



CMA 2007

PALM SPRINGS

March 12-15, 2007 • Palm Springs Convention Center
Palm Springs, California

CMA
CHRISTIAN
MANAGEMENT
ASSOCIATION

**30th Annual Leadership
and Management Conference
for Christian Organizations
and Growing Churches**



**Reserve your exhibit space
and sponsorship today!**

Christian Management Association's Annual Leadership and Management Conference for Christian Organizations and Growing Churches!

Market Your Products/Services to Decision-Makers from the Leading Christian Organizations and Growing Churches



"CMA's annual conference is a strategic networking environment unlike any other in the country. For meaningful interaction with Christian organizations and church leaders, we consider CMA's annual conference to be a tremendously beneficial investment of our time. Many of our largest accounts will be at CMA Palm Springs 2007."

Scott Vandeventer, Chief Operating Officer
Evangelical Christian Credit Union

Introduce Your Company to the Key Decision Makers for Leading Christian Organizations and Growing Churches

CMA Palm Springs 2007 will connect your company with over 2,000 key decision makers in leading Christian organizations and growing churches in the United States and Canada.

With more than 70 workshops and Management Training Institutes, CMA's annual leadership and management conference provides specialized training for CEOs, senior executives, managers, board members, senior pastors, executive pastors, and church business administrators in these key leadership and business tracks:

- **Board Governance and Leadership** (leadership development and organizational design)
- **Mission and Strategy** (strategic planning, needs assessment and evaluation)
- **Organizational Systems and Capacity** (information technology, knowledge management, administration and facilities)
- **Financial Management** (budgeting, risk management, tax and legal)
- **Development** (fundraising, grant writing, special events, marketing and communications)
- **Human Resources Management** (people-care, hiring and firing, reviews and retention)
- **Community** (values, culture and connectivity)

For a more complete list of CMA's conference workshops, please visit www.CMAonline.org

Invest 3 Days in **CMA** Palm Springs 2007

CMA's membership includes a diverse array of Christian organizations including colleges and seminaries, camps and conference centers, Christian schools, churches, social service agencies, mission agencies, youth ministries, crisis pregnancy centers, evangelism and outreach ministries, family ministries, as well as an impressive list of other specialized ministries.

CMA serves blue-ribbon ministries including The Salvation Army, World Vision, Promise Keepers, American Bible Society, Saddleback Church, ECFA, Fellowship of Christian Athletes, Focus on the Family, Billy Graham Evangelistic Association, Willow Creek Community Church, Prison Fellowship, Council for Christian Colleges and Universities, Campus Crusade for Christ, Awana Clubs International, Compassion International, The Navigators, Mission Aviation Fellowship, CRISTA Ministries, Volunteers of America, Wycliffe Bible Translators, and more than 1,500 others.

CMA's membership includes top decision makers. Our membership has grown to 4,000 from 1,500 organizations and growing churches.

- CEOs and Executive Staff **60%**
- Senior Pastors, Executive Pastors and Church Administrators **25%**
- CFOs and Financial Managers **15%**

**Don't be Left Out —
Reserve Your Exhibit Space Today!
Call 949-487-0900, ext. 3021**

Our Largest Conference Ever!

EXHIBIT DAYS:

March 12–14, 2007

Palm Springs Convention Center
Palm Springs, California

Three days of valuable networking opportunities!

- Renew relationships with your current customers
- Introduce your company to prospective customers
- Launch new products and services
- Increase brand awareness
- Generate new business opportunities

Founded in 1976, CMA is open to Christian organizations, churches, and individuals who affirm the CMA statement of faith and pay the annual membership fee. The association is governed by a board of directors who are elected by the membership. The bulk of CMA's programs and training are led by volunteer leadership with the assistance of a core staff at the CMA national office in San Clemente, Calif. A nonprofit organization, CMA is also a charter member of the Evangelical Council for Financial Accountability.



CMA's mission is to equip our member organizations with management information, leadership training, and strategic networking relationships so that ministries are led and managed in God-honoring ways.

Daily Schedule

Exhibit Days: March 12-14

(Monday-Wednesday)

SUNDAY, MARCH 11

3-9 pm

Registration

5:30-7:30 pm

Conference Volunteer Reception

MONDAY, MARCH 12

7-7:45 am

Devotions with Alistair Begg

8:30 am-4:30 pm

Management Training Institutes

(Exhibitors may register and network at 1/2 price)

10-10:30 am

Networking Coffee Break

9 am-3 pm

Exhibit Hall Set-Up

3:30-6:45 pm

Exhibit Hall Sneak Preview with Refreshments

3:30-4 pm

Networking Coffee Break in the Exhibit Hall

7-8:30 pm

Opening General Session Exhibitors Welcome

8:30-10 pm

Exhibit Hall Grand Opening with Desserts

TUESDAY, MARCH 13

7-7:45 am

Devotions with Alistair Begg

8-9:15 am

Workshop I

Exhibitors Welcome

9-9:45 am

Networking Coffee Break

9-11:45 am

General Session Exhibitors Welcome

11:45 am

Exhibit Hall Opens

11:45 am-1 pm

Box Lunch Served Semifinalists Drawing to Win \$2,500

1:30-3:15 pm

Exhibitor 1:1 Appointments

1:30-2:45 pm

Workshop II

2:45-3:15 pm

Networking Coffee Break in the Exhibit Hall

3:15-5:15 pm

Workshop III

6-8 pm

Chairman's Dinner (Invitation only)

