2012 Annual Conference & Expo

October 1-3, 2012
Monterey Marriott
Monterey, California

Inside:
Exhibitor Registration
Sponsorship Opportunities
RE-CONNECT WHERE THE LAND MEETS THE SEA IN PICTURESQUE MONTEREY

CAC’s 95th Annual Conference & Expo is your time to re-connect...

NETWORK
Build relationships as you exchange ideas with CAC members – the people who use the products and services that you sell. Gain insight from their experiences and share bold ideas and solutions of your own. This conference is your time to focus on your business and your professional network.

LEARN
Hear an exceptional keynote presentation by noted syndicated California political columnist, Dan Walters, whose opinions and insights during this election year will entertain and engage your mind. The education sessions have been developed with the changes and challenges that the collection industry has faced this past year and will face in the future.

UNWIND
Leave the stress of your office behind and enjoy a walk along the shore, a round of golf, or a meal or beverages with friends. With quick and easy access to nature, shopping and relaxation, Monterey provides the ideal setting for your personal adventure. Combine business with pleasure...come early, stay late.

BOOK YOUR FLIGHT
Fly into San Jose Airport or directly into Monterey Regional Airport.
San Jose Airport is approximately 75 miles from Monterey. Southwest Airlines often features reduced-fare flights into San Jose Airport. The San Jose Airport is also served by Alaska, American Eagle and United Airlines.
Monterey Regional Airport is served by Alaska, Horizon, American Eagle, Allegiant, US Airways and United Airlines and is a short cab ride from the hotel.

RESERVE YOUR ROOM
Monterey Marriott Hotel
350 Calle Principal
Monterey, CA 93940
Hotel Reservations: 800-228-9290, mention the California Association of Collectors.
Room reservation deadline: Friday, September 14
Rate: $160 single/double occupancy, plus tax.
Internet access available for $7.95 or $12.95 per 24 hours...you select the level.
(Free in the lobby, café and sports bar)
2012 ANNUAL CONFERENCE OVERVIEW

SUNDAY, SEPTEMBER 30
11:00 am
Golf at Poppy Hills Golf Course (see page 4)
*What a great way to connect with clients!*

MONDAY, OCTOBER 1
8:00 – 11:30 am
Executive Committee Meeting
11:45 am – 1:00 pm
Opening Lunch and STAR Awards
1:15 – 2:15 pm
Keynote Presentation: Dan Walters
Enjoy a lively hour behind-the-scenes information and opinion from syndicated political journalist, Dan Walters. He has been writing about California politics for over 30 years and is a legend on the Sacramento political scene.

2:30 – 3:45 pm
Navigating the CFPB
Leslie Bender, president-elect of ACA International, will summarize the role and function of the Consumer Financial Protection Bureau (CFPB), focusing on how it views and intends to regulate the credit and collection industry. She will identify some of the compliance issues surrounding the CFPB such as preparing for examinations and the complaint system proposed for members of the debt collection industry. The session will also include a discussion of the CFPB’s rule defining “larger market participants” in the consumer debt collection market. Lastly, Bender will highlight ACA’s legislative and regulatory engagement concerning the Bureau, as well as other initiatives to help educate industry members about the CFPB. – Leslie Bender, Esq. Campus ACA

4:00 – 5:00 pm
Enlighten Us…But Make it Quick!
This fast-paced hour will feature five-minute presentations by 10-12 vendors who will each use their five minutes to showcase their products, hype something new…and be quick about it! Somewhat like speed-dating! You will leave here smiling and ready to do some business!

5:00 – 6:30 pm
Vendor Welcome Reception in Exhibit Hall

WEDNESDAY, OCTOBER 3
9:00 – 11:30 am
Legislative Council Meeting
All attendees are encouraged to attend this meeting for an update on activities and legislation at the Capitol.

