



Dear Sponsor:

Thank you for supporting **Housing California's 2010 Annual Conference!** *If you wish to exhibit at the conference, please read this letter. If you do NOT wish to exhibit, please disregard this letter.*

To confirm your exhibit space, complete and return the **Exhibitor Confirmation** form by fax to 916.447.1900 no later than **March 15, 2010**. If this form is not received by the deadline your exhibit space will be forfeited.

Display Setup

Displays may be set up:

Monday, April 26, 2010 (10:00 am -- 12:00 pm)

OR

Tuesday, April 27, 2010 (8:00 am -- 9:00 am)

Display Teardown (MANDATORY)

Display removal is:

Wednesday, April 28, 2010 (2:30 pm -- 4:00 pm)

Please do not remove exhibits until this time.

Please check in at the Housing California Registration Desk for assistance in locating your assigned exhibit space.

Exhibit tables are assigned on a first-come, first-served basis. Housing California does not guarantee specific table locations.

Registration

Exhibitors MUST register if attending General Sessions, Institutes, Workshops. Please register online at www.housingca.org/events/annualconference. Registration is *not* required for "Exhibitor only" attendees. "Exhibitor only" attendees will only be admitted to the exhibit hall, *but will not be* admitted to the General Sessions, Institutes, Workshops, meals, or other conference-related activities.

Equipment

There are limited electrical outlets. If you have requested space near an outlet, you are responsible for bringing your own extension cords and equipment. Equipment left overnight Tuesday is the responsibility of the exhibitor. Clean up of exhibit space and aisles is the responsibility of the exhibitor from the time of move in to move out. You are responsible for the removal of all advertisements, signs, papers, etc. by the completion of the conference. This includes the removal of all materials from all surfaces prior to exiting the building. Using nails, hooks, tacks or screws in any part of the facility is prohibited. No flammable materials allowed. Materials may not be physically attached to any part of the Sacramento Convention Center.

Shipping

If you need to ship items, **DO NOT SHIP BOXES TO ARRIVE SOONER THAN FRIDAY, APRIL 23, 2010**. Deliveries arriving before this date **will be refused** by the Sacramento Convention Center. Any articles shipped will be at your own risk and expense. Housing California and the Sacramento Convention Center are not responsible for loss or damage to deliveries. Exhibitor entry to the Convention Center is via the loading dock, which is located on "K" Street, between 14th and 15th Streets. Access "K" Street from 14th and "L" Streets. The loading dock freight elevator is located in the middle of the "K" Street loading dock and services the Ballroom level (exhibitor space is in the lobby of this 3rd floor level). Freight may not be stacked or stored on the loading dock, in the loading bays, or against fire exits, fire pull stations, or fire hose cabinets. **You can pick up any materials that have been delivered to the Convention Center in the Duty Office at the west end of the loading dock or in room 305 on the 3rd floor level.**

To ensure your packages are correctly delivered, please address as follows:

Sacramento Convention Center
1401 K Street, Loading Dock
Sacramento, CA 95814

Exhibitor/Vendor Name: [INSERT Your Organization's Name & Contact Person]

Event: Housing CA 2010 Conference, April 26-28, Ballroom Level, East Lobby

If you have any additional questions, please contact me at lchandler@housingca.org. Thank you again for your generous support.

Sincerely,

Lynda Chandler
Executive Assistant