

# PARTNER WITH CCSE TODAY!



## Join us at Street Smart San Diego® 2010

Presented by the California Center for Sustainable Energy (CCSE)

**Consumers are ready to make a difference and decrease their vehicle's carbon footprint.**

*Partner with CCSE today and position your brand with this targeted audience ready to take action!*

### Street Smart San Diego® at a Glance

**Sunday, September 12, 2010**

10 a.m. to 4 p.m.

This free, high-profile public event features electric, hybrid and other alternative fuel vehicles. Street Smart San Diego attracts extensive media coverage each year that highlights your organization as an event partner and positions your business as a pioneer on the path to energy independence. Visitors to the 4<sup>th</sup> annual Street Smart San Diego event will have the opportunity to check out alternative fuel vehicles, learn from alternative fuel experts and meet with energy-savvy professionals. The day includes test drives, exhibitors, as well as free workshops.

### Partnership Benefits

- **Roll Out Your Reach** – to eco-conscious consumers
- **Drive Your Message** – to a captive audience yearning for information
- **Rev Your Market** – by presenting to engaged participants
- **Turbocharge Your Competitive Edge** – by showcasing your product at the premier green transportation event of the year
- **Rally Your Bottom Line** – by marketing to attendees eager to support eco-businesses



Center for  
**Sustainable Energy**  
CALIFORNIA



[Click here to watch the 2009 Street Smart video!](#)

8690 Balboa Ave., Suite 100  
San Diego, CA 92123  
(866) SDENERGY



# Join us at Street Smart San Diego<sup>®</sup> 2010

It's where your business connects to  
eco-conscious customers!

## **"Top of the Line Luxury" Title Partner** - \$15,000

- Welcome and opening remarks
- Workshop kick-off with 15 minute presentation on "Title Sponsor" product(s)
- Introduction of Keynote speaker(s)
- Recognition on all press and media releases
- Product showcase on event video featured on event website and CCSE YouTube channel
- Logo placement on Street Smart San Diego event blasts (68% of CCSE workshops and event participants register via e-blasts)
- Logo as "Title Partner" on volunteer t-shirts
- Centrally located 10'x20' booth space plus a total of 2 – 8' tables, 4 chairs, 2 white tablecloths
- Lunch provided for up to (10) exhibit staff
- Logo on event flyer as the "Title Partner"
- Logo on all recycling bin stations
- Hyperlink and logo as the "Title Sponsor" on the Street Smart San Diego website
- Logo on the "Events of the Day" agenda as the "Title Partner"
- Logo as the "Title Partner" on all print and social media
- Opportunity to speak with media covering event

## **"Fully Loaded" Partner - \$10,000**

- Product showcase on event video featured on event website and CCSE YouTube channel
- Logo on event e-blasts
- Logo on event flyer, volunteer t-shirts, "Events of the Day" agenda, entrance signage, as well as all print and social media
- Speak with media covering event
- Hyperlink and logo on website sponsorship page
- 10' x 10' booth space plus – 1 – 8' table, 2 chairs, 1 white tablecloth
- Lunch provided for up to 5 exhibit staff

## **"Speedway" Partner - \$5,000**

- Logo on event flyer, volunteer t-shirts, "Events of the Day" agenda, entrance signage, as well as all print and social media
- Opportunity to speak with media covering event
- Hyperlink and logo on website partnership page
- 10' x 10' booth space plus – 1 – 8' table, 2 chairs, 1 white tablecloth
- Lunch provided for up to 3 exhibitor staff

## **"Factory Stocked" Partner - \$1,000**

- Logo on event flyer and entrance signage
- Hyperlink and logo on website partnership page
- 10' x 10' booth space plus – 1 – 8' table, 2 chairs, 1 white tablecloth
- Lunch provided for up to 2 exhibitor staff

## **Street Smart San Diego Exhibitor - \$500**

- 10' x 10' booth space plus – 1 – 8' table, 2 chairs, 1 white tablecloth
- Lunch provided for up to 2 exhibitor staff

**Call us today!** To reserve partnership or for more info, call Lauri Walker at (858) 244-1182.

# Street Smart San Diego® 2010

I'm ready to be part of the solution! I would like to be a partner at Street Smart San Diego.

