

THE CHANGES WITHIN PCOC WERE SEEN FIRST HAND AT OUR 2017 CONVENTION IN ANAHEIM. **WE VALUE YOU AND WE WANT YOU TO KNOW IT!** AFTER THE 2017 CONVENTION, WE CONDUCTED A SURVEY AND THE RESULTS TOLD US THAT YOU WOULD LIKE TO HAVE A BIT MORE OF A CHANGE. WE HEARD THINGS LIKE “WE WOULD LIKE A LARGER BOOTH” AND “WE WOULD LIKE MORE HALL HOURS”.



## **WE ARE HERE TO SAY THAT WE HEARD YOU AND WE ARE LISTENING!**

THE 2018 CONVENTION IN SOUTH LAKE TAHOE WILL BE PROOF TO YOU THAT WE VALUE YOUR PARTNERSHIP AND WE VALUED YOUR FEEDBACK. WE HOPE THAT YOU ENJOY THE CHANGES THAT WE HAVE MADE FOR YOU!

### **HERE IS WHAT YOU WILL FIND DIFFERENT ABOUT THE 2018 CONVENTION:**

- LARGER BOOTHS, THE BOOTHS FOR 2018 WILL BE 8' X 10', WITH AN INCREASE TO 10' X 10' IN 2019.
- LONGER EXHIBIT HALL HOURS, IN 2017 YOU HAD 5 1/2 HOURS, THIS YEAR YOU WILL HAVE 7 HOURS!!
- YOUR BOOTH NOW INCLUDES THE FOLLOWING:
  - EACH BOOTH COMES WITH TWO (2) BANQUET TICKETS (\*\*PLEASE NOTE: YOU WILL NEED TO RSVP BY JUNE 1, 2018)
  - EXCLUSIVELY FOR EXHIBITORS ONLY FOR PURCHASE, EXHIBIT HALL ONLY PASSES THAT YOU MAY DISPERSE TO YOUR CUSTOMERS.

*\*\*PLEASE NOTE THAT THIS TICKET ITEM IS FOR YOUR CUSTOMERS ONLY AND MAY NOT BE USED IN PLACE OF AN ADDITIONAL BADGE FOR YOUR*

### **WE HAVE A NEW SPONSORSHIP LEVEL!!** YOU WILL NOW HAVE THE OPPORTUNITY TO BE A DIAMOND SPONSOR, WHICH WILL INCLUDE:

- AT THE EVENT THAT YOU CHOOSE, YOU WILL BE GIVEN THE OPPORTUNITY TO SPEAK FOR 5 MINUTES AND PRESENTED WITH A “THANK YOU” GIFT
- YOUR COMPANY LOGO WILL BE DISPLAYED AT YOUR CHOSEN EVENT
- YOUR COMPANY LOGO WILL BE FEATURED ON AN INDIVIDUAL BANNER AT REGISTRATION DESK
- YOUR COMPANY LOGO WILL BE ON ALL ADVERTISEMENTS THAT PCOC PRODUCES FOR EXPO
- YOUR COMPANY LOGO WILL BE PRINTED ON ATTENDEE BAGS
- YOUR COMPANY LOGO WILL BE PRINTED ON ATTENDEE NOTE PADS
- YOUR COMPANY WILL BE LISTED ON OUR WEBSITE AND FEATURED IN OUR MONTHLY NEWSLETTER PRIOR TO OUR EXPO
- YOU WILL RECEIVE FOUR (4) COMPLIMENTARY ONE DAY EXHIBIT HALL ONLY PASSES

# PCOC EXPO 2018

## EXHIBITOR REGISTRATION INFORMATION

HARRAH'S LAKE TAHOE HOTEL & CASINO®

SOUTH LAKE TAHOE, NEVADA

**EXHIBITOR SET-UP: WEDNESDAY, JUNE 20, 9 AM TO 2 PM**

### **EXHIBIT HALL DATES & TIMES:**

THURSDAY, JUNE 21 TIME: 12:00 PM TO 4:00 PM

FRIDAY, JUNE 22 TIME: 11:30 AM TO 2:30 PM

**EXHIBITOR TEAR DOWN: FRIDAY, JUNE 22, 2:30 PM TO 4:30 PM (SHARP)**

#### **SINGLE BOOTH (8' x 10') PACKAGE INCLUDES:**

- ◆ 8' HIGH BACK WALL & 3' HIGH SIDE DRAPE ,
  - ◆ ONE 6' DRAPED TABLE,
  - ◆ ONE 7" x 44" ID SIGN,
  - ◆ TWO CHAIRS
  - ◆ ONE WASTEBASKET
  - ◆ EXHIBIT HALL MEALS, BANQUET TICKET, ENTRY BADGE
- FOR TWO EXHIBITORS PER BOOTH

