

CONFERENCE PROSPECTUS



Hyatt Regency Mission Bay Spa and Marina

1441 Quivira Rd, San Diego, CA 92109

WHY EXHIBIT AT THE CONFERENCE?

The California Emergency Services Association (CESA) is a nonprofit, professional organization that supports over 1000 members. Its purpose is to promote mutual support and cooperation while planning, training, responding and recovering from all hazard events among government, private sector, non-governmental organizations, and the public. CESA has strong representation and involvement with the California Governor's Office of Emergency Services to ensure collaboration of thought, word, and action to protect California residents and businesses. The CESA Annual Training and Conference brings together emergency management professionals from a diverse variety of disciplines that must work jointly to build effective preparedness, mitigation, response, and recovery strategies. When you exhibit at the CESA Annual Conference, you will be provided with many opportunities to build and develop quality relationships with your current clients and prospects. You will meet face to face with seasoned professionals, leaders and decision makers in all phases of emergency management.

TAKE ADVANTAGE OF EXHIBITING AT THE ANNUAL CONFERENCE TO:

- Connect with the largest range of California emergency management representatives possible
- Introduce and showcase new products and services
- Influence key decision makers
- Benchmark your company as an industry leader
- Gain exposure to CESA board members, managers, and key buying personnel
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PLEASE NOTE:
We have added
on an additional
conference day.

EXHIBITING

at the Annual Conference and Training

CESA 2026 TENTATIVE EXHIBIT SCHEDULE

Monday 5/4/2026

12:00 noon – 7:00 pm
Exhibit set up 12:00pm-5:00pm
Reception in exhibit hall 5:30-7:00 pm

Tuesday, 5/5/2026

7:00 am – 5:00 pm
Exhibitor Area Open

Wednesday, 5/6/2026

7:30 am – 5:00 pm
Exhibitor Area Open

Thursday, 5/7/2026

7:30 am – 3:30 pm
Exhibitor Area Open

Exhibit Tear Down:

3:45 pm on Thursday

*Please note: All coffee and snack breaks
will take place in the exhibit area.*

BOOTH FEES

NEW THIS YEAR:

All exhibit spaces will be an 8x10 pipe and draped booth. Space will be allocated on a first come, first served basis with top sponsors selecting their location first.

8x10 Pipe and Draped Booth in the carpeted Exhibit Hall

Includes one complimentary conference registration

- \$2,500 prior to March 14, 2026
- \$3,000 after March 14, 2026

Non Profit & Government (tabletop only)

Includes one complimentary conference registration

- \$1,500 prior to March 14, 2026
- \$1,800 after March 14, 2026

SPONSOR AND EXHIBITOR DEADLINES:

April 1, 2026

Inclusion in conference registration information on website.

April 3, 2026

Inclusion in conference mobile app.

April 3, 2026

No refunds after this date.

April 3, 2026

Booth payments made after this date will incur a \$450 late fee.

April 17, 2026

All complimentary registrations must be completed online.

COMPLIMENTARY REGISTRANTS:

In addition to registering for a booth, you must also register each attendee manning the booth. Please register your complimentary attendee/s on the CESA Conference site at www.cesa.net using the discount code Exhibitor2026. Additional Exhibitor registrations are available at \$395 each. All vendor registrations must be completed no later than April 17, 2026.

HOTEL ACCOMMODATIONS AND TRAVEL ARRANGEMENTS:

The conference will be held at the Hyatt Regency Mission Bay Spa & Marina in San Diego. All conference attendees and exhibitors are responsible for making their own travel and hotel reservations. Once you have paid for your booth or sponsorship, you will receive a confirmation email with a link for your hotel room reservation at a special discounted group rate of \$249.00.

HOW DO I BECOME AN EXHIBITOR OR SPONSOR AT THE 2026 ANNUAL CONFERENCE?

All contracts for exhibiting or sponsoring must be completed on the CESA Conference Registration website at www.cesa.net. By completing the online registration, the company is agreeing to the exhibitor and sponsor contract rules contained in this brochure. Payments may be made by check or credit card. If paying by check, payment must be received within 30 days of the invoice date otherwise booth assignment and all associated benefits and opportunities will be subject to cancellation. Your booth is not confirmed until you have received an email confirmation from Beth Ramirez, Conference Manager. If any questions, please contact her at Beth@cesa.net.