## Participant Application

Name		Title
Company		
Street Address		
City	State	Zip code
Phone	Email	Website
Electrical needs, if any		Special set-up needs, if any

## You Belong at Street Smart San Diego!

Please indicate the partnership level you would like to reserve:

- "Top of the Line" Partner - \$15,000 (one at this level)
- "Fully Loaded" Partner - \$10,000
- "Speedway" Partner - \$5,000
- "Factory Stocked" Partner - \$1,000
- Street Smart San Diego Exhibitor - \$500

## Payment Options

Please indicate the method of payment you prefer:

- Please bill me (all fees must be paid by July 9, 2010)
- Check enclosed (payable to California Center for Sustainable Energy)
- I'd like to pay by credit card (please visit our website at [www.energycenter.org/partnership](http://www.energycenter.org/partnership))

## Acceptance of Applicant

Upon acceptance of this application by the California Center for Sustainable Energy (CCSE), this application shall become a binding agreement between the Participant and CCSE. Faxed or e-copies of this contract are legal and binding. The Participant acknowledges that none of the Participant investment is refundable unless otherwise stated in the terms and conditions of the CCSE Participant application.

Authorized Signature\*

Date

\*PLEASE READ TERMS AND CONDITIONS ON REVERSE

## 2009 Media Coverage:

### TV and Radio Interviews:

- KUSI: plus pre-event interviews
- 6CW : pre-event live interview
- Fox 5
- KGTV
- KTLA
- Jack FM
- KFMB 760 AM - live interviews
- 94.9 FM plus pre-event interviews

### Print Coverage

- San Diego Union Tribune
- Daily Transcript
- San Diego Metropolitan Magazine
- East County Magazine

### Online Coverage

- San Diego Chamber of Commerce
- Voice of San Diego
- San Diego Union Tribune
- sdnews.com
- 10news.com
- sandiegojack.com
- kpbs.org
- kifm.com

## Reserve Partnership or Exhibit Space

Please email form to: [lauri.walker@energycenter.org](mailto:lauri.walker@energycenter.org)  
or fax form to: (858) 244-1178.

For full benefits, submit payment by July 9, 2010 to:  
California Center for Sustainable Energy  
Street Smart San Diego | Attn: Lauri Walker  
8690 Balboa Ave, Suite 100 | San Diego, CA 92123

# CCSE Terms and Conditions

Exhibitor and or Sponsor/Partner shall herein be referred to as Participant.

## 1. OBSERVANCE OF LAWS

Participant shall abide by and observe any and all local, municipal, state and federal laws and ordinances in affect at the time of the event. Participant shall construct any exhibits to comply with the ADA (American Disability ACT).

## 2. INDEMNITY AND LIMITATION OF LIABILITY

The Participant and CCSE shall indemnify, defend and protect each other and hold each other harmless from any and all claims, demands, suits, liability damages, losses, costs, attorney's fees and expenses which might result or arise from gross negligence or willful misconduct in connection with either parties' participation in CCSE EVENT or any actions of its officers, agents, employees, or other representatives, provided that (i) the indemnified party gives prompt notice of the claim to the other party; (ii) the indemnifying party has sole control over the defense of the claim, including any decision to settle; and (iii) the indemnified party provides the other party with all reasonable assistance therein. Except for gross negligence or willful misconduct, neither CCSE, Participant, CCSE Event Venue or other exhibit space provider, nor any of their officers, agents, employees, facilities, other representatives, or assigns shall be liable for, and are hereby released from, any claims for damage, loss, harm, or injury to the person, property or business of the parties or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the exhibition facility or intermediate staging facilities, accident, or any other reason in connection with CCSE EVENT or any planning meetings, demonstrations, or staging. CCSE shall not be responsible for the security of Participant's equipment or its proprietary software or hardware information, and Participant shall have full responsibility for any theft or other loss, including any subrogation claims by its insurer. It is the responsibility of the Participant to maintain proper insurance coverage for its property and liability.

## 3. BOOTH ASSIGNMENT

Every attempt will be made to assign space as preferred by the Participant. However, in rare occasions, it may be necessary to re-assign booth location. CCSE retains the exclusive right to re-assign at its option.

## 4. RIGHT TO REFUSE

CCSE reserves the right to review and reject any Participant application without prejudice.

