California's Integrated
& Waste Management Board
Department of General Services

# 3rd Annual Recycled Product TRADE SHOW

In Association With Disney

April 4 & 5, 2002, at the Disneyland® Hotel

## exhibitor prospectus

www.ciwmb.ca.gov/BuyRecycled/Events/TradeShow/

Printed on 40% postconsumer paper.

© DISNEY

# this is the show for you

# the california integrated waste management board (ciwmb)

The CIWMB considers it our mission to make the annual Recycled Product Trade Show an exhibitor's show. Following the success of last year's event in Sacramento, the 3rd Annual Recycled Product Trade Show at the Disneyland® Hotel in Anaheim, California, will be no exception. Bring your family and enjoy everything the location has to offer!

CIWMB and the Department of General Services, in association with Disney, are sponsoring the 3rd Annual Recycled Product Trade Show at the Disneyland® Hotel on

**April 4 & 5, 2002**

The trade show will feature YOU — the recycled-content product (RCP) supplier. The expanded two-day show will double your opportunity to exhibit and demonstrate your products to:

*PUBLIC SECTOR BUYERS:*

- Hundreds of State buyers and decision-makers
- More than 2,500 local government jurisdictions—every city, county, water, fire, park, recreation, and school district in California—are invited to attend

*PRIVATE SECTOR BUYERS:*

- Leaders—Large corporations, small businesses, nonprofits, and advocacy groups interested in environmental issues
- Engineers, architects, consultants, contractors, waste management professionals, and professional associations

Attendees will not be drawn away by other show activities. Many conferences conduct educational workshops that compete with an exhibit show room. The emphasis of this show, however, is YOU...and we've found ways to keep the attendees on the exhibit floor. Attendance is FREE and includes complimentary breakfast and lunch in several locations throughout the exhibit hall. Workshops will be conducted after trade show hours.

On the cover: Lifeguard tower near the Cove Pool at the Disneyland® Hotel. The tower is made of 76% postconsumer plastic.

# it has to be you

The State spends more than $6 BILLION on goods and services each year. CIWMB staff estimates that the State buys more than $1 BILLION in goods alone (products, materials, and supplies) annually.

Our State and local buyers identify the biggest barrier to purchasing recycled-content products as **"we can't find them."** This show will remove that barrier.

**If you manufacture, supply, or sell recycled products, you need to be at this show!**

We will bring the right people to you at the **3rd Annual Recycled Product Trade Show.**

# do you believe in magic?

Recycled plastic benches complement the theming at Disney's California Adventure™ park at the Disneyland® Resort.

It doesn't take magic to bring exhibitors together with buyers, but it does take some planning and hard work. We'll do the heavy lifting for you by bringing the market right to your booth.

**More than 15,000 public and private decision-makers** will be invited to attend this sensational event. They include department directors, management, buyers, procurement officers, building maintenance, architects, fleet managers, groundskeepers, engineers, and business services staff—everyone you need to talk to all in one place! Plus, adding a day to the show will give all those folks a second chance to see you, and gives us a chance to target the buyers, managers, decision-makers, consultants, architects, engineers, and contractors in the private sector with whom government entities do business.

California State law *requires* State and local government agencies to purchase RCPs. The State Agency Buy Recycled Campaign was created to ensure that State agencies:

- report total dollars spent in 11 product categories
- ensure that at least 50% of those purchases meet minimum recycled content for their category
- obtain recycled-content information for products, goods, and materials
- report annual purchases to CIWMB

## SCHEDULE

***Wednesday, April 3, 2002***

| | |
|---|---|
| 1–10 pm | Exhibitor Registration and Setup |

***Thursday, April 4, 2002***

| | |
|---|---|
| 8:30 am–3 pm | Attendee Registration & Exhibits Open |
| 8:30–10 am | Continental Breakfast |
| 12–1:30 pm | Lunch |
| 3 pm | Exhibit Floor Closes |
| 3:30–4:30 pm | AB75 Workshop and SABRC Workshop |
| 5–7 pm | Exhibitor Reception - Pavilion Room, Disneyland® Hotel |

