

# PEST CONTROL OPERATORS OF CALIFORNIA

## 67th Annual Convention & Trade Show

### EXHIBITOR REGISTRATION INFORMATION



**Pest Control Operators of California (PCOC)**

**Hyatt Regency Hotel, Monterey, CA**

**Set-Up:** Thursday, July 1, 2010 12:00pm - 4:30pm

**Exhibit Hall Dates:**

Thursday, July 1, 2010 **Time:** 5:00 - 7:30pm

Friday, July 2, 2010 **Time:** 11:30 - 2:00pm

### Exhibitor Booth Information

**Single Booth Package Includes:**

- ❖ 8' high back wall & 3' high side drape
- ❖ One 6' skirted table
- ❖ One 7" x 44" ID sign
- ❖ Two side chairs
- ❖ One wastebasket
- ❖ All exhibit hall meals & entry badges for two exhibitors per booth – additional badges sold separately

**Double Booth Package Includes:**

Everything to the left, an additional booth including all of its contents, & 2 additional full exhibitor badge registrations

# PCOC TRADE SHOW TERMS AND CONDITIONS

**Terms and Conditions:**

*TriCord* is our exhibit hall service contractor for our convention in Monterey. They provide drayage, material handling, custom furniture, cleaning, specialty carpet, installation/dismantle supervision, labor, utilities and electrical. Telephone services and internet are provided by Hyatt Regency Hotel. The Hyatt Regency Hotel staff provides overhead rigging labor and audiovisual. All forms will be provided for your convenience in a separate mailing once you register.

All exhibitors agree to the Terms and Conditions of Hyatt Regency Hotel Policies and Procedures. A copy of the terms and conditions for the Hyatt Regency Hotel will be provided to an exhibitor upon request to PCOC.

Booth spaces are reserved on a first come – first served basis. **Full payment** must accompany booth registration application. We have space for **40** Booths – book early as we usually sell out because once they're gone, they're gone! In case of cancellation, full refund will be made **only** upon written request received by **May 31, 2010**. There will be no refund for cancellations received after that date. **PCOC** and **TriCord** does it's best to accommodate your exhibit placement wishes but reserves the right to change the configuration of the exhibit hall and relocate exhibits if necessary.

# Sponsorship Information

## SPONSORSHIP RATES

**Platinum \$2500**

**Gold \$1000**

**Silver \$500**

**Bronze \$250**

All Sponsors will be recognized publicly and given a Certificate of Appreciation at our opening session on Friday morning July 2, 2010.

Sponsors will also be recognized in our Welcome Brochure and Agenda, as well as our newsletter.

