, all partners will receive an email confirming tabletop space assignments.

### **Registration and Passes for Partner Attendees:**

- Additional full attendee registrations can be purchased for \$325 if purchased prior to February 5, 2018. Registrations purchased after February 5 will be \$400.

Complimentary "*partner hall only*" passes will be available to each partner as long as payment has been received. ***These passes are intended for customers or prospective customers that are not attending the event but want to visit the Partner areas or meet with a Partner. These passes enable the recipient to visit the Partner Areas only. They do not include access to any other offering at the Event including food, beverages, materials, etc.***

"Partner Hall only" passes can be requested through Hanan Harb and will be held at the registration desk. [Hanan.harb@sdsheiff.org](mailto:Hanan.harb@sdsheiff.org)

- Additionally, employees of Partners (other than the full attendee registrations) staffing the Partner tabletop or meeting with customers will be provided with "*Partner*" badges. There is no limit to the number of employee "Partner" badges. ***These badges do not include access to any other offering at the Event including food, beverages, materials, etc.***

### **HOST HOTEL INFORMATION:**

HYATT REGENCY LA JOLLA AT AVENTINE  
3777 La Jolla Village Drive  
San Diego, CA 92122  
858-552-1234

### **Guest Room Rates:**

Single or Double Occupancy will be at the prevailing 2018 Govt. rate. 2017 was \$162/night

### **Parking is available at the hotel**

Daily Event Parking           \$ 8.00  
Self-Parking (overnight guests)   \$10.00

***Please make your room reservations as soon as possible. The hotel reservation "cut-off date" is February 5, 2018. Reservation requests received after the cut-off date will be accepted on a space and rate availability basis.***

**Remember to ask for the CALNENA group rate when calling 1-888-421-1442 for reservations or use the following link: <https://aws.passkey.com/go/CALNENA2018>**

*The hotel will charge a fee to all guests that check out earlier than their scheduled departure date if not notified 24 hours prior to that date.*

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**PARTNERS AGENDA:**  
**\*\*\*subject to change \*\*\***

<b>Monday, February 26<sup>th</sup>:</b>	<b>Partner Set-Up</b>	<b>Noon - 5pm</b>
<b>Tuesday, February 27<sup>th</sup>:</b>	<b>Tabletops Open</b> <b>*minimum of 2.5 hours of Exclusive Time</b>	<b>10am – 3pm</b>
<b>Wednesday, February 28<sup>th</sup>:</b>	<b>Tabletops Open</b> <b>*minimum of 2.5 hours of Exclusive Time</b>	<b>10am – 12:30pm</b>

**PARTNERS WILL NOT BE ALLOWED TO TEAR DOWN THEIR TABLETOPS BEFORE 3:00 PM ON 2-28-18. PARTNERS MUST VACATE ALL EXHIBIT AREAS BY 8:00 PM ON 2-28-18.**

## PARTNERSHIP APPLICATION

**STEP ONE: REGISTER ON-LINE AT:** <https://calnenapartner2018.eventbrite.com>

**STEP TWO: EMAIL THIS PAGE to:** [ptroxel@placer.ca.gov](mailto:ptroxel@placer.ca.gov)

Tabletop Package	\$ 1,500.00
Additional Tabletop	\$ 500.00
Ruby Partner Package	\$ 3,000.00
Sapphire Partner Package	\$ 6,000.00
Diamond Partner Package (Limited number available)	\$10,000.00

**Register and pay at:** <https://calnenapartner2018.eventbrite.com>

*Payments must be received by January 22, 2018*

**Credit card payments will be made through PayPal**

**(Please contact Hanan Harb if you are unable to process credit card payments via PayPal)**

**Payments can also be made by check: Select "Pay by Check" when registering**

**Checks should be payable to CALNENA and mailed to:**

**CALNENA  
P.O. Box 601294  
San Diego, CA 92160-1294**

**Tabletop space assignments will be made by the CALNENA Partner Chairperson based on partnership level and date of full payment. A copy of the **DRAFT** floor plans are included as an attachment in this package (*Tabletop Exhibit area tables 1-35 and Partner Exhibit area tables 101-119*).**