If you require electrical you may order it directly from the hotel at \$25 plus tax and service fee per day.

YOUR EXHIBIT FEE INCLUDES:

- Company listing in the conference mobile app to include a 35 - 50 word company description
- One complimentary conference registration for one booth personnel who you must register online
- Complimentary Wi-Fi
- Pre-conference mailing list of attendees (April 2026)
- Post-conference mailing list of attendees by written request (May 2026)

REFUNDS AND CANCELLATIONS:

All requests for refunds and cancellations of exhibit booth fees and sponsorships must be in writing to CESA by April 3, 2026. There will be no refunds after this date. All refunds will incur a 25% administrative fee. All promotional materials, logo, and company name will be removed from all materials and website upon cancellation.

SPONSORING

at the Annual Conference and Training

Please note: All sponsorships include one pipe and draped booth in the exhibit hall.

PREMIERE SPONSOR \$15,000

This elite level is available only to the top three sponsors.

- One 8x10 exhibit space with your choice of premium location
- Six complimentary conference registrations
- Word of Wisdom session, similar to a TedTalk, this one half hour session can be the topic of your choice. You provide the speaker and we provide the location, audio visual and a highlight in the schedule.
- Special branding with your company colors and logo on the walls of the event room, logo on beverage napkins and drink tickets
- Floor cling with your logo at the entrance to the General Session room.
- Opportunity to welcome attendees at Opening Ceremonies
- Five Social Media shoutouts during the conference
- Rotating banner on website for one year as a Benefactor Member
- Logo on CESA conference website with link to your website
- Sponsor banner and logo in the conference mobile app
- Recognition at the Thursday Awards Dinner
- Ribbons for badges for all company attendees
- One reserved table at the Thursday Recognition and Awards Dinner
- Signage during your sponsored event
- One sponsored item or event from the list below valued at \$15,000

DIAMOND SPONSOR \$10,000

- One 8x10 exhibit space
- Five complimentary conference registrations
- Four Social Media shoutouts during the conference
- Logo on CESA conference website with link to your website
- Sponsor banner and logo in the conference mobile app
- Recognition at the Thursday Awards Dinner
- Ribbons for badges for all company attendees
- One reserved table at the Thursday Recognition and Awards Dinner
- Signage during your sponsored event
- One sponsored item or event from the list below valued at \$10,000

PLATINUM SPONSOR \$7,500

- One 8x10 exhibit space
- Four complimentary conference registrations
- Three Social Media shoutouts during the conference
- Listing and logo in the conference mobile app
- Logo on CESA conference website with link to your website
- Recognition at the Thursday Awards Dinner
- Ribbons for badges for all company attendees
- Signage during your sponsored event
- One sponsored item or event from the list below valued at \$7,500

GOLD SPONSOR \$6,000

- One 8x10 exhibit space
- Three complimentary conference registrations
- One Social Media shoutout during the conference
- Listing and logo in the conference mobile app
- Logo on CESA conference website with link to your website
- Recognition at the Thursday Awards Dinner
- Ribbons for badges for all company attendees
- Signage during your sponsored event
- One sponsored item or event from the list below valued at \$6,000

SILVER SPONSOR \$4,000

- One 8x10 exhibit space
- Two complimentary conference registrations
- Listing and logo in the conference mobile app
- Logo on CESA website with link to your website
- Recognition at the Thursday Awards Dinner
- Ribbons for badges for all company attendees
- Signage during your sponsored event
- One sponsored item or event from the list below valued at \$4,000

BRONZE SPONSOR \$1,500+ OR IN-KIND CONTRIBUTION

Perfect for organizations that want to provide financial support for the event without attending in person. Bronze Sponsors help enhance the attendee experience through financial support or donated items and receive recognition for their generosity. *Note: Bronze Sponsors do not receive exhibitor space or conference passes but are warmly acknowledged as valued supporters.*

SPONSORSHIP OPPORTUNITIES

Please note: All Opportunities are on a First Come, First Served Basis. There is only one of each item listed below.