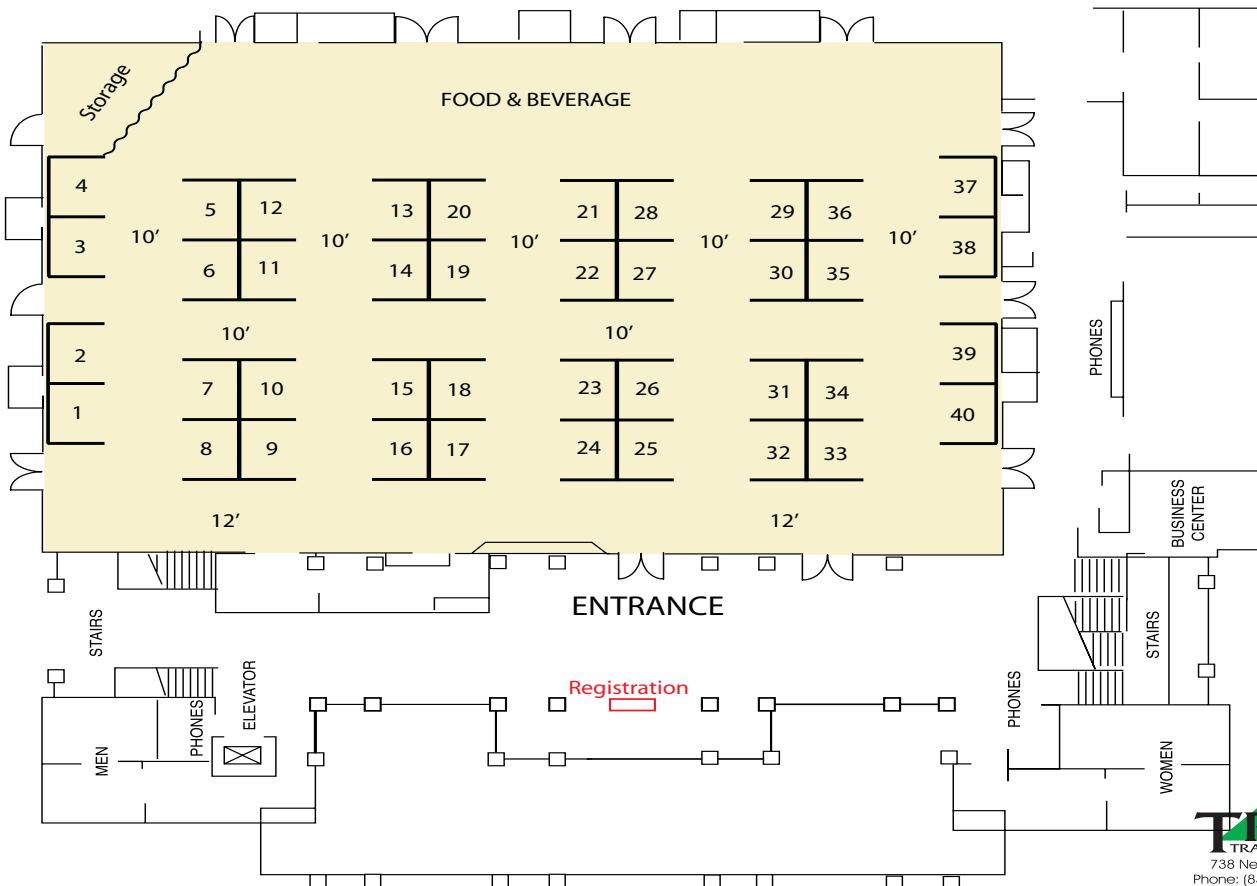
All Sponsors will also be recognized in signage at the opening convention ceremony, in the Exhibit Hall and at Saturday's banquet.

All Sponsors will also have the opportunity to provide PCOC with their logo, which we will link to a sponsor page on the members-only side of PCOC's website, which will direct them to the Sponsor's website or provided link.

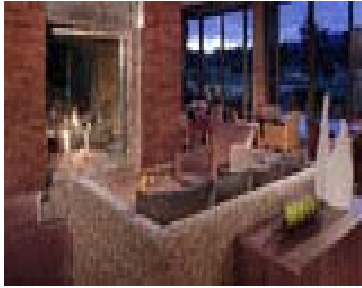
In addition, Platinum Sponsors of PCOC will be given an opportunity to speak briefly at the opening session.

If you sign up for Platinum Sponsorship, please indicate who you would like to represent your company.

**PCOC**  
 July 1-2, 2010  
 Hyatt Monterey  
 Regency Grand Ballroom  
 (40) 8' x 10' Booths



Transcend the ordinary at Hyatt Regency Monterey Hotel & Spa on Del Monte Golf Course. Multi-million dollar renovations elevate Monterey's largest luxury conference hotel to a new plateau of excellence. A spacious new lobby invites relaxation with a soothing fireplace and cozy seating areas - perfect for conversations or listening to live Jazz.



**Monterey Bay Aquarium/Cannery Row** If you've never been to the Monterey Bay Aquarium before, now is a great opportunity to visit on Thursday afternoon. After you're done with the Aquarium, explore the unique stores on Cannery Row and grab a bite to eat. Transportation to and from the hotel will be provided.

