



CALIFORNIA ASSOCIATION OF SCHOOL TRANSPORTATION OFFICIALS



EXHIBITOR REGISTRATION INFORMATION



As CASTO celebrates 44 years of pupil transportation safety, we invite you to join us at the 2012 CASTO State Conference in Sacramento, California, March 31 - April 2, 2012.

WHO SHOULD ATTEND?

School Board Members
Transportation Administrators
Instructors/BTW Trainers
Dispatchers
Industry Suppliers

School Administrators
Vehicle Maintenance Managers
Early Childhood Educators
School Bus Drivers

Chief Business Officials
Mechanics
Head Start Professionals
Bus Attendants

CASTO FACTS

- ❖ CASTO was founded in 1968 and is the officially recognized state pupil transportation organization
- ❖ CASTO membership exceeds 1800 with hundreds in attendance at the State Conference
- ❖ CASTO provides a communication network of pupil transportation experts throughout California and the nation
- ❖ CASTO is the legislative voice for pupil transportation in Sacramento

CONFERENCE FACILITIES AND HOUSING

The host hotel for the 2012 conference is the
Doubletree by Hilton Hotel, 2001 Point West Way, Sacramento, California 95815 (916) 929-8855
Reservations must be made individually no later than March 28, 2012.

The Exhibit Show will be held at the Hotel.

HOUSING RESERVATIONS AND PARKING

Room rates at the DoubleTree by Hilton are \$119.00, plus tax. To make your reservations, call the hotel at 916-929-8855. **(Don't forget to identify yourself as CASTO to receive this discounted room rate).** Check-in time is 4:00 pm; checkout time is 12:00 pm. Self-parking rate is \$6.00 per day. Valet Parking is \$10.00 per day.

GOLF TOURNAMENT

The Golf Tournament will be held at the **Haggin Oaks**, 3645 Fulton Ave, Sacramento, on Friday, March 30, 2012 at 8:00 am. One entry for the golf tournament is \$75. The fee to sponsor one hole is \$150. Golf hole sponsorship includes company name advertised at golf hole and recognition in the conference program book. All those participating in the golf tournament must complete a golf registration form and return it to the conference registrar. For more information, see the registration form.

BINGO

For this year we are doing something a little different than bowling. We are playing BINGO. Join us for CASTO BINGO, 10:00 am, Friday, March 30, 2012, at **Sacramento BINGO Center**, 3399 Arden Way, Sacramento. (916) 487-1661 www.sacramentobingocenter.com. The cost is \$40.00 per person; includes lunch and 25 games. All those participating in BINGO must complete a Bingo registration form and return it to the conference registrar. Transportation will be available from the hotel.

CONFERENCE PROGRAMS AND ACTIVITIES

All Conference activities, excluding Bingo and Golf, will be held at the DoubleTree by Hilton, in Sacramento.

Friday, March 30: Conference activities begin with the annual golf tournament at 7:00 am for golf registration with tee-off at 8:00 am. Bingo will begin at 10:00 am.

Saturday, March 31: Conference general session begins at 8:00 a.m. with, Michael Dorn, Executive Director, Safe Havens International, INC. Following the general session, you will have several pre-conference break-out sessions from which to choose. Lunch will be on your own followed by more break-out sessions. The Exhibit Show begins at 2:00 pm for those with VIP passes and 3:00 pm for all attendees. The Exhibit Show closes at 6:00 pm. The evening concludes with Dinner and dancing to the music of DJ's Joe and Charlene. **This is a sports theme, so wear your favorite team jersey or shirt.**

Sunday, April 1: Conference opens with breakfast, the poster contest winner, awards, election results, installation of the CASTO 2012-2013 State Executive Board and keynote speaker, Mike Martin, NAPT Executive Director. Following the lunch on-your-own break, conference attendees will participate in more training in the afternoon break-out sessions. The evening will conclude with **Hospitality "Meet and greet" with the suppliers**, before we move to dinner and dancing with DJ's Joe and Charlene. **This is a patriotic theme, so be sure to wear red, white and blue.**

Monday, April 2: Conference programs begin at 8:00 am. Expect a full day of training, networking, information, legislation information, CDE round table and the State Agency Panel.

