

UNCORKING SOLUTIONS



38TH ANNUAL INSOLVENCY CONFERENCE • MAY 14-17, 2026 • HYATT REGENCY SONOMA, SANTA ROSA, CA

calbf.org

**CONFERENCE SPONSORSHIP AND
ADVERTISING OPPORTUNITIES**

CBF 2026 Main Program Schedule

(subject to change)

Thursday, May 14, 2026

Exhibitor Move In

Friday May 15, 2026

Breakfast

Exhibits Open

Receivers Program

Lunch

Keynote

Judges Roundtable

General Session

Insolvency Law Committee

Reception

Saturday May 16, 2026

Breakfast

Exhibits Open

Judge Bluebond's Game Show

General Session

Young Insolvency

Professionals (YIP) Program

Consumer Program

Optional Activities

Reception and Dinner

Sunday May 17, 2026

2027 Conference

Planning Meeting

Why Sponsor or Exhibit at the Annual Conference?

Join us at the premier event for California insolvency professionals—the 37th Annual Insolvency Conference! This is your chance to showcase your products or services to an exclusive audience of bankruptcy attorneys, trustees, financial advisors, and decision-makers within the insolvency sector. As a sponsor or exhibitor, you'll not only gain unparalleled visibility for your firm but also play a key role in driving the success of the event. Seize this opportunity to connect with senior leaders and decision makers, forge new partnerships, strengthen existing ones, and position your brand at the forefront of the insolvency community.

Important Deadlines:

January 30, 2026	First right of refusal...
March 31, 2026	Deadline for exhibitor and sponsor registration
March 31, 2026	Deadline for cancellation and payments
April 6, 2026	All artwork/logos due

Hotel accommodations and travel arrangements:

The conference will be held at the Hyatt Regency Sonoma Wine Country, 170 Railroad St, Santa Rosa, CA 95401. 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 20, 2026.

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/cbf-conference>. 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 and received by March 31, 2026. Otherwise the exhibitor table assignment and all associated benefits and opportunities will be subject to cancellation. Your assignment and benefits are *not* confirmed until you have received an email confirmation from Alexandra Kerstner at alex@groupconcepts.org. Feel free to reach out with questions.

Sponsorship and Advertising Opportunities

All exhibitor and sponsor registrations **MUST** be received by **March 31, 2026** in order to be included in the printed program and other printed materials, such as signage or branded items.



Exhibitors

\$2,500

Your exhibit fee includes:

- One booth personnel
- Logo included in attendee pre-event communications
- Logo and link on conference website
- Company profile in the mobile app, including logo, description, and contact information
- 100-word company description in program book
- Acknowledgement on general session PowerPoint slides and event signage

- 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 the *California Bankruptcy Journal*

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

Sponsorships Include:

- Logo on signage for your sponsored event
- Logo and link on conference website and mobile app
- Company profile in the mobile app, including logo, description, and contact information
- Printed ad and 100-word company description 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 the *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.

Platinum Sponsors

\$8,500

- Premium logo placement. Logo incorporated in mobile app conference header and recognition on all marketing materials
- Company profile in the mobile app, including logo, description, and contact information
- Two conference registrations
- Full-page color ad (only inside pages available) and 100-word company description in program book, plus ad in the *California Bankruptcy Journal* for two issues

- Recognition as sponsoring **one** of the following, sponsor choice, first come first serve:
 - Friday Keynote Lunch
 - Professional Headshots
 - Specialty Beverage Cart, Station
 - Attendee Bag
- Pre & Post attendee list (excluding opt outs)

Diamond Sponsors

\$7,000

- Logo placement on pre-event attendee communication (know-before-you-go) and recognition on all marketing materials
- Company profile in the mobile app, including logo, description, and contact information
- One conference registration
- Full-page color ad (only inside pages available) and 100-word company description in program book, plus ad in the *California Bankruptcy Journal* for two issues

- Recognition as sponsoring **one** of the following, sponsor choice, first come first serve:
 - Name Badge Kiosk
 - WiFi, including custom password
 - Hotel Key Cards
- Pre & Post attendee list (excluding opt-outs)

Would you like to customize your sponsorship or have something specific in mind? Contact Alexandra at alex@groupconcepts.org with your ideas. We want your participation to be meaningful to you!