**Once payment is received, you will be contacted to select your tabletop(s) from those available. Once the floor plans are finalized, a final layout will be sent to all partners. Please keep in mind that oftentimes, multiple partners are interested in the same locations. Get your payments in early to secure your choice location. The CALNENA Partner Chairperson has the final decision on all tabletop assignments.**

**Please indicate any special requests/needs:** \_\_\_\_\_

**Company Name** (as it is to appear on conference signage/Mobile App): \_\_\_\_\_

**Contact person to receive information and request information from regarding MCTE. This should be the person who will be responsible for identifying the company attendees as well as entering company information into the Mobile application:** \_\_\_\_\_

**Contact person email address:** \_\_\_\_\_

**Contact person telephone number:** \_\_\_\_\_

**Company Mailing Address:** \_\_\_\_\_

**I have read and will comply with the 2018 CALNENA Partner Prospectus.**

**Name of Company:** \_\_\_\_\_

**Print Name and Title:** \_\_\_\_\_

**Sign and Date:** \_\_\_\_\_

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## Terms/ Rules and Regulations:

All payments for this event are due in full by **January 22, 2018**. CALNENA will not be responsible for delivery delays or loss.

### **Cancellation:**

Partner space may be canceled up to 30 days prior to the opening date of the event. Refunds of previous payment cannot be made on or after **January 5, 2018**. In case the event is not held for any reason whatsoever, the rental and lease of space to partner shall be terminated, in which case the claim limit shall be the pro rata amount paid. Cancellations must be in writing to the CALNENA Partner Chair.

### **Payment or Set-up failure:**

In the event the partner fails to install their display within the time limit set for the opening of the partner exhibit areas, or fails to pay the space rental at the time specified, the CALNENA Partner Chairperson shall have the right to take possession of said space and resell it or any part thereof.

### **Access to partner areas:**

At all times, every person, including temporary workers must wear an identifiable and acceptable CALNENA event badge. To assure maximum security protection for open partners and merchandise, after hours work and/or entertainment will not be permitted in the partner halls on show days. Everyone must vacate the partner areas within one-half hour of the official closing time of the event.

### **Attendance:**

Representatives of the partnering firms' must staff partner space at all times while the exhibit halls are officially open. The firms' representatives are required to wear partner badges at all times.

### **Change of Venue:**

If for any reason the CALNENA Partner Chairperson deems it necessary to change the location of the training event, CALNENA reserves the right to reassign all booth space, as the Association deems best.

### **Display Restrictions:**

The CALNENA Partner Chairperson reserves the right to restrict displays which because of noise, methods of operation, or materials, become objectionable, and to prohibit or remove any displays which, in the opinion of the aforementioned, detract from the general character of, or the appearance of, the event. Any noise making devices used in the partner's exhibit area must not annoy or disturb adjacent partners and their visitors, and must be approved by the CALNENA Partner Chair. Demonstrations found to be objectionable because of noise levels, or blocking traffic flow, may be shut down. No equipment, signage, or personnel may infringe on another partner's area either vertically or horizontally. All displays/equipment must be contained within your assigned space only. Large pop up displays may only be used in perimeter tabletop locations.

**The CALNENA Partner Chairperson may require a partner to make changes in its display if, in the Chair's opinion, the partner does not conform with prevailing standards of good taste or interferes with the rights of other partners.** If a demonstration results in spectators in the aisle or at neighboring tabletops, the Partner Chairperson may request modification or elimination of the presentation. No partner shall assign, sublet, or share the space without the consent of the CALNENA Partner Chairperson. Partners must display goods manufactured or dealt in by them in their regular course of business, unless otherwise approved by the CALNENA Partner Chairperson.



