

## *Sponsor Prospectus*



**May 7 - 8, 2009**  
***Hyatt Regency Long Beach***

200 South Pine Avenue,  
Long Beach, CA 90802  
562 491 1234

*The 28th Annual EXPO L.A.* is the perfect opportunity to reach targeted Financial Professionals who oversee their company's treasury operations and corporate finance operations. With an estimated audience of more than 250 people, the symposium is designated to provide professionals with the opportunity to learn about the most current information and ideas in treasury, cash management and investment operations.

*The 28th Annual EXPO L.A. is pleased to offer the following Sponsorship Opportunities:*

***Titanium Level - \$7,500***

*Includes 8 Complimentary Registrations, Banner Ad Web Link on SCAFP.net, Attendee List, Display Table, Brochure Cover, and Company Logo on all Promotional Materials*

***Platinum Level - \$5,000***

*Includes 5 Complimentary Registrations, Web Link, Attendee List, Display Table, Brochure Cover, and Company Logo on all Promotional Materials*

***Gold Level - \$3,500***

*Includes 3 Complimentary Registrations, Web Link, Attendee List, Display Table, Listing on all Promotional Materials*

***Silver - \$2,500***

*Includes 2 Complimentary Registrations, Web Link, Attendee List, Display Table, Listing on all Promotional Materials*

***Bronze - \$1,500***

*Includes 1 Complimentary Registration, Web Link, Attendee List, Display Table, Listing on all Promotional Materials*

# *Sponsorship Opportunities*

## *28th Annual EXPO L.A. will be here before you know it Reserve Your Sponsorship Level Today!*

### *Luncheon Keynote Sponsor (\$5,000)*

*One Opportunity Available For Each Day*

### *Reception Sponsor - Full (\$5,000)*

*Reception Co-Sponsor (\$2,500)*

### *Symposium Handouts CD Sponsor:*

*Company Logo on the CD of Symposium Handouts  
PLUS, a link to your Company Website on CD (\$3,500)*

### *Breakfast Sponsor - Full (\$2,500)*

*Breakfast Co-Sponsor (\$1,500)*

*Each Opportunity Is Available For Each Day*

### *Refreshment Breaks:*

*Morning Refreshment Break Sponsor - Full (\$2,500)*

*Morning Refreshment Break Co-Sponsor (\$1,500)*

*Afternoon Refreshment Break Sponsor - Full (\$2,500)*

*Afternoon Refreshment Break Co-Sponsor (\$1,500)*

*Each Opportunity Is Available For Each Day*

### *Compendium Ads:*

*Compendium Ad - Back Cover (\$4,000)*

*Compendium Ad - First Page (\$3,500)*

*Compendium Ad - 1/2 Page (\$1,500)*

*Compendium Ad - 1/4 Page (\$1,000)*

*Internet Cafe/Business Center Sponsor (\$3,500)*

*One Opportunity Available for Entire Conference*

*Program Binder Sponsor (\$3,500)*

*Official EXPO Messenger Bag Sponsor (\$3,500)*

*Namebadge Lanyards Sponsor (\$1,500)*

*Pens/Hi-lighters Sponsor (\$1,500)*

*General Monetary Sponsorship*

## **SUMMARY OF KEY DATES**

October 31, 2008	Deadline for <b>2008 Sponsors</b> to lock in Sponsor Level and function/item
February 2, 2009	First deadline for <b>new</b> sponsor sign-up to ensure inclusion on all material
February 2, 2009	E-Mailed Company Logo Due to scafp@emaoffice.com
April 15, 2009	Final deadline for all sponsor opportunities
April 15, 2009	Final deadline for artwork for conference materials
May 7 - 8, 2009	28th Annual EXPO L.A. - Hyatt Regency Long Beach