\$15,000 PREMIERE OPPORTUNITIES

Please select one of the following:

- ☐ **WELCOME RECEPTION MONDAY EVENING**
Signage and beverage napkins with your company logo in a single color at event, one drink ticket for beer, wine or soda per person with your logo on them, thank you in conference mobile app and your logo with link to your website on the CESA conference website.
- ☐ **THURSDAY AWARDS DINNER**
Prominent signage at event, opportunity to place a promotional item provided by your company at each place setting, beverage napkins with your logo on them, thank you in conference mobile app and your logo with link to your company website on the CESA conference website.
- ☐ **THURSDAY CASINO NIGHT & DANCE**
Signage and beverage napkins with your company logo in a single color at event, one drink ticket for beer, wine or soda per person with your logo on them, thank you in conference mobile app and your company logo with link to your website on the CESA conference website.

\$10,000 DIAMOND OPPORTUNITIES

Please select one of the following:

- ☐ **KEYNOTE SPEAKER**
Signage at event, introduction and photo opportunity with keynote speaker, opportunity to place a promotional item provided by your company at each place setting, thank you in conference mobile app and your logo with link to your website on the CESA conference website.
- ☐ **TOTE BAGS WITH YOUR COMPANY LOGO**
Your company logo on the official tote bag which is provided to all attendees, signage at event, thank you in conference mobile app and your logo with link to your website on the CESA conference website.
- ☐ **NAME BADGE HOLDERS/LANYARD WITH YOUR COMPANY LOGO**
Your company logo on the official name badge holder/lanyard which is included in the conference tote bag provided to all attendees, signage at event, thank you in conference mobile app, and your logo with link to your company website on the CESA conference website.
- ☐ **HOTEL KEY CARDS**
Your company logo on the Hyatt Regency Mission Bay Spa & Marina room key, thank you in conference mobile app, and your logo with link to your company website on the CESA conference website.
- ☐ **PROFESSIONAL HEADSHOT STATION**
Signage at photo location near the high traffic registration area, logo on email correspondence to the attendee regarding the headshot stations, recognition on the conference mobile app and your logo with link to your company website on the CESA conference website.

\$7,500 PLATINUM OPPORTUNITIES

Please select one of the following:

- ☐ **HARBOR CRUISE MONDAY NIGHT**
Signage on the dock and on the boat, beverage napkins and drink ticket with your logo on them and opportunity to welcome the attendees.
- ☐ **AUDIO VISUAL**
Signage in each of the five meeting rooms, recognition on conference mobile app and your company logo with link to your website on the CESA conference website.
- ☐ **CELL PHONE CHARGING STATION**
Your logo on the cell phone charging station, recognition on the conference mobile app and your company logo with link to your website on the CESA conference website.
- ☐ **SIGNAGE ON BADGE KIOSK IN REGISTRATION AREA**
Your company logo will be prominently displayed for all attendees to see when they check in to get their badges. CESA will be using a badge printing kiosk that all attendees must view in order to register when they arrive. You will also receive recognition on conference mobile app, and your company logo with link to your website on the CESA conference website.

SPONSORSHIP OPPORTUNITIES

Please note: All Opportunities are on a First Come, First Served Basis. There is only one of each item listed below.

\$6,000 GOLD OPPORTUNITIES

Please select one of the following:

- ☐ **TUESDAY FULL BREAKFAST**
Prominent signage at event, opportunity to place swag on each seat, beverage napkins with your logo on them, thank you in conference mobile app and your logo with link to your company website on the CESA conference website.
- ☐ **WEDNESDAY LUNCH**
Prominent signage at event, opportunity to place swag on each seat, beverage napkins with your logo on them, thank you in conference mobile app and your logo with link to your company website on the CESA conference website.
- ☐ **FRIDAY FULL BREAKFAST**
Prominent signage at event, opportunity to place swag on each seat, beverage napkins with your logo on them, thank you in conference mobile app and your logo with link to your company website on the CESA conference website.
- ☐ **EXHIBITOR PASSPORT GAME**
Your company logo on Exhibitor Passport Game card which all attendees must scan the QR code at each exhibit booth in order to enter contest, introduction by Emcee of one staff member to pull the winners name and special thank you by Emcee at the event, signage at event, thank you in conference mobile app and your logo with link to your company website on the CESA conference website. Prize value of \$300 which CESA will provide.
- ☐ **CONFERENCE MOBILE APP WITH YOUR COMPANY LOGO**
Your company logo prominently featured on the official conference mobile app, signage at event, inclusion on the conference mobile app with your logo and link to your company website on the CESA conference website.
Please note: App will contain a page which lists all exhibitors and sponsors.
- ☐ **CONFERENCE WIFI**
Prominent signage in each meeting room with your logo and possible Wi-Fi passcode that includes your company name, thank you in conference mobile app and your logo with link to your company website on the CESA conference website.

