



# **NAVIGATING THE WAVE**

**36TH ANNUAL INSOLVENCY CONFERENCE**

**MAY 17-19, 2024**

**RITZ-CARLTON BACARA • SANTA BARBARA, CA**

**CONFERENCE SPONSORSHIP AND  
ADVERTISING OPPORTUNITIES**

# CBF 2024 Main Program Schedule

(subject to change)

## Thursday May 16, 2024

Exhibitor Move In  
12:00pm-5:00pm

## Friday May 17, 2024

Exhibits Open  
Ethics Program  
Receivers Program  
Plated Lunch  
Keynote Speaker  
Judges Roundtable  
Business Concurrent  
Sessions (MCLE)  
Insolvency Law  
Committee Reception

## Saturday May 18, 2024

Breakfast  
Exhibits Open  
Judge Bluebond's Game  
Show  
General Session or  
Business Concurrent  
Session  
Judges Roundtable  
Young Insolvency  
Professionals (YIP)  
Program  
Consumer Program  
Optional Activities  
Final Night Reception  
and Dinner

## Sunday May 19, 2024

2025 Conference  
Planning Meeting

# Why become an exhibitor or sponsor at the Annual Conference?

CBF has an array of business development opportunities to market your products or services to the leaders and decision-makers in the insolvency community. By participating, you are directly contributing to the success of the 36th Annual Insolvency Conference while increasing your firm's visibility.

### Important Deadlines:

November 10, 2023	First right of renewal on same sponsored item from previous year
February 12, 2024	Deadline for exhibitor and sponsor registration
February 19, 2024	All artwork must be received
March 4, 2024	Deadline for cancellation

### Hotel accommodations and travel arrangements:

The conference will be held at the The Ritz-Carlton Bacara, Santa Barbara. All conference attendees, sponsors and exhibitors are responsible for making their own travel and hotel reservations. Once you have paid for your exhibit table or sponsorship, you will receive a confirmation email with a link for your hotel room reservation at a special discounted group rate. The hotel reservation deadline is April 23, 2024.

### How do I become an exhibitor or sponsor?

All contracts for exhibiting or sponsoring must be completed on the CBF Conference Registration website at <https://www.calbf.org>. By completing the online registration, the company is agreeing to the exhibitor and sponsor contract rules contained in this brochure. Payments may be made by check or credit card. If paying by check, payment must be received within 30 days of receipt of invoice, otherwise the exhibitor table assignment and all associated benefits and opportunities will be subject to cancellation. Your table assignment is **not** confirmed until you have received an email confirmation from Alexandra Kerstner at [alex@groupconcepts.org](mailto:alex@groupconcepts.org). Feel free to reach out with questions.



# Sponsorship and Advertising Opportunities

## Exhibitors

**\$2,500**

### Your exhibit fee includes:

- One booth personnel
- Logo included in attendee pre-event communications
- Listing on conference website
- Profile listing in the mobile app, including logo, description, and contact information
- 100-word company description in program book and mobile app
- Acknowledgement on general session PowerPoint slides
- Invitation to Thursday welcome reception for all exhibitor attendees, sponsors, board and committee members.
- One 6' draped table to display goods and services for two days, one chair, and wireless internet access
- Appreciation acknowledgement in two issues of *California Bankruptcy Journal*

*The exhibit space at the hotel is limited to 20 exhibitors. Exhibit space will be granted on a first come first come basis.*

## Sponsorships Include:

- Logo on signage for your sponsored event
- Logo and link on conference website and mobile app
- Profile listing in the mobile app, including logo, description, and contact information
- 100-word company description in program book and mobile app
- Printed ad in program book
- Acknowledgement on general session PowerPoint slides
- Invitation to the Thursday welcome reception for all sponsor attendees, exhibitors, board and committee members.
- Appreciation acknowledgement in two issues of *California Bankruptcy Journal*

*All sponsorships are on a first come first served basis. Prior sponsors will have first right of refusal on attendee gifts and available promotional items. No sponsored event shall be considered exclusive to one sponsor. Sponsors will have first right of refusal on attendee gifts and available promotional items. No sponsored event shall be considered exclusive to one sponsor.*

## Platinum Sponsors

**\$8,500**

- Premium logo placement. Logo incorporated in mobile app conference header and recognition on all marketing materials.
- Profile listing in the mobile app, including logo, description, and contact information.
- Two complimentary conference registrations
- One-page full color ad in program book (back or inside cover) and ad in *California Bankruptcy Journal* for two issues
- Recognition as hosting **one** of the following, sponsor choice, first come first serve:
  - o Friday Luncheon and Keynote
  - o Logo on attendee show bags chosen by event team  
Insert in conference bag (one item, provided by sponsor)
- Pre & Post attendee list (opt out for attendees)

