



MVCAC

**89th Annual Conference
and Exhibitor Showcase**



**PORTOLA HOTEL &
MONTEREY CONVENTION CENTER
JANUARY 31 - FEBRUARY 2, 2021**

EXHIBITOR PROSPECTUS

EXHIBITOR OPPORTUNITIES

There are a limited number of exhibits available during the MVCAC Annual Conference. Exhibit space is assigned on a first-come, first-served basis.

JANUARY EXHIBIT HOURS:

SUNDAY 31	Exhibits open: 6 p.m. - 8 p.m.	Set-up: 2 p.m. – 5:30 p.m.
MONDAY 1	Exhibits open: 8 a.m. – 5 p.m.	
TUESDAY 2	Exhibits open: 8 a.m. – 2 p.m.	Tear-down: 2 p.m. – 5 p.m.

ABOUT MVCAC

Mosquito and Vector Control Association of California (MVCAC) is California's recognized voice for mosquito and vector control districts.

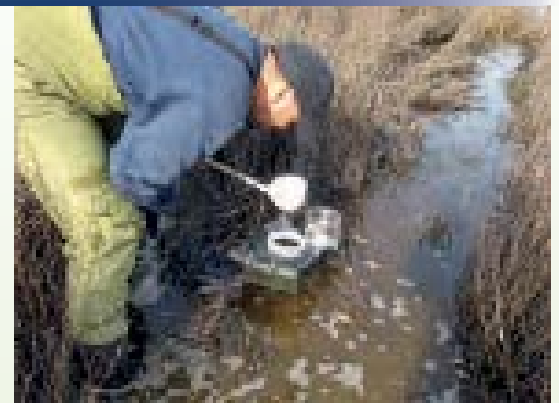
MVCAC provides legislative and regulatory leadership on issues of concern to individuals dedicated to protecting public health and the environment through mosquito and vector control. MVCAC provides professional development opportunities for individuals at its annual conference and throughout the year. MVCAC is the clearinghouse for current research, technology and practices, and hosts forums for exchange in real-life responses to abatement activities on the local level.



WHO ATTENDS THE MVCAC ANNUAL CONFERENCE AND EXHIBITOR SHOWCASE?

This conference attracts more than 400 attendees from throughout California. Attendees include district managers, assistant managers, finance and administrative staff, field technicians, biologists, entomologists and vector entomologists. In addition, members of the districts' governing bodies will also be in attendance.

Decision-makers of all levels will be onsite, representing districts of all sizes including urban and rural areas. Attendees will look to exhibitors to educate them on products and services in response to the needs of their districts.



ACCOMMODATIONS

Room Rate Cut-off Date:
January 8, 2021

All activities associated with the MVCAC Annual Conference take place at the Portola Hotel.



PORTOLA HOTEL
2 Portola Plaza
Monterey, CA 93940

ROOM RATE
Standard Room:
\$229 per night,
plus taxes and fees

Reservations can only be made online using the following link:
<https://book.passkey.com/gt/217881788?gtid=eb881c653ad254d2df8bdeaf1202bcb>
For more information please visit the MVCAC Website at: www.MVCAC.org

*Please note you will be charged a first night nonrefundable deposit per MVCAC policy.

Exhibitors are strongly encouraged to support MVCAC and its future Annual Conferences by making reservations at the host hotel.

EXHIBIT HALL Register early to secure the best table selection.

We will be offering 8' x 10' size booths as part of our trade show. The trade show will be conveniently located adjacent to the breakout rooms. Tradeshow decorator information will be sent in December, which will include shipping information along with other show services.



EXHIBITOR BOOTH FEES:

\$950 – Non-Member Exhibitor

Those that join or renew their Sustaining Membership with MVCAC will receive a FREE booth space. The cost of membership is \$1,500. Please see Page 8 regarding Sustaining Membership for details!

Exhibit fees include:

- *Company listing in the conference onsite guide, including a company description*
- *One full conference registration*
- *Pre-conference mailing list*
- *Post-conference mailing list*
- *Recognition in all MVCAC Communications*
- *8' x 10' space with one 6' table and two chairs*
- *Wastebasket*

Exhibit space will be assigned in order of registration.

Exhibit Hall layout with booths available will be provided starting January 5, 2021 as to follow the social distancing guidelines provided at that time.