*\*\*\* ADDITIONAL BADGES AND /OR BANQUET  
TICKETS WILL BE SOLD SEPARATELY*

#### **EACH ADDITIONAL BOOTH THAT IS PURCHASED WILL INCLUDE:**

- ◆ EVERYTHING THAT IS INCLUDED IN THE SINGLE BOOTH PACKAGE AND
- ◆ AN ADDITIONAL SINGLE BOOTH, INCLUDING ALL OF ITS CONTENTS

#### TERMS AND CONDITIONS:

GLOBAL EXPERIENCE SPECIALISTS, INC. (HEREINAFTER REFERRED TO AS "GES") IS OUR EXCLUSIVE EXHIBIT HALL SERVICE CONTRACTOR FOR OUR CONVENTION IN SOUTH LAKE TAHOE. GES WILL PROVIDE DRAYAGE, MATERIAL HANDLING, ADDITIONAL FURNITURE, CLEANING, SPECIALTY CARPET, INSTALLATION/DISMANTLE SUPERVISION AND LABOR. **GES WILL SEND KIT OPTIONS TO ALL REGISTERED EXHIBITORS ONCE REGISTRATION IS PROCESSED.** TELEPHONE SERVICES, MEETING ROOM INTERNET, ELECTRICAL AND AUDIO/VISUAL ARE PROVIDED BY HARRAH'S LAKE TAHOE HOTEL & CASINO®, ALL FORMS WILL BE PROVIDED FOR YOUR CONVENIENCE IN A SEPARATE MAILING ONCE YOUR REGISTRATION IS RECEIVED.

ALL EXHIBITORS AGREE TO THE TERMS AND CONDITIONS OF HARRAH'S LAKE TAHOE HOTEL & CASINO® POLICIES AND PROCEDURES, AND THE REGULATIONS OF SOUTH LAKE TAHOE FIRE DEPARTMENT. A COPY OF THE TERMS AND CONDITIONS FOR HARRAH'S LAKE TAHOE HOTEL & CASINO® WILL BE PROVIDED TO AN EXHIBITOR UPON REQUEST.

BOOTH SPACES ARE RESERVED ON A FIRST COME — FIRST SERVED BASIS. **FULL PAYMENT** MUST ACCOMPANY BOOTH REGISTRATION APPLICATION IN ORDER TO HOLD YOUR BOOTH CHOICE. WE HAVE SPACE FOR **60** BOOTHS — BOOK EARLY AS WE USUALLY SELL OUT. DUE TO LACK OF VEHICLE ENTRANCE, WE WILL NOT HAVE VEHICLES ON EXHIBIT THIS YEAR. IN CASE OF CANCELLATION, A FULL REFUND WILL BE GIVEN ONLY UPON WRITTEN REQUEST IF RECEIVED PRIOR TO APRIL 1, 2018. IF WRITTEN CANCELLATION IS RECEIVED AFTER APRIL 1, 2018 THROUGH MAY 15, 2018, A 50% REFUND WILL BE GIVEN. AFTER MAY 15TH, 2018, NO REFUNDS WILL BE GIVEN. THERE WILL BE NO REFUND FOR CANCELLATIONS RECEIVED AFTER THAT DATE. PCOC AND GES WILL DO THEIR BEST TO ACCOMMODATE YOUR EXHIBIT PLACEMENT WISHES BUT RESERVES THE RIGHT TO CHANGE THE CONFIGURATION OF THE EXHIBIT HALL AND RELOCATE EXHIBITS IF NECESSARY.

THE EXHIBITOR ASSUMES THE ENTIRE RESPONSIBILITY AND LIABILITY FOR LOSSES, DAMAGES, CLAIMS ARISING OUT OF INJURY, LOSS, OR DAMAGE OF EXHIBITOR'S DISPLAYS, EQUIPMENT, OR OTHER PROPERTY BROUGHT UPON THE PREMISES OF HARRAH'S LAKE TAHOE HOTEL & CASINO®. THE EXHIBITOR SHALL INDEMNIFY AND HOLD HARMLESS PEST CONTROL OPERATORS OF CALIFORNIA, INC., HARRAH'S LAKE TAHOE HOTEL & CASINO®, GES, THEIR AGENTS AND EMPLOYEES FROM ANY AND ALL SUCH LOSSES, DAMAGES, AND CLAIMS.