WEDNESDAY, MARCH 14

7-7:45 am

Devotions with Alistair Begg

8-9:15 am

Workshop IV

Exhibitors Welcome

9:15-9:45 am

Networking Coffee Break

9:45-11:45 am

General Session Exhibitors Welcome

11:45 am

Exhibit Hall Opens

11:45 am-1 pm

Box Lunch Served

Finalist Drawing to Win \$2,500

1:30 pm

Exhibit Hall Closes

1:30-2:45 pm

Workshop V

Exhibitors Welcome

2:45-3:15 pm

Networking Coffee Break

Exhibitors Welcome

3:15-5:15 pm

Workshop VI

Exhibitors Welcome

7-8:15 pm

Family Dinner

Exhibitors Welcome—Ticket Required

8:30-9:45 pm

General Session

Exhibitors Welcome

THURSDAY, MARCH 15

7-7:45 am

Devotions with Alistair Begg

8:30-10 am

Closing General Session

Exhibitors Welcome—Ticket Required

This preliminary schedule is subject to change. Exhibit fees include attendance at general sessions and workshops. Tickets may be purchased in advance for Monday's MTIs (half price for exhibitors), Wednesday's Family Dinner, and Thursday's Closing General Session. (Available online when registering individual booth personnel at www.CMAonline.org)



Expanded exhibit hall—filled with current and future customers who look forward to seeing you—our valued “exhibit hall faculty”!

A huge exhibit hall with special features

- Location adjacent to general sessions and workshop rooms
- Monday afternoon and evening grand opening events
- Spacious 10' x 10' booths
- Monday and Tuesday coffee breaks in the exhibit hall
- Box lunches served in strategic locations with generous seating
- Plus hundreds of new customers you've never met!

Reserve your booth now for the prime locations at CMA Palm Springs 2007!

You receive

- Spacious 10' x 10' professionally draped and carpeted booth space
- 25-word company description and contact information in the conference program
- Posting on CMA web site of your company description and contact information (March-December 2007)
- Registrations for three company representatives for each 10' x 10' booth, which includes all general sessions and workshops
- Lunch included for all exhibitor booth personnel
- 7" x 44" overhead booth sign with your company's name
- Mailing list (via e-mail) for one-time use only of all pre-registered guests (e-mailed to you by mid-February 2007)
- First right of refusal when you select a sponsorship opportunity for 2008
- Half price on attendance at any Monday MTIs (8:30 am-4:30 pm)

Exhibit Hall Decorator

By January 15, 2007 the decorator will mail all fully-paid exhibitors the *Exhibit Service Manual*, containing order forms and rates for all services such as: tables and drapes, booth furniture, skilled labor, material handling, rental displays, booth cleaning, specialized signs and graphics, perfboards, photography, additional booth carpeting (exhibit hall is carpeted), AV and floral needs. Each 10' x 10' booth will include 8' high back drapes and 3' high side rail drapes. For more information:

GES Exposition Services

Diana Ferraro, Account Representative

5560 Katella Avenue

Cypress, CA 90630

Phone 800/475-2098, Fax 562/370-1699

DFerraro@ges.com

Accommodations

The CMA conference headquarters is the Palm Springs Convention Center and Wyndham Hotel, Palm Springs, California. We have secured special room rates at four hotels that range from \$139 to \$169 per room, per night (single or double), plus tax. Visit the CMA website at www.CMAonline.org for information on reserving your room.

