

# Pacific Symposium 2011



**Hotel or Airfare Questions:**  
Contact Barbara Weber  
Phone: 619-334-3180  
Email: [confcoord@aol.com](mailto:confcoord@aol.com)  
*Discounts on rooms at the Catamaran till September 30 "Pacific Symposium" when making your reservations.*

Dear Prospective Exhibitor:

## LOCATION

The Catamaran Resort Hotel  
3999 Mission Boulevard  
San Diego, CA 92109  
(800)422-8386

Welcome to the 23rd annual Pacific Symposium, held at the Catamaran Resort Hotel in San Diego, California. Exhibitions are an excellent forum for companies to: present new products, make new contacts, enhance existing relationships and to sell their products to over 700 individual attendees.

## PACIFIC SYMPOSIUM EDUCATION DATES & TIMES

Tuesday & Wednesday,  
November 1 & 2, 2011;  
9 am - 5 pm.

Thursday & Friday,  
November 3 & 4, 2011;  
7 am - 9 pm.

Saturday & Sunday,  
November 5 & 6, 2011  
7 am - 5 pm.

Monday & Tuesday,  
November 7 & 8, 2011;  
8 am - 4 pm.

Pacific Symposium is an opportunity to market to health and environmentally conscious attendees interested in holistic healing: acupuncturists, chiropractors, nurses, massage practitioners, medical doctors, and patients.

To make your efforts even more effective, consider being a sponsor. Attendee's travel great distances to be a part of this world-class event. Take advantage of this opportunity to present your company to the most successful practitioners' of holistic health and Oriental medicine.

There are 73 booths for sale, please review the booth maps and booth numbers. All booth locations are desirable. Pacific Symposium reserves the right to all final decisions on booth location.

In Health and Wellness,

Tiffany Hansen  
Symposium Director &  
Director of Continuing Education

## EXPOSITION HALL DATES & TIMES

Friday, November 4, 2011  
11:30 a.m. - 2:30 p.m. and 4:45 p.m. - 7:00 p.m.

Saturday, November 5, 2011  
11:30 a.m. - 2:30 p.m. and 4:45 p.m. - 7:00 p.m.

Sunday, November 6, 2011  
9:00 a.m. - 1:00 p.m.

## Symposium Office

7445 Mission Valley Road, Suite 105  
San Diego, CA 92108  
Phone: 619.574.6909 ext. 121  
Fax: 619.574.6641  
Email: [Symposium@PacificCollege.edu](mailto:Symposium@PacificCollege.edu)  
[www.PacificSymposium.org](http://www.PacificSymposium.org)

**Pacific Symposium Party with Musical Guests "The Blues Doctors".  
Saturday, November 5, 2011 ~ 7:00 pm - 9:00 pm in the Aviary Ballroom.**

*Exhibitors wear your badges and come to the Symposium Party.  
Exhibitors can contribute raffle prizes. Recipients of the prizes are extremely grateful and create a lot of goodwill for your company.*



Conference: November 3-6, 2011  
Exhibits: November 4-6, 2011  
San Diego, California  
THE CATAMARAN RESORT HOTEL

## Traffic Builders

### Symposium Tea Break

Limited to 8 sponsors; 1 per day

- Highly visible showcase area near conference rooms
- Poster includes logo and lists booth number
- Additional exposure included:

Online at [www.pacificsymposium.org](http://www.pacificsymposium.org)

### Symposium Notepad

Exclusive

- Company name on front of conference notepads for General Conference and Pre/Post Sessions
- 8-1/2x 11 inch notepad: 50 pages
- Sponsor provides one color logo graphic

### Room Drops

Maximum of 1 item, Maximum of 500 room drops

- Single Insert (single flyer or brochure)
- Sample Insert (product or book)

### Symposium Pens

- Company Logo on pen, single one color imprint
- Company Logo in show notebook
- Insert in Conference Bag

### Keynote Sponsor

- Company Sign outside the session
- Company Logo on attendee brochure next to description of session
- Company Logo on website
- Company Logo on keynote ad
- Insert in Conference Bag

### Lanyards

Exclusive

- Company name only: (1,000+)
- Promotional Signage  
Signage deadline TBD

### Conference Bags Sold Out

Limited 2 Sponsors

- Company name or logo on Eco-Friendly Tote.