**ONCE YOUR REGISTRATION IS RECEIVED BY PCOC, PCOC STAFF WILL SEND YOU THE HOTEL RESERVATION INFORMATION SO THAT YOU MAY RESERVE YOUR ROOM AND RECEIVE OUR GREAT ROOM RATES OF \$179 PER NIGHT.**

PCOC ANNUAL EXPO JUNE 21 - 22, 2018  
**HARRAH'S LAKE TAHOE HOTEL & CASINO** ®  
 SOUTH LAKE TAHOE, NEVADA  
**EXHIBITOR APPLICATION**

<b>Exhibit Hall Dates June 21 &amp; 22</b>
--------------------------------------------------------

COMPANY NAME \_\_\_\_\_

CONTACT PERSON / TITLE \_\_\_\_\_

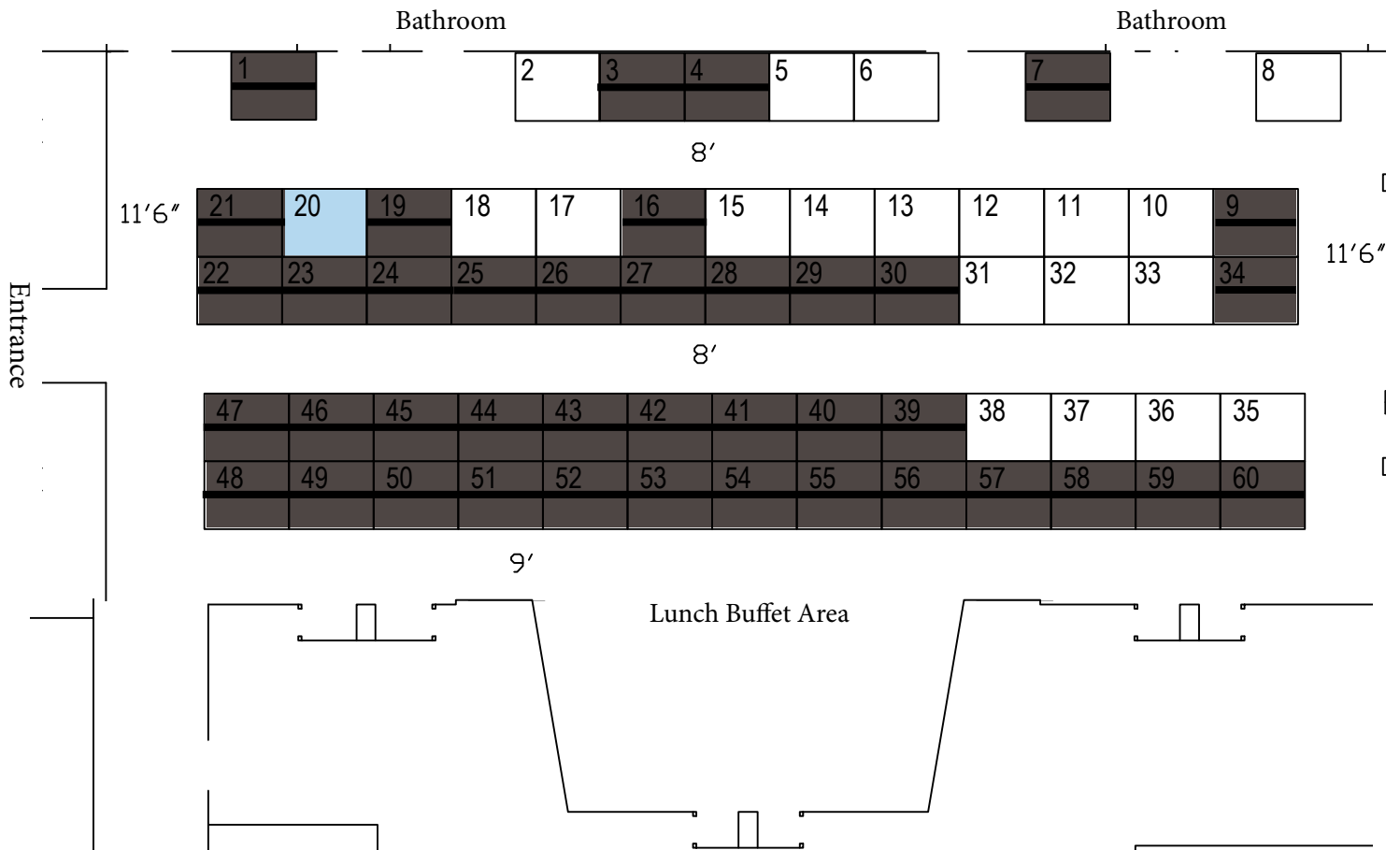
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ WEBSITE \_\_\_\_\_