**Hospitality Suites and Conflicting Activities:**

Other than Diamond Partners, partner's hospitality suites, or other activities that would attract attendees, may not be open during any official CALNENA event.

**Announcements and Signs:**

Partnering firms' signs identifying activities not part of the overall conference or partner shall be permitted only within the partner's designated area or a location approved for this purpose by the CALNENA Partner Chairperson.

**IRS Restriction on Sales in Partners:**

In accordance with IRS Revenue Rulings 75.516, 75.517, 75.519 and 75.520, no firm or organization is permitted to engage in direct sales or order taking within the partner areas.

**Agreement:**

By submitting payment for space, the partner agrees to abide by the rules and regulations and all amendments thereto and the decisions of the CALNENA Partner Chairperson and their assignees. Partners agree that if they fail to meet the specified timetable for payment of space, their reserved space may be canceled or moved, as the CALNENA Partner Chairperson deems best.

**Compliance:**

Each partnering firm agrees to comply with all federal, state and local laws and ordinances applicable to the space leased, and also such rules and regulations as may be deemed necessary by the CALNENA Committee, the Partner Chairperson, and/or the exposition facility.

**Enforcement:**

Enforcement of all partner rules is the responsibility of the Partner Chairperson.

**Extenuating Circumstances:**

CALNENA will not be responsible for delays, damage, loss, increased costs or other unfavorable conditions caused by labor disputes, work stoppages, government order, emergency, or other circumstances beyond their control.

**Fire Safety:**

All existing fire codes must be complied with. If there are any questions, contact the Partner Chairperson or facility representative.

**Indemnification:**

The partnering firm shall indemnify CALNENA, all co-sponsoring organizations, the official contractors, and facility management against, and hold them harmless from, any complaints, suits or liability from negligence of the partnering firm in connection with partnering firm's use of partner space or loss, to dismantle, dispose of, store and clear from the premises any display.

**Installation and Removal of Partners:**

All tabletop displays must be erected and open for viewing by Tuesday, February 27th at 10:00am. Goods received after the opening of the event must be delivered to the booth at a pre-arranged time other than official exhibit hours. The deadline for removal of all materials from the exhibit areas will be enforced. It is the sole responsibility of each partner to have materials packed, identified, and cleared for shipment at such time. The Partner Chairperson reserves the right, with no liability whatsoever for damage, spoilage or loss, to dismantle, dispose of, store and clear from the premises any display material, goods, property or merchandise of any partner who has failed to comply with the above requirement, or in order for such work to be done at the sole expense of the partner.



**Liability and Insurance:**

Reasonable precautions will be taken by the Event Committee to protect property during installation, show period, and removal. However, neither CALNENA, nor the Event Committee will be responsible for or guarantee to the partner the safety of partner material or other personal property against fire, accident, theft or loss, or destruction from any cause whatsoever. The Event Committee has taken reasonable precautions against loss and will provide security service throughout the duration of the conference. However, the partner assumes all responsibility for damage or loss to his equipment and for damage caused by the negligence of his employees to the property or rights of other parties, including injury to the La Jolla Hyatt, San Diego. Small and valuable material is to be packed away each night. If insurance is desired, it is the responsibility of the partner. All property of the partner will remain in his custody and control in transit to, from, and within the confines of the exhibit areas, subject to the rules and regulations of the event. Partners are advised to carry appropriate liability insurance against the personal injury and property of others. The furnishing of security by CALNENA is deemed a courtesy to the partners and shall not be understood or interpreted by partners as a guarantee against loss or damage to partners during this event.

**Policy Administration:**

These Partner Rules are part of the contract between the partnering firm and CALNENA. The Event Committee (and Partner Chairperson as their designee) shall have the authority to interpret and enforce these rules. All matters not covered by these regulations are subject to the decision of the CALNENA Committee. The partnering firm or its representative who fails to observe these conditions or contract may be excluded from the Partner without refund.

**Public Policy:**

Each partner is charged with full knowledge and compliance with all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety as related to the partner facility.