The following is not part of the CAC program but is listed for your information and scheduling on Wednesday:

Noon - 1:00 pm
DAKCS Lunch
1:00 – 4:00 pm
DAKCS Partnership Seminar
Are you a DAKCS customer? Please visit dakcs.com for detailed information and to register.

*Program descriptions and speaker information will be available on calcollectors.net. Sessions and schedule are subject to change.*
HOW TO PARTICIPATE IN THIS YEAR’S CONFERENCE AND EXPO

Through shared knowledge, networking and advocacy, CAC works to connect industry professionals to strengthen the entire collection community. CAC is the largest statewide organization representing the collection industry in the United States. Review the opportunities on the next few pages and select the path that works best for you.

REACH THE DECISION MAKERS
The vast majority of agency representatives participating in the CAC conference are decision-makers including the owners, partners, attorneys, and collection managers. That’s serious purchasing and ordering power under one roof for two days!

RE-IGNITE YOUR VISIBILITY
Go beyond traditional networking. CAC provides an intimate setting ideal for reinvigorating relationships with existing clients and creating new connections with potential clients. It’s all about the personal connection. We hope you will also take advantage of the PAC Beach Party, the golf outing, the 5-minute Enlighten Us, and donate toward the Grand Prize.

• Register to Exhibit
RE-CONNECT with leaders in the collection industry. Exhibitors receive great exposure during the Vendor Welcome Reception, breakfast and lunch held on the exhibit floor. One full-participation attendee registration including the Opening Lunch and Installation Banquet is included with the cost of your booth; additional exhibitor attendees may register at a discounted price.

• Sponsor an Event
Opportunities are available to fit any budget (see page 5). Sponsors are acknowledged from the podium during all general sessions with signage throughout the conference and will continue to receive exposure after the conference in Collector’s Ink.

• Enlighten Us…But Make it Quick! (NEW!)
Show your product or service to a captive audience! Use a 5-minute presentation to capture audience interest in your company. Submit a 20-slide Power Point presentation; we will set it up to change every 15 seconds. Make it serious, use a gimmick…it is your 5 minutes. This fast-paced opportunity is immediately prior to the Vendor Welcome Reception. $200

• Participate as an Attendee
Networking isn’t limited to social events. The education sessions provide a double benefit with quality education and the opportunity to meet CAC members.

• Donate to the Grand Prize (NEW!)
There are several levels of donation with increasing levels of acknowledgement. No need to ship or carry a bulky prize…just check a box to donate to one Grand Prize.

PRIORITY EXHIBITOR REGISTRATION
Vendor Members of CAC will receive priority exhibit space assignment if the exhibit agreement is completed and returned with payment by the specific priority registration date below:
Vendor A August 2
Vendor B August 9
Vendor C August 16

Non-member booth assignments begin August 17. No guarantee of booth space will be made to vendor members who don’t register by August 16. To request information about becoming a vendor member, contact CAC at 916-929-2125 or visit calcollectors.net. Vendor levels A and B include a booth and a registration for one person with membership!

POPPY HILLS GOLF COURSE

Tee times are reserved for your personal round of golf at the award-winning Poppy Hills, rated in the Golf Magazine Top 25 courses you can play in California and host of the AT&T Pebble Beach National ProAm 1991-2009. Additional fee required, see registration form. Taylor-Made club rentals available for $59.

PAC CELEBRATION BEACH PARTY
October 1, 2012

Plan to join the PAC Founders for a Classic California Beach Party…set on a long expanse of sandy beach with indoor and outdoor activities within walking distance of the hotel. Plenty of beach party food and beverage, too. Additional cost $200 for one or $300 for two. (Founder and 1 guest complimentary).
EXHIBITORS WILL RECEIVE:

- 8' x 10' exhibit booth space with a table, two chairs and an ID sign
- Registration for one person to all regularly scheduled conference meals and events (PAC Beach Party requires separate fee)
- An informational listing in the conference program
- Visibility via signage*
- Exposure in the wrap-up edition of the *Collector’s Ink* magazine
- Opportunities to connect in the exhibit hall, at seminars, during meals and on the golf course
- Exhibitor ribbon