CONTACT EMAIL \_\_\_\_\_

DESCRIPTION OF PRODUCT OR SERVICE \_\_\_\_\_

FIRST TIME EXHIBITOR?     YES     NO



PREMIUM LOCATIONS (SEE PRICE SHEET FOR PREMIUM LOCATION PRICES)

UNAVAILABLE BOOTHS, HAVE BEEN PURCHASED

	EARLY BIRD (BEFORE 2/1/18)	REGULAR (AFTER 2/1/18)	QUANTITY	TOTAL
--	-------------------------------	---------------------------	----------	-------

**PCOC MEMBER RATE**

REGULAR BOOTH	\$935	\$985	_____	_____
PREMIUM LOCATION BOOTH	\$1,175	\$1,225	_____	_____
ADDITIONAL BOOTHS	20% OFF EACH ADDITIONAL BOOTH	20% OFF EACH ADDITIONAL BOOTH		
REGULAR	\$748	\$788	_____	_____
PREMIUM	\$940	\$980	_____	_____

**NON-MEMBER RATE**

REGULAR BOOTH	\$1,485	\$1,610	_____	_____
PREMIUM LOCATION BOOTH	\$1,725	\$1,850	_____	_____
ADDITIONAL BOOTHS	20% OFF EACH ADDITIONAL BOOTH	20% OFF EACH ADDITIONAL BOOTH		
REGULAR	\$1,188	\$1,288	_____	_____
PREMIUM	\$1,380	\$1,480	_____	_____

TOTAL AMOUNT FOR BOOTH(S): \$ \_\_\_\_\_

**BOOTH CHOICES** (PLEASE INDICATE BOOTH NUMBER): 1<sup>ST</sup> \_\_\_\_\_ 2<sup>ND</sup> \_\_\_\_\_ 3<sup>RD</sup> \_\_\_\_\_

**\*\*\*PRIORITY OF BOOTH LOCATION WILL BE DETERMINED BY THE DATE THAT PAYMENT IS RECEIVED.**

**BADGES NEEDED** (PRINT NAMES AS THEY SHOULD APPEAR ON BADGES)

NAME BADGES ARE REQUIRED FOR ALL CONVENTION EVENTS & WILL BE CHECKED BY HOTEL SECURITY

1) \_\_\_\_\_ 2) \_\_\_\_\_

ADDITIONAL BADGES NEEDED – \$125.00 PER ATTENDEE

3) \_\_\_\_\_ 4) \_\_\_\_\_ 5) \_\_\_\_\_

6) \_\_\_\_\_ 7) \_\_\_\_\_ 8) \_\_\_\_\_

(PLEASE USE SEPARATE SHEET OF PAPER FOR ANY ADDITIONAL NAMES)

TOTAL AMOUNT DUE FOR BOOTH SPACE & ADDITIONAL BADGES \$ \_\_\_\_\_

**BANQUET TICKETS (JUNE 23, 2018)**

		QUANTITY	TOTAL
ADDITIONAL ADULTS	\$85	_____	_____
KIDS (AGES 6-12), AGES 0 - 5 - FREE	\$50	_____	_____

**EXCLUSIVELY FOR EXHIBITORS ONLY**

		QUANTITY	TOTAL
THURSDAY ONLY EXHIBIT HALL PASS	\$60	_____	_____
FRIDAY ONLY EXHIBIT HALL PASS	\$60	_____	_____

# SPONSORSHIP INFORMATION

## SPONSORSHIP LEVELS AND RATES

### DIAMOND \$5,000

~~MAXIMUM OF 3 SPONSORS~~  
ONLY 2 SPOTS LEFT!!