All \$1,000+ sponsors will receive the following: PowerPoint acknowledgement with logos, General Conference sign acknowledgement, Program Book acknowledgement, 50 drink tickets and a reserved cocktail table on Sunday night's Hospitality **"Meet and Greet"** with the suppliers.

CASTO EXHIBITS POLICIES AND PROCEDURES

SPACE ASSIGNMENT

Assignment of booth space is on the time and date that a signed and paid application is received. If one of your four top choices for space is not available, we will make the best alternate selection on your behalf. Every attempt will be made to ensure that competing businesses are not placed adjacent to one another. There is no limit on the number of spaces that an exhibitor may request

SPACE VARIATIONS

The floor plan and booth diagrams shown in this exhibitor registration packet are as accurate as possible. However, changes and modifications are sometimes necessary. When space changes or modifications occur, exhibitors will receive equitable adjustments as determined by the Conference Chair

BOOTH DIMENSIONS

Booths are 10' x 10'. Back wall drapes are 8' high. Side dividers are 3' high. Booth does not include carpeting or electricity.

INCLUDED IN BOOTH FEE

10' x 10' Exhibit Space
Standard Booth Sign
Listing in the Exhibit Show Guide.
Standard Pipe & Draping

NOT INCLUDED IN BOOTH FEE

Booth Carpeting
Electricity
Telephones
Installation of Displays
Fork Lift Service
Booth Furnishings
Meals
Chairs

USE OF SPACE

All demonstrations or other promotional activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet, or share the space allotted without the knowledge of CASTO. Exhibitors must show only goods manufactured by or dealt in by them in the regular course of business. The standard booth equipment furnished by the association will consist of an 8' x 10', standard draped exhibit booth. Exhibits which involve any noise producing equipment sufficiently loud that it may reasonably disturb adjacent exhibitors, must give advance notice to CASTO respecting the possibility. In such cases, CASTO will endeavor to provide special arrangements and/or locations to accommodate. But CASTO shall not be bound to any contract in which said noise problems cannot be so controlled or abated.

UNUSUAL DISPLAYS

Whenever an exhibitor plans to utilize or construct displays that will be unusual, outsized, or designed in a manner which will require special hook up, installation, or other advance technical assistance such proposed plans must be submitted to CASTO at the earliest practical time, and in no case less than 3 days before the conference. CASTO may deny such proposals, in any event, approval thereof, may be obtained only by such advance submission and review.

AESTHETICS

CASTO reserves the right to prohibit and/or evict exhibitors whose presentation is in any manner deemed by CASTO as offensive to conference attendees, by reason of bad taste, questionable morals or controversial content. In event such prohibition or eviction, CASTO shall not be liable to exhibitor for refunds of exhibit fees.

CANCELLATION POLICY

In the event the conference is canceled for reasons beyond control of CASTO, money advanced by exhibitors will be refunded in full. In such cases, CASTO shall be free from any claim for damages which the exhibitor alleges to have suffered as a result of such cancellation.

LIABILITY / INSURANCE

Neither the California Association of School Transportation Officials nor the Doubletree by Hilton Hotel, and/or staff members will be responsible for loss or damage to property of exhibitors from thefts, strikes, damage by fire, water or storm, vandalism, or other causes, but they will take all reasonable precautions to protect exhibitors from such loss or damages. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to display, equipment and other property brought upon the Doubletree by Hilton Hotel premises, and shall indemnify, defend, and hold harmless the California Association of School Transportation Officials and any officers from any and all such losses, damages and claims. CASTO and the Doubletree by Hilton Hotel shall not provide insurance coverage for loss or damage from such causes, and it is thus expected that exhibitors will provide their own floater insurance coverage as needed.