### Symposium Audio CD

- Company Sign in front of the Recording area
- Company Logo on attendee brochure next to description of session
- Company Logo on website
- Company Logo in show program
- Insert in Conference Bag

### Conference Bag Inserts

Maximum 10 inserts; 10 samples per bag, per company

- Insert for conference bags (Approx. 800)
- Sample for conference bags

### Banner Ad on Pacific Symposium Website

Limited to 3 sponsors

- Company ad on home page of the Pacific Symposium website

### Notebook Advertising

Many options available including the following exclusives:

(8-1/2x 11 inch)

- Color Front Inside Cover Exclusive
- Color Back Inside Cover Exclusive
- Color Back Cover Exclusive
- Full Page Black and White

### Highlighted Exhibitor Listing

- Company name and logo on exhibitor listing in show program and on website

### Email Blasts

Options include:

- Direct mail to 2011 Pre-Registration List;  
1 Company Message  
(via 3rd party mail house)
- Banner Ad on Email Blast to 2011 Pre-Registration List to include logo and web link  
(only 3 sponsorships available)

### EXHIBITOR HOURS

#### Set-up

- Thursday, November 3, 2011; 6:00 pm - 8:00 pm
- Friday, November 4, 2011; 7:45 am - 11:45 am

#### Exhibit Hall Hours

- Friday, November 4, 2011;  
11:45 am - 2:45 pm & 4:45 pm - 7:00 pm
- Saturday, November 5, 2011;  
11:45 am - 2:45 pm & 4:45 pm - 7:00 pm
- Sunday, November 6, 2011;  
9:00 am - 1:00 pm

#### Breakdown

- Sunday, November 6, 2011;  
1:00 pm - 4:00 pm



Conference: November 3-6, 2011
Exhibits: November 4-6, 2011
San Diego, California
THE CATAMARAN RESORT HOTEL

Sponsorship Opportunities Contract

Company Name:
Contact Name:
Mailing Address:
City:
State/Province: Postal/Zip Code: Country:
Telephone: Country Code: City Code:
Telefax: Country Code: City Code:
Email: URL/Web Address:

Support Opportunities

- Symposium Audio CD \$750
Symposium Tea Break \$700
Symposium Notepad \$1,400
Room Drops-AM \$450
Room Drops-PM \$100
Symposium Pens \$800
Keynote Speaker \$500
Lanyards \$750
Conference Bag Inserts \$450
Conference Bags SOLD OUT
Banner Ad on Pacific Symposium Website \$250
Highlighted Exhibitor Listing \$800
Email Blasts \$500

Notebook Advertising

- Front Color Inside Cover Exclusive \$700
Back Color Inside Cover Exclusive \$600
BackColor Cover Exclusive \$800
Full Page Black and White \$100

Check List

- Email Two Company Logos/Graphics (75 DPI for Web, 300 DPI for Print)
Purchased Notebook Advertising (8 1/2 inch x 11 inch with .25 bleed) Full page Advertisement

CANCELLATION POLICY & AGREEMENT

Cancellation of any payment for booth space, or sponsorships must be submitted in writing. No telephone cancellation will be accepted. Your full payment, minus \$275.00 processing fee, will be refunded if we can resell your booth. No refunds due to cancellation will be made after September 16, 2011. All refunds will be processed within one month following the conference, and payment will either be credited back to your credit card account or mailed by check, based on initial payment. By my signature, my organization/company agree(s) to abide by all terms and conditions set forth in the exhibit information and policies.

Total # of Items TOTAL COST \$

Signature Date

Make check payable to and mail completed contract to:
Pacific Symposium
7445 Mission Valley Road, Suite 105
San Diego, CA 92108



Conference: November 3-6, 2011  
 Exhibits: November 4-6, 2011  
 San Diego, California  
 THE CATAMARAN RESORT HOTEL

## Exhibit Space Application

**1** Mailing/Billing Address

**Company Name:** \_\_\_\_\_

**Booth Name:** \_\_\_\_\_

**Person in Charge of Exhibit/Email:** \_\_\_\_\_

**Marketing Director/Email:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State/Province:** \_\_\_\_\_ **Postal/Zip Code:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Telephone:** Country Code: ( ) City Code: ( ) \_\_\_\_\_