Sponsorship and Advertising Opportunities

All exhibitor and sponsor registrations **MUST** be received by **March 31, 2026** in order to be included in the printed program and other printed materials, such as signage or branded items.



Gold Sponsors

\$5,500

- Company profile in the mobile app, including logo, description, and contact information
- One conference registration
- Half-page color ad (back or or inside cover) and 100-word company description in program book, plus ad in the *California Bankruptcy Journal* for two issues

- Recognition as sponsoring one of the following:
 - Friday Judges Roundtable
 - Saturday Breakfast
 - Saturday Young Insolvency Professional Program
 - Saturday Consumer Program
 - Enhanced Listing in the Mobile App
 - Wine Tumbler (attendee bag item)
 - Local Chocolates (attendee bag item)

Silver Sponsors

\$4,000

- Company profile in the mobile app, including logo, description, and contact information
- One conference registration
- Half-page black and white ad and 100-word company description in program book

- Recognition as sponsoring one of the following:
 - Friday Breakfast
 - All Day Beverage Break
 - Reception Entertainment
 - Saturday Dinner
 - Golf Tournament
 - Journal/Notebook (attendee bag item)

Bronze Sponsors

\$2,500

- Company profile in the mobile app, including logo, description, and contact information
- One conference registration
- Quarter-page black and white ad and 100-word company description in program book

- Recognition as sponsoring one of the following:
 - Young Insolvency Professional Reception & Social Activity
 - Saturday Reception
 - Dinner Decor
 - Educational Materials on the Website
 - Judge Bluebond's Game Show Prizes

Would you like to customize your sponsorship or have something specific in mind? Contact Alexandra at alex@groupconcepts.org with your ideas. We want your participation to be meaningful to you!

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

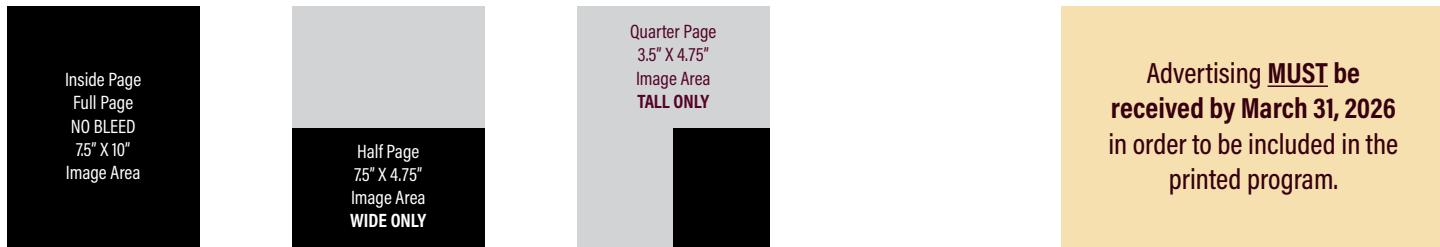
Ad Pricing (only applies for companies not otherwise sponsoring)

Full Page (Color)	\$1,750
Full Page (Black and White)	\$1,300
Full Page for Local Forums	\$1,000
Half Page (Color)	\$1,200
Half Page (Black and White)	\$700
Quarter Page (Black and White Only)	\$400
Include ad in the 2026 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 converted into black and white, that will be done for free.
- Word and Publisher documents will not be accepted.
- No bleeds on interior page ads. Bleeds only on back cover.
- Ad design rates are as follows: Simple ad or update existing ad: \$75; Detailed ad: \$75/hour.

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.
- 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 to ensure accuracy in published materials.
- 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 contact the California Bankruptcy Forum at alex@groupconcepts.org or 714-632-6800.

Hagop Bedoyan

hagop.bedoyan@mccormickbarstow.com
559-433-1300

Caroline Djang

cdjang@buchalter.com
714-345-7484

2026 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 exhibitor shipping and power details 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 by March 31, 2026 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 31, 2026, 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 Hyatt Regency Sonoma Wine Country 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 Hyatt Regency Sonoma Wine Country and CBF regarding exhibition premises.

Further, Exhibitor shall at all times protect, indemnify, save, defend and hold harmless CBF and Hyatt Regency Sonoma Wine Country 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.

EXHIBITOR'S 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.

