

EXHIBITOR MANUAL

*Catch a
BIG One*

at the **34TH
ANNUAL
CFA SUMMER
CONVENTION
AUGUST 5-7, 2010**

*The Chateau on the Lake
Branson, Missouri 2010*



This continues to be the only
national event dedicated solely to the
RCF concrete foundation industry.

You Are Invited...

...to become an exhibitor/sponsor for the 34rd Annual CFA Summer Convention. The CFA's selected location for the 2010 Annual Convention is at the Chateau on the Lake in Branson, Missouri. This event continues to be the only national event dedicated solely to the concrete foundation industry.

As an exhibitor/sponsor for this great event, you show your support of the industry that was established by the concrete foundation contractor, for the concrete foundation contractor. You will also meet your prime customers in an environment that provides focused problem solving and networking of the highest quality.

This year's event comes with the additional challenge of an economy that forces attention on strategic thinking, business planning and survival. What was started last year continues. Position your company along side your customers and together find ways to partner for solutions.

"Build Back Your Business" is this year's theme, focusing on the many ways that companies should continue working on changes both large and small to make their company ready for market success. There are many indicators that the residential industry has begun slow but steady progress of returning to form. Your company should have every opportunity to express leadership to the industry as a partner and technology mentor. Forge or cement your relationships and be an integral part of the "concrete" foundation for success that will result.

Your exhibit will be seen through the duration of this year's event.

Let's look at a snapshot itinerary of your time with us in Branson.

THURSDAY continues the tradition of a contractor/exhibitor **GOLF OUTING** in the morning. Join us for golf or set your booth any time during the day. The **OPENING RECEPTION** begins at 5:30 pm.

FRIDAY AND SATURDAY both start with a **CONTINENTAL BREAKFAST** served adjacent to your booth locations so be there to grab an early conversation.

On FRIDAY, ENJOY A **LUNCH AND LEARN IN THE EXHIBIT AREA** while listening to Event Sponsors provide dedicated new product messages. Then it's time to distribute one more round of business cards to the attendees you've yet to meet Friday afternoon during the **CLOSING EXHIBITOR RECEPTION**.

Don't let the closing reception fool you. We hope you stay with us and enjoy visibility through Saturday. You may break down your display Friday night or stay through the education on Saturday and break it down that afternoon; the choice is yours.

Friday and Saturday night **SOCIAL EVENTS** will offer a different spin on your networking opportunities but know that you are as much a member of this Association as any member and you should take the opportunity to benefit from these events.

WANT MORE VISIBILITY or to show a higher level of support? Take it up a notch and select one of the Sponsor levels on the next page. Complete the registration form on the last page and mail, email or fax it back to us.

Contact Jim Baty (jbaty@cfawalls.org) at CFA headquarters if you have any remaining questions.



Select Your Sponsor Level...

PLATINUM EVENT SPONSOR \$4500

This year we have responded to the economic conditions by simplifying and reducing our sponsorships significantly. We hope this facilitates your interest and better fits your budgets as National Associates. This sponsor level includes all of the benefits provided for visibility leading up to, throughout and after this year's Convention. Fee also includes one exhibit space, one Convention registrant, two tickets to the Friday night activity and one foursome in the CFA National Associates' Invitational Golf Tournament.

PROMENADE EVENT SPONSOR \$2000

If an economic networking sponsorship is more in line with your budget, you will want to select this sponsorship. It is tailored to those companies that want to lend support to the Association and this event. Your sponsorship helps control the costs of the Friday activity and also creates a dedicated visibility for you at this primary networking activity. Fee includes one Convention registrant along with two tickets to the Friday night activity AND your choice of either one exhibit space OR sponsorship of one foursome in the CFA National Associates' Invitational Golf Tournament. Additional tickets for the Friday night event may be purchased as well as additional participation in the golf tournament at the sponsored foursome rate.

STANDARD EXPOSITION \$1000

For the fifth year in a row, exhibit pricing has been held for this event. Your space will consist of a table top display only to accommodate the presence of our seminars inside the exhibit perimeter. Fee includes one registrant. Additional exhibiting personnel are \$200 each. All other participation is a la carte.

NOTE: The one complimentary Convention Registration that comes with your sponsorship does not include your hotel lodging, taxes, fees, or admission to CFA special activities unless noted.

NATIONAL ASSOCIATES' INVITATIONAL GOLF TOURNAMENT

Thursday, August 7th, 7am-1pm

NEW -- Team Registration Fee Reduced \$100

We still want to grow the National Associates' Invitational Golf Tournament and so we continue it this year. As an exhibitor/sponsor, you will be able to select your team(s). We are asking our participating National Associates to sponsor a four person team(s). Each team should include at least two contractor members. CFA will begin a list of contractor members who would like to participate in the golf event. As the list grows we will circulate this to our National Associate members who have selected to sponsor a golf team(s). The list is a first-come first-serve basis. Each sponsor will contact their chosen team members, and then contact the CFA with the names of the contractors they are sponsoring. The winning team will receive \$500 off next year's exhibition fee and contractor members playing will receive \$50 off next year's convention registration.