***Friday, April 5, 2002***

| | |
|---|---|
| 8:30 am–3 pm | Exhibits Open |
| 8:30–10 am | Continental Breakfast |
| 12–1:30 pm | Lunch |
| 3 pm | Strike Exhibits |

## BOOTH SIZE & PRICES

size: **10' x 10'**

price: **$850** if paid on or before February 15, 2002

**$1,000** if paid after February 15, 2002

*Registration includes:* six-foot draped table, pipe and drape, two chairs, carpeting, booth sign, electricity (500 W/120V duplex), and continental breakfast and buffet luncheon for two (both days)

## trade show exhibitor benefits

- free listing with 25-word profile of your company in the Trade Show program & Web site
- free list of trade show attendees
- free listing in the nationally recognized CIWMB online database
- access to hundreds of buyers and decision-makers from targeted markets
- direct access to procurement staff
- conference rate at choice of Disneyland® Resort Hotels
- discounted park tickets (Disneyland® park or Disney's California Adventure™ park)
- Thursday evening reception at the Disneyland® Hotel

## what you had to say

We surveyed exhibitors after each Recycled Product Trade Show to get feedback and find ways to improve the show. Exhibitors aren't shy and we learned a lot from them. For example:

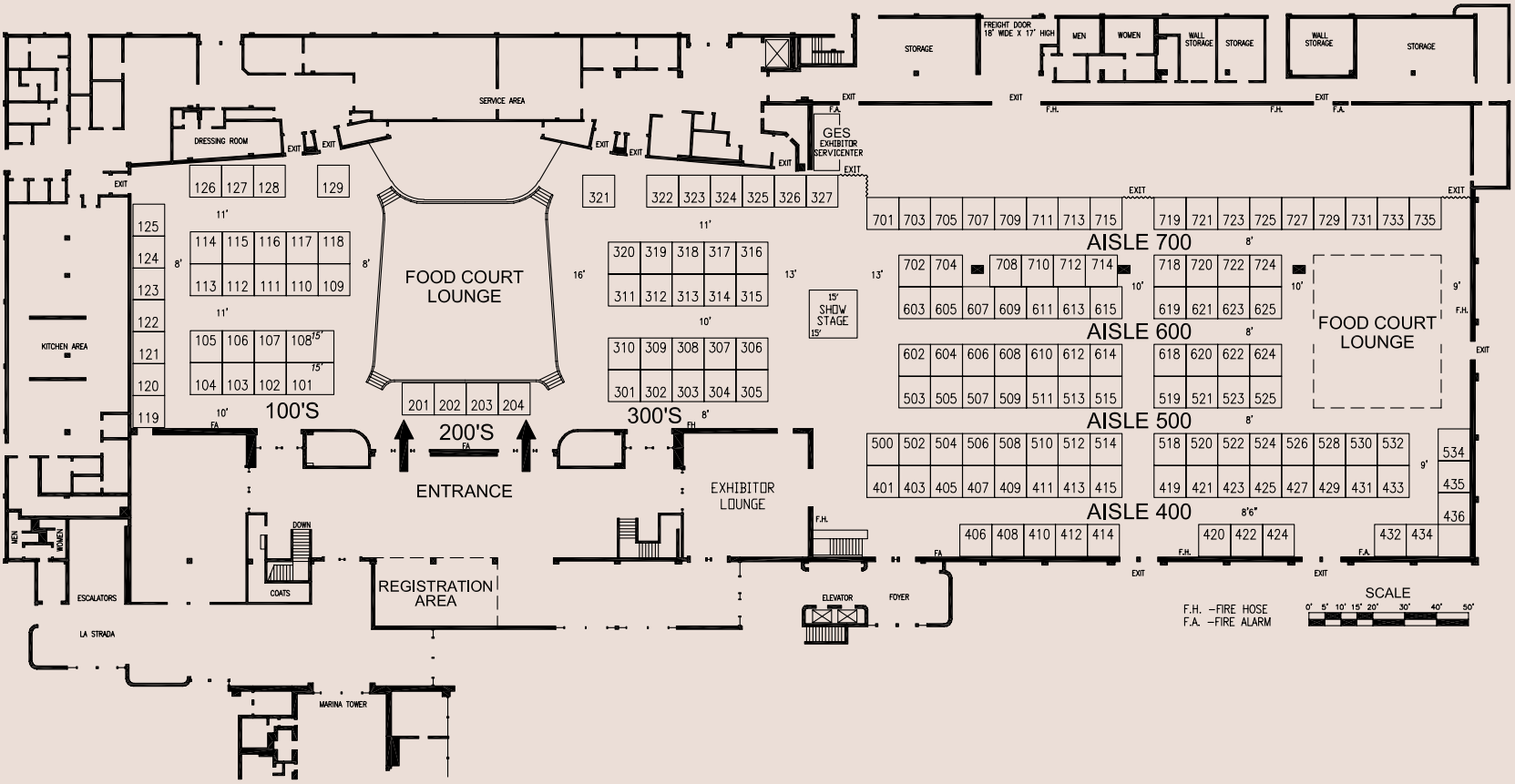
- 95% considered the show a success for their company
- 77% named the number/quality of attendees as the feature they liked best
- 40% of exhibitors got business as a result of the previous year's show