California Association of School Transportation Officials
44th Annual State Conference Exhibit Show – March, 31, 2012
Doubletree by Hilton Hotel, Sacramento

Exhibitor Registration Form

Name _____

(As you wish it to appear on your name badge)

Title _____

Company _____

(No Abbreviations Please)

Mailing Address _____

City _____ State _____ Zip _____

Phone () _____ FAX () _____ Email _____

The exhibit booth fee includes complimentary badges. Please indicate the names of company individuals working the booth. Please repeat contact name from above if that person is also working the booth. *(Please print or type).*

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

BOOTH SPACE FEES	Qty	Cost Each	Total
Booth Space		\$950	
Additional Booth Space		\$700	
Total Exhibit Show Registration Fees Due			\$

Please Note:
Your Exhibit Show booth registration fee includes your 2012-2013 CASTO sustaining membership.

If you are planning on bringing a bus, please contact Donna King. There is no charge for bus displays; however, space is very limited.

Credit Card Information: Circle One: Visa MasterCard

Name on Credit Card

Billing Address for Card

Card Number

Expiration Date

Security Code Numbers

Signature

** **

Make checks payable to CASTO

Mail completed Exhibitor Registration to: CASTO - PO Box 66, Aromas, CA 95004 *and* fax to 858-679-2536
Questions and Information: email or call Donna King at dking@powayusd.com – 858-748-0010 x2047



BINGO



California Association of School Transportation Office
44th Annual State Conference & Exhibit Show
March 31 - April 2, 2012
Doubletree by Hilton Hotel, Sacramento

BINGO Registration Form

Come Play BINGO ! CASTO will host a special Conference Bingo Session on Friday March 30, 2012 at the **Sacramento BINGO Center**, 3399 Arden Way, Sacramento. www.sacramentobingocenter.com.

BINGO will begin at 10:00 a.m. and end approximately 2:00 pm. Transportation will be provided from the hotel. The bus will depart from the hotel lobby area at 8:45 a.m.

**CASH PRIZES UP TO \$500.00 per game –
Most Games pay \$200.00**

Individual cost is \$40.00 per person; includes lunch and 25 Games!



Please use a separate registration form for each person.

Name _____

District/Company _____

Address _____

City _____ State _____ Zip _____ Phone () _____

Credit Card Information: Circle One: Visa MasterCard

Name on Credit Card

Billing Address for Card

Card Number

Expiration Date

Security Code Numbers

Signature

Mail Completed Registration Form and Payment To:

**CASTO BINGO
PO Box 66
Aromas, CA 95004**

Or fax Attn: Mark Verch (831) 761-2656

**Information: Tami Lynn Cooper (661) 341-5146
Tiffany Gray (661) 378-2841**

TOTAL BINGO DUE	\$
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**California Association of School Transportation Officials
44th Annual State Conference & Exhibit Show**



22nd Annual Golf Tournament Registration

Haggin Oaks Golf Complex – MacKenzie Course

March 30, 2012 8:00am Shotgun Start

Championship 18 Hole Golf Course. Full Driving Range. Address: 3645 Fulton Ave, Sacramento.
Awards Banquet and Lunch at the Haggin Oaks Grill Following Tournament.

- \$75 Tournament Entry Fee Per Player
- \$250 Tournament Entry Fee Per Foursome
- \$150 Golf Hole Sponsorship Fee
(Includes company name advertised at golf hole and recognition in conference program book.)