Event Schedule

THURSDAY, AUGUST 5

8:00 am-5:00 pm Exhibit Set-Up
7:00 am-1:00 pm Golf Outing
1:00-5:00 pm CFA Board of Directors - Open
5:30-7:30 pm Opening Exhibitor Reception
Dine on your own or with customers.

FRIDAY, AUGUST 6

7:30 am Registration with Continental Breakfast
8:00 am Welcome and Opening Message
8:15-9:15 am Electronic Communications/Social Networking
9:15-10:15 am Best Practices
10:15-10:30 am Break
10:30-11:30 am Insulating Basements:
Code Fact and System Options
11:45 am-1:00 pm Exhibitor Lunch
and Learn w/Sponsor Talks
1:15-3:30 pm CFA Foundation Technician Seminar
3:30-5:30 pm CFA Foundation Technician Exam
4:30-6:30 pm Closing Exhibitor Reception
6:30-10:00 pm Dinner and a Show

SATURDAY, AUGUST 7

7:30 am Continental Breakfast
8:30-10:00 am Structured Group Round Tables
10:00-10:15 am Break
10:15-12:15 am Business Practice Round Tables
12:30-2:00 pm Founding Fathers Awards Luncheon
2:00-5:00 pm THERMOMASS Certification Event

Make Plans To Attend

The rooms for our event will start at a reduced rate of \$154 per night plus taxes and fees included. Call 888-333-5253 **by July 10, 2010** for the CFA Room Rate. Identify your participation with the Concrete Foundations Association

2010 CFA SUMMER CONVENTION EXHIBITOR REGISTRATION FORM

Catch A Big One!

AT THE 34TH CFA ANNUAL CONVENTION, AUGUST 5-6-7, 2010 THE CHATEAU ON THE LAKE, BRANSON, MISSOURI

*REQUIRED

*COMPANY REPRESENTATIVE _____
 *COMPANY _____
 *ADDRESS _____
 *CITY-ST-ZIP-COUNTRY _____
 *PHONE (_____) - _____ - _____ *FAX (_____) - _____ - _____
 *EMAIL _____



REGISTRATION (use separate sheet if necessary for additional names)

*Exhibitor Name _____
 *Email _____
 *Additional Staff _____
 *Email _____
 *Additional Staff _____
 *Email _____
 *Additional Staff _____
 *Email _____

GOLFING EVENT CONTACT

*Name _____
 *Phone _____
 *Email _____

EXHIBIT SPACE INFO All exhibit spaces contain a 6 foot draped table for table top displays.

ADDITIONAL - CHECK IF NEEDED:

- Outlet Power
- Two chairs
- Other _____

SELECT SPONSORSHIP LEVEL (complete info in brochure)		amount	Total	SPONSORSHIP PAYMENT	
MEMBER ONLY	<input type="checkbox"/> PLATINUM EVENT SPONSOR (CFA members only) Includes 1 exhibit space, 1 Convention registrant, 2 tickets to Friday night activity and 1 foursome in the National Associates' Invitational Golf Tournament.	\$4500		<input type="checkbox"/> CHECK enclosed U.S. dollars <u>ONLY</u>	
	<input type="checkbox"/> PROMENADE EVENT SPONSOR (CFA members only) Includes 1 Convention registrant, 2 tickets to Friday night activity, AND your choice of (select one) <input type="checkbox"/> 1 exhibit space <input type="checkbox"/> 1 Golf foursome sponsorship	\$2000		<input type="checkbox"/> CREDIT CARD - check one <input type="checkbox"/> Visa <input type="checkbox"/> Master Card <input type="checkbox"/> Am Ex	Name on card _____
	<input type="checkbox"/> STANDARD EXPOSITION Includes 1 table top display space, 1 Convention registrant	\$1000			Email _____
MARK ANY ADDITIONAL		Number	amount	Total	Credit Card Number _____
<input type="checkbox"/> GOLF SPONSORSHIP per foursome National Associates' Invitational Golf Tournament <i>NEW! Reduced \$ 100 -- now \$ 400 per foursome</i>			\$400		Expiration Date _____
<input type="checkbox"/> EXHIBITOR STAFF each additional staff person (does NOT include Friday night event or Saturday Golf outing)			\$200		CVC# _____
NOTE: REGISTER by June 1, 2010 to receive a CFA applied \$150 DISCOUNT on booth cost. All CANCELLATIONS subject to \$125.00 administrative fee.			TOTAL AMOUNT \$		

SEND COMPLETED EXHIBITOR REGISTRATION FORM TO:

by fax at 320.213.5556
 or by mail to CONCRETE FOUNDATIONS ASSOCIATION,
 P.O. Box 204,
 Mount Vernon, IA 52314
 (NO PHONE REGISTRATIONS TAKEN)

DO YOU PLAN TO ATTEND FRIDAY AND SATURDAY EVENTS?

The Friday and Saturday Night Events are not set yet.
 Please indicate your interest by checking below, and watch for more information to come.

FRIDAY NIGHT ACTIVITY How many people? est _____
 SATURDAY NIGHT ACTIVITY How many people? est _____