The attendees provided feedback as well. For example:

- 85% assessed the show as excellent or above average
- 64% liked the variety of products/vendors, samples, and networking
- 93% would attend next year AND....
- 98% said they would attempt to purchase from trade show vendors in the future

# 3rd Annual Recycled Product TRADE SHOW

**April 4 & 5, 2002**




Disneyland® Hotel
Grand Ballroom

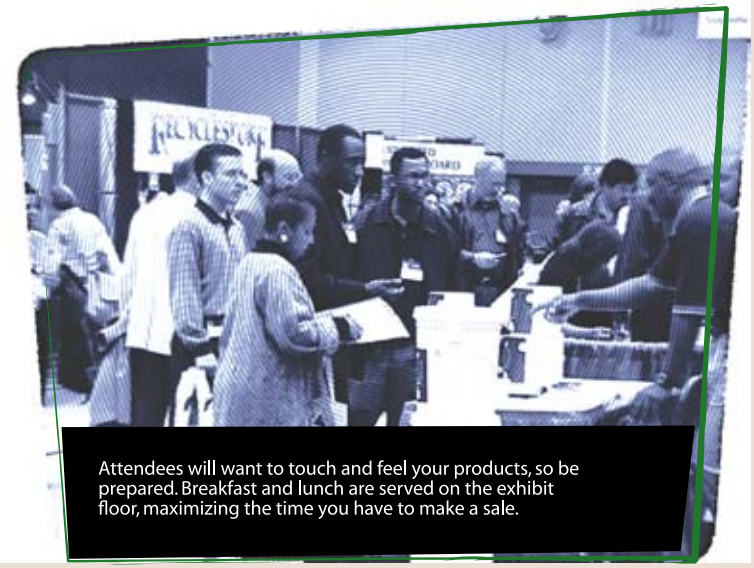
# FLOOR PLAN

**10' x 10'  166 Booths**

**Contact Steve Hamilton**
*phone:* | 916 | 340-1900 *fax:* | 916 | 447-5194
*e-mail:* steveh@assocresourcecenter.com

# register early for BEST BOOTH location

Space assignment is on a first-come, first-served basis according to the date the registration form is received with your payment (check or credit card). Priority will be given to companies that exhibited in either of the previous trade shows and to companies reserving multiple spaces.



Attendees will want to touch and feel your products, so be prepared. Breakfast and lunch are served on the exhibit floor, maximizing the time you have to make a sale.

**Payment must accompany the registration form.** Booth reservations will be accepted by fax but not confirmed *until receipt of payment*. Full payment for booth space must be received by **February 28, 2002.** Booth space not paid for by the above deadline may be sold to other companies on the waiting list.

**refund policy**

You will receive a full refund if you cancel your reservation by February 1, 2002, and a 50 percent refund if you cancel by February 28, 2002. No refunds will be issued for cancellations received after February 28.