SPONSORS WILL RECEIVE:

- An informational listing in the conference program highlighting your sponsorship
- Visibility via signage throughout the conference*
- Exposure in the wrap-up edition of the *Collector’s Ink* magazine...as an exhibitor and a sponsor!
- A one-month banner ad on CAC’s website
- Recognition from the podium throughout the conference
- Conference Program Ad (depending on level of sponsorship)
- Sponsor Ribbon
- Floor Decal or booth rosette
- Sponsor Acknowledgment on CAC Website

*Placement of signage will be determined by CAC
**With CAC approval, you may produce cups, napkins, tent cards, and other items with a company logo or product name for your sponsored social event.

SPONSORSHIP OPPORTUNITIES

**SUNDAY**
- Golf Outing at Poppy Hills Golf Course $1,000

**MONDAY**
- Opening Lunch $2,000
- Kickoff Presentation by Dan Walters $3,000
- Afternoon Break $500 – SOLD
- Navigating the CFPB $500
- Vendor Welcome Reception $2,500**

**TUESDAY**
- Breakfast in the Exhibit Hall $2,000**
- Data Security: Practical Data Loss Prevention Strat. $1,000
- Lunch in the Exhibit Hall $3,000**
- Legal Panel $500
- Afternoon Break $500
- Installation & Awards Reception $2,500**
- Installation & Awards Wine $1,000** – SOLD
- Installation & Awards Dinner $5,000**

**ADDITIONAL OPPORTUNITIES**
- Wi-Fi in Attendee Hotel Rooms $2,500
- Hospitality Suite for Incoming President $1,500
- Badge Holder Lanyards $750 – SOLD
- Program Printing $1,000
- Audio Visual $1,500 – SOLD
- Conference bags – In-kind [limit one] – SOLD

**PROGRAM ADVERTISING**
- 7.5” x 4.5” Color $250
- 7.5” x 4.5” B/W $150

Artwork must be submitted in digital format, high resolution pdf, tiff or jpeg. Artwork and payment must be received by August 24, 2012.

EXHIBIT HALL FLOORPLAN
EXHIBITOR AND SPONSOR REGISTRATION FORM

Contact Person: ________________________________________________________________

Company: ___________________________________________________________________________

Booth ID Sign (if different from company name): __________________________________________

Address: ___________________________________________________________________________

City/State/Zip: ___________________________________________________________________

Phone: ___________________________ Fax: ___________________________ Cell: _______________________

E-mail: ___________________________________________ Website: _______________________________________

Brand name and nature of products to be displayed: ______________________________________

Please specify companies or competitors you do not wish to be near: __________________________

REGISTRATION

<table>
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<tr>
<th>Vendor A &amp; B</th>
<th>First Full Registration</th>
<th>$300</th>
<th>Second Registration</th>
<th>$50 each</th>
<th>Third &amp; Add'l Registration</th>
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<tbody>
<tr>
<td>Vendor C</td>
<td>$875</td>
<td>$300</td>
<td>$50 each</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Member Vendors</td>
<td>$950</td>
<td>$300</td>
<td>$50 each</td>
<td></td>
<td></td>
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</tbody>
</table>

☐ Electrical $25 ☐ Internet $100 per connection

Booth Preference

1st Choice _____________ 2nd Choice ____________ 3rd Choice ____________

If choices are unavailable, CAC will determine the next closest space. No booth will be secured without payment in full. Registration is required to enter the exhibit hall. Space assignments will be made based upon your choice of exhibit area in the order received by CAC. Shaw management reserves the right to determine the space assignment. The full terms and conditions of this agreement are set forth on the terms and conditions page.