**YOU WILL BE ABLE TO CHOOSE WHAT EVENT THAT YOU WOULD LIKE TO SPONSOR:**

TECHNICAL KEYNOTE SPEAKER (FRIDAY, 8:30 AM TO 9:30 AM)  
POLITICAL KEYNOTE SPEAKER (FRIDAY, 9:30 AM TO 10:15 AM)  
LEGISLATIVE PANEL (FRIDAY, 10:30 AM TO 11:30 AM)

**WHAT YOU WILL RECEIVE FOR YOUR DIAMOND SPONSORSHIP:**

- AT THE EVENT THAT YOU CHOOSE, YOU WILL BE GIVEN THE OPPORTUNITY TO SPEAK FOR 5 MINUTES AND PRESENTED WITH A "THANK YOU" GIFT
- YOUR COMPANY LOGO WILL BE DISPLAYED AT YOUR CHOSEN EVENT
- YOUR COMPANY LOGO WILL BE FEATURED ON AN INDIVIDUAL BANNER AT REGISTRATION DESK
- YOUR COMPANY LOGO WILL BE ON ALL ADVERTISEMENTS THAT PCOC PRODUCES FOR EXPO
- YOUR COMPANY LOGO WILL BE PRINTED ON ATTENDEE BAGS
- YOUR COMPANY LOGO WILL BE PRINTED ON ATTENDEE NOTE PADS
- YOUR COMPANY WILL BE LISTED ON OUR WEBSITE AND FEATURED IN OUR MONTHLY NEWSLETTER PRIOR TO OUR EXPO
- YOU WILL RECEIVE FOUR (4) COMPLIMENTARY ONE DAY EXHIBIT HALL ONLY PASSES

### PLATINUM \$3,500

~~MAXIMUM OF 6 SPONSORS~~  
ONLY 4 SPOTS LEFT!!

**YOU WILL BE ABLE TO CHOOSE WHAT EVENT THAT YOU WOULD LIKE TO SPONSOR:**

WELCOME ADDRESS (THURSDAY, 11:30 AM TO 12:00 PM)  
TWO (2) SPOTS, WELCOME LUNCH (THURSDAY, 12:30 PM TO 1:30 PM)  
FRIDAY EXHIBIT HALL LUNCH (FRIDAY, 11:45 AM TO 12:45 PM)  
PRESIDENT'S RECEPTION (FRIDAY, 6:00 PM TO 7:00 PM)  
INSTALLATION BANQUET (FRIDAY, 7:00 PM TO 9:00 PM)

**WHAT YOU WILL RECEIVE FOR YOUR PLATINUM SPONSORSHIP:**

- AT THE EVENT THAT YOU CHOOSE, YOU WILL BE GIVEN THE OPPORTUNITY TO SPEAK FOR 5 MINUTES AND PRESENTED WITH A "THANK YOU" GIFT
- YOUR COMPANY LOGO WILL BE DISPLAYED AT CHOSEN EVENT
- YOUR COMPANY LOGO WILL BE FEATURED ON A BANNER, WITH OTHER PLATINUM SPONSORS, AT REGISTRATION DESK
- YOUR COMPANY LOGO WILL BE ON ALL ADVERTISEMENTS THAT PCOC PRODUCES FOR THE EXPO
- YOUR COMPANY WILL BE LISTED ON OUR WEBSITE AND FEATURED IN OUR MONTHLY NEWSLETTER PRIOR TO OUR EXPO
- YOU WILL RECEIVE TWO (2) COMPLIMENTARY ONE DAY EXHIBIT HALL ONLY PASSES

### GOLD \$2,500

UNLIMITED SPONSORS

**WHAT YOU WILL RECEIVE FOR YOUR GOLD SPONSORSHIP:**

- YOU WILL HAVE THE OPPORTUNITY TO SPEAK FOR TWO (2) MINUTES AT THE GENERAL SESSION AND PRESENTED WITH A "THANK YOU" GIFT
- YOUR COMPANY LOGO WILL BE DISPLAYED ON ALL ADVERTISEMENTS THAT PCOC PRODUCES FOR THE EXPO
- YOUR COMPANY LOGO WILL BE FEATURED ON A BANNER, WITH OTHER GOLD & SILVER SPONSORS, AT OUR REGISTRATION DESK
- YOU WILL BE RECOGNIZED AT THE GENERAL SESSION AND PRESENTED WITH A "THANK YOU" GIFT.