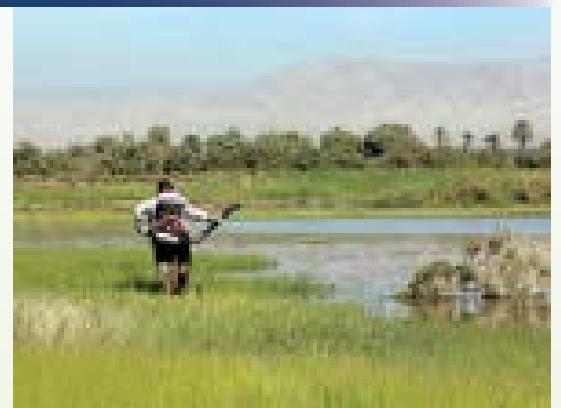
SPONSORSHIP OPPORTUNITIES

WHY SPONSOR THE MVCAC CONFERENCE & EXHIBITOR SHOWCASE?

All MVCAC sponsors will receive recognition on www.mvcac.org. Be one of the first to have your company displayed online and promoted on the website. Sponsors that sign up by Tuesday, January 5, 2021 will be listed in the conference onsite guide; in addition all sponsors, will be recognized in all MVCAC Communications.

All sponsorships include:

- *Listing in conference onsite guide; deadlines apply*
- *Special recognition in our Friday Blasts*
- *Thank you at the banquet*
- *Badge ribbons for all company attendees*



PREMIUM SPONSORSHIP OPPORTUNITIES

Virtual and In Person Opportunities

With MVCAC's transition into a hybrid conference, many sponsorships will be offered for both those attending onsite, and those who will be utilizing our virtual platform offering.

Audio/Visual

(2 Available) \$5,000

Sponsorship of the conference audio/visual services guarantees your logo to be featured on each PowerPoint presentation displayed at the beginning of each session in addition to signage outside the plenary and concurrent sessions. As the audio/visual sponsor, you will also have a prominent ad placement on the virtual platform for the hybrid meeting. You'll also receive a half page, full color ad on an internal page of the conference program and in the online portal.



Conference Program both in Print and Virtual

\$3,000

Sponsorship of the conference program includes a full page color ad on the out-side back cover of each onsite guide program, which is distributed to all attendees.



Educational Sessions (Multiple Available)

\$2,500

Sponsorship of this event will give your company the opportunity to showcase itself both virtually and in person. Onsite signage will be provided and premium placement of your logo on the virtual platform.



In Person Only Opportunities

Tote Bags

\$2,500

Display your company logo on the official conference tote bag. Each attendee will receive a bag at registration. As the sponsor of the tote bags, you can provide MVCAC with promotional materials to be included in the bag. Promotional materials need to be sent to the MVCAC headquarters no later than *Friday, January 8, 2021* to have item(s) included.



Neck Wallets

\$3,500

Have your company logo printed on the official conference badge holder/lanyard. Attendee will advertise your business everywhere they go throughout the event.

Registration Desk

\$1,500

Sponsorship of the registration desk includes your company's name on the registration booths during the entire conference.



Wi-Fi Sponsorship

\$2,500

All conference attendees will have to go to your booth to get the Wi-Fi code to access it throughout the conference. Enjoy high-profile brand exposure while giving attendees the necessary service of Wi-Fi.



SPONSORSHIP OPPORTUNITIES *continued*

Food and Beverage Opportunities

Sunday President's Welcome Reception Drink Tickets

\$3,000

Each attendee will receive one drink ticket to be used during the President's Reception. The logo of the sponsor will be printed on the drink tickets thanking you for your generous sponsorship! In addition, you'll receive signage inside the event and additional recognition at the bar.



Sunday Hors d'oeuvres (Three Opportunities)

\$2,500 or \$500 per hors d'oeuvre

Sponsorship includes special signage inside the event; cocktail napkins with your company logo will be provided with Hors d'oeuvres.

Monday Afternoon Refreshment Break

\$3,000

Sponsorship of this event provides recognition of your company through special signage during the break.

Lunch in the Exhibit Hall (2 Opportunities)

***\$5,000**

MVCAC attendees spending more time in the exhibit hall? What could be better! This new opportunity would include lunch in the exhibit hall and a chance for attendees to spend time onsite, with exhibitors. Included in the full fee is a full color, full page ad in the conference program and online program. **Partial sponsorships (\$2,500) would include a half page ad inside the program.*

Hosted Happy Hour before banquet

\$2,000

Sponsorship of this item entitles you to special signage at the entrance to the event, in addition to signage at each table, recognition on the event program, mention in the conference program, and special recognition during the Banquet.