Christian Management Association

PO Box 4090 • San Clemente, CA 92674

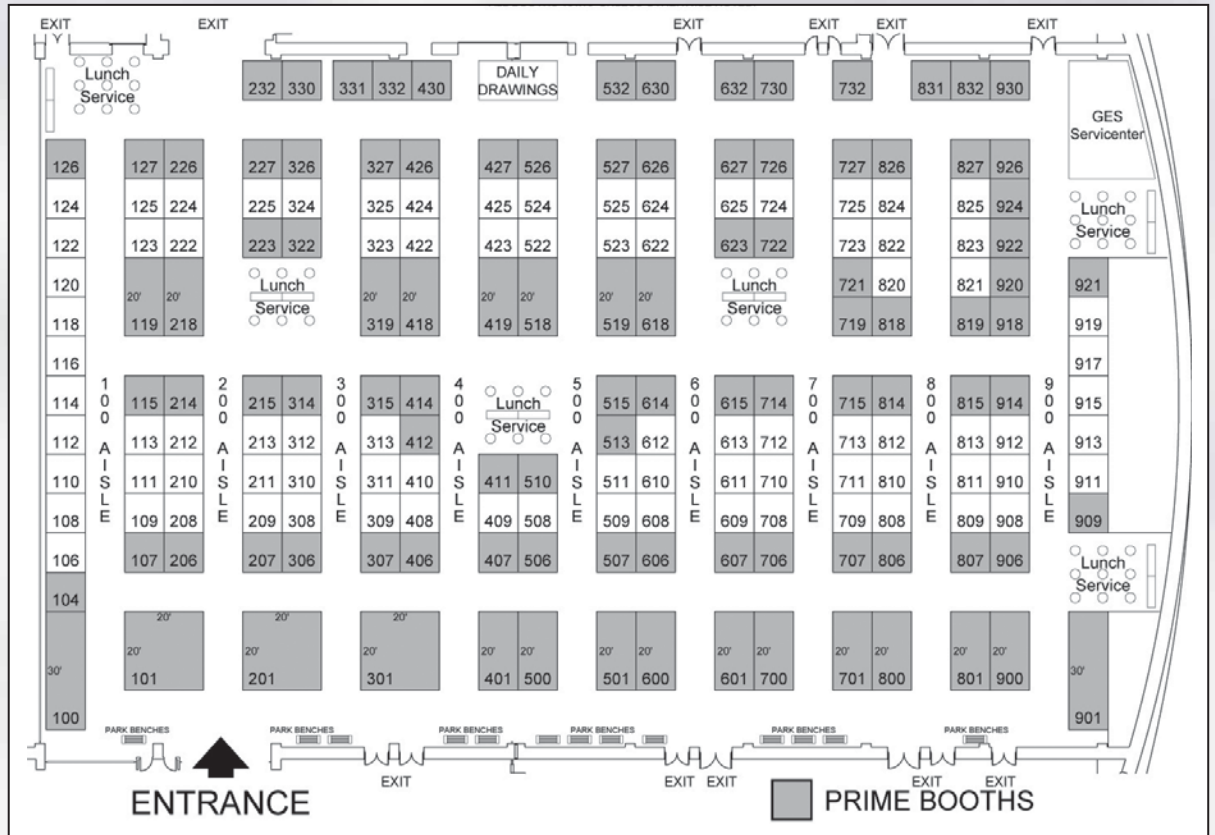
949/487-0900 • Fax: 949/487-0927

Exhibits@CMAonline.org • www.CMAonline.org

Just one lead or strategic conversation could more than cover your investment in this year's exhibition!

Select your preferred booth location today

CMA's 2007 Exhibition Hall, our largest ever, will be the center of events for our planned record-breaking attendance this year! To enhance exhibit hall traffic we will hold drawings for a chance to win a \$2,500 cash prize.



Join this impressive list of past and present CMA exhibitors

ACH Direct
 ACS Technologies
 Adam's Mark Hotels
 Advanced Solutions International
 Agilis Company
 American Bible Society
 American Church Lists
 Aquabanc
 AQ2
 Aurora Foundation
 Bahamas Tourist Office
 Bank of the West
 Berkey Brendel Sheline
 Bertolini Sanctuary Seating
 Bethany Press International
 Bible League
 Biola University
 BKD
 Blackbaud
 Blooming-Normal CVB
 Breckenridge Lodging & Hospitality
 Brotherhood Mutual Insurance Co.
 Capin Crouse, LLP
 Carpenter Bus Sales, Inc.
 Change Design Group
 Chattanooga CVB
 Chicago Convention and Tourism Bureau
 Christian Care Ministry
 Christian Community Credit Union
 Christian Community Foundation, Inc.
 Christian Stewardship Association
 ChurchBus.com/Midwest Transit
 Church Business Magazine
 Church Executive
 Church Mutual Insurance Company
 ChurchPartner Resource
 CMA
 Colorado Christian University
 Community Plus
 Computers In Ministry
 Consistent Computer Bargains
 Convio

Cook Publishing
 Cornerstone Bancard
 Cornerstone Management Inc.
 Covenant Eyes
 Crowne Plaza Hotels & Resorts
 Cutting Edge Solutions
 Denver Ad
 Denver Metro CVB
 Detroit Metro CVB
 Donor Direct
 Donor Ware
 Douglas Shaw & Associates
 EFT
 Envoy Financial
 eTapestry
 Eternal Words Spelling Bee
 Evangelical Benefit Trust
 Evangelical Christian Credit Union
 Evangelical Council for Financial
 Accountability (ECFA)
 Experience Colorado Springs at Pikes Peak
 Fellowship Technologies
 First Bank/CFRR
 Founders Inn
 Free Wheelchair Mission
 Frieze Consulting
 Gallup Faith Communities
 General Steel Corporation
 Glen Eyrie Conference Center
 Globus and Cosmos
 Goehner Accountancy Corp.
 Good Shepherds Bank
 Greater Fort Lauderdale CVB
 Greater Lansing CVB
 Grizzard
 Guest Reflections
 GuideOne Insurance
 Guidestone Financial Resources
 Gwinnett CVB
 Here-4-You Consulting
 HH Architects
 HR Agency Services Inc.

Id-Ra-Ha-Je Camp and Retreat Center
 Integrated Development Solutions
 Intercristo
 International Bible Society
 John R. Frank Consulting
 Keystone Resort & Conference Center
 Kintera
 KMA
 Lanier
 Lee Architects/Interior Designers
 Little Rock CVB
 Lost and Found Inc.
 MasterWorks
 MDS Communications
 Ministry Business Services, Inc.
 Ministry Risk Management
 MinistryLINK
 MOPS International
 Mpaact Events
 Mpower Systems
 MTS Travel
 Multnomah Publishers
 My Strategic Plan
 National Association of Church
 Design Builders
 National Fatherhood Initiative
 Nav Press
 Next Level Leadership Network
 North Park University
 Omni Hotels
 One Way Street, Inc.
 Opex
 PBD Worldwide Fulfillment Services
 Peoria CVB
 Pepperdine University-Straus Inst.
 PhilanthroCorp
 PhoneTree
 Pledgemaker by Softrek
 PowerNotebooks.com
 Promise Keepers
 Promise Products
 Quiet Waters Ministries

