The California CUPA Forum is a non-profit 501(c)(6) statewide association (Tax ID# 95-4720243) 81 Certified Unified Program Agencies and 24 Participating Agencies implement the Unified Program. There are over 6,000 member accounts in the calcupa.org website.

Introduction

The organization works with the Office of the State Fire Marshal, the California Office of Emergency Services, the Department of Toxic Substances Control, the State Water Resources Control Board and Cal EPA to update and continuously improve the Unified Program for the agencies, businesses and the communities we serve.

For the past 20 years, the California CUPA Forum Board has invited both government entities and industries to attend and receive the same training at the annual training conference.

The California CUPA Forum's focus is on how we can work with all parties, both internal and external, to:

- Develop guidance, regulations, and policies regarding CUPA administration.
- Establish positions on statewide issues affecting CUPAs and provide a unified CUPA response to such issues.
- Coordinate an information exchange between CUPAs and the State on statewide issues.
- Assist in making professional training available to both CUPA agencies and industry.
<table>
<thead>
<tr>
<th>2018 CUPA CONFERENCE</th>
<th>RECAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Name</td>
<td>20th California Unified Program Annual Training Conference</td>
</tr>
<tr>
<td>Date</td>
<td>February 5 – 8, 2018</td>
</tr>
<tr>
<td>Location</td>
<td>Hyatt, San Francisco Airport, San Mateo County</td>
</tr>
<tr>
<td>Number of Attendees</td>
<td>1,945</td>
</tr>
<tr>
<td>Theme</td>
<td>Honoring the Past, Shaping the Future</td>
</tr>
</tbody>
</table>
| Attendee Profile     | 1,600 Conference attendees plus 345 Basics of HW and Refinery Meetings  
60% Government attendees  
40% Industry attendees  
85% of attendees attend the entire week  
6% Federal gov’t (military, FBI, NASA, US EPA, Homeland Security, etc.)  
18% State gov’t (labs, DTSC, SWRCB, Cal/EPA, OES, SFM, CDPH, etc.)  
76% Local gov’t (counties, cities, universities, fire, environmental/public health dept, etc.) |
<table>
<thead>
<tr>
<th><strong>2019 CUPA CONFERENCE</strong></th>
<th>21st California Unified Program Annual Training Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Event Name</strong></td>
<td>21st California Unified Program Annual Training Conference</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>February 25 - 28, 2019</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td>Marriott, Anaheim, Orange County</td>
</tr>
<tr>
<td><strong>Number of Attendees</strong></td>
<td>2,000 +</td>
</tr>
<tr>
<td><strong>Theme</strong></td>
<td>One Team, One Goal</td>
</tr>
<tr>
<td><strong>Features</strong></td>
<td>12 Tracks</td>
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<tr>
<td></td>
<td>144 Training Sessions</td>
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<tr>
<td></td>
<td>Facility Tours</td>
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<tr>
<td></td>
<td>Opening Ceremony</td>
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<tr>
<td></td>
<td>Welcome Reception</td>
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<tr>
<td></td>
<td>Golf Tournament</td>
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<td></td>
<td>CUPA Cup Competition</td>
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<td></td>
<td>Various Committee and TAG meetings</td>
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<tr>
<td></td>
<td>Leadership Awards</td>
</tr>
<tr>
<td></td>
<td>Student Research Awards and Scholarships</td>
</tr>
<tr>
<td>Sponsorship Opportunities</td>
<td>Cost</td>
</tr>
<tr>
<td>---------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Media Wall — cost for electronic display at Registration</td>
<td>$10,800 full 4 day sponsor or $2,700 one day sponsor</td>
</tr>
<tr>
<td>Notebook — cost to purchase conference notebook for each attendee</td>
<td>$2,500 — maximum of 6 sponsors</td>
</tr>
<tr>
<td>Name Badge Sponsor — offset of expense for attendee name badge printing</td>
<td>$2,000 — maximum of 1 sponsor</td>
</tr>
<tr>
<td>Name Badge Lanyard Reel Sponsor — cost to purchase name badge lanyard reels made with hemp with the California CUPA Forum logo for attendees</td>
<td>$500 — bronze, $1,000 — silver, $1,500 — gold</td>
</tr>
<tr>
<td>Coffee Service — offset of expense for morning break or afternoon break coffee service</td>
<td>$500 — bronze, $1,000 — silver, $1,500 — gold</td>
</tr>
<tr>
<td>Sunday, 2/24 Golf Tournament Sponsor — offset to costs associated with the golf tournament</td>
<td>$100</td>
</tr>
<tr>
<td>Monday, 2/25 Industry Stakeholders Meeting — offset of expenses for hors d’oeuvres</td>
<td>$1,000</td>
</tr>
<tr>
<td>Tuesday, 2/26 Opening Ceremony — offset of expenses for keynote speaker</td>
<td>$10,000</td>
</tr>
<tr>
<td>Wednesday, 2/27 2:45pm Cookie Break Sponsor — offset of expense to provide cookies at the Wednesday afternoon break in between training sessions</td>
<td>$500 — bronze, $1,000 — silver, $1,500 — gold</td>
</tr>
<tr>
<td>Wednesday, 2/27 Welcome Reception — offset of expenses for hors d’oeuvres</td>
<td>$5,000</td>
</tr>
<tr>
<td>Band Sponsor — cost to provide musical entertainment at the 2/26 Welcome or 2/27 Exhibitor reception</td>
<td>$500 — specify reception</td>
</tr>
<tr>
<td>Wednesday, 2/27 CUPA Cup Event Sponsor — offset of expenses for CUPA Cup event</td>
<td>$5,000</td>
</tr>
<tr>
<td>CUPA Cup Corn Hole or Ping Pong Table Sign — sponsor a corn hole station or ping pong table</td>
<td>$5,000</td>
</tr>
<tr>
<td>Sponsor and Exhibitor Enhancements (2/26 &amp; 2/27 Reception only) — purchased directly through the Marriott</td>
<td>Estimated Costs $1,000 - $2,500</td>
</tr>
</tbody>
</table>
DESCRIPTION AND SPONSOR BENEFITS