MVCAC Closing Banquet/After Hours Entertainment

\$3,000

Sponsorship of this item entitles you to special signage at the entrance to the event, in addition to signage at the event, recognition on the event program, mention in the printed program, which also appears on our website, and special recognition during the banquet.

ADVERTISEMENT OPPORTUNITIES

ONSITE CONFERENCE PROGRAM AND YEARBOOK ADVERTISEMENTS

MVCAC offers a number of advertising options in both the conference program and annual membership yearbook. Sustaining members* receive one complimentary advertisement on an internal page of the conference program (\$200 value).



ADVERTISEMENT PRICES

CONFERENCE PROGRAM	Business Card Ad	Quarter Page
Ad Inside Front Cover:.....	\$300	\$400
Inside Back Cover:	\$300	\$400
Page Facing Schedule of Events:.....	\$300	\$400
Internal Page:	\$300	\$400

YEARBOOK

Outside Back Cover:	\$500
Inside Front Cover:	\$400
Inside Back Cover:	\$400
Page Following Title Page	\$250
Internal Page	\$200

Conference Program Advertisement Specifications

Business card ads should be 3" wide by 2.25" tall and **quarter page ads** should be 4.25" wide by 5.5" tall.

Each ad must be submitted in print-ready formatting to mvccac@mvccac.org

All ads should be in full color

Yearbook Advertisement Specifications

Full Page Ads should be 5" x 8.5"

Half Page Ads should be 2.5" x 4.5"

Each ad must be submitted in print-ready format to mvccac@mvccac.org

All inside pages of the Yearbook are black and white, including the inside of the front and back covers. Please set up your ad to output as one color art. No color specs should be applied to any type or art elements. This will prevent unanticipated screen tints in the final film.

ALL CONFERENCE PROGRAM ADS AND YEARBOOK ADS DUE BY JANUARY 5, 2021

*Sustaining Members receive one complimentary full page ad on an internal page

SUSTAINING MEMBERSHIP

Members are those individuals or organizations who desire to contribute financially to the furtherance of mosquito and related vector control through this Association. Sustaining Members have no vote in this Association. Sustaining Membership dues are \$1,500 per year and include the following benefits.



BENEFITS OF SUSTAINING MEMBERSHIP IN MVCAC

- **One exhibit space at the MVCAC Annual Conference**
- **One full page ad on an internal page of the conference program (both online and in print)**
- **Listing as a Sustaining Member in the Yearbook and the conference Proceedings & Papers**
- **Complimentary access to the Yearbook and the conference Proceedings & Papers**
- **Acknowledgement by the MVCAC President at the Annual Conference Banquet**
- **Additional signage throughout the MVCAC Annual Conference**

**RENEW OR JOIN SO YOU CAN
TAKE ADVANTAGE OF THESE BENEFITS!**

REGISTRATION FORM

Company _____

(as you want listed in the program)

Primary Contact _____

Mailing Address _____

City, State, Zip _____

Phone _____

Email _____

Website _____

\$1,500 Renew/Join as a Sustaining Member
(includes exhibit booth)

\$950 Booth Only

#1 Subtotal: _____

Ad Fees ADS DUE NO LATER THAN JANUARY 5, 2021

- \$300 Business Card Ad, **Conference Program**, Inside Front Cover
- \$400 Quarter Page Ad, **Conference Program**, Inside Front Cover
- \$300 Business Card Ad, **Conference Program**, Inside Back Cover
- \$400 Quarter Page Ad, **Conference Program**, Inside Back Cover
- \$300 Business Card Ad, **Conference Program**, Page Facing Schedule of Events
- \$400 Quarter Page Ad, **Conference Program**, Page Facing Schedule
- \$300 Business Card Ad, **Conference Program**, Internal Page
- \$400 Quarter Page Ad, **Conference Program**, Internal Page
- \$200 Yearbook Internal Page
- \$250 **Yearbook** Page Following Title Page
- \$400 **Yearbook** Inside Back Cover
- \$500 **Yearbook** Outside Back Cover

#2 Subtotal: _____

Ads are placed on a first-come, first-served basis. A MVCAC representative will contact you if your desired ad placement is no longer available.

