



CALIFORNIA  
ASSOCIATION  
OF DENTAL  
PLANS

**21<sup>st</sup> Annual Conference**  
**May 19- 22, 2010**  
**Renaissance Esmerelda**  
**Resort & Spa**  
**Indian Wells, CA**

**Exhibitor Prospectus**





**CALIFORNIA ASSOCIATION OF DENTAL PLANS**  
**ONE CAPITOL MALL, SUITE 320**  
**SACRAMENTO CA 95814**  
**Phone: (916) 446-3122**  
**Fax: (916) 444-7462**  
**[www.caldentalplans.org](http://www.caldentalplans.org)**

October 2009

CADP's member dental plans enroll nearly 24 million Californians! This presents a unique and powerful opportunity to market your products and services. The conference location is the beautiful Renaissance Esmeralda Resort & Spa. Located near the Santa Rosa Mountains and just a desert's breeze from Palm Springs, this four-star modern oasis entertains the imagination with a sophisticated blend of classic and contemporary surroundings. It's a perfect place to meet with dental plan executives and others in the dental benefits industry. This annual event is a



recognized industry destination and is the largest event of its type in California. Contact us today to secure your position as a sponsor and/or exhibitor for CADP's 21st Annual Conference.

Annual Conference sponsors are recognized in several ways. Based upon your participation level, you will:

- Be listed in the program materials as an exhibitor and/or sponsor,
- Have access to conference attendees for any additional promotional material,
- Be given appropriate exhibit space with guaranteed attendee flow, and
- Be invited to participate in all social events with attendees.

Exhibit dates are Thursday, May 20, and Friday, May 21 (with set-up on Wednesday afternoon, May 19). Continental breakfasts, breaks and dessert functions all take place in the exhibit area – and ensure maximum exposure to attendees.

Inside this brochure are the tentative conference schedule, a list of participation options, and an Exhibit/Sponsorship registration form. Space is limited by design to keep the exhibits on a small scale, so call today to lock-in these popular opportunities while they last.

You will be contacted over the next several weeks to confirm your participation. In the meantime, if you have any questions, please feel free to contact CADP Executive Director Jackie Miller, at 916.446.3122; e-mail: [jmiller@amgroup.us](mailto:jmiller@amgroup.us), or Tiffany Tyler Ewing, Senior Meeting Manager; e-mail: [ttyler@amgroup.us](mailto:ttyler@amgroup.us)

Regards,

Robin Muck, Program Co-chair  
Jeff Album, Program Co-chair



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## 2010 Tentative Schedule



### Wednesday, May 19:

2:30 pm - 5:00 pm	Registration
12:00 pm - 2:30 pm	Board of Directors' Meeting
2:30 pm - 5:00 pm	Exhibit set-up
3:00 pm - 5:00 pm	Annual Meeting
5:00 pm - 6:00 pm	Welcome Reception

### Thursday, May 20:

7:00 am - 5:00 pm	Registration
8:00 am - 8:45 am	Continental Breakfast
8:00 am - 4:30 pm	Exhibits Open
9:00 am - 4:30 pm	Annual Conference
12:00 pm - 1:00 pm	Luncheon
3:45 pm - 4:30 pm	Dessert with Exhibitors
7:00 pm - 10:00 pm	Fun Night (tentative)

### Friday, May 21:

7:00 am - 12:00 pm	Registration
7:30 am - 8:45 am	Continental Breakfast
7:30 am - 12:00 pm	Exhibits Open
8:00 am - 5:00 pm	Quality Management Conference
9:00 am - 1:00 pm	Annual Conference
12:00 pm - 1:00 pm	Luncheon
1:00 pm	Annual Conference concludes
1:30 pm	Board of Directors' Meeting (Tentative)

### Saturday, May 22:

7:30 am - 9:30 am	Registration
8:00 am - 5:00 pm	Quality Management Conference
12:00 pm - 1:00 pm	Luncheon
4:30 pm	Certification Examination





## **CORPORATE PARTICIPATION OPTIONS**

I. Underwrite or provide a speaker	\$2,500 - \$7,000
II. Host an event or underwrite a portion of an event	
A. Continental Breakfasts	
1. Thursday Annual Conference	\$3,500
2. Friday Annual Conference	\$3,500
3. Saturday Quality Management Conference	\$2,500
B. Luncheons (co-sponsorships are available)	
1. Thursday Annual Conference	\$ 5,500
2. Friday Annual Conference	\$ 6,500
3. Saturday Quality Management Conference	\$ 2,500
C. Wednesday Welcome Reception (co-sponsorships are available)	\$ 6,500
D. Thursday Evening Event (co-sponsorships are available)	
1. Reception	\$3,500 - \$5,000
2. Dinner	\$3,500 - \$15,000
3. Entertainment	\$1,500 - \$3,000
E. Breaks	
1. Thursday am break	\$ 1,800
2. Thursday pm dessert break	\$ 2,500
3. Friday am break	\$ 1,800
III. Exhibit Space only (tabletop exhibit)	\$ 1,750
Includes one free Annual Conference registration; additional exhibitor(s) at lowest member registration rate	

### **Included in sponsorship:**

- Conference program ad
- Announcement of sponsorship at event
- Event signage
- Non-plan sponsors donating an amount greater than \$2,500 but less than \$5,000 will also receive one free exhibitor booth space (includes one free registration); and quarter-page ad in two CADP quarterly newsletters
- Non-plan sponsors donating an amount of \$5,000 or greater will also receive one free exhibitor booth space (includes one free registration); and half-page ad in two CADP quarterly newsletters.

### **Host Table:**

Back by popular demand - all exhibitors will host a table at the Thursday luncheon - invite current and prospective clients, colleagues, or leave the table open and see who joins you. Tables are assigned by CADP staff immediately prior to event - a tent card will denote each company's table.



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## SPONSOR / EXHIBIT APPLICATION FORM

Key Contact: \_\_\_\_\_

Title: \_\_\_\_\_

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

Division of: \_\_\_\_\_

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

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

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

Our Company would like to support the CADP 21st Annual Conference by:

Exhibiting at the Annual Conference Total Amount for Exhibit \$ \_\_\_\_\_

Fee is \$1,750 per exhibit space, unless included as part of sponsorship package.

Please assign our company a total of \_\_\_\_\_ tabletop booth space(s), at \$1,750 per space.

\_\_\_\_\_ Outside telephone line(s) needed (extra charge)

\_\_\_\_\_ Access to electricity? \_\_\_\_\_ Number of outlets (extra charge)

Briefly describe the products and services your company plans to exhibit:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Name(s) and title(s) of company representatives on-site at conference:

1. \_\_\_\_\_

2. \_\_\_\_\_

Sponsoring an event at the Annual Conference Amount of Sponsorship \$ \_\_\_\_\_

Desired sponsorship event: \_\_\_\_\_

Included in sponsorship:

- Conference program ad
- Announcement of sponsorship at event
- Event signage
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- Non-plan sponsors donating an amount of \$5,000 or greater will also receive one free exhibitor booth space (includes on free registration); and half-page ad in two CADP quarterly newsletters.

Authorized Signature/Title: \_\_\_\_\_ Date: \_\_\_\_\_

*For conference advertising purposes, if sponsoring an event, please include an electronic logo. Payment must accompany Sponsor / Exhibit Application form. Payment should be forwarded no later than Monday, April 19, 2010 to:  
 CADP, One Capitol Mall, Suite 320, Sacramento, CA 95814 OR Fax to: (916) 444-7462*