\$4,000 SILVER OPPORTUNITIES

Please select one of the following:

- ☐ **TUESDAY MORNING COFFEE BREAK**
Signage and beverage napkins with your company logo in a single color at the beverage station/s, thank you in conference mobile app and your logo with link to your website on the CESA conference website.
- ☐ **TUESDAY AFTERNOON BREAK**
Signage and beverage napkins with your company logo in a single color at the beverage station/s, thank you in conference mobile app and your logo with link to your website on the CESA conference website.
- ☐ **WEDNESDAY MORNING COFFEE BREAK**
Signage and beverage napkins with your company logo in a single color at the beverage station/s, thank you in conference mobile app and your logo with link to your website on the CESA conference website.
- ☐ **WEDNESDAY AFTERNOON BREAK**
Signage and beverage napkins with your company logo in a single color at the beverage station/s, thank you in conference mobile app and your logo with link to your website on the CESA conference website.
- ☐ **THURSDAY MORNING COFFEE BREAK**
Signage and beverage napkins with your company logo in a single color at the beverage station/s, thank you in conference mobile app and your logo with link to your website on the CESA conference website.
- ☐ **THURSDAY AFTERNOON BREAK**
Signage and beverage napkins with your company logo in a single color at the beverage station/s, thank you in conference mobile app and your logo with link to your website on the CESA conference website.

\$1,500 BRONZE OPPORTUNITIES

Please select one of the following:

- ☐ **DONATE BRANDED SWAG, SAMPLES OR GIFT CARDS FOR WELCOME BAGS**
- ☐ **PROVIDE A PROMOTIONAL FLYER**
- ☐ **PROVIDE A ONE-YEAR CESA MEMBERSHIP TO NON-MEMBER CONFERENCE ATTENDEE (LIMIT 5)**

2026 EXHIBITOR AGREEMENT

Exhibitor Rental Space & Sponsorship Application Rules and Regulations

MULTIPLE BOOTHS

Exhibitors may purchase multiple booths; however, booths may not be shared with another company.

SHIPPING AND HANDLING

Shipping of materials and installation fees are not included in the exhibit booth fee. Arrangements for shipping and storage of displays and materials must be directed to the Hyatt Regency Mission Bay Spa & Marina, marked CESA Exhibitor with your company name. Boxes may not arrive prior to April 25, 2026. Additional instructions will be sent to exhibitors in March 2026.

CONTRACT FOR SPACE

The exhibit contract and booth space application, the formal notice of space assignment and the full payment of exhibit booth fees together constitute a contract between CESA and the exhibitor for the right to use the assigned booth space and to comply 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 CESA.

SPACE ASSIGNMENT

Space assignment priority is given according to sponsorship level. CESA will make every effort to place exhibitors in the areas of their choice, and once a space is paid for, confirm that space to the exhibitor. However, CESA does reserve the right to place, move or relocate any exhibitor in case of necessity for the total benefit and operation of the show.

EXHIBIT BOOTH SETUP

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisles must be kept clear. Exhibits should be arranged so that company representatives will be inside of the space assigned. Materials used to decorate shall be of flame-retardant material. Safety exits and equipment must be left accessible and in full view at all times.

BOOTH PAYMENT

Each exhibitor MUST submit a signed application with full payment to reserve a booth. Payment must be received within 30 days of invoice, or the booth may be forfeited.

CANCELLATION

If an exhibitor cancels a booth space contract prior to April 3, 2026, all fees paid minus a 25% administration fee will be returned. If an exhibitor rents a booth, pays in full, but does not attend the conference, there will be no refund of the booth rental fee. In addition, cancellation of a booth on or after April 3, 2026, will result in a full forfeiture of fees.