Media Wall Sponsor
Sponsor receives:
"Sponsored by" slide throughout the video display on sponsored day
Recognition one-sheet in 2,000+ conference notebooks
Recognition on sponsor slide in breakfast, lunch and reception slide show
Sponsorship logo in Sponsorship Information posted at calcupa.org
Literature space for your promotional materials
Acknowledgement at the Opening Ceremony

General Specs:
- One 7’x 12’ LCD video wall comprised of 9) 55” seamless LCD displays
- Located on the main floor behind Registration
- Standard utilization includes one input source across all displays
- Total wall standard resolution @ 1920x1080 60 Hz resolution

Features:
- Logo Branding - Brand Recognition with Company Logos for Sponsors and Exhibitors
- Agenda Display - Attendees will be kept up to date with changes in real time to the Schedule of Events and Meeting Locations.
- Featured Events - Opening Ceremony with featured Keynote Speaker, announcement of Unified Program Leadership Awards, Student Research and CUPA Cup winners
Notebook Sponsor
Sponsor receives:
Recognition on Media Wall display
Debossed logo on the back of 2,000+ conference notebooks
Recognition on sponsor slide in breakfast, lunch and reception slide show
Sponsorship logo in Sponsorship Information posted at calcupa.org
Literature space for your promotional materials

General Specs:
- Artwork must be received as a one color EPS file
- Maximum number of sponsors = 6
- Deadline to participate as a sponsor is November 30, 2018
Name Badge Sponsor
Sponsor receives:
Logo on 2,000+ double-sided name badges
Recognition on sponsor slide in breakfast, lunch and reception slide show
Sponsorship logo in Sponsorship Information posted at calcupa.org
Literature space for your promotional materials

