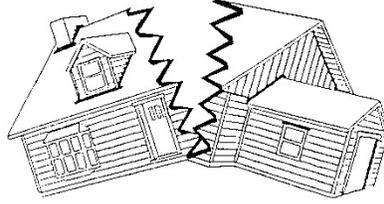


The 27th Anniversary
West Coast Casualty's



Construction Defect Seminar

1993 - 2021



*Aria*TM

RESORT & CASINO
LAS VEGAS

October 6-8, 2021

Sponsorship and Vendor Information Packet for 2021

Since 1993 ...

America's Largest ... America's Favorite ... America's Best...

Construction Defect Event !!!



*From a sea of seats . . .
. . . . to a sea of suits*

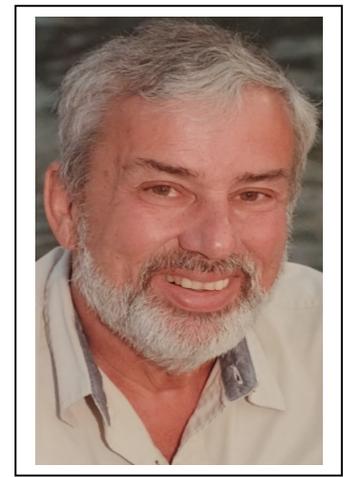


. . . and beyond . . .



*The world's largest Construction Defect Event seeks your participation
So think about participating, it's good for you professionally, it's good
for your organization and it's good for your community*

Welcome to the 27th Anniversary of West Coast Casualty's Construction Defect Seminar



Dear Friends and Colleagues,

As I sit here preparing this welcome letter, I say to myself, WOW, what an absolutely crazy and trying year this one and 2020 has been. Since early January 2020 and continuing even through today, this planet has not seen the events like these before and hopefully, we never will again.

Many have contacted me and have asked whether or not we will have our seminar in 2021 and several months ago, I didn't feel I could answer that question because quite honestly, I didn't know myself.

But . . . Since 1993, the West Coast Casualty Construction Defect Seminar series has become the undeniable leader regarding education of the construction defect community. Many say our seminar has become an institution, a staple and a landmark for construction defect issues across the globe and the only reason we have achieved that status is because we concentrate our efforts on the most important people in this community, the attendees of our yearly events.

I think that based on our knowledge, our experience and the many supporters who have come to help us over the years, we believe that in October 2021 we will go forward with a live event and after 22 years in Anaheim at the Disney Resort, we are really looking forward to an exciting event in FABULOUS Las Vegas.

Since January, we have all learned a lot about the Coronavirus but most importantly, we have learned how to deal with it as best we can. Many, including myself, believe that life must go on but we do so as cautious as we can under the circumstances that face us.

In the construction defect community we have always been a social community despite our many differences and it is that need for social contact, under the best conditions now available, that we believe we can go forward in October 2021.

You may rest assured that every precaution will be taken, and no expense will be spared to make sure that the necessary precautions will be taken, and every safety concern will be met. In the months ahead, we will be working with new partners, new ideas, governmental agencies, the medical community and new technologies to ensure the safety of our event is our top priority. These changes may involve last minute changes to ensure that safety remains our top priority for everyone associated with our seminar. Right up to the last minute, we will do what we have to do to ensure the safety of everyone at our event.

As many of you already know we dedicate a lot of time to listening to those we serve at our seminars and we prepare our events with the ideas, suggestions and goals of the attendees in mind. Toward that end, we use our knowledge and experience to make positive changes for both our attendees and our speakers which started with our questionnaire process that took place in September 2020 and our Survey conducted in March 2021 which will culminate with the seminar itself.

With this sponsors and vendors packet and its accompanying documents, you will begin to see some of the changes we have implemented for our seminar in 2021. At the time of the printing of this packet and in the weeks ahead, we will be looking at many new technological achievements and advances whose tools we will be using at our 2021 seminar, a number of them you will see here and some we continue to work on as you are just getting a taste of what makes our seminar so nationally and internationally famous.

The theme of our 27th annual construction defect seminar will be "*Mentoring, Pathway for the Future While Safe Guarding the Present*" Our theme was announced at our 2019 seminar because of its importance to the construction defect community at this vital time in this community's history. With the "graying" of this community, choosing who will bring us into the future has become paramount to the survival of the community itself. ***But like in past years***, while we seek topics that focus on our central theme, we are always looking for hot topics of interest and topics on the emerging trends of this specialized area of claims and law.