Name: _____

District/Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone:() _____ Email: _____ Fax:() _____

**My Sponsored Foursome, OR
Leave Blank if you wish to be assigned to a foursome**

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Golf Tournament	Qty	Cost Each	Total
Individual Registration		\$75	
Foursome Registration		\$250	
Hole Sponsorship		\$150	

TOTAL GOLF TOURNAMENT DUE	\$
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PAYMENT INFORMATION

- Check Enclosed – **Made Payable to CASTO**
- Credit Card

Credit Card Information: Circle One : Visa MasterCard

Name on Credit Card

Billing Address for Card

Card Number

Expiration Date

Security Code Numbers

Signature

Mail Completed Registration Form and Payment To:

**CASTO Golf Tournament
PO Box 66
Aromas, CA 95004**

Or fax Attn: Mark Verch (831) 761-2656

**Information: Matt Essex: (951) 256-7601
Pete Meslin: (714) 424-5083
Terry White: (559) 972-2004**



Program Advertising Form

Contact Person: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone () _____ FAX () _____ Email _____

CASTO conference attendees regard the conference program as an indispensable guide to the activities, events, and exhibits at the conference and keep their copy to use as a reference guide long after the conference is over

Sustaining Members Deduct 25%

An ad in the CASTO Conference program will draw traffic to your booth. If you are unable to exhibit at the conference, an ad is the next best way to reach hundreds of Conference attendees and keep your name before California school transportation decision makers.

To reserve ad space, simply fill out the form and mail it to CASTO no later than March 1, 2012. Ad reservations must be confirmed before artwork will be accepted.

General Information:
 Advertising that simulates editorial content will not be accepted. CASTO reserves the right to reject any advertising copy it deems unacceptable

Ad	Size	Cost	Total
Full Page Ad	Size 4 3/4" x 7 3/4"	\$450.00	
1/2 Page Ad	Size 4 3/4" x 3 3/4"	\$225.00	
Business Card Ad	Size 2" x 3 1/2"	\$100.00	

AMOUNT DUE	\$
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Credit Card Information: (Circle One) **Visa** **MasterCard**

 Name on Credit Card

 Billing Address for Card

 Card Number

 Expiration Date

 Security Code Numbers

 Signature

All Ads are black/white. The following requirements will ensure your ad is produced in the highest quality possible.
 Artwork will not be returned unless specifically requested

NOTE: Laser copies are acceptable. Ads which do not meet reproduction requirements will be returned.

Make checks payable to CASTO - No Purchase Orders Accepted after March 15, 2012

Mail completed Registration to: CASTO - PO Box 66, Aromas, CA 95004 or fax to 831-761-2656

Questions and Information: Contact Greg Straw at (661) 246-8692 or email at: strawg@gfusd.k12.ca.us



2012 CONFERENCE SPONSORSHIP

OPPORTUNITIES REGISTRATION FORM

Please identify what events you and your company choose to sponsor. Once CASTO receives the request, the State President Janet Hutchison will contact you to explain how you and your company will be recognized as a conference sponsor.

Company Name: _____ Contact: _____

Address: _____ City: _____ State/Zip: _____

Phone: _____ Email: _____

Method of Payment: Check Visa MasterCard

Card #: _____ Exp Date: _____

Signature: _____

SPONSORSHIP OPPORTUNITIES

Please check appropriate category

All \$1,000+ sponsors will receive the following:

- **PowerPoint acknowledgement with logos**
- **General Conference sign acknowledgement**
- **Program Book acknowledgement**
- **50 drink tickets**

- | | |
|---|------------------------------------|
| <input type="checkbox"/> #1 General Assembly | \$5,000 (Can be multiple sponsors) |
| <input type="checkbox"/> #2 President's Reception | \$2,500 |
| <input type="checkbox"/> #3 2012 School Bus Safety Poster | \$2,000 |
| <input type="checkbox"/> #4 Saturday Morning Refreshments | \$1,500 |
| <input type="checkbox"/> #5 Sunday Morning Breakfast | \$7,500 (Can be multiple sponsors) |
| <input type="checkbox"/> #6 Monday Refreshments | \$1,000 |
| <input type="checkbox"/> #7 General Sponsor/Meet and Greet Program
(Reserved cocktail table on Sunday) | \$1,000 |
| <input type="checkbox"/> #8 General Sponsor | \$500 |

If you have any questions, please don't hesitate to contact

CASTO President Janet Hutchison (323) 342-1414 and janet.hutchison@lausd.net