**General Specs:**
- Maximum number of sponsors = 1
- Deadline to participate as a sponsor is December 31, 2018

Name Badge Lanyard Reel Sponsor
Sponsor receives:
Recognition on sponsor slide in breakfast, lunch and reception slide show
Sponsorship logo in Sponsorship Information posted at calcupa.org
Literature space for your promotional materials

**General Specs:**
- Deadline to participate as a sponsor is December 31, 2018
Coffee Service Sponsor
Sponsor receives:
Recognition on Media Wall display (sponsorship day only)
Recognition at coffee station
Recognition on sponsor slide in breakfast, lunch and reception slide show
Sponsorship logo in Sponsorship Information posted at calcupa.org
Literature space for your promotional materials

Golf Tournament Sponsor
Sponsor receives:
Recognition on sponsor slide in breakfast, lunch and reception slide show
Sponsorship logo in Sponsorship Information posted at calcupa.org
Literature space for your promotional materials

WISH LIST
Golf Towels
Golf Caps
Golf Balls
Ball Markers
Divot Tools
Golf Umbrellas
Golf Coolers
Industry Stakeholders Meeting
Sponsor receives:
Recognition slide in meeting room
Recognition on sponsor slide in breakfast, lunch and reception slide show
Brochure table space in meeting room
Sponsor sign at hors ‘d oeuvres table

Opening Ceremony Sponsor
Sponsor receives:
Recognition on Media Wall display (Monday & Tuesday)
Recognition one-sheet in 2,000+ conference notebooks
Recognition on sponsor slide in breakfast, lunch and reception slide show
Acknowledgement at Opening Ceremony
Sponsorship logo in Sponsorship Information posted at calcupa.org
Literature space for your promotional materials

Wednesday Cookie Break Sponsor
Sponsor receives:
Recognition on Media Wall display (Monday, Tuesday & Wednesday)
Recognition at Wednesday afternoon cookie station
Recognition on sponsor slide in breakfast, lunch and reception slide show
Sponsorship logo in Sponsorship Information posted at calcupa.org
Welcome Reception Sponsor
Sponsor receives:
Recognition on Media Wall display (Monday & Tuesday)
Recognition one-sheet in 2,000+ conference notebooks
Recognition on sponsor slide in breakfast, lunch and reception slide show
Acknowledgement at Welcome Reception
Sponsorship logo in Sponsorship Information posted at calcupa.org
Literature space for your promotional materials

Band Sponsor
Sponsor receives:
Recognition on Media Wall display (Monday, Tuesday & Wednesday)
Acknowledgement at Reception
   (Welcome Reception – Tuesday, 2/26, from 4:45pm – 6:00pm)
   (Vendor Reception – Wednesday, 2/27, from 4:45pm to 6:00pm)
Recognition on sponsor slide in breakfast, lunch and reception slide show
Sponsorship logo in Sponsorship Information at calcupa.org
CUPA Cup Event Sponsors
Sponsors receive:
Recognition on Media Wall display (Tuesday & Wednesday)
Recognition on CUPA Cup one-sheet in 2,000+ conference notebooks
Recognition on sponsor slide in breakfast, lunch and reception slide show
Sponsorship logo in Sponsorship Information posted at calcupa.org
Literature space for your promotional materials

CUPA CUP Corn Hole (competitive event)

Casino / Ping Pong (non-competitive events)
Sponsor and Exhibitor Enhancements – to be purchased directly through the Marriott

- Keg
- Drink Ticket Sponsor
- Dessert Station
- Wine Station
- Smoothie Station
Raffle Prize Donation
Sponsor receives:
Recognition on Raffle Prize slide on Media Wall display
Recognition on Exhibitor and Raffle Prize one-sheet in 2,000+ conference notebooks
Recognition on sponsor slide in breakfast, lunch and reception slide show
Recognition at Registration Desk
Sponsorship logo in Sponsorship Information posted at calcupa.org
Recognition during raffle prize drawings at Thursday’s luncheon
For answers to questions on sponsorship opportunities or to submit a proposal please contact:

Patti Rosol-Cary
714-765-4081
714-262-1721

Sheryl Baldwin
530-676-0815

Thank you, in advance, for your consideration!