**Telefax:** Country Code: ( ) City Code: ( ) \_\_\_\_\_

**Email:** \_\_\_\_\_ **URL/Web Address:** \_\_\_\_\_

**What do you plan to exhibit?**  
*Please list your service or product:* \_\_\_\_\_

**Company Description:**  
*30 words or less:* \_\_\_\_\_

**2** **BOOTH Rates** *(booth includes electricity)*

Foyer (Upper 8 ft. booth) .....\$1600

Kon Tikki Ballroom (Upper 8 ft. booth).....\$1450

Kon Tikki Ballroom (Upper 6 ft. booth).....\$1250

Rousseau Suite (Lower 8 ft. booth).....\$1100

Rousseau Suite (Lower 6 ft. booth).....\$1000

**3** **BOOTH Preferences** *(refer to booth map-use booth #)*

We do not wish to be located adjacent or directly across from these companies:

List company name(s) \_\_\_\_\_

<i>first choice</i>	<i>second choice</i>	<i>third choice</i>	<i>fourth choice</i>

**4** **CANCELLATION POLICY & AGREEMENT**

Cancellation of any payment for booth space, or sponsorships must be submitted in writing. No telephone cancellation will be accepted. Your full payment, minus \$275.00 processing fee, will be refunded if we can resell your booth. No refunds due to cancellation will be made after September 16, 2011. All refunds will be processed within one month following the conference, and payment will either be credited back to your credit card account or mailed by check, based on initial payment. By my signature, my organization/company agree(s) to abide by all terms and conditions set forth in the exhibit information and policies.

\_\_\_\_\_  
*Signature* \_\_\_\_\_  
*Date*

**Payment Due**

(Foyer 8 ft. booth) \_\_\_\_\_ x \$1600 = \$ \_\_\_\_\_

(Kon Tikki 8 ft. booth) \_\_\_\_\_ x \$1450 = \$ \_\_\_\_\_

(Kon Tikki 6 ft. booth) \_\_\_\_\_ x \$1250 = \$ \_\_\_\_\_

(Rousseau 8 ft. booth) \_\_\_\_\_ x \$1100 = \$ \_\_\_\_\_

(Rousseau 6 ft. booth) \_\_\_\_\_ x \$1000 = \$ \_\_\_\_\_

(Internet at booth:Fri-Sun).....\$197.40 = \$ \_\_\_\_\_

Booth/Internet Total.....= \$ \_\_\_\_\_

**Sponsorship Total.....= \$ \_\_\_\_\_**

**Sponsorship Opportunities Total...= \$ \_\_\_\_\_**

**Payment Total.....= \$ \_\_\_\_\_**

**5** **AUTHORIZED SIGNATURE**

\_\_\_\_\_  
*Card Holders Name - Please Print*

\_\_\_\_\_  
*Card Holders Signature*

**METHOD of PAYMENT**

Check Enclosed Check # \_\_\_\_\_

Please make checks payable to: Pacific Symposium

VISA  MasterCard \_\_\_\_\_ 3 or 4 Digit Security Code

\_\_\_\_\_  
*Card #* \_\_\_\_\_  
*Exp. Date*

# 2011 TERMS & CONDITIONS

## Setup:

Thursday, November 3, 2011: 6 p.m. to 8 p.m.

Friday, November 4, 2011: 8 a.m. to 11:30 a.m.

\*Please arrive on time to set up your booth. Exhibit displays must be ready for showing by 11:30 a.m. on Friday, November 4.

## • Tear Down:

All exhibits must be dismantled and packed up for shipping by 4 p.m. on Sunday, November 6, 2011. NO POST-SHOW SALES will be permitted.

## • Position in Hall

Spaces will be assigned first-come, first-serve with consideration given to patronage. Pacific Symposium reserves the right to make all final decisions on booth locations.

## • Space Size & Layout

A 6-foot or 8-foot table(s), table skirt, and two chairs are provided. The space provided is for the table and two chairs. Please be considerate of your neighbors - do not obstruct the view to their booths in any way. Pacific Symposium is the final judge of any dispute.

## • Extra Tables

Due to the size of our show, Pacific Symposium cannot arrange for extra tables and/or accessories. Please bring any extra items you need to the show or ship them via Global Moving System.

## • Competing Exhibits

While Pacific Symposium will answer questions from prospective corporate sponsors about potential competing exhibits, we can make no guarantee of exclusivity in any product area.

## • Booth Sharing:

Pacific Symposium will not give information to prospective exhibitors looking to share a booth. Exhibitors will be permitted to share booth space with one other company. The following restrictions will apply: Companies must make their own arrangements for locating a booth partner. You must send Pacific Symposium a completed contract with each company's information.

## • Ship To:

Reflex Services  
36227 Montezuma Valley Road  
Ranchita, Ca 92066  
(760) 788-9360 office  
(760) 782-0429 fax

Attention: Pacific Symposium 2011

\*Include your company name and booth number clearly on all packages.

