

**CWO 2010**



# *California and the World Ocean 2010*

*Our Changing Ocean: A Vision for the 21st Century*



## **Sponsor/Exhibitor Packet**

**Save the Date!**

California and the World Ocean 2010 Conference

September 7-10, 2010

Hyatt Regency • San Francisco, California



For more information, please visit [www.cce.csus.edu/cwo](http://www.cce.csus.edu/cwo)  
or call (800) 858-7743 • (916) 278-4433



## Welcome!

The co-chairs of the international California and the World Ocean Conference 2010 (CWO '10), Secretary for Natural Resources Mike Chrisman, State Controller John Chiang, and Secretary for Environmental Protection Linda Adams invite you to participate as a sponsor and/or exhibitor in the upcoming CWO '10 conference. This conference, organized by the California Ocean Protection Council, the California Natural Resources Agency, and the California Environmental Protection Agency, will be held September 7-10, 2010 at the Hyatt Regency, San Francisco, California, U.S.A.

As with the previous CWO conferences, CWO '10 will seek the views and innovative ideas of experts throughout California, the United States, and the international community in addressing ocean and coastal resource management issues facing California, other states, or nations. In addition, the conference will provide a unique opportunity to bring together representatives from government, academia, industry, and the public to share ideas and formulate action strategies for the 21st century. It is important to note that CWO '10 will take place as President Obama begins the implementation of a new national ocean policy and national framework for marine spatial planning.

This is an exciting time for ocean and coastal policy in this nation and throughout the world. Sponsor and exhibitor opportunities are available to help reduce the conference registration fees so that a maximum number of participants can attend this year's event. We anticipate approximately 1,000 attendees from across the nation and the international community. The CWO '10 conference program is formatted to allow maximum exposure for our sponsors and exhibitors. Receptions, afternoon breaks and designated exhibit viewing times are included in the program.

We thank you in advance for your consideration. Your participation is critical in launching CWO '10 and will help us set the future course for California, for other states, and nations.

For more information on CWO '10, please visit the conference website at [www.cce.csus.edu/cwo](http://www.cce.csus.edu/cwo).

## Tentative Schedule

### **Tuesday, September 7, 2010**

Morning – Late Afternoon: Field Trips (Various Bay Area Locations)  
Evening: Welcome Reception (Hyatt Regency)

### **Wednesday, September 8, 2010**

Morning: Opening Plenary Session (Hyatt Regency)  
Late Morning – Noon: Concurrent Sessions (Hyatt Regency)  
Noon: Luncheon Plenary (Hyatt Regency)  
Afternoon: Concurrent Sessions (Hyatt Regency)  
Evening: Reception and Poster Session (Hyatt Regency)

### **Thursday, September 9, 2010**

Morning – Noon: Concurrent Sessions (Hyatt Regency)  
Noon: Plenary Luncheon (Hyatt Regency)  
Afternoon: Concurrent Sessions (Hyatt Regency)  
Evening: Offsite Reception and Dinner (Location TBD)

### **Friday, September 10, 2010**

Morning – Noon: Concurrent Sessions (Hyatt Regency)  
Noon: Luncheon and Closing Plenary Session (Hyatt Regency)



## Sponsor Information

Don't miss the exciting opportunity to become a California and the World Ocean 2010 Conference Sponsor! Sponsorship opportunities are limited. To ensure participation, please register today! There are four levels of sponsorship available. Please refer to the Sponsor/Exhibitor Application to verify your desired level of participation and the benefits associated with each level. All sponsorship levels receive:

- Prominent listing in the Conference program booklet and website
- Company information displayed on event signage at the Conference
- Company information displayed on the Conference website

To register as a Sponsor, please visit [www.cce.csus.edu/cwo](http://www.cce.csus.edu/cwo), or print and complete the Exhibitor/Sponsor Application form and mail, along with payment, to the address listed on the form.

