



12th Annual  
**CALIFORNIA MARITIME**  
LEADERSHIP SYMPOSIUM

Sacramento Convention Center  
February 1-2, 2012

## ABOUT THE SYMPOSIUM

Over the past 12 years, the California Maritime Leadership Symposium has become one of the premier events focused on briefing Sacramento's policymakers on key matters related to the *Maritime Transportation System*. It is the only comprehensive forum for port executives, commissioners and other stakeholders across the state to seek resolution to the growing challenges facing the entire industry.

The 12th Annual California Maritime Leadership Symposium (CMLS) is hosted by a broad-based Coalition of the maritime industry headed up by California Association of Port Authorities, California Marine Affairs and Navigation Conference, California Marine Intermodal Transportation System Advisory Council, California Maritime Academy, Harbor Association of Industry and Commerce, and the Propeller Club of Los Angeles - Long Beach. Each year, the Coalition develops an exciting two-day agenda and roster of high profile speakers and panelists. As a result of its strong agenda, the CMLS has been able to garner the attendance of the who's who of the *Marine Transportation System* in the nation.

### 2012 KEYNOTE SPEAKERS:



California State  
Controller  
John Chiang



California State  
Treasurer  
Bill Lockyer

### SPECIAL PRESENTATIONS BY:



Rear Admiral  
Joseph R. Castillo



Lieutenant Governor  
Gavin Newsom  
*[video presentation]*

## BENEFITS FOR SPONSORS AND EXHIBITORS

### Targeted Promotions that Deliver Results

To ensure that symposium sponsors and exhibitors gain exposure to a wide audience of potential and confirmed attendees, the CMLS Marketing Team has developed a multi-tiered campaign designed to attract professionals interested in the maritime marketplace.

### As a CMLS sponsor or exhibitor, you will benefit from:

- **Social Media** campaign reaching over 100,000 maritime professionals;
- **Email Marketing** campaign reaching over 10,000 maritime professionals;
- **Official Web Site** mentions or listings;
- **Networking Activities** planned inside the exhibit area to encourage interaction with attendees near your booth; and,
- Ability to publicly **Demonstrate a Commitment** to support California's maritime industry.

## SPONSORS AND EXHIBITORS

### DIAMOND SPONSOR - \$10,000

- **10' x 10' exhibit area** with 6 foot table and two chairs at symposium;
- **Vehicle display space** outside of the Convention Center for one vehicle;
- **Keynote speaker placement** of one high level representative on the symposium agenda;
- Company name & logo on all **signage/publications**;
- Company name & logo on the footer of the **symposium web page** with link to your site;
- Premium logo display on all **email/event marketing** (to over 10,000 maritime professionals);
- Special **podium recognition** at symposium and at reception;
- **Ten complimentary registrations** for the symposium, including the evening reception.

### PLATINUM SPONSOR - \$5,000

- **10' x 10' exhibit area** with 6 foot table and two chairs at symposium;
- **Vehicle display space** outside of the Convention Center for one vehicle;
- Company name & logo on all **signage/publications**;
- Company name & logo on the footer of the **symposium web page** with link to your site;
- Premium logo display on all **email/event marketing** (to over 10,000 maritime professionals);
- Special **podium recognition** at symposium and at reception;
- **Panel session speaker placement** of one representative on the symposium agenda;
- **Six complimentary registrations** for the symposium, including the evening reception.

### GOLD SPONSOR - \$2,500

- **Table-top display in exhibit area** with 6 foot table at symposium;
- Company name and logo on the sponsor page of the **symposium web page** with link to your site;
- Company name listed on all **email/event marketing** (to over 10,000 maritime professionals); and,
- **Four complimentary registrations** for the symposium, including the evening reception.

### EXHIBITOR - \$1,500

- **Table-top display in exhibit area** with 6 foot table at symposium;
- Company name on the sponsor page of the **symposium web page** with link to your site; and,
- **Two complimentary registrations** for the symposium, including the evening reception.