Registration Fees

\$275 Full Registration with Banquet*

\$200 Full Registration

*One full registration with banquet is included with your booth price or sustaining membership.

Exhibitor Badges

Please print the first and last name of each company representative, including their title below. Enter the total amount due according to each attendee's registration type (see registration fees).

Name _____ \$ Compt.

Name _____ \$ _____

Name _____ \$ _____

Name _____ \$ _____

Name _____ \$ _____

Name _____ \$ _____

Name _____ \$ _____

#3 Subtotal: _____

Sponsorships

\$5,000 Audio/Visual (2 Available)

\$3,000 Printed Conference Program

\$2,500 Educational Sessions (Multiple Available)

In-Person ONLY Sponsorship:

\$2,500 Attendee Tote Bags

\$3,500 Neck Wallets

\$1,500 Registration Desk

\$2,500 Wi-Fi Sponsorship

\$3,000 Sunday President's Welcome Reception

\$2,500 Sunday Hors d'oeuvres OR

\$500 each Hors d'oeuvres (3 Available)

\$3,000 Monday Refreshment Break

\$5,000 Lunch in the Exhibit Hall (2 Available)

\$2,500 Partial Lunch in the Exhibit Hall

\$2,000 Hosted Happy Hour before Banquet

\$3,000 Closing Banquet and Entertainment

#4 Subtotal: _____

Grand Total _____ Add totals 1-4 for the grand total due

Payment: Check to be sent ___ Credit Card ___

Card Number _____

Expiration Date _____ Security Code _____

Name on Card _____

Billing Address _____

City, State Zip _____

Authorized Signature _____

Please email or mail your completed form, payment and supplementary materials to:



mvcac@mvcac.org or by mail at:
MVCAC
Attn: Nicole Agnone
1 Capitol Mall, Suite 800 Sacramento,
CA 95814

Questions? Contact
Nicole Agnone at
mvcac@mvcac.org
P:916-440-0826
www.mvcac.org

DEADLINE:

**Tuesday,
January 5,
2021**

Contract for Space

The exhibit contract and booth space request, the formal notice of space assignment, and the full payment of rental charges together constitute a contract between MVCAC and the Exhibitor for the right to use the assigned booth space in compliance 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 MVCAC.

Space Assignment

Space assignment is made on a first-come basis for Exhibitors, and is confirmed when the firm sends in their contract and booth space payment. However, MVCAC does reserve the right to place, move or relocate any Exhibitor in cases of necessity for the total benefit and operation of the conference. MVCAC will make every effort to place Exhibitors in the areas of their choice and, once a space is paid for, confirm that space to that Exhibitor.

Cancellation

If an Exhibitor cancels a booth space contract prior to November 23, 2020 all fees paid with the exception of 25% will be returned. In addition, cancellation of a booth after November 23, 2020 will result in a full forfeiture of monies collected as of that date. If an Exhibitor rents a booth, pays in full, but does not attend the conference, no refund of the booth rental will be allowed.

Exhibitor Admission

Admission shall be by badge. Identification badges shall not be transferable. Rights of an Exhibitor shall not be assignable to any other firm or person. Security will be monitoring the door for badges.

Care of Exhibit Space

The exhibit floor, and each booth space occupied by Exhibitors, will be cleaned daily. Exhibitors, however, must cooperate by not throwing refuse on the floor, or any other material which will endanger public safety or inconvenience other Exhibitors during exhibition hours. Exhibits must be put in proper shape and in order before the opening hours of the show day. Booths not in order before the opening hour may be straightened by MVCAC at the expense of the Exhibitor.

Booth Decoration

MVCAC will supply standard booth equipment consisting of a rear background of curtains on a frame not to exceed eight feet in height, two side dividers of curtains on frames not to exceed three feet and one one-line name sign, with booth number, unless Exhibitor has more than one booth and requests to have additional signs. Also included is a draped table, two chairs and a waste basket. All other booth equipment and decorations will either be supplied by the individual Exhibitor or may be rented from the official MVCAC decorator.

Exhibitor Solicitations

Exhibitors must limit their activities to within the confines of their booth space. Exhibitor activities must be conducted in a manner consistent with non-interference of activities legitimately exercised by other Exhibitors. The distribution of Exhibitor's products, catalogues, pamphlets, printed materials, souvenirs, etc., must remain within the confined area of the booth space and at no time should protrude into the exhibit hall aisles. No Exhibitor's promotional activities will be permitted outside the confines of the Exhibitor's booth space. Any firm or organization without an assigned booth space will not be permitted to solicit business within the trade show area.