Raptim Travel
 Regent University
 ResourceOne
 RNL Design
 Rockford CVB
 RSI
 Samaritan Ministries
 Seating Concepts
 Serenic Software, Inc.
 ServiceU Corporation
 Shelby Systems Inc.
 Silas Partners
 Silk Road Holdings
 SiteOrganic
 Slaterpaul Architects
 Social Solutions
 Spectrum Design Group
 Spiritual Compass
 Stickers and More
 Tentmakers
 The E.Comm Group, Inc.
 The Timothy Group
 The Travis Group
 Thomas Nelson Publishers
 Timothy Plan
 U.S. Department of Agriculture, Food,
 and Nutrition Service
 U.S. Department of Housing and
 Urban Development
 U.S. Small Business Administration
 VisionQuest Alliance
 Walk thru The Bible
 Waterbrook Press
 Way FM
 WealthEngine.com
 World Venture
 YMCA of the Rockies
 Ziegler Capital Markets Group-Church
 and School Financing Division

Sponsorship Opportunities

March 12-15, 2007 • Palm Springs Convention Center • Palm Springs, California

- Position your company with market-leader presence! Look at the benefits and recognition you'll receive with your CMA Palm Springs 2007 sponsorship!
- Select a sponsorship to help leaders and key decision-makers remember your company all year!

Item No.	GENERAL SESSIONS	Member	Non-member
1.	Monday Evening	\$3,500	\$4,000
2.	Tuesday Morning	\$2,000	\$2,500
3.	Wednesday Morning	\$2,000	\$2,500
4.	Wednesday Evening (incl. Family Dinner)	\$5,000	\$5,500
5.	Thursday Morning	\$2,000	\$2,500

General Session sponsors receive:

- Four prime-time minutes in the general session with a team approach (you and CMA) to determine how best to position your company (e.g., video, interview, testimonial)
- Literature distributed on each chair in advance of the general session (materials to arrive at conference site 1 day before session); call CMA for final quantity on March 1, 2007
- Company logo in on-site conference program

Item No.	AWARDS AND RECOGNITION	Member	Non-member
6.	Christian Management Award (high honor, modest mention)	\$1,000	\$1,500
7.	Distinguished Service Awards	\$1,000	\$1,500

Awards and Recognition sponsors receive:

- Thank-you from platform during award ceremony
- Company logo adjacent general session description in on-site conference program

Item No.	CMA WELCOME AREA	Member	Non-member
8.	CMA Welcome Area	\$2,500	\$3,000

CMA Welcome Area sponsors receive:

- Invitation to design a creative CMA Welcome Area with our team—and have co-billing on the overhead banners
- Four days of prominent visibility and exposure for your company name and logo and the option of soft continuous play of an approved video on a small player in the center
- Company name and logo in the on-site program
- Company literature and/or gift item will be distributed at the center
- One piece of literature may also be inserted in the conference bag

9.	Book Store	\$750	\$1,000
10.	Management Exchange Tables	\$500	\$750

- Company name and logo in on-site conference program
- Sign above tables with your name and logo
- Opportunity to have a representative from your organization at tables

To reserve a sponsorship contact one of the following:

Joe Voorhies 800/727-4CMA ext. 3022 Joe@CMAonline.org	Dick Bahruth 800-727/4CMA ext. 3042 DickB@CMAonline.org	Ben Blakey 800/727-4CMA ext. 3021 Ben@CMAonline.org
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Please note that full payment is required at the time sponsorship is reserved. Upon receipt of your payment, you will receive confirmation and final details within 10 days.

Item No.	SPECIAL EVENTS AND MEALS	Member	Non-member
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SUNDAY

11.	Conference Volunteer Reception (evening)	\$750	\$1,000
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MONDAY

12.	CMA Board of Directors Meeting and Luncheon	\$500	\$750
13.	Forum and Luncheon	\$1,000	\$1,500
14.	Morning Networking Coffee Break	\$1,000	\$1,500
15.	Afternoon Networking Coffee Break in the Exhibit Hall	\$1,000	\$1,500
16.	Exhibitor Briefing	\$500	\$750
17.	Exhibit Hall Sneak Preview with Hors d'Oeuvres (afternoon)	\$1,500	\$2,000
18.	Exhibit Hall Grand Opening with Dessert (evening)	\$1,500	\$2,000
19.	Christian Management Partners Annual Summit	\$3,500	\$4,000

TUESDAY

20.	First-Timers Breakfast Reception	\$1,000	\$1,500
21.	Morning Networking Coffee Break	\$1,500	\$2,000
22.	Box Lunch in the Exhibit Hall	\$2,000	\$2,500
23.	Afternoon Networking Coffee Break in the Exhibit Hall	\$1,500	\$2,000
24.	CMA Chairman's Annual Dinner (evening)	\$1,000	\$1,500

WEDNESDAY

25.	Morning Networking Coffee Break	\$1,500	\$2,000
26.	Box Lunch in the Exhibit Hall	\$2,000	\$2,500
27.	Afternoon Networking Coffee Break	\$1,500	\$2,000

Special Events and Meals sponsors receive:

- Company recognition and introduction at the event
- Attractive signage thanking your company for their sponsorship
- Company name and logo in the on-site conference program
- Distribution of one piece of literature per person at the event
- Depending on the event, additional opportunity for group to thank your company and become better acquainted with your products or services

Item No.	WELCOME AND COMMUNICATION MATERIALS	Member	Non-member
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28.	Conference Signage	\$4,500	\$5,000
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Welcome and Communication Materials sponsor receives:

- Company name and logo featured prominently on all conference signs (except sponsored events and activities)
- Minimum of 75 signs—for a strong company positioning
- Company name and logo in on-site conference program

29.	Conference Bag	\$7,500	\$8,000
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Conference Bag sponsors receive:

- Bag Sponsored by Your Company (with logo) featured prominently on the side of the bag
- One piece of company literature inserted in the conference bag (literature must arrive at conference site before Thursday, March 8, 2007)
- Company name and logo in on-site conference program