# marketing OPPORTUNITIES can make you more visible

Your sponsorship of one or more activities during the 3rd Annual Recycled Product Trade Show will put your name in front of all attendees on the trade show floor, in the program, and on the Web site.

There are four levels of sponsorship:

| *Partner* | *Promoter* | *Benefactor* | *Advocate* |
|---|---|---|---|
| $5,000 | $2,500 | $1,500 | $1,000 |

Exclusive sponsorships are available for select activities. If you are interested in additional information about one or more of these activities, please indicate this on the registration form, and we will gladly send you additional information.

Sponsorship Opportunities:

Continental breakfast (served two days)
Buffet luncheon (served two days)
Exhibitor reception at Disneyland® Hotel
Lanyards for badges
Portfolios & notepads
Trade show T-shirts
Premiums (cups, bags, T-shirts)
Recycled-content door prizes (minimum $250 value)
Grand prize(s)
Assembly Bill 75 workshop
State Agency Buy Recycled Campaign workshop

*If you have a sponsorship idea or suggestion, don't hesitate to contact us. Please contact Steve Hamilton at steveh@assocresourcecenter.com.*

# SPONSORSHIP has its advantages

## Partner Sponsor receives:

- all advocate benefits

*plus*

- premium booth location (end cap)
- 10' x 20' booth (rather than 10' x 10')
- sponsor level banner with company listing on show floor
- sponsor level banner with company name above registration
- free full-page advertisement in trade show program
- two announcements each day from center stage
- free booth in spring 2003 trade show

**$5,000**

## Promoter Sponsor receives:

- all advocate benefits

*plus*

- premium booth location (end cap)
- sponsor level banner with company listing on show floor
- sponsor level banner with company name above registration
- free half-page advertisement in trade show program
- one announcement each day from center stage
- 50% discount off first booth in spring 2003 trade show

**$2,500**

## Benefactor Sponsor receives:

- all advocate benefits

*plus*

- free quarter-page advertisement in trade show program
- 25% discount off first booth in spring 2003 trade show

**$1,500**

## Advocate Sponsor receives:

- prominent company listing in trade show program
- prominent company listing on trade show Web site
- signage on trade show floor
- sponsor level recognition on booth
- priority booth placement in spring 2003 trade show

**$1,000**

# other ways to advertise

## Advertise in the official 3rd Annual Recycled Product Trade Show Program.

- Approximately 2,000 attendees will receive a trade show program with your company listing (free) and advertising (optional)
- Program used as an ordering resource by attendees
- Program will be used as handout in "Buy Recycled" training throughout the state
- Program distributed by request to State and local buyers who could not attend show

*Full-page advertisement* $2,000

*Half-page advertisement* $1,000

*Quarter-page advertisement* $500

## Or, be featured on the official 3rd Annual Recycled Product Trade Show Web Site.

The CIWMB has an official Recycled Product Trade Show Web site at www.ciwmb.ca.gov/BuyRecycled/Events/TradeShow/. Here, exhibitors and attendees can register online, preview the trade show floor, or obtain travel and lodging information. Exhibitor registration fees include a free basic listing on the Web site. In addition, a number of upgrades are offered which include such features as product photos, uploaded PDF files, streaming video, digital booth photos, or IPIX virtual booth or site tours.

Details about the Web site upgrades and trade show program advertising opportunities are described in detail in the exhibitor packet.

Once you've decided, we strongly encourage you to complete the registration form, fax it to the number on the form, and send your payment. You'll have the best choice in booth selection early on and you'll be able to take advantage of the limited number of conference rate hotel rooms.

ATTENTION: JERRY HART
3rd Annual Recycled Product Trade Show Registration
California Integrated Waste Management Board
P.O. Box 4025
Sacramento, CA 95812-4025

*The energy challenge facing California is real. Every Californian needs to take immediate action to reduce energy consumption. For a list of simple ways you can reduce demand and cut your energy costs, see our Web site at* ***www.ciwmb.ca.gov***.

Publication #433-01-034

OSP 01 64003