## • Shipping Deadlines:

All packages may arrive one month prior to Pacific Symposium 2011 and must arrive no later than Wednesday, November 2, 2011.

## • Large Packages:

Due to the limited access to exhibit hall at The Catamaran, we must be advised ahead of time about large packages (any single piece over 100 cubic feet in size). If any of your packages meet these criteria, please call Tiffany Hansen at (619) 574-6909 ext. 455 or 121 prior to shipping. Do not, under any circumstances, mail your packages directly to The Catamaran.

## • Shipping Cost:

Price is \$50 per 100 pounds (minimum 100 pounds) for round-trip delivery to The Catamaran and back to Reflex Services warehouse. All shipping costs are the responsibility of the exhibitor/vendor.

## • Delivery:

Reflex Services, will deliver packages to the Catamaran by Thursday, Nov. 3, 2011 and pick up packages on Sunday, Nov. 6, 2011 after 4 pm. Please mark exhibitor information and booth # number on packages. Do not, under any circumstances, mail your packages directly to the Catamaran.

\* It is best to use Reflex Services.

• Foyer Booths: There is no security for booths and materials left in the foyer. Anything left out overnight is at your own risk. Pacific Symposium is not responsible for lost, damaged or stolen items.

• Security: While we lock the non-foyer area, Pacific Symposium is not responsible for lost, damaged or stolen items of any exhibitor.

• Backdrops may not exceed 10 feet in height and exceed width of assigned table. The reverse side of any wing panel extending from the back wall of the display must be finished or draped in order to avoid raw exposure to a neighboring exhibitor.

• No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc.. Exhibitors violating this regulation are expressly bound, at their expense, to repair any such damage they may cause to property owned by the Catamaran Hotel. Pacific Symposium is not responsible for any hotel arrangements made by the exhibitor.

• Pacific Symposium prohibits photography, videotaping, or entry into another exhibitor's booth without permission.

• Exhibitor booth personnel will wear their badge and ribbon at all times during set-up, show hours and tear down, or they will not be allowed into the exhibit halls. It is very important to fill out the Booth Representative form prior to the event.

• No distribution of any promotional items, including (but not limited to) advertisements, literature and souvenir items, are permitted in the classroom or exhibit areas without consent from Pacific Symposium management.

• All exhibitors conducting retail sales (over-the-counter delivery) at Pacific Symposium must obtain the proper permit and abide by state laws pertaining to tax collection and reporting.

• With the exception of set-up and tear down of booths, exhibitors are not permitted to enter the Catamaran kitchen area at any time during the Symposium.

• Failure by exhibitors to comply with these or any other regulations or amendments thereto may be a sufficient cause for Pacific Symposium to require immediate removal of the offending company. That company will forfeit all rights to exhibit at future Pacific Symposium. All fees and space will be released to Pacific Symposium. No refund will be given.

• Exhibitor agrees to indemnify and hold harmless Pacific Symposium from and against all claims, actions, cause of action, or liabilities arising out of or resulting from any act undertaken or committed by Exhibitor. Exhibitor also agrees to indemnify and holds harmless Pacific Symposium from any liability resulting from any claim, action, or cause of action, which may be asserted by third parties arising out of Exhibitor's performance pursuant to this agreement, except for those actions or liabilities which are due to the misconduct or negligence of the Pacific Symposium.

Thank you,  
Pacific Symposium 2011



**Special Rate for Exhibitors needing Acupuncture CEUs during the General Session!**

**2 Representatives per booth**

Regular rates apply for Pre and Post Symposium

*Please FAX your CEU request by October 21, 2011*

**PS Fax: 619-574-6641**

**CEU Earners Name:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**CEU Earners Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State/Province:** \_\_\_\_\_ **Postal/Zip Code:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Telephone:** Country Code: ( ) City Code: ( ) \_\_\_\_\_

**Telefax:** Country Code: ( ) City Code: ( ) \_\_\_\_\_

**Email:** \_\_\_\_\_ **License/s:** \_\_\_\_\_

**Please describe what days and/or classes you plan to take. Refer to the website schedule for class times and course information. [www.pacificsymposium.org](http://www.pacificsymposium.org)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CEUs = \$14 per CEU please do not take incomplete classes.**