## Diamond Sponsors

**\$7,000**

- Logo placement on pre-event attendee communication (know-before-you-go) and recognition on all marketing materials.
- Profile listing in the mobile app, including logo, description, and contact information.
- One complimentary conference registration
- One-page full color ad in program book and ad in *California Bankruptcy Journal* for two issues
- Recognition as hosting **one** of the following, sponsor choice, first come first serve:
  - o Welcome gift with logo
  - o Reusable water bottles or coffee mugs
  - o Name badge kiosk
- Pre & Post attendee list (opt out for attendees)

# Sponsorship and Advertising Opportunities (continued)

## Gold Sponsors

**\$5,500**

- Profile listing in the mobile app, including logo, description, and contact information.
- One complimentary conference registration
- Half-page full color ad in program book and ad in California Bankruptcy Journal for two issues
- Recognition as hosting one of the following:
  - Friday Judges Roundtable with logo on table signs
  - Saturday Judges Roundtable with logo on table signs
  - Wireless Internet - Custom Splash Page if possible, Custom SSID/Network and Forced First Page/Redirect
  - Saturday Breakfast
  - Saturday YIP Luncheon & Judges Roundtable
  - Hotel key cards
  - Enhanced listing in the mobile app (rotating logo on agenda pages)

## Silver Sponsors

**\$4,000**

- Profile listing in the mobile app, including logo, description, and contact information.
- One complimentary conference registration
- One black and white half-page ad in program book.
- Recognition as being a host of one of the following:
  - Friday Afternoon Break
  - Saturday Coffee Break
  - Saturday dinner entertainment
  - Saturday Dinner
  - Golf Tournament - including tee signs and logo on golf banner
  - Luggage Tag
  - DJ booth Saturday night (if applicable)
  - 3-in-1 Charging Cable with logo
  - Notebooks

## Bronze Sponsors

**\$2,500**

- Profile listing in the mobile app, including logo, description, and contact information.
- One complimentary conference registration
- One black and white quarter-page ad in program book.
- Recognition as being a host of one of the following:
  - Saturday afternoon YIP & Consumer break
  - YIP Social Activity
  - YIP Networking Reception
  - Consumer program
  - Saturday Reception prior to dinner
  - Saturday optional activity (sponsorship of one event)
  - Saturday dinner décor
  - Educational materials on the website

**NOTE: Sponsors may add an exhibit table for an additional \$500.  
Available on a first-come first-served basis.**



# Program Book Advertising Pricing and Sizes

## Ad Pricing (only applies for companies not otherwise sponsoring)

Full Page (Color)	\$1750
Full Page (Black and White)	\$1300
Full Page for Local Forums	\$1000
Half Page (Color)	\$1200
Half Page (Black and White)	\$700
Quarter Page (Black and White Only)	\$400
Include ad in the 2024 California Bankruptcy Journal	\$200

## Program Book Advertising

- Artwork for the CBF Program Book must be provided electronically, print-ready, as a high resolution PDF, packaged InDesign file, or Illustrator file with embedded images and outlined fonts. Lower resolution files will not be accepted.
- 300 DPI JPGs can also be used.
- If you have a color ad and need it turned into black and white, that will be done for free
- Word and Publisher documents will not be accepted, too many conflicts and other issues from PC to Mac.
- No bleeds on interior page ads. Bleeds only on back cover.
- If you need an ad designed, the rate is \$60 for a simple ad or \$60 per hour for a detailed ad. There is a fee of \$60 to update existing ads.

## Ad Sizes



## Images for Producers, Panelists, and Judges

- If you are a producer, panelist, or judge who needs to submit a picture for the website, program book, signage, or any brochure, a print-ready 300 DPI JPG is needed. An Android or iPhone picture has good enough resolution. If you don't have a high quality image, use your phone.
- Please send the original photo. CBF will make necessary sizing or cropping adjustments.

## Important Information

- Logo and 100-word company description will be required during registration.
- Your complimentary attendee must register for the conference using the provided promo code and book their own hotel room.
- Your complimentary attendee does not count toward discount for three or more attendees from the same company.

## How to Become a Sponsor

Please contact one of the Sponsorship co-chairs for more information or call the California Bankruptcy Forum at 714-632-6800.

**Zev Shechtman**  
ZShechtman@DanningGill.com  
310-277-0077

**Sandi Colabianchi**  
SColabianchi@fennemorelaw.com  
510-622-7529

**Hagop Bedoyan**  
hagop.bedoyan@mccormickbarstow.com  
559-433-1300

# 2024 Sponsorship & Exhibitor Rules and Regulations

## SHIPPING AND HANDLING

Shipping of materials and installation setup are not included in the exhibit fee. For shipping, storage of displays/shipments, and power drops, please refer to the Exhibitor Shipping and Power Drop Form provided after registration.

## CONTRACT FOR SPACE

The exhibitor contract, the formal notice of space assignment and the full payment of exhibit fees together constitute a contract between CBF and the exhibitor for the right to use the assigned exhibitor table space and to comply with these rules and regulations. Exhibitors shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by CBF.