Item No.	WELCOME AND COMMUNICATION MATERIALS	Member	Non-Member
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30.	Conference Lanyard	\$4,500	\$5,000
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Conference Lanyard sponsors receive:

- Your supplied conference badge holder with your logo discrete, but noticed
- One piece of company literature inserted in the conference bag (literature must arrive at conference site before Thursday, March 8, 2007)
- Company name and logo in on-site conference program

31.	Welcome Banners (\$1,000 per banner; high traffic locations)	\$1,000	\$1,500
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Welcome Banners sponsors receive:

- Your eye-catching "Welcome" banner positioned in a high-traffic area (CMA-produced banner includes your company name and logo; you can review banner before printing)
- Company name and logo in on-site conference program

32.	Online Conference Evaluation Survey	\$750	\$1,000
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Online Conference Evaluation Survey sponsors receive:

- Exclusive sponsor of Online Conference Evaluation Survey
- Company name, logo, and website on survey
- Company name and logo in on-site conference program

33.	Workshop Feedback and CPE Form	\$750	\$1,000
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Workshop Feedback and CPE Form sponsors receive:

- Exclusive sponsor of Workshop Feedback and CPE Forms
- Company name, logo, and website on all forms
- Company name and logo in on-site conference program

34.	Conference Guest List	\$500	\$750
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Conference Guest List sponsors receive:

- Exclusive sponsor of on-site printed guest list
- Company name and logo in on-site program

35.	Faculty/Moderator Appreciation	\$1,000	\$1,500
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Faculty/Moderator Appreciation sponsors receive:

- Exclusive sponsor appreciation package, which includes a thank-you gift
- Company name and logo in on-site conference program

Item No.	CMA DALLAS 2008 CONFERENCE — EARLY BIRD PROMOTION	Member	Non-member
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36.	Sponsor Super Early Bird 2008 Grand Prize	\$3,000	\$3,500
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CMA Dallas 2008 Conference—Early Bird Promotion sponsors receive:

- A chance to participate in a Super Early Bird Grand Prize drawing on July 16, 2007, from a drawing of all CMA members who have registered for the 2008 conference. The prize includes coach airfare for two, full-conference registration for two, deluxe accommodations for two for 5 nights, and transfer privileges on your 2008 paid registration
- Plus, when the winner is announced, your company will be featured in these announcements—throughout the year
- Prime exposure for the next 6 months in the Early Bird Brochure, the *Christian Management Report*, keynote session announcements, the *CMA eNewsletter*, and news releases
- Company name and logo in on-site conference program

37.	Sponsor CMA Dallas 2008 Conference Exhibit at CMA Palm Springs 2007	\$1,000	\$1,500
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CMA Dallas 2008 Conference Exhibit at CMA Palm Springs 2007 sponsors receive:

- An invitation to design a creative "teaser booth" for the CMA Dallas 2008 conference
- Company name and logo featured prominently on the booth
- Your company literature available at the booth
- Company name and logo in on-site conference program

Item No.	EXHIBIT HALL ATTRACTION	Member	Non-member
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38.	Sponsor the Exhibit Hall Drawings for Final Winner of \$2,500 Cash	\$2,500	\$3,000
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Exhibit Hall Attraction sponsors receive:

- Generous signage with your company name and logo in prize drawing area
- Company name and thank-you included with every prize drawing
- Company name and logo along with winner announcement in *Christian Management Report Magazine*

Item No.	ON-SITE CONFERENCE PROGRAM ADVERTISING	Member	Non-member
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39.	On-Site Conference Program Ads	\$900	\$1,400
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40.	Full-Page Conference Program Ad with Advertorial on Facing Page	\$1,800	\$2,300
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41.	On-Site Conference Program Ads (Cover 2)	\$1,500	\$2,000
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42.	On-Site Conference Program Ads (Cover 3)	\$1,400	\$1,900
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43.	On-Site Conference Program Ads (Cover 4)	\$1,600	\$2,100
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Item No.	MANAGEMENT TRAINING INSTITUTES (MTI)	Member	Non-member
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MTI	Monday MTI Sponsor (14 options)	\$500	\$750
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Monday MTI sponsors receive:

- Thank-you recognition ad in the conference program with your company name, logo, and website next to the MTI you sponsor
- Company name, logo, and website on the MTI workshop cover page
- Company name and logo on the MTI workshop sign
- Chance to distribute literature on each chair in the MTI workshop or in the back of the room
- Introduction by the workshop moderator in the morning and 3 minutes in the afternoon session for a brief presentation
- Complimentary attendance at the MTI for two company representatives
- *Note:* Sponsorship of Forum includes two complimentary tickets to the luncheon

WORKSHOP TRACKS (Each Track: 3 Tuesday Workshops and 3 Wednesday Workshops)

Item No.		Member	Non-member
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WT-1	Governance and Leadership	\$1,000	\$1,500
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WT-2	Mission	\$1,000	\$1,500
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WT-3	Strategy	\$1,000	\$1,500
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WT-4	Organizational Systems and Capacity	\$1,000	\$1,500
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WT-5	Financial Management	\$1,000	\$1,500
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WT-6	Development	\$1,000	\$1,500
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WT-7	Human Resources	\$1,000	\$1,500
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WT-8	Community	\$1,000	\$1,500
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Workshop Tracks sponsors receive:

- Thank-you recognition ad in the conference program with your company name, logo, and website on the workshop track page you are sponsoring
- Company name and logo on the workshop sign
- Company name, logo, and website on the workshop handout cover page (for all workshops where hand-outs are provided)
- Opportunity to distribute literature on each chair in each of the six workshops or in the back of the room
- Introduction by the workshop moderator at the beginning of each workshop (No speeches, please!)
- Most importantly, you can meet your target audience and faculty up close

Exhibitor Application and Contract CMA Palm Springs 2007

Exhibit Days: March 12–14, 2007 at the Palm Springs Convention Center, Palm Springs, California

General Information, Rules and Regulations

The General Information, Rules and Regulations, hereinafter stated, comprises the legally binding terms and agreements between the Exhibitor and Christian Management Association. By signing and submitting the Application and Contract Form, you agree to honor and abide by the terms of this agreement as hereinafter stated and as applies to CMA Palm Springs 2007, March 12–15, 2007, at Palm Springs Convention Center, Palm Springs, Calif. Please mail or fax your completed and signed Application and Contract Form to:

Christian Management Association
PO Box 4090, San Clemente, CA 92674
949/487-0900, Fax 949/487-0927

1. Convention Exhibition Sponsorship. The Exhibition is sponsored and managed by Christian Management Association, herein referred to as CMA.

2. Registration and Contract. Each Exhibitor is required to sign the Contract. By doing so, he or she subscribes to the General Information, Rules, and Regulations, which are part of the Application and Contract. The terms of the Application and Contract can be revised only upon written agreement of both parties. All booth personnel must fill out an Exhibitor Registration form and return it to CMA.

3. Exhibition Dates. The dates of the exhibition are as follows: Set-up, grand opening, and exhibit hours Monday, March 12, 2007; exhibit hours Tuesday, March 13, 2007; exhibit hours and tear-down, Wednesday, March 14, 2007.

4. Admissions. CMA reserves the right to refuse exhibit space to any applicant for any reason. In addition, CMA reserves the right to refuse exhibit space to any exhibitor if, after the acceptance of the Application and Contract, information should come to the attention of CMA, which in the reasonable judgment of CMA, demonstrates that the proposed exhibit would be inconsistent with the principles espoused by CMA or unfavorable to the public reputation of CMA. In the event CMA should exercise this right, any deposit and exhibit fees paid to CMA shall be refunded, except that if the denial of exhibit space shall be for failure or refusal of the exhibitor to comply with the terms set forth elsewhere in this Application and Contract, the denial of exhibit space shall be treated as a cancellation by the exhibitor.

5. Assignment of Space. CMA will assign space to exhibitors on a first come, first served basis according to the CMA Booth Selection Policies. CMA reserves the right to shift space at any time if, in CMA's judgment, it becomes necessary to do so. CMA reserves the right to make modifications in the published floor plan as may be necessary to meet the needs of exhibitors and the exhibition as a whole.

6. Exhibitor Name Badges. Each exhibitor receives three registrations and three name badges for each booth space reserved. Name badges must be worn by exhibitor representatives during set-up, exhibit hall hours, and tear down times. CMA's Exhibitor registration admits exhibitors to all keynote sessions, workshops, and special events (meal functions and tours are excluded). Exhibitors may register for the all-day Monday, March 12, 2007, "Management Training Institute" at a 50% discount.

7. Cancellation of Space. In the event CMA has assigned space and the exhibitor desires to cancel the contract, CMA will refund the deposit and exhibitor fees paid to CMA if written notification is received by CMA on or before October 15, 2006. If written or faxed notification is received by CMA after October 15, 2006, but before January 10, 2007, CMA will refund the exhibitor fees, less \$200. If written or faxed notification is received after January 10, 2007, there is no refund.

8. Default of Occupancy. Any Exhibitor failing to occupy by Monday, 3:30 pm, March 12, any space contracted for, but not canceled, is obligated to pay the full cost of such space. In the event of cancellation or default, all obligations of CMA to Exhibitor hereunder shall cease and CMA shall have the right to use said space to suit its own convenience, including selling the space to another Exhibitor without any rebate or allowance to the defaulting Exhibitor.

9. Visitors. The CMA conference and exhibition is not open to the public. CMA shall have sole control over all admissions. All persons visiting the exhibition area will be admitted according to the rules and regulations of the conference and exhibition as issued or amended by the authorized representatives of CMA.

10. Subletting Space. No exhibitor shall assign, sublet, or share the space allotted without written consent of CMA.

11. Conformance to Laws. Exhibitor agrees for himself or herself and his/her employees to use contracted space for lawful purposes only and will conform to all laws, ordinances, and regulations. The Exhibitor must comply with all local and convention center safety, fire, and health ordinances for the installation and operation of equipment.

12. Decorator Rules and Regulations. Exhibitor agrees to conform to all rules and regulations of the exhibition's official decorator as detailed in the official service kit provided by that company. Where union personnel are required by the decorator and/or convention center, the Exhibitor must comply with union requirements. CMA is not responsible for decorator and/or convention center personnel, nor can CMA guarantee that services and/or utilities promised by the decorator and/or convention center shall be available during the exhibition. The CMA Palm Springs 2007 decorator is GES. Call 800/475-2098 or fax 866/329-1437 the decorator directly for specific information relating to your exhibit space requirements, exhibit freight, shipping instructions, labor rules and regulations, deadlines, and other questions.