### SILVER \$1,000

UNLIMITED SPONSORS

**WHAT YOU WILL RECEIVE FOR YOUR SILVER SPONSORSHIP:**

- YOUR COMPANY LOGO WILL BE DISPLAYED ON ALL ADVERTISEMENTS THAT PCOC PRODUCES FOR THE EXPO
- YOUR COMPANY LOGO WILL BE FEATURED ON A BANNER, WITH OTHER GOLD & SILVER SPONSORS, AT OUR REGISTRATION DESK

PCOC ANNUAL EXPO JUNE 20 - 22, 2018  
HARRAH'S CASINO HOTEL LAKE TAHOE  
SOUTH LAKE TAHOE, NEVADA  
SPONSORSHIP REGISTRATION FORM

Expo  
Dates  
June 21 & 22

**SPONSORSHIP OPTIONS:**

DIAMOND \$5,000

PLEASE CHOOSE:

TECHNICAL KEYNOTE SPEAKER (FRIDAY, 8:30 AM TO 9:30 AM)

POLITICAL KEYNOTE SPEAKER (FRIDAY, 9:30 AM TO 10:15 AM)

~~LEGISLATIVE PANEL (FRIDAY, 10:30 AM TO 11:30 AM)~~

**PLEASE INDICATE WHO WILL BE SPEAKING ON  
YOUR BEHALF AT THE GENERAL SESSION:**

---

PLATINUM \$3,500

PLEASE CHOOSE:

~~WELCOME ADDRESS (DIRECTLY AFTER BOD, THURSDAY 11:30 AM TO 12:00 PM)~~

WELCOME LUNCH (#1) (THURSDAY, 12:30 PM TO 1:30 PM)

WELCOME LUNCH (#2) (THURSDAY, 12:30 PM TO 1:30 PM)

FRIDAY EXHIBIT HALL LUNCH (FRIDAY, 11:45 AM TO 12:45 PM)

PRESIDENT'S RECEPTION (FRIDAY, 6:00 PM TO 7:00 PM)

~~INSTALLATION BANQUET (FRIDAY, 7:00 PM TO 9:00 PM)~~

**PLEASE INDICATE WHO WILL BE SPEAKING ON  
YOUR BEHALF AT THE SELECTED EVENT:**

---

GOLD \$2,500

**PLEASE INDICATE WHO WILL BE SPEAKING ON  
YOUR BEHALF AT GENERAL SESSION:**

---

SILVER \$1,000

**PLEASE SEND YOUR COMPANY'S LOGO TO SARAH@PCOC.ORG**

# EXHIBITOR AND SPONSORSHIP ORDER FORM

## TOTALS

BOOTH(S) \$ \_\_\_\_\_  
\*\*\*PRIORITY OF BOOTH LOCATION WILL BE DETERMINED BY THE DATE THAT PAYMENT IS RECEIVED.

ADD ONS \$ \_\_\_\_\_

EXTRA BADGES \$ \_\_\_\_\_

SPONSORSHIPS \$ \_\_\_\_\_  
\*\*\*PLEASE SEND YOUR COMPANY'S LOGO TO SARAH@PCOC.ORG

**TOTAL** \$ \_\_\_\_\_

\*\*THIS AMOUNT WILL BE CHARGED TO THE CARD THAT YOU PROVIDE OR THE AMOUNT THAT THE CHECK SHOULD BE WRITTEN FOR.

## Two Ways to Pay

**BY CHECK:** PLEASE MAIL YOUR CHECK, ALONG WITH YOUR **COMPLETE** REGISTRATION FORM, TO THE ADDRESS BELOW. PLEASE MAKE CHECKS PAYABLE TO **PCOC**.

**BY CREDIT CARD:** PLEASE FILL OUT THE SECTION BELOW AND MAIL, FAX OR EMAIL YOUR **COMPLETE** REGISTRATION FORM:  CHECK HERE IF YOU WOULD LIKE TO HAVE A RECEIPT EMAILED TO YOU

VISA  MASTERCARD  AMEX

NAME ON CARD: \_\_\_\_\_

CARD BILLING ADDRESS: \_\_\_\_\_

\_\_\_\_\_

CARD#: \_\_\_\_\_ EXP: \_\_\_\_\_ / \_\_\_\_\_ CCV#: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

BY SIGNING THIS FORM, I AUTHORIZE PCOC TO CHARGE MY CARD FOR MY PCOC 2018 EXPO REGISTRATION IN THE AMOUNT THAT IS EQUAL TO THE TOTAL AMOUNT DUE FOR THE ITEM(S) THAT ARE INDICATED. IF THERE ARE ANY DISCREPANCIES, PCOC STAFF WILL CONTACT YOU TO CONFIRM AMOUNT.

MAKE CHECKS PAYABLE TO **PCOC** AND MAIL TO:  
**PCOC EXHIBITOR REGISTRATION**  
3031 BEACON BLVD.  
WEST SACRAMENTO, CA 95691  
OR FAX TO **(916) 372-5437**  
OR CONTACT SARAH **(916) 372-4363**