## Sponsor Levels

- ❑ **\$25,000 Platinum Sponsor.** Includes admittance of six participants (including all meals and materials); one VIP table reserved at all general session meal functions, one VIP table reserved at the evening reception on September 9, 2010; two exhibit spaces in prime location (6' skirted table, two chairs, and 8.5" x 11" table top sign); a full-page 2-color advertisement in the program booklet; opportunity to hang one company banner (4' x 8') in the Conference registration area; company information displayed on event signage at the Conference; and company information displayed on the Conference website.
- ❑ **\$15,000 Gold Sponsor.** Includes admittance of four participants (including all meals and materials); one VIP table reserved at the evening reception on September 9, 2010; two exhibit spaces in prime location (6' skirted table, two chairs, and 8.5" x 11" table top sign); a half-page advertisement in the program booklet; opportunity to hang one company banner (4' x 8') in the Conference registration area; company information displayed on event signage at the Conference; and company information displayed on the Conference website.
- ❑ **\$10,000 Silver Sponsor.** Includes admittance of three participants (including all meals and materials); one VIP table reserved at the evening reception on September 9, 2010; exhibit space in prime location (6' skirted table, two chairs, and 8.5" x 11" table top sign); a quarter-page advertisement in the program booklet; opportunity to hang one company banner (4' x 8') in the Conference registration area; company information displayed on event signage at the Conference; and company information displayed on the Conference website.
- ❑ **\$5,000 Bronze Sponsor.** Includes admittance of two participants (including all meals and materials); exhibit space in prime location (6' skirted table, two chairs, and 8.5" x 11" table top sign); name of organization in the program booklet; company information displayed on event signage at the Conference; and company information displayed on the Conference website.



## Exhibitor Information

Exhibit space is limited. To ensure participation, please register today! Exhibit registration is \$200 for Non-Governmental Organizations or Small Business/Non-Profits (with less than 25 employees), \$400 for Government Agencies, and \$500 for Commercial Organizations. Exhibit registration includes admittance of (1) person to staff your exhibit, (1) 6' table, (1) chair and (1) 8.5" x 11" table sign. Additional exhibit staff must register as attendees and pay the registration fee of \$150 (before August 16, 2010) or \$175 (after August 16, 2010). Additional registration options are available for participation in meal functions, receptions and field trips. To register as an Exhibitor, please visit [www.cce.csus.edu/cwo](http://www.cce.csus.edu/cwo), or print and complete the Exhibitor/Sponsor Application form and mail along with payment to the address listed on the form.

## Exhibitor Levels

- \$500 Exhibitor** (Commercial Organization). Includes admittance of (1) person to staff exhibit table and exhibit space (6' table, 1 chair and an 8.5" x 11" table top sign).
- \$400 Exhibitor** (Government Agency). Includes admittance of (1) person to staff exhibit table and exhibit space (6' table, 1 chair and an 8.5" x 11" table top sign).
- \$200 Exhibitor** (Non-Government or Small Business/Non-Profit with less than 25 employees). Includes admittance of (1) person to staff exhibit table and exhibit space (6' table, 1 chair and an 8.5" x 11" table top sign).

## Hotel Accommodations

Room accommodations have been reserved at the Hyatt Regency San Francisco Embarcadero at a reduced conference rate of \$140 for single/double occupancy, plus applicable state and local taxes in effect at the time of check-in. Hotel check in is at 3:00 p.m., and check-out is at 12:00 p.m.

The reservation cut-off date is August 16, 2010. To reserve a room at the conference rate, please contact the Hyatt Regency San Francisco Embarcadero at (888) 421-1442, and mention your participation in the 2010 California and the World Ocean Conference.

Once the contracted room block is full, or the cut-off date of August 16, 2010 has passed, rooms may no longer be available at the conference rate. To ensure lodging at the group rate, secure your reservation today!