\_\_\_\_\_ **x \$14.00 per CEU Total.. = \$** \_\_\_\_\_

**AUTHORIZED SIGNATURE**

\_\_\_\_\_  
*Card Holders Name - Please Print*

\_\_\_\_\_  
*Card Holders Signature*

**METHOD of PAYMENT**

Check Enclosed

Please make checks payable to: Pacific Symposium

VISA

MasterCard

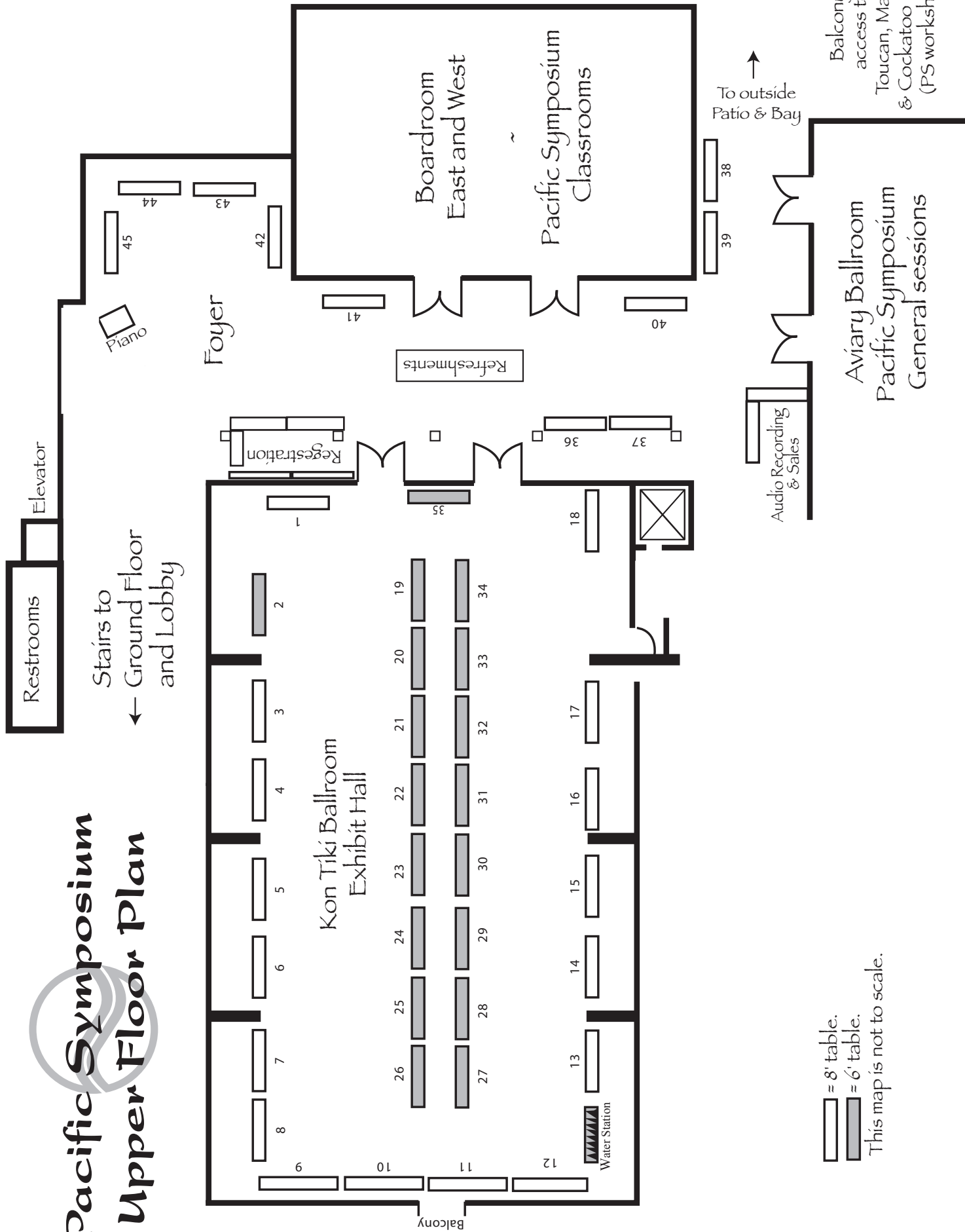
Check # \_\_\_\_\_

\_\_\_\_\_ 3 or 4 Digit Security Code

\_\_\_\_\_  
Card #

\_\_\_\_\_  
Exp. Date

# Pacific Symposium Upper Floor Plan



▭ = 8' table.

▨ = 6' table.

This map is not to scale.

# Pacific Symposium Ground Floor Plan