ADDITIONAL ACTIVITIES

<table>
<thead>
<tr>
<th>CAC Golf Outing</th>
<th>NCGA Member</th>
<th>Others/Guests</th>
<th>Participant Names</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$95</td>
<td>$145</td>
<td></td>
<td></td>
<td>$240</td>
</tr>
</tbody>
</table>

☐ Club Rental $59

☐ R ☐ L ☐ M ☐ W

PAC Beach Party $200 for one or $300 for two

(Founder + 1 Guest Complimentary)

SPONSORSHIP OPPORTUNITIES

☐ List Sponsorship(s): ______________________________________________________________$__________

☐ Sign me up for Enlighten Us (limited to first 12 exhibitors that sign up) $200

☐ I want to participate in the Grand Prize ☐ $50 ☐ $100 ☐ $200 ☐ $300 ☐ Other __________$__________

PAYMENT

Please total all exhibitor registrations, sponsorship(s), golf, and PAC Event.

TOTAL DUE $__________

Payment: ☐ Visa ☐ MC ☐ AMEX ☐ Ck # __________ Card Holder’s Name: ________________________________

Billing Address: _____________________________________________

City: __________________________________________________________________ State: __________________________________________________________________ Zip: __________

Card Number: ___________________________ Exp: ___________________________ Security Code: ___________________________

Signature: ___________________________________________ Date: ___________________________

Please complete and mail, e-mail or fax with payment to: CAC, 1455 Response Road, Suite 240, Sacramento, CA 95815 E-MAIL: cac@calcollectors.net FAX: 916-929-7682

See Terms and Conditions Agreement for all policies. By signing the Agreement, you agree that you have read and agree to the terms and conditions set forth.
Terms & Conditions Agreement

1. USE OF SPACE
   A. LIABILITY – The Exhibitor is entirely responsible for the space leased and shall not injure, mar or deface the premises and the Exhibitor shall not drive, nor permit to be driven any nails, hooks, tacks or screws in any part of the building. Furthermore, Exhibitor shall not affix to the walls or windows of the building any advertisement, signs, etc. or use scotch tape, masking tape or any other adhesive type materials on painted surfaces. The Exhibitor agrees to reimburse the facility, and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased by the Exhibitor. CAC shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other causes beyond its control.
   B. AISLES – The aisles, passageways and overhead spaces remain strictly under the control of the hotel management, and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of the hotel management. All exhibits and their personnel must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, cause injury or disadvantageously affect the display of other Exhibitors. No interference with the light or space of another Exhibitor will be permitted.
   C. SPACE – The space contracted for is to be used solely for Exhibitor whose name appears on the Contract, and it is agreed the Exhibitor will not sublet or assign any portion of same without the written consent of CAC.
   D. ALL DEMONSTRATIONS – or promotional activities must be confined within the limits of the purchased space. Noise resulting therefrom must not interfere with the other exhibitors.
   E. RESTRICTIONS – CAC reserves the right to restrict or remove exhibits, without refund, that may have been falsely entered, or may be deemed by CAC unsuitable or objectionable. This restriction applies to noise, P.A. systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to the show or CAC.
   F. OFFENDERS – will be asked to leave the area if any of the above are violated: and, as an exhibitor offender no refund will be given.