The Hyatt Regency San Francisco Embarcadero is located on the stunning Embarcadero waterfront, and is within minutes to the Historic Ferry Building, Fisherman's Wharf, Chinatown, Union Square, Ghirardelli Square, and North Beach. These treasures of the city and beyond are all moments away by ferry, BART (Bay Area Rapid Transit), MUNI (inter-city transit and metro), world-famous cable cars and the historic F-line streetcars. The hotel's dramatic architecture, including its notoriety as the world's largest atrium lobby, make it an ideal destination to take in the beauty of the city.



## Sponsor/Exhibitor Application

To submit an application to become a Sponsor or Exhibitor, please visit [www.cce.csus.edu/cwo](http://www.cce.csus.edu/cwo) or, complete this form and mail, along with payment, to the address listed below.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## Additional Registration Options

Please indicate which optional events in which you would like to participate during CWO '10. The events below (with the exception of field trips) are no-cost events for Sponsors (Bronze through Platinum). Exhibitors are required to pay the additional registration fee for each selected event.

- \$50** Field Trip Pre-Event Day (Tuesday, September 7, 2010)
- \$25** Luncheon and Plenary Speaker Day 1 (Wednesday, September 8, 2010)
- \$25** Luncheon and Plenary Speaker Day 2 (Thursday, September 9, 2010)
- \$25** Luncheon and Plenary Speaker Day 3 (Friday, September 10, 2010)
- \$25** Welcome Reception Pre-Event Day (Tuesday, September 7, 2010)
- \$0** Reception and Poster Session Day 1 (Wednesday, September 8, 2010)
- \$50** Offsite Reception and Dinner Day 2 (Thursday, September 9, 2010)

## Additional Sponsor Registration

Please complete this section to register additional staff as indicated with your sponsorship level.

Additional Staff #1: \_\_\_\_\_

Additional Staff #2: \_\_\_\_\_

Additional Staff #3: \_\_\_\_\_

Additional Staff #4: \_\_\_\_\_

Additional Staff #5: \_\_\_\_\_



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Please provide a brief description (not to exceed 60 words) of your company's products, services, etc..

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## Payment Information

- Check: # \_\_\_\_\_ Check Amount: \$ \_\_\_\_\_
- Charge my  Visa  Mastercard  Discover  
(American Express is not accepted. Charge will appear as "CSUS".)
- Card Number: \_\_\_\_\_
- Cardholder's Name (as it appears on card): \_\_\_\_\_
- Signature: \_\_\_\_\_ Exp. Date: \_\_\_\_\_
- Purchase Order (please enclose a copy: # \_\_\_\_\_)

Notice: This is a binding agreement which reserves exhibit/sponsor space in the California and the World Ocean 2010 Conference for the person listed. Upon receipt of this form, CSUS will consider the person formally enrolled in the Conference. The signer may be liable for any costs incurred for collection fees.