13. Shipment of Exhibit Materials. Exhibitor shall make arrangements for shipment and delivery of materials consigned to the decorator's warehouse and NOT to the Palm Springs Convention Center, nor to CMA. Neither the convention center nor CMA assumes any responsibility for display materials shipped erroneously to them. Refer to the official decorator's service kit for shipping deadlines and instructions, or call the decorator directly.

14. Exhibit Space. Exhibitor must return in the same condition as he/she found all convention center property and space used during the exhibition. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold CMA, the Palm Springs Convention Center, and their employees and agents harmless against all claims, losses and damages to persons and property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Palm Springs Convention Center and its employees and agents. In addition, Exhibitor acknowledges that neither CMA nor Palm Springs Convention Center maintain insurance covering Exhibitors' property in that it is the sole responsibility of each Exhibitor to obtain business interruption and property damage and/or insurance covering such losses by any Exhibitor.

15. Order Taking and On-Site Sales. All vendors that sell tangible goods at their booth are required to collect and remit California sales taxes. The exhibitor hereby indemnifies CMA from any and all liability related to the State of California or County of Riverside sales taxes or required licenses that result from Exhibitor's appearance at CMA.

16. Security. Although CMA seeks to arrange for security personnel to maintain a watch before and after the exhibition, neither CMA (nor the security company personnel) shall be liable for any damage or theft to the Exhibitor's display or property. The security that CMA is providing is for CMA and its guest and not for the protection of Exhibitor, Exhibitor's property, or Exhibitor's workers. The exhibitor should not rely on CMA provided security for any reason.

17. Delivery and Removal. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the exhibit hall hours without permission first being secured in writing from CMA.

18. Limitation on Promotion and Demonstrations. During the Conference and Exhibition, all demonstrations, promotional activities, and distribution of materials must be confined within the limits of the exhibit booth(s) in the exhibit hall. The playing of loud music, videos, films, or the like, or any other loud or distracting activity that could be objectionable to neighboring Exhibitors is prohibited.

19. Copyrights. Exhibitor warrants that all copyrighted material to be performed or played has been duly authorized or licensed by the copyright owners or their representatives and agrees to indemnify and hold lesser (CMA) harmless from any and all claims, losses, expenses, including legal fees, which might arise from questions of use of any such material described above.

20. Use of Space. Exhibitor's display, equipment, and materials shall be confined to the actual dimensions of the booth space contracted for. Height of display should not be such that it could be objectionable to other neighboring exhibitors. Aisles may not be used by the exhibitor. The exhibitor is responsible for maintaining a neat and clean booth. All tables must be either finished or draped.

21. Exclusions. Firms or organizations not assigned space in the exhibit area will be prohibited from exhibiting or soliciting business within the exhibition or conference area. Smoking and alcoholic beverages are not permitted on the exhibit floor.

22. Insurance. It shall be the responsibility of the exhibitor to provide for his or her own insurance needs. CMA shall not provide insurance for the exhibitor.

23. Limitations of Liability. Neither CMA, its employees, officers, agents, volunteers, or affiliates shall be liable for any injury, loss, or damage to person or property of Exhibitor, its employees, agents, and invitees except to the extent that such injury, loss, or damage is caused directly and proximately by substantial negligence on the part of CMA or its employees. Exhibitor by its execution of this contract expressly waives the right to claim any such excluded liabilities against CMA and its respective employees, officers, agents, directors, or volunteers and acknowledges that it will neither hold nor attempt to hold the organization or any such person liable for any cause whatsoever other than injuries or damages occasioned directly and proximately by the substantial negligence of such persons. Further, neither CMA, nor its respective agents, employees, officers, volunteers, or directors shall be liable for failure of the scheduled exhibition to be held due to fire, water damage, public emergency, strikes, other labor disputes, boycotts, cancellation of facility contracts, or acts of God beyond the power or control of CMA to prevent. Further, neither CMA, nor its respective agents, employees, officers, volunteers, or directors shall be liable for any failure or unavailability of utilities or any hotel or decorator services or personnel. In the event that CMA, or any of its agents, shall receive a claim or complaint, which in part or in whole arises from Exhibitor's actions or failure to act, Exhibitor shall indemnify and hold CMA, its respective agents, employees, officers, volunteers, or directors harmless from any claim, loss, or liability resulting there from.

24. Accommodations. Exhibitors qualify for the special CMA conference room rates at conference hotel's terms and conditions. Important! Make your reservations early! Please reserve your room directly with the hotel. Visit the CMA website at www.CMAonline.org. The special CMA rate of \$139 to \$169 (single or double occupancy, plus tax) is available until February 8, 2007, or until the room block is filled. Hotel reservations must be accompanied by the first night's deposit.

25. Additional Travel Arrangements. Consult the CMA website www.CMAonline.org for other travel information.

26. Booth Selection Process. All companies that made paid deposits of \$500 by 11 am, April 30, 2006, qualify in one of the following five groups. Group 1—CMA Sponsored Programs; Group 2—CMA Founders Council Members; Group 3—CMA Business Members (Gold); Group 4—CMA Business Members (Premier); and Group 5—Nonmembers. Group 1 shall have first selection of both exhibit space and sponsorship opportunities. Selections will then be offered to Groups 2, 3, 4, and 5—in that order. Random drawings will be made within each group. Paid registrations received after April 30, 2006, will be by order of date received.

27. Governing Law. All disputes under this Agreement shall be decided under the laws of the State of California, without regard to conflicts of laws principles.