2. BOOTHS
   A. ALL BOOTHS – and decorations must concur with the facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must be fire retardant. Contact CAC if in doubt.
   B. INSTALLATIONS – Any special carpentry, wiring, electrical, internet connection or other work, gas, steam water or drainage connections shall be installed at Exhibitor’s expense.
   C. LICENSES – Any and all city, municipal, state or federal licenses, inspections or permits as required by law of any Exhibitor in the installation or operation of his display shall be obtained by the Exhibitor at his own expense prior to the opening of the show.
   D. RIGHTS OF CAC IN EVENT EXHIBITION IS NOT HELD – CAC shall not be liable for any damages or expense incurred by Exhibitors in the event the show is delayed, interrupted or not held as scheduled; and if for any reason beyond the control of CAC, the show is not held, CAC may retain so much of the amount paid by Exhibitors as is necessary to defray expenses already incurred by CAC.
   E. TERMS AND CONDITIONS – This contract contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.
   F. SECURITY FOR RENTAL – Failure on the part of the Exhibitor to pay the rental as specified under the contract shall entitle CAC to seize all merchandise, materials, and exhibits displayed by the exhibitor at the within described show and to retain the same as security for any unpaid rental amount owing hereunder. Upon the expiration of seven days after such seizure, CAC shall have the rights to dispose of same without notice to the Exhibitor, in such manner as CAC deems appropriate whether by public or private sale in the manner determined solely at CAC’s discretion, and without any obligation on the part of CAC to effect any manner of publication respecting the date or any details or information as to when or how such sale is to be carried out.
   G. AMENDMENTS – Exhibitor agrees to abide by decisions of CAC concerning all matters pertaining to the administration and success of the show which are not specifically stated.
   H. ATTORNEY FEES – In the event suit or action is brought by any party under this agreement to enforce any of its terms it is agreed that the prevailing party shall be entitled to a reasonable attorney fee to be fixed by the trial and appellate courts.
3. SECURITY
Neither CAC, its employees, the facility management nor our insurance company are financially liable for losses of exhibitors’ materials of any kind. We recommend all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. Please read carefully the coverage provided to decorators and shipping companies to determine if additional coverage is necessary. Any additional security must be arranged by the Exhibitor at his/her own expense, directly from the facility.

4. PAYMENT AND CANCELLATIONS
Applications for space must be accompanied by the required payment per the instructions on the Exhibit Space Rental Agreement. Applications failing to comply with the required payment requested will be delayed in processing and assignment of space. No cancellation shall be acknowledged unless received by CAC in writing. The date upon which the Notice of Cancellation is received shall apply as the official date of cancellation. Upon receipt of the written cancellation from the exhibiting firm, CAC will acknowledge such receipt in writing. Should an Exhibitor cancel from the show, the following shall apply:
   a. Cancellation or reduction of space prior to September 1, 2012, shall result in CAC retaining 50% of the total exhibit space rental fee.
   b. Cancellation or reduction on or after September 2, 2012, shall result in no refund.
   c. Upon written notification via letter or e-mail of cancellation, CAC has the right to resell the vacated space.

5. EXHIBITOR KIT
You can download the exhibitor kit on the annual conference webpage at http://www.calcollectors.net/Events/2012/2012_conference.html.

6. ELECTRICAL AND INTERNET
Please refer to the registration form to order electrical and internet.

7. MOVE-IN AND MOVE-OUT INSTRUCTIONS
Exhibitors will have access to the display area beginning at 1:00 p.m. on Monday October 1, 2012, and must be set-up by 4:00 p.m. Move out time on Tuesday, October 2 begins at 2:00 p.m. and must be completed by 4:00 p.m.

8. EXHIBITOR BADGES
Exhibitor badges may be picked up by an authorized representative at the show registration desk during move-in.

9. LIABILITY
Neither CAC, the Monterey Marriott Hotel, nor their representatives, nor any member of the above named will be responsible for any injury, loss or damage that may occur to the Exhibitor or the Exhibitors’ employees or property from any cause whatsoever. The Exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage or injury.

10. PEOPLE WITH DISABILITIES
We make every effort to ensure that our meetings are held at facilities that are fully accessible to individuals with disabilities. However, if you have a disability that may require accommodation regarding your participation in this convention, please attach a statement to the registration form indicating the accommodations. One of our staff will contact you prior to the convention to discuss your request. We cannot assure timely availability of appropriate accommodations without prior notification.

By signing this document, you agree to the terms and conditions and that you are authorized to sign on behalf of this company.

Print Name: __________________________ Company: ________________________________
Signature: _____________________________ Date: ________________________________