**Shipping & Receiving:**

For shipping materials directly to the hotel, please contact hotel. Information regarding shipping to the hotel will be emailed to the Partner's contact at least a month prior to the event.

**Storage:**

Storage of boxes that are out of view is permissible, no exceptions.

**Variations:**

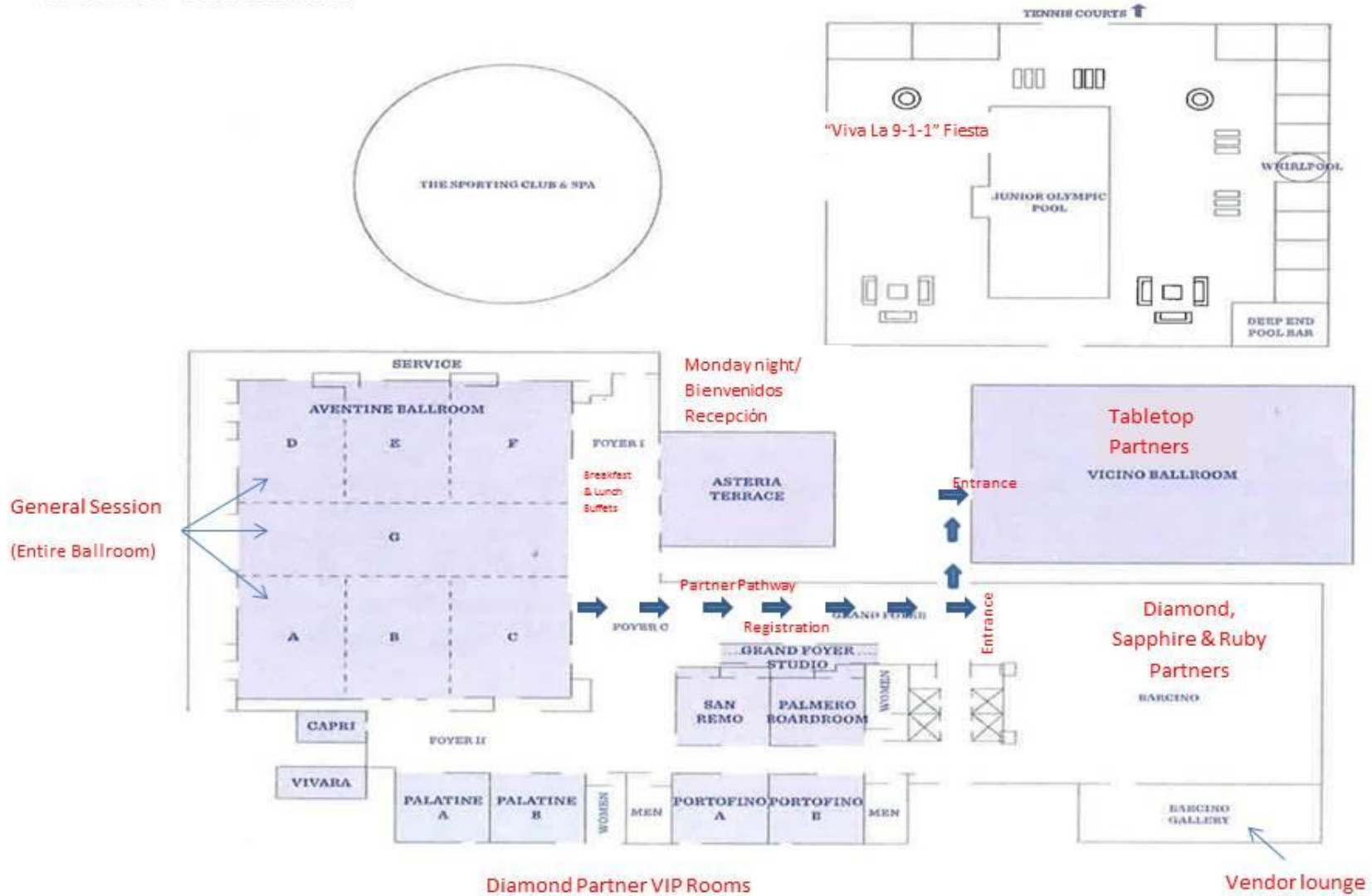
The Partner Chairperson must receive all requests for variations in the CALNENA Partner Rules and Regulations in writing at least 30 days prior to the first move-in date. No variation of any kind will be permitted without the prior written approval of the Event Committee and Partner Chairperson. This approval or disapproval will generally be responded to within 30 days of its receipt, but in no case later than 30 days prior to the partner opening. Sketches and/or engineering drawings illustrating the variation should accompany such requests when appropriate.