REPRESENTATIVE FEES

The exhibit fee for each booth includes one conference registration for the designated company representative. Additional Vendor registrations may be purchased at the reduced fee of \$395 per person via the CESA conference registration site.

ALL COMPANY REPRESENTATIVES WORKING IN THE EXHIBIT HALL MUST BE REGISTERED FOR THE CONFERENCE

All exhibitors must check in at the registration area upon arrival at the conference for a badge and conference information. Please register all persons in your booth so that a badge can be made in advance. Admission shall be by badge and badges are not transferable. Rights of an exhibitor shall not be assignable to any other firm or person.

EXHIBITOR'S RESPONSIBILITIES

CESA will not be responsible for damage to uncrated materials, materials improperly packed, glass breakage or concealed damage. CESA will not be responsible for loss or disappearance of the exhibitor's materials after some have been delivered to the exhibitor's booth. Similarly, CESA cannot be responsible for disappearance of the exhibitor's materials before the materials are picked up from the exhibitor's booth for loading after the conference.

PRIZES

Representatives from the companies' exhibiting at the conference are not eligible to win prizes. Prize winners will be eligible to win more than one prize. Individual exhibitors may determine if the prize winner needs to be in attendance at the time of the drawing. Exhibitors accept responsibility for delivery of their prizes to the winner.

INSURANCE AND LIABILITY

Exhibitor agrees to protect, save and keep CESA and the Hyatt Regency Mission Bay Spa & Marina, forever harmless from any damages or charges imposed for violation of any law or ordinance occasioned by negligence of the exhibitor, as well as to comply strictly with the applicable terms and conditions contained in the agreement between the Hyatt Regency Mission Bay Spa & Marina, and CESA regarding exhibition premises.

Further, exhibitor shall at all times protect, indemnify, and hold harmless CESA and the Hyatt Regency Mission Bay Spa & Marina, against and from any and all loss, costs (including attorney fees), damages, liability, or expense arising from or out of or by reason of any accident or bodily injury or any other occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof. Additionally, CESA

shall not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restrictions, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of CESA.

EXHIBITOR PROPERTY

CESA (and its conference host facilities) cannot assume responsibility for the safety of the property of the Exhibitor, its officers, agents or employees from theft, damage by fire, accident or other causes, but will use all reasonable care to protect them against such loss. Occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and when exhibits are being set up or dismantled, to protect against loss. CESA (and its host conference facilities) cannot be responsible for any item left unattended or left in the Exhibit Hall during the times the exhibits are closed.

RULES AND COMPLIANCE

Exhibitors agree to comply with rules and regulations as specified in the exhibitor package.

NONCOMPLIANCE WITH EXHIBITOR RULES AND REGULATIONS

Each exhibitor and all its employees agree to abide by the rules and regulations given herein and by subsequent amendments and additions considered by CESA management to be in the best interest of all exhibitors.

Upon noncompliance with the rules formulated, CESA management reserves the right to prohibit, reject, or eject any exhibitor, exhibitor's representatives, or exhibit in whole or part, with or without giving cause. If cause is not given, CESA'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 monies received shall be made.

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

2026 CESA CONFERENCE SPONSORSHIPS

	PREMIERE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Exhibit space (8x10 booth)	X	X	X	X	X	
Full conference registrations	6	5	4	3	2	
WOW speaking opportunity	X					
Multiple special branding opportunities with your logo	X					
Social Media Recognition	5	4	3	1		
Session speaker opportunity	X	X				
Opportunity to welcome attendees at Opening Ceremonies	X					
Awards Dinner recognition	X	X	X	X	X	X
Awards Dinner attendance (tables)	1	1	1			
Logo and link on CESA website	X	X	X	X	X	X
Rotating banner for one year on CESA website as Benefactor Member	X					
Break sponsor					X	
WiFi sponsor				X		
Meal sponsor				X		
Mobile app sponsor				X		
Welcome Reception sponsor	X		X			
Keynote sponsor		X				
Branded swag item	X	X				X
Special ribbon on your badge for all company attendees	X					