**Del Monte Golf Course** Opened in 1897, Del Monte Golf Course is the oldest course in continuous operation west of the Mississippi. Designed by golf and polo enthusiast Charles Maud, this inland course boasts a meandering layout that has challenged golfers for more than a century. It was the original host of the California State Amateur and continues to serve as one of three courses on which the Callaway Golf Pebble Beach Invitational is played.



**Whale Watching** On Saturday discover the unforgettable adventure of whale watching on one of Monterey's largest and most elegant vessels! During this **2 1/2 - 3 hour, fully narrated tour**, you have the opportunity to see: **Blue and Humpback Whales, Dolphins and Porpoises, Leatherback Sea Turtles, Sea birds, Seals, Sea Lions, Sea Otters and other marine life.** You'll be accompanied by the Captain, crew, and **fully narrated by experienced professionals**, all with **years of experience** on the Monterey Bay. We also offer a full snack bar on board, serving hot and cold beverages and snacks for around \$2 each. You are always welcome to bring any food or drinks of your own that you would like to enjoy along the way! Bring your cameras, windbreakers, and extra warm layers. Every trip is different, so whether it's your first time or you're a veteran, come on out and see what the magical Monterey Bay will reveal today!

**Sea Kayaking** As an alternative to Whale Watching on Saturday, we've got Sea Kayaking. You'll enjoy spending more time on the water exploring our unique habitats, renowned for their beauty and abundant marine life. Closed deck kayaks are longer boats that provide a drier, stable ride, allowing us to go further and faster! A true sea kayak experience! Recommended for beginners ages 12 and up. You might get a little splashed, so paddling jackets, pants, life jackets and all kayak gear are included. Wear lightweight, quick drying tops and bottoms to adjust for weather, shoes that can get wet, towel, and dry clothes for when you return (just in case).



### Convention Speakers include:

- Colonel Danny R. McKnight, U.S. Army, Retired, Featured in the movie "Black Hawk Down"
- Dr. Jerome Goddard, Dpt. of Entomology, Mississippi State University
- Continuing Education hours have been applied for



**PEST CONTROL OPERATORS OF CALIFORNIA, INC.  
67th ANNUAL TRADE SHOW JULY 1-3, 2010  
Hyatt Regency Hotel - Monterey, CA**

<b>Exhibit Hall Dates July 1 &amp; 2</b>
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Exhibitor Application  
(This is not a contract until accepted by PCOC)

FIRM NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

WEB-SITE ADDRESS: \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ CONTACT PHONE # \_\_\_\_\_

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

**AFFILIATE MEMBERS**

- 1 ea. 8' X 10' \$ 600 2 badges
- 2 ea. 8' X 10' \$1000 4 badges

**NON-MEMBERS**

- 1 ea. 8' X 10' \_\_\_\_\_ \$ 900 2 badges
- 2 ea. 8' X 10' \_\_\_\_\_ \$1,400 4 badges

**BOOTH CHOICES** 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

**BADGES NEEDED (print names as they should appear on badges)**

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)

Additional Badges \_\_\_\_\_ @ \$125.00 \$ \_\_\_\_\_

**ADDITIONAL EVENT REGISTRATION & CREDIT CARD PAYMENT  
INFORMATION IS ON THE BACK OF THIS FORM.**

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

**MAIL OR FAX COMPLETED APPLICATION WITH FULL PAYMENT TO:  
PCOC EXHIBITOR REGISTRATION  
3031 BEACON BOULEVARD WEST SACRAMENTO, CA. 95691-3462**

To pay with credit card and/or register for additional events, fill out the additional paperwork included in this packet.

Space is available on a first come, first serve basis and full payment must accompany your registration. No exceptions.