**Violations:**

Show management reserves the right to limit or terminate any hospitality function if it violates partner rules.

**CALNENA Federal Tax ID # 33-0652223**

**First Floor—Ballroom Level**

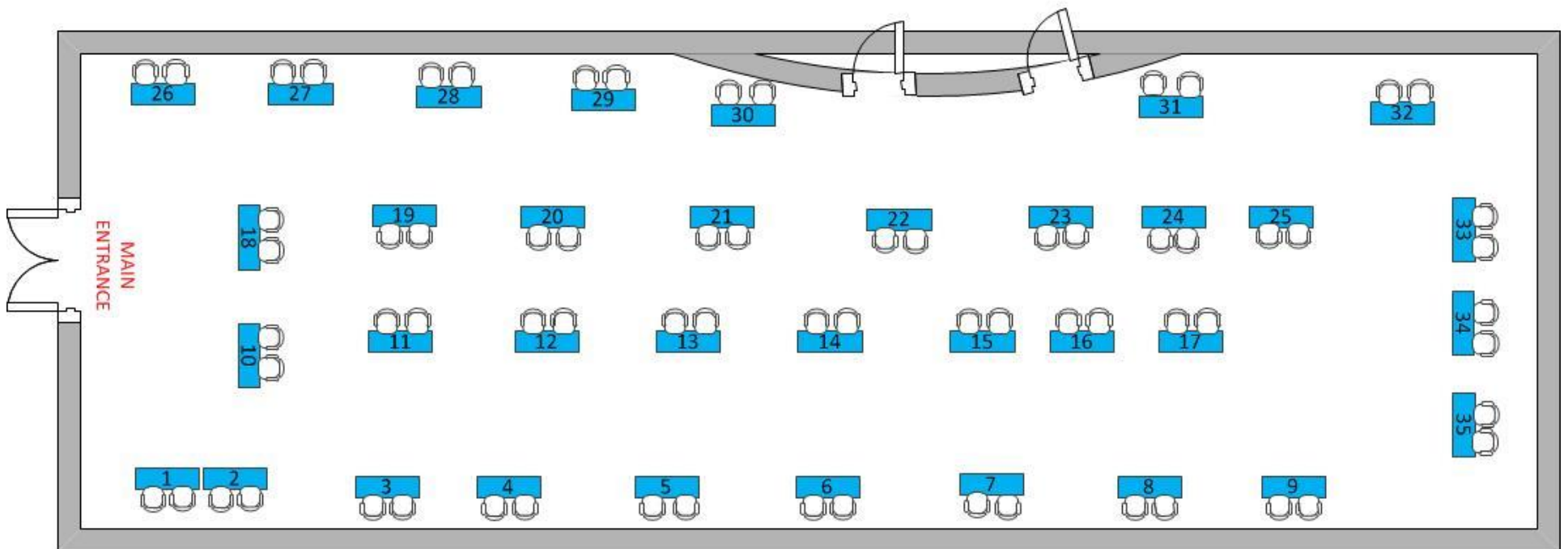