## TABLE ASSIGNMENT

Table assignment priority is given according to sponsorship level and is then made available on a first-come, first-served basis. CBF will make every effort to place exhibitors at the table of their choice, and once a space is paid for, confirm that space to the exhibitor. However, CBF does reserve the right to place, move or relocate any exhibitor in case of necessity for the total benefit and operation of the show.

## EXHIBITOR SETUP

Exhibitors shall arrange their exhibit area so that they do not obstruct other exhibits. Any standing banner may only be 6 feet wide, so as not to impede the space of any other exhibitor in the limited space. Aisles must be kept clear. Each table will have a chair behind the table so that company representatives will be inside of the space assigned. Materials used to decorate shall be of flame-retardant material. Safety exits and equipment must be left accessible and in full view at all times.

Exhibitors may not tear down their booth prior to the end of the show. All conference spaces are for attendees 18 years and older, including the exhibit hall. Absolutely no dogs are allowed in any conference spaces.

## BOOTH PAYMENT

Each exhibitor MUST submit a signed application with full payment to reserve a table. Payment must be received within 30 days of invoice or the booth may be forfeited.

## CANCELLATION

If an exhibitor contracts a table, pays in full, but does not attend the conference, there will be no refund of the fee. In addition, cancellation of an exhibition table after March 4, 2024, will result in a full forfeiture of fees.

## REPRESENTATIVE FEES

The exhibit fee for each exhibit table includes one conference registration for the designated company representative.

## ALL COMPANY REPRESENTATIVES AT THE EXHIBITION TABLE, MUST BE REGISTERED FOR THE CONFERENCE

All exhibitors must check in at the registration area upon arrival at the conference for a badge and conference information. Please register all persons in your booth so that a badge can be made in advance. Admission shall be by badge and badges are not transferable. Rights of an exhibitor shall not be assignable to any other firm or person.

## EXHIBITOR'S RESPONSIBILITIES

CBF will not be responsible for damage to uncrated materials, materials improperly packed, glass breakage or concealed damage. CBF will not be responsible for loss or disappearance of the exhibitor's materials after some have been delivered to the exhibitor's table. Similarly, CBF cannot be responsible for disappearance of the exhibitor's materials before the materials are picked up from the exhibitor's table for loading after the conference.

## INSURANCE AND LIABILITY

Exhibitor agrees to protect, save and keep CBF and La Quinta Resort & Club forever harmless from any damages or charges imposed for violation of any law or ordinance occasioned by negligence of the exhibitor, as well as to comply strictly with the applicable terms and conditions contained in the agreement between La Quinta Resort & Club and CBF regarding exhibition premises.

Further, Exhibitor shall at all times protect, indemnify, save, defend and hold harmless CBF and La Quinta Resort & Club against and from any and all loss, costs (including attorney fees), damages, liability, or expense arising from or out of or by reason of any accident or bodily injury or any other occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof. Additionally, CBF shall not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restrictions, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of CBF.

## EXHIBITORS PROPERTY

CBF (and its conference host facilities) cannot assume responsibility for the safety of the property of the Exhibitor, its officers, agents or employees from theft, damage by fire, accident or other causes, but will use all reasonable care to protect them against such loss. In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and when exhibits are being set up or dismantled, to protect against loss. CBF (and its host conference facilities) cannot be responsible for any item left unattended or left in the Exhibit Hall during the times the exhibits are closed.

## RULES AND COMPLIANCE

Exhibitors agree to comply with rules and regulations as specified in the exhibitor package.

If any of these rules are broken by an exhibitor, the exhibitor will be prohibited from exhibiting at the following year's conference.

## NONCOMPLIANCE WITH EXHIBITOR RULES AND REGULATIONS

Each exhibitor and all its employees agree to abide by the rules and regulations given herein and by subsequent amendments and additions considered by CBF management to be in the best interest of all exhibitors. Upon noncompliance with the rules formulated, CBF management reserves the right to prohibit, reject, or eject any exhibitor, exhibitor's representatives, or exhibit in whole or part, with or without giving cause. If cause is not given, CBF's liability shall not exceed the return to the exhibiting company of the rental unearned at the time of ejection. If an exhibitor is ejected for violation of these rules, or for any other reason, no return of monies received shall be made.

## AMENDMENT TO RULES

These rules, regulations and conditions have been drawn for the purpose and intention of providing a well-balanced, well-regulated, attractive, and successful exposition. Any and all matters or questions, not specifically covered by the preceding rules and regulations shall be subject solely to the decision of CBF management. In an effort to provide the greatest good to the greatest number, CBF Management shall have full power to so interpret the rules and regulations or make such rulings as may appear to be for the best interest of the entire exposition and all amendments of the foregoing rules shall bind the exhibitors.