## 5. USE OF EXHIBITION SPACE

Participant shall not assign to a third party its Exhibition space or any portion of that space without the prior written consent of CCSE, which CCSE may grant or withhold at its sole discretion. If such permission is given, the Participant shall assume full responsibility for the conduct of the assignee and all its representatives. CCSE reserves the right to withdraw its acceptance of this application if, in its sole discretion, it determines that the Participant is not eligible to participate or that the Participant's product is not eligible to be displayed in this Exhibition, or that the Participant or any of its representatives fail to conduct themselves in accordance with normal standards of decorum and good taste.

## 6. EXHIBITION HOURS

Participants will comply with published CCSE Event exhibit hours. CCSE reserves the right to change the exhibit hours without prior notice.

## 7. SPACE EQUIPMENT AND SERVICES

Each exhibit space will contain 10'x10' canopy, one 8' table, two chairs, table cloth and identification sign will be provided.

## 8. CONTRACTOR SERVICES INFORMATION

Participants are responsible for providing or arranging all necessary labor in transporting, uncrating, erecting, dismantling and re-crating of displays.

## 9. CANCELLATION OR TERMINATION OF EXHIBITION

If for any reason beyond its reasonable control including, fire, strike, earthquake, damage, construction or renovation to the event facility, government regulation, public catastrophe, Act of God, or any similar reason, CCSE shall determine that the event or any part may not be held, CCSE may cancel the event or any part thereof. CCSE shall determine and refund to the Participant its proportionate share of the balance of the aggregate display fees received

which remain after deducting all expenses incurred by CCSE.

## 10. PARTICIPANT CANCELLATION OR BOOTH DOWNSIZING

All payments made to CCSE under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by CCSE.

## 11. PARTICIPANT CONDUCT

Participant and all of its representatives shall conduct themselves at all times in accordance with normal standards of decorum, and good taste. CCSE reserves the right to eject from the event any Participant or representative violating those standards.

## 12. LIABILITY

Under no circumstances will any party to this agreement, any co-sponsor or the event venue or other exhibit space provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not apprised of the possibility or likelihood of such damages or lost profits. In no event shall CCSE's liability under any circumstance, exceed the amount actually paid to it by the Participant for exhibit space. CCSE makes no representations or warranties including, but not limited to, the number of persons who will attend the Exhibition.

## 13. CARE OF BUILDING AND EQUIPMENT

Participants or their agents may not injure or deface the walls or floors of the building, the exhibit spaces, or the equipment of the exhibit spaces. If such damage occurs, the Participant is liable to the owner of the property so damaged. Electric wiring must conform with the National Electric Code Safety rules and all other applicable rules, regulations, fire laws, electrical codes and other laws of the city in which the exhibition is located, and of any other government authority maintaining jurisdiction over the Event Venue that affect the installation, conduct and disassembly of the exhibit. Combustible materials or explosives are not permitted in exhibit area. The Participant shall also comply with all reasonable requests of officials of the Exhibit Hall and CCSE with respect to the installation, conduct and disassembly of its exhibit.

## 14. TAXES AND LICENSES

Participant shall be responsible for obtaining any licenses, permits or approvals under local or state law applicable to its activity at the Exhibition. Participant shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with its activities at the Exhibition.

## 15. AGREEMENT TO TERMS, CONDITIONS AND RULES

Participant agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by CCSE from time to time for the efficient and safe operation of the Exhibition. In addition to CCSE's right to close a display and withdraw its acceptance of the application, CCSE in its sole judgment, may refuse to consider for participation in future Exhibitions a Participant who violates or fails to abide by all such terms, conditions, and rules. This application represents the entire agreement between the Participant and CCSE concerning the subject matter of this application. CCSE is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by both parties. The headings used in this agreement are for organizational purposes only and are not to be used in the interpretation of the substance of this agreement. The rights of CCSE under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of CCSE. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Participant subject to the terms of this Agreement regarding assignment. This application shall in all respects be governed by and construed in accordance with, the laws of the State of California. Participant agrees to submit to the jurisdiction of the state and federal courts in the County of San Diego, State of California. In the event of any dispute concerning the interpretation or enforcement of this Application, the prevailing party shall be entitled, in addition to all other relief, to recover from the losing party their reasonable attorney's fees and costs incurred in such dispute.

Initials \_\_\_\_\_