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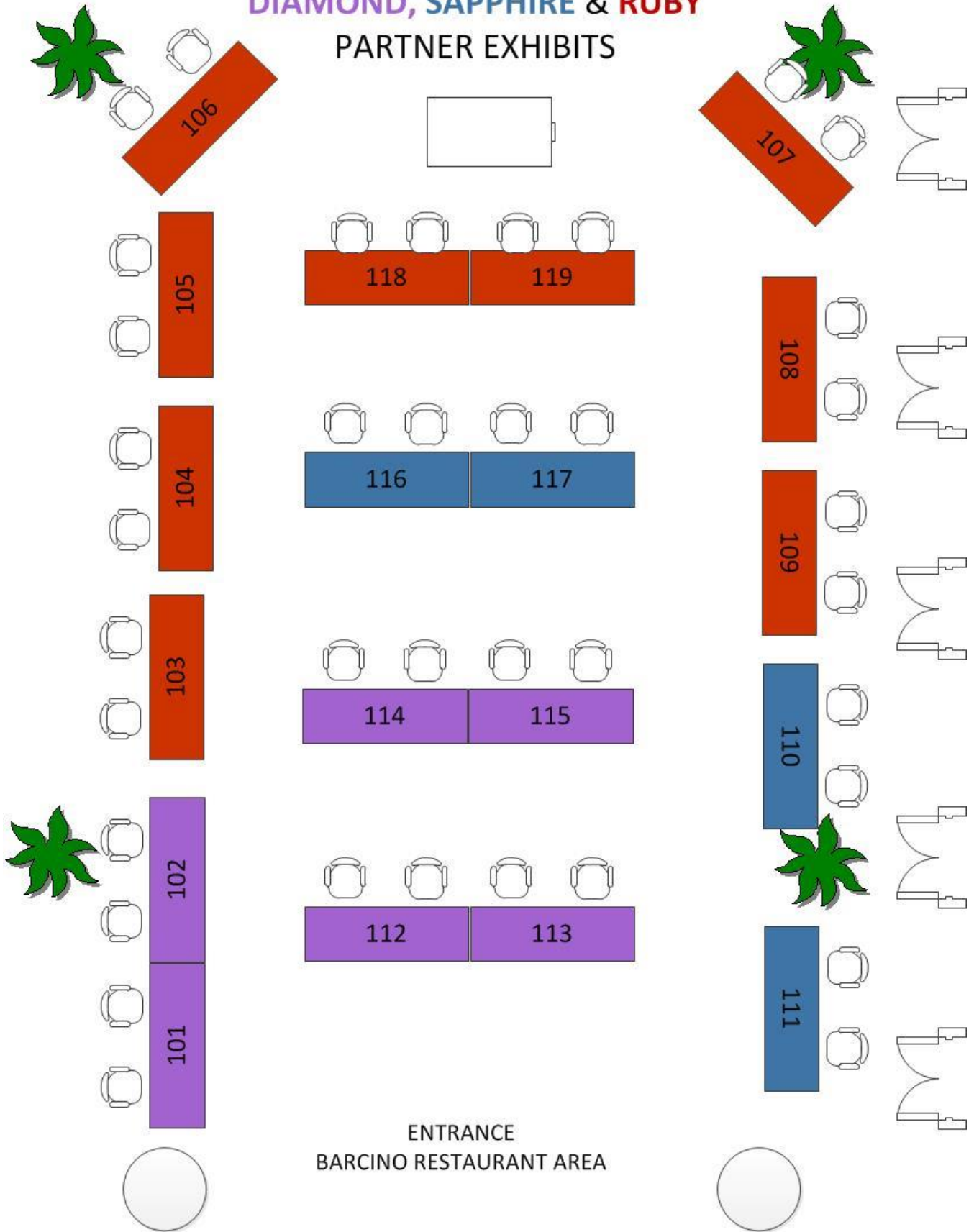
[www.calnena.org](http://www.calnena.org)

# VICINO BALLROOM

## PARTNER TABLETOP EXHIBIT AREA



# DIAMOND, SAPPHIRE & RUBY PARTNER EXHIBITS



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