

2007 CONFERENCE SPONSORSHIP AND ADVERTISING APPLICATION



25th Annual Western Regional Conference on Behavior Analysis

February 8 – 10, 2007

Hyatt Regency San Francisco Airport • Burlingame, California

DEADLINE: December 15, 2006

The CalABA conference attracts over 800 participants, representing a wide spectrum of professionals and consumers from all over the U.S. and internationally. Take advantage of the many sponsorship and advertising opportunities listed below, and help ensure the success of the 2007 conference.

Hospitality Suite

(Room only - additional fee for food and beverage)

This is your opportunity to sponsor a special social event on Wednesday or Friday evening. A variety of food and beverage packages and pricing options are available through the conference hotel. If you are interested in hosting a hospitality suite, please indicate that on this application and contact Pamela Amundsen at CSU Sacramento at (916) 278-4821 or amundsenpl@csus.edu.

Sponsorship Opportunities

Platinum Sponsor (\$2,500) \$ _____

Electricity at exhibit booth (\$65) \$ _____

- Exhibit space (6-foot table) for the duration of the conference (3 days)
 - Space (6-foot table) at the Job Fair
 - Full-page advertisement in the conference program guide
 - Acknowledgement at the conference luncheon and awards ceremony
 - Name listed on sponsor pages of CalABA website, newsletter, and conference program guide
 - Reduced rate of \$100 for Hospitality Suite (room only)
 - 4 tickets to VIP Reception and conference luncheon and awards ceremony
- Name of Attendee _____
 Name of Attendee _____
 Name of Attendee _____
 Name of Attendee _____

Gold Sponsor (\$1,500) \$ _____

Electricity at exhibit booth (\$65) \$ _____

- Exhibit space (6-foot table) for the duration of the conference (3 days)
 - Space (6-foot table) at the Job Fair
 - Half-page advertisement in the conference program guide
 - Acknowledgement at the conference luncheon and awards ceremony
 - Name listed on sponsor pages of CalABA website, newsletter, and conference program guide
 - 2 tickets to VIP Reception and conference luncheon and awards ceremony
- Name of Attendee _____
 Name of Attendee _____

Sponsorship Opportunities (cont.)

Silver Sponsor (\$1,000) \$ _____

Electricity at exhibit booth (\$65) \$ _____

- Exhibit space (6-foot table) for the duration of the conference (3 days)
- Quarter-page advertisement in the conference program guide
- Acknowledgement at the conference luncheon and awards ceremony
- Name listed on sponsor pages of CalABA website, newsletter, and conference program guide
- 1 ticket to VIP Reception and conference luncheon and awards ceremony

Name of Attendee _____

Other Advertising Opportunities

Exhibitor (\$500) \$ _____

Electricity at exhibit booth (\$65) \$ _____

Job Fair & Graduate Program Expo

Graduate Programs (\$100) \$ _____

Employers (\$400) \$ _____

Hospitality Suite - Room Only (food and beverage additional fee)

Platinum Sponsors (\$100) \$ _____

All Others (\$200) \$ _____

Ad in conference program guide
 (ad material and payment due by December 15, 2006)

Back Outside Cover (\$1,000) \$ _____

Inside Front Cover (\$750) \$ _____

Back Inside Cover (\$650) \$ _____

Full Page – 8 x 10.5 in. (\$500) \$ _____

½ Page – 8 x 5 in., horizontal (\$250) \$ _____

¼ Page – 3.75 x 5 in., vertical (\$150) \$ _____

TOTAL AMOUNT: \$ _____

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Advertising Policy

The mission of the California Association for Behavior Analysis (CalABA) is to promote the science and practice of behavior analysis. Any material it posts, disseminates, prints, or circulates, whether to its own members or to others, must be congruent with this mission and with the Behavior Analyst Certification Board's Guidelines for Responsible Conduct (available under "Policies" at www.calaba.org). Presentations at the annual CalABA conference (addresses, symposia, panel discussions, posters, workshops) are to be devoted to scholarly, scientific, and professional content rather than advertising or marketing services, products, materials, job openings, or the like. Conference presenters who wish to advertise or sell services, books, manuals, test materials, software, hardware, audio or visual material, or employment opportunities must do so via an exhibit booth, an advertisement in the conference program guide, at the job fair at the conference, and/or through other suitable CalABA advertising outlets. This policy applies to all advertising matters and materials (job postings, advertisements, flyers, brochures, conference program guides, conference exhibits, etc.). All applications for advertising are reviewed by the CalABA Advertising Committee, which reserves the right to accept or reject any materials at its discretion and without explanation. Submission of an application to advertise with CalABA constitutes agreement with this policy.

Please Print!

Organization: _____

Contact Person: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

How do your organization and your proposed advertising material relate to behavior analysis? _____

PAYMENT METHOD

Notice: Upon approval by the CalABA Advertising Committee, completed applications will be considered binding agreements that reserve advertising space at the 2007 CalABA conference. CalABA and CSUS will hold the registrant financially responsible for any costs incurred for (1) collection of fees, (2) stop-payment on a check (3) check returned for insufficient funds. Applications that are not approved by the CalABA Advertising Committee will be returned with a full refund. I/WE, _____ understand and agree to these conditions (initials of contact person required to process).

Check Enclosed (payable to CalABA) Amount: _____ Check #: _____

Charge my:

Visa

Mastercard

American Express

Card #: _____ Exp. Date: _____

Signature: _____

CANCELLATION POLICY

Cancellations received in writing by December 15th, 2006 are subject to a \$25 fee. After December 15th, substitutions are allowed but no refunds will be provided. No shows will be billed the full sponsorship or advertising fee.

Fax Application form to: (888) 518-7586

Mail Application to: CalABA
630 Quintana Road, #118
Morro Bay, CA 93442

Conference sponsorship/advertising information: www.calaba.org

CalABA newsletter advertising or website job postings: www.calaba.org



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