**PCOC Use Only**

Date Received: \_\_\_\_\_ Booth # Assigned: \_\_\_\_\_ Main Contact: \_\_\_\_\_

**PEST CONTROL OPERATORS OF CALIFORNIA PHONE 916.372.4363 FAX 916.372.5437**

<p><i>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 Hyatt Regency Hotel shall indemnify and hold harmless Pest Control Operators of California, Inc., Hyatt Regency Hotel, their agents and employees from any and all such losses, damages, and claims.</i></p>
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# Convention Registration Breakdown

Company Name: \_\_\_\_\_  
 Company Representative: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

## **SPONSORSHIP**

- Platinum \$2500
- Gold \$1000
- Silver \$500
- Bronze \$250

## **BOOTH**-also submit other registration form

Options	Cost	Total
<input type="checkbox"/> Member Single	\$600	_____
<input type="checkbox"/> Member Double	\$1000	_____
<input type="checkbox"/> Non-Member Single	\$900	_____
<input type="checkbox"/> Non-Member Double	\$1400	_____
<input type="checkbox"/> Extra Badges	\$125	_____

## **ADDITIONAL FUNCTIONS**

Please list number of tickets

**Golf** \$120 x \_\_\_\_\_ **Total:** \_\_\_\_\_

Golfer Names	Handicap
_____	_____
_____	_____
_____	_____
_____	_____

List additional golfers or foursome requests on a separate sheet

### **Aquarium/Cannery Row** (May 1st deadline)\*

\$47 adults x \_\_\_\_\_ **Total:** \_\_\_\_\_

\$35 (3-12) x \_\_\_\_\_ **Total:** \_\_\_\_\_

### **Whale Watching** (May 1st deadline)\*

\$57 adults x \_\_\_\_\_ **Total:** \_\_\_\_\_

\$47 (3-12) x \_\_\_\_\_ **Total:** \_\_\_\_\_

### **Sea Kayaking** (May 1st deadline)\*

\$77 adults x \_\_\_\_\_ **Total:** \_\_\_\_\_

(No children under 12 please)

### **Banquet**

\$85 adults x \_\_\_\_\_ **Total:** \_\_\_\_\_

\$50 (6-12) x \_\_\_\_\_ **Total:** \_\_\_\_\_

Free 5 and under x \_\_\_\_\_ **Total:** \_\_\_\_\_

*\*Limited seating on buses for Aquarium, Whale Watching and Sea Kayaking.*

## **CREDIT CARD AUTHORIZATION**

**Name on Card**

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### **Card Type**

- Visa
- Mastercard
- Amex

**Card Number**

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**Expiration:** \_\_\_\_\_ **V-Code** \_\_\_\_\_

**Billing Address:**

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**Billing Zip Code:**

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## **CHARGES**

Sponsorship \$ \_\_\_\_\_  
 Booth \$ \_\_\_\_\_  
 Extra Badges \$ \_\_\_\_\_  
 Golf \$ \_\_\_\_\_  
 Aquarium \$ \_\_\_\_\_  
 Whale Watching \$ \_\_\_\_\_  
 Sea Kayaking \$ \_\_\_\_\_  
 Banquet \$ \_\_\_\_\_

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

**Make checks payable to PCOC**

**Mail to: PCOC Exhibitor Registration**

**3031 Beacon Blvd.**

**West Sacramento, CA 95691**

**Or fax with credit card to (916) 372-5437**

**HOTELREGISTRATION  
INFORMATION**

**HYATTREGENCYMONTEREY**  
1 OLD GOLF COURSE ROAD  
MONTEREY, CA 93940  
CENTRAL RESERVATIONS (800) 233-1234  
FAX: (831) 651-6559

Special Convention Rates  
Rooms are \$184 single/double

Be sure to mention you are with the Pest Control Operators of California Convention to get the special rates!

**All reservations must be received by May 31, 2010. If reservations are cancelled within 48 hours of arrival, or the reservation is a "no show", the guest will be charged a penalty of one night's room charge.**

**After the 31st of May, rooms may not be available. Any rooms, which may still be available after May 31, 2010, could be at substantially higher rates. Register early. If you fail to register early you may not be able to get a room, and PCOC staff will be powerless to assist you in obtaining a room.**