***To Reserve your Sponsorship on a  
First-Paid, First-Served basis, Please fill out the  
Sponsor Registration Form***

***Questions? Please Contact:***

**Sponsorship Chair**

**Katy Stark, CTP**

**East West Bank**

**1900 Avenue of the Stars, Los Angeles, CA 90034**

**(310) 712-0044 ● [katy.stark@eastwestbank.com](mailto:katy.stark@eastwestbank.com)**

# Sponsor Registration Application

COMPANY NAME: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
CONTACT NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_  
Email: \_\_\_\_\_ FAX : \_\_\_\_\_

**Sponsorship Opportunity:** Please indicate your first, second and third choices below using a 1 2 & 3.

<input type="checkbox"/> Luncheon Keynote Sponsor Day 2 (\$5,000)	<input type="checkbox"/> Compendium Ads:
Reception:	<input type="checkbox"/> Compendium Ad - Back Cover (\$4,000)
<input type="checkbox"/> Reception Co-Sponsor (\$2,500)	<input type="checkbox"/> Compendium Ad 1st Page of Binder (\$3,500)
Symposium 2007 Handouts CD:	<input type="checkbox"/> Compendium Ad - 1/2 Page (\$1,500)
<i>Web Link on CD and Company Logo</i>	<input type="checkbox"/> Compendium Ad - 1/4 Page (\$1,000)
<input type="checkbox"/> Handouts CD Sponsor (\$3,500)	<input type="checkbox"/> Internet Cafe/Business Center (\$3,500)
Breakfast:	<b>SOLD!</b> Program Binders Sponsor (\$3,500)
<input type="checkbox"/> Breakfast Co-Sponsor Day 2 (\$1,500)	<input type="checkbox"/> Registration Tote Bags (\$2,500)
Refreshments:	<input type="checkbox"/> Badge Lanyards (\$1,500)
<input type="checkbox"/> AM Refreshment Break Sponsor - Full (\$2,500)	<b>SOLD!</b> Pen/Pencil-lighters (\$1,500)
<input type="checkbox"/> AM Refreshment Break Co-Sponsor (\$1,500)	<input type="checkbox"/> General Monetary \$ _____
<input type="checkbox"/> PM Refreshment Break Sponsor - Full (\$2,500)	<i>Amount</i>
<input type="checkbox"/> PM Refreshment Break Co-Sponsor (\$1,500)	<b>Thank You!</b>

Website URL For Web Link: \_\_\_\_\_

**For ALL Sponsorships that include Company Logo placement, please email your company logo in JPG(Web Resolution) AND EPS(Print Resolution) formats to [scfap@emaoffice.com](mailto:scfap@emaoffice.com)**

SPONSORSHIP LEVEL \_\_\_\_\_ TOTAL AMOUNT DUE \$ \_\_\_\_\_

CHECK # \_\_\_\_\_  MASTERCARD  VISA  AMEX

CREDIT CARD NO. \_\_\_\_\_ EXP DATE \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_ BILLING ZIP \_\_\_\_\_ V-CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

## PAYMENT POLICY

A deposit of 50% of the total amount due must accompany the Sponsor Application before it can be processed. The balance of the fee is due by January 15, 2009. If the balance is not received by that date, we reserve the right to resell the sponsorship.

If sponsorship is cancelled more than 90 days prior to the conference, a \$250 administrative fee will be charged and all other deposits will be refunded. If sponsorship is cancelled between 60 and 90 days prior to the conference, one half of the deposit may be held as a cancellation fee, and all other deposits will be refunded.

If sponsorship is cancelled less than 60 days prior to conference, we reserve the right to charge the entire sponsorship fee.

Faxed applications will not be processed unless paying by credit card; otherwise your check must accompany this form.

*Please make checks payable to:*  
**SCAFP**

*Mail completed application and payment to:*  
**SCAFP**

Attn: 28th Annual EXPO L.A.  
210 N Glenoaks Blvd  
Suite C  
Burbank, CA 91502

**[www.scafp.net](http://www.scafp.net)**

Questions? Call (818) 843-5660  
FAX: (818) 843-7423

**TAX I.D. # 95-3585298**