## CATERED EVENT SPONSORSHIPS

### HONOREE RECEPTION SPONSOR - \$7,000

- **Recognition as Reception Sponsor** in all symposium materials;
- **Speaker placement** of one high level representative to introduce "Symposium Honoree" during the reception;
- Company name & logo on the footer of the **symposium web page** with link to your site;
- Premium logo display on all **email/event marketing** (to over 10,000 maritime professionals);
- Special **podium recognition** at symposium and at reception; and,
- **Six complimentary registrations** for the symposium, including the evening reception.

## NETWORKING LUNCHEON SPONSOR - \$5,000

- **Recognition as Networking Luncheon Sponsor** in all symposium materials;
- **VIP table** at the front of the ballroom during the luncheon;
- Company name & logo on all **signage/publications**;
- Company name & logo on the footer of the **symposium web page** with link to your site;
- Premium logo display on all **email/event marketing** (to over 10,000 maritime professionals);
- Special **podium recognition** at symposium and at reception;
- **Four complimentary registrations** for the symposium, includes reception.

## VIP/SPEAKER RECEPTION SPONSOR - \$5,000

- **Recognition as VIP/Speaker Reception Sponsor** in all symposium materials;
- Serve as host to a **unique and high profile networking opportunity**, and **feature your brand to the Maritime community**;
- Company name & logo on the footer of the **symposium web page** with link to your site;
- Premium logo display on all **email/event marketing** (to over 10,000 maritime professionals);
- Special **podium recognition** at symposium and at reception; and,
- **Four complimentary registrations** for the symposium, including the evening reception.

## COMMISSIONER LUNCHEON SPONSOR - \$4,000

- **Recognition as Commissioner Luncheon Sponsor** in all symposium materials;
- **Provide Welcome Address** during VIP Luncheon for Port Commissioners, Port Executive Directors, and Members of the California State Legislature;
- **Reserved table** during Commissioner Luncheon;
- Company name & logo on the footer of the **symposium web page** with link to your site;
- Premium logo display on all **email/event marketing** (to over 10,000 maritime professionals); and,
- **Two complimentary registrations** for the symposium, including the evening reception.

## BREAKFAST OR COFFEE BREAK SPONSOR - \$1,500

- **Placement of brochures** on tables during the breakfast or coffee break;
- Company name on the sponsor page of the **symposium web page** with link to your site;
- Company name listed on all **email/event marketing** (to over 10,000 maritime professionals);
- **Two complimentary registrations** for the symposium, including the evening reception.





## SPONSORSHIP REGISTRATION FORM

### PART 1: SELECT LEVEL

#### Sponsors and Exhibitors:

- Diamond Sponsor \$10,000
- Platinum Sponsor \$5,000
- Gold Sponsor \$2,500
- Exhibitor \$1,500
- Supporting Org Exhibitor \$500

#### Catered Event Sponsorships:

- Honoree Reception Sponsor \$7,000
- Networking Luncheon Sponsor \$5,000
- VIP/Speaker Reception Sponsor \$5,000
- Commissioner Luncheon Sponsor \$4,000
- Day One Breakfast \$1,500
- Day One Coffee Break \$1,500
- Day Two Breakfast \$1,500
- Day Two Coffee Break \$1,500

### PART 2: Contact Information

Primary Sponsor Contact Person	Position Title
Company	Phone
Street Address	Email
City, State	Web Site

### PART 3: Payment

- Check enclosed. **Please make check payable to: Three Squares Inc.**

### PART 4: Signature by Authorized Representative

Authorized Representative confirms by signing below that he/she has reviewed the attached benefits and the organization is committed to participate at the level indicated. Sponsor benefits will start upon receipt of the signed form and payment. We regret that we are unable to refund sponsorship payment as benefits start upon receipt of the registration form.

Signature	Position Title	Date
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Please mail completed registration form with payment to: Three Squares Inc.  
1507 7<sup>th</sup> Street, #105  
Santa Monica, CA 90401