Installation/Dismantling of Exhibits

Installation of exhibits may begin at 2:00 pm, Sunday, January 31, 2021, and all exhibits must be erected and completely arranged by 6:00 pm, Sunday, January 31, 2021. MVCAC will not allow any installation of exhibits after the opening of the show unless permission is received from MVCAC management. Dismantling and removal of material by Exhibitors may begin after 2:00 pm, Tuesday, February 2, 2021. All exhibit material must be removed by 4:00 pm, Tuesday, February 2, 2021.

Electrical, Drayage & Material Transportation

MVCAC has contracted with a drayage company to provide electrical and drayage needs for the 2021 MVCAC Conference. Exhibitors are responsible for their own electrical, drayage, and the transportation of materials to and from the exhibit hall.

Hold Harmless & Indemnity

The Exhibitor assumes all responsibility for any loss, theft, or damage to Exhibitor's displays, equipment, and all other property while on the Portola Hotel and Monterey Conference Center premises for the MVCAC 2021 Conference and hereby waives any and all claims and/or demands it may have against the Mosquito & Vector Control Association of California, its Officers, Board Members and Consultants and the Portola Hotel and Monterey Conference Center. In addition, the Exhibitor agrees to defend, indemnify and Hold Harmless the Mosquito & Vector Control Association of California, its Officers, Board Members and Consultants and the Portola Hotel and Monterey Conference Center from and against any and all liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation all attorney fees and costs, arising from directly or indirectly and/ or in connection with the Exhibitor's occupancy and/or use of the exhibition premises or any part thereof and/ or any act, error and/or omission of the Exhibitor or its employees, subcontractors and/or agents. Exhibitor shall provide to MVCAC a Certificate of Insurance with General Liability, Auto, Workers' Compensation (if there are employees) and an Additional Insured Endorsement by December 31, 2020. The certificate and endorsement should be issued to: Mosquito & Vector Control Association of California, c/o MVCAC Exhibit Sales, 1 Capitol Mall, Suite 800, Sacramento, CA 95814 and must name MVCAC, its Officers, Directors and Consultants as additional insureds. Coverage limits shall be \$1,000,000 per occurrence/ \$1,000,000 aggregate for GL, \$1,000,000 for Auto and Statutory limits for Workers' Compensation. All coverage limits and insurers must be acceptable to MVCAC.

Labor

Exhibitors are required to comply with the labor regulations as determined between MVCAC, the local unions, and the Portola Hotel and Monterey Conference Center.

Security

The exhibit area will be locked during non-show hours. As further protection, MVCAC management encourages each Exhibitor to have at least one employee in their booth during the hours of move-in and particularly during the hours of move-out, so that each Exhibitor will assist in the security of their individual materials. MVCAC management also encourages that the exhibit booth should be staffed at all times during the regular show hours by qualified regular employees of the Exhibitor. However, in all cases, the ultimate responsibility of security lies with the Exhibitor at all times, and MVCAC will not be held liable for the loss or theft of any or all items from an exhibit booth.

Hospitality Suites/Conflict with MVCAC Sanctioned Events

It is strictly forbidden for any sponsor, Exhibitor or non-Exhibitor to establish a hospitality suite for promotional purposes or for direct sales. Any sponsor, Exhibitor observing a non-Exhibitor promoting products should notify MVCAC management immediately. Sponsor, Exhibitor or non-Exhibitor is not allowed to hold any event during MVCAC sanctioned event times.

Non-Compliance to Rules & Regulations

Each Exhibitor, and all employees, agree to abide by the rules and regulations given herein and by subsequent amendments and additions, considered by MVCAC management to be in the best interest of all Exhibitors. Upon non-compliance with the rules formulated, MVCAC management reserves the right to prohibit, reject, or eject an Exhibitor, Exhibitor's representatives, or exhibit in whole or part, with or without giving cause. If cause is not given, MVCAC'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 rental money shall be made. The first Exhibitor to phone the MVCAC office and mention that they read these rules and regulations will receive a complimentary 1/4 page ad in the 2021 conference advertisement supplement.

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 MVCAC management. In an effort to provide the greatest good to the greatest number, MVCAC 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.