28. Christian Arbitration. Any claim or dispute arising from or related to this Agreement shall be settled by mediation and, if necessary, legally binding arbitration in accordance with the Rules of Procedure for Christian Conciliation of the Institute for Christian Conciliation, a division of Peacemaker Ministries. Judgment upon an arbitration decision may be entered in any court otherwise having jurisdiction. The parties understand that these methods shall be the sole remedy for any controversy or claim arising out of this Agreement and expressly waive their right to file a lawsuit in any civil court against one another for such disputes, except to enforce an arbitration decision.



Christian Management Association
PO Box 4090, San Clemente, CA 92674
949/487-0900
Fax 949/487-0927
Exhibits@CMAonline.org
www.CMAonline.org

CMA Palm Springs 2007 • Exhibitor Application and Contract

Exhibit Days: **March 12-14** • Palm Springs Convention Center, Palm Springs, California

Step 1: EXHIBIT Reserve one, two, or more exhibit space(s) for CMA Palm Springs 2007

1, 2, 3+ Booths?	Membership Classification	Postmark/Fax by Aug. 31, 2006	Postmark/Fax by Oct. 31, 2006	Postmark/Fax by Dec. 15, 2006	Postmark/Fax After Dec. 15 2006	Total
	CMA Member	\$1,200	\$1,300	\$1,400	\$1,500	\$
	Nonmember	\$1,500	\$1,600	\$1,700	\$1,800	\$
	Prime Space Fee	\$150 per space	\$150 per space	\$250 per space	\$250 per space	\$
Total Due Now						\$

Step 2: JOIN Members get better rates, so now is the time to join!

Check Your CMA Membership Category: (If a nonmember, join now for savings!)

- Our company is a current CMA Member (skip this section)
- Our company is becoming a CMA Member today (please fill out and submit a business membership application)

Member Category	Includes 3, 10 or 50 Individuals	2007 Business Member Dues	Special offer to new members only for 2007	Total
Premier	3 Memberships	\$500/company	\$400/company	\$
Gold	10 Memberships	\$1,000/company	\$900/company	\$
Founders Council	50 memberships and key positioning	\$5,000/company	\$5,000/company	\$
Total Due Now				\$

Step 3: SPONSOR Promote your products and services to **every participant** at the conference through our highly visible sponsorships—For a complete listing see Sponsorship Opportunities

Item #	Sponsorship	Total
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
Total Due Now		\$

Step 4: Select Payment Method Below:

- Visa  MC 

Credit Card # _____

Expiration Date _____

Name on Credit Card _____

Signature _____

- Check** Please make check payable to Christian Management Association

Total for Steps 1, 2, and 3 \$ _____

Step 5: Complete information below for **your company's CMA Palm Springs 2007 contact person** (This person will receive the confirmation, the exhibit hall Service Manual, and final details)

Company _____ Phone () _____

Attention _____ Title _____

Address _____

City _____ State _____ Zip _____

Fax () _____ E-mail _____

Website _____

Step 6: Check yes or no

Do you plan to sell or take orders for tangible property from your booth? No Yes*

(*Please obtain a California Tax Permit and give the CMA exhibit hall coordinator a copy of the permit when you arrive at the conference. See item 15 under General Information, Rules and Regulations concerning "Order-taking and on-site Sales.")

Step 7: Select Preferred Booth Location Please indicate below your 1st, 2nd, 3rd, 4th, and 5th choice for booth locations. (See the Rules and Regulations for booth selection process.) You will receive your confirmation (and/or request for alternate choices) by phone or fax within 10 days of receipt of your contract and payment.

1st choice: Booth(s) # _____

2nd choice: Booth(s) # _____

3rd choice: Booth(s) # _____

4th choice: Booth(s) # _____

5th choice: Booth(s) # _____

Do not locate our booth near the following companies, if possible:

Step 8: Sign the **Application and Contract Form**. "On behalf of said company or organization, I, as the duly authorized representative of the undersigned company or organization, subscribe and agree to all the terms, conditions, authorizations and covenants contained in the Exhibitor Application and Contract form and the General Information, Rules and Regulations. I understand this contract is not valid and confers no rights until it is accepted and signed by CMA's authorized representative. I also understand I will receive a copy of the signed contract."

Your Name _____

Title _____

Date _____

Company _____

Signature _____

Step 9: Mail or fax contract with payment to:

By Mail:
 Christian Management Association
 PO Box 4090
 San Clemente, CA 92674
 949/487-0900

By Overnight Mail:
 Christian Management Association
 635 Camino de los Mares, Suite 205
 San Clemente, CA 92673
 Fax 949/487-0927



CMA OFFICE USE ONLY	<input type="checkbox"/> Exhibit, 41525257 \$ _____
<input type="checkbox"/> Sponsorship, 415725797 \$ _____	<input type="checkbox"/> Membership, 45010557 \$ _____
Accepted by _____	Date _____



Your boss just found out you didn't do all you could to bring people to your booth.

Exhibiting and sponsoring events at CMA Palm Springs 2007 is just the first step to ensure that your new name isn't "Mud." Act now to guarantee your success...

- 1.** Join CMA as a business member.
- 2.** Advertise in *Christian Management Report* (CMA's highly read, bi-monthly magazine) to be "top of mind" with attendees. You're more likely to reach your goals when our members know who you are and what you're selling.
- 3.** Use the pre-registration list to let attendees know where to find you and how your products/services can help them.
- 4.** Network during workshops, keynote sessions, receptions and coffee breaks—your best contacts will come when you least expect them.

CMA PALM SPRINGS 2007

March 12-15, 2007 • Palm Springs Convention Center • Palm Springs, California

More Information: 949/487-0900 • www.CMAonline.org