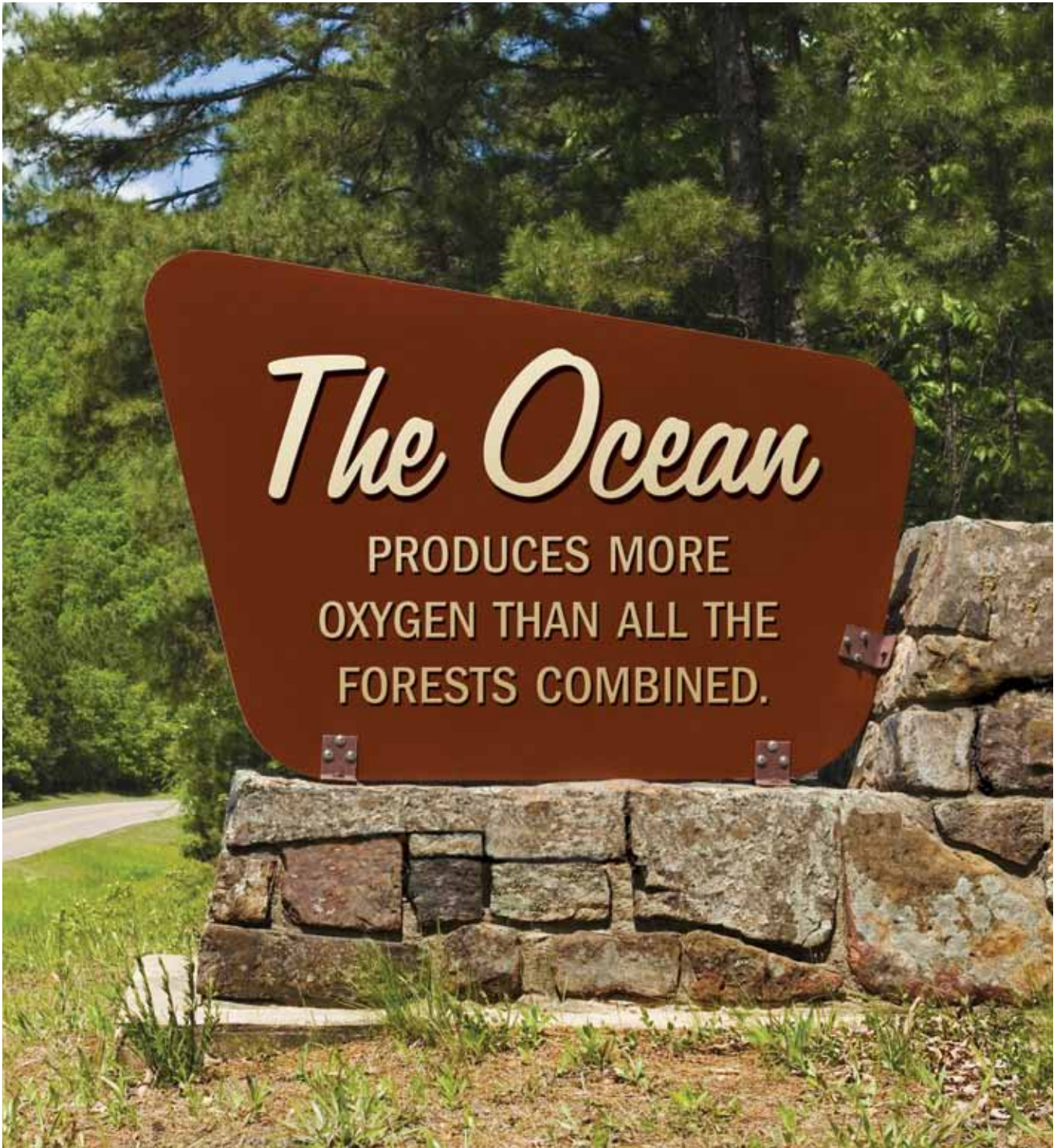
## Cancellation Policy for Exhibitors

Cancellations for exhibitors received in writing by **August 16, 2010** are subject to a \$50 processing fee. After that date, substitutions are allowed, but no refunds will be made. No-shows will be billed the full registration fee. To cancel your exhibitor registration, please mail your request to CSUS/CCE Conference & Training Services.

Mail completed registration form to:

**CWO'10 c/o Sac State**  
College of Continuing Education  
3000 State University Drive East  
Sacramento, CA 95819-6103

**For questions about sponsorship levels or exhibiting opportunities, please contact CSUS/CCE Conference & Training Services at (916) 278-4433 or (800) 858-7743.**



Here's something that will help you breathe easier: microscopic phytoplankton in the ocean add as much oxygen to our environment as all the trees on earth. No wonder the ocean has been called the lungs of the planet. The ocean takes care of us. Let's return the favor. Go to [thankyouocean.org](http://thankyouocean.org) to find out how you can help.

[thankyouocean.org](http://thankyouocean.org)