Many venture to hear our talented speakers' views and opinions on the controversial topics of construction defect claims and litigation. Many came to keep abreast of current case law, current technologies, current and developing techniques in this field of specialty. Many came to glimpse into the future of where construction defect claims and litigation will be going and what is emerging on the horizon. Many came to meet their colleagues, other counsel, judges, mediators, the vendors as well as the other attendees in the world's oldest and largest venue regarding the educational aspects of construction defect claims and litigation.

While no one can say with absolute certainty what the future will bring in this area of specialized claims and litigation, BUT one thing is certain and we continue to believe that through the contribution of information and educational exchange by all members of this community, we all benefit. Working together, we'll reduce the cost, effort and frustration in this ever-expanding specialized area of claims handling.

So whether you are a returning sponsor or vendor who seeks to participate again or someone who has never participated at our yearly event before but wish to do so in 2021, I urge you to review these materials and use the submission process discussed in this packet as your guide to being included in our 2021 seminar.

If you believe you have an idea or a process that benefits this community as a whole, I invite and urge you to consider participation in our ongoing seminar series. Please feel free to contact me at any time as I'll always look forward to hearing from you.

Lastly and most importantly, may you, your families, your friends and colleagues remain well, healthy and safe.

I'll look forward to seeing you in October 2021 in Las Vegas.

With best regards,

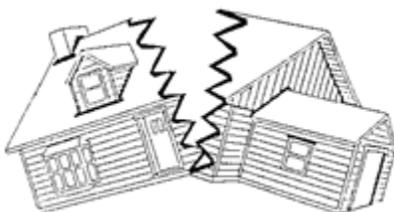
West Coast Casualty Service, Inc.

Dave Stern

David Stern, RPA, President and Corporate Secretary
davestern@westcoastcasualty.com

The 27th Anniversary of

West Coast Casualty's



Construction Defect Seminar



October 6 – 8, 2021
The Aria Resort and Casino
Las Vegas, Nevada

Now in its 27th year, the West Coast Casualty Seminar Series has clearly established itself as the world leader in this area of specialized area of claims and litigation. It remains the world's largest, most comprehensive live event bringing together construction defect professionals from across the globe.

This is the premier event for construction defect professionals eager to learn best practices and trends from their peers, and discover the latest products and services that can help save their organizations time and money, as well as keep them in compliance. Construction defect professionals attend our events year after year because they know they'll receive a focused, high-value learning experience focusing on automation, leadership, policies & procedures, workflow & process improvement, or any other topic vital to their needs and they're eager to learn about solutions

- You'll connect with senior decision makers and key influencers from the construction defect arenas.
- You will understand the latest policies and tailor your solutions to the needs of the sector
- You can demonstrate your products, services and solutions in a live environment
- You will meet with existing customers and gain access to a new range of clients
- You will generate fresh and worthwhile leads
- You will conduct face-to-face meetings with new customers in a short-space of time
- You can lead the conversation and ensure your business is seen as a leader in the sector
- In the current state of telecommunications and media, one tactic clearly stands out and that is still face-to-face interaction.

Meeting customers and prospect in person is still an irreplaceable way to build successful relationships which last long after the first sale and remain throughout a contact's career.

At West Coast Casualty's Construction Defect Seminars, we go above and beyond to encourage engagement, stimulate conversation, and make sure that attendees understand who you are and how your solution can support their business.

We open the door FOR YOU, you make the sale.

Let's face itand be honest . . .

*There's really only 1 great reason to sponsor or display
your goods or services at our event*

*We consistently provide the largest audiences from across
the globe whose interest is specifically geared to the
product or services you provide*



2019 WCCS CDS Exhibit Hall

Attendees gather in exhibit hall for breaks and/or meals



Attendees gather in exhibit hall for cocktail reception

The West Coast Casualty Construction Defect Seminar is YOUR Community's Seminar

The Number One Complaint we hear about is they can't see everyone and everything at our event

But now EVERYONE can see you !!!

Let's face it, in our business or anyone's business, one-on-one relationships usually spark business relationships. The one thing we hear constantly at our events from our attendees is that they get to see and meet people they only hear about at our event and that creates the spark which, in many cases, leads to long lasting business relationships.

So think about getting Out There where EVERYONE can see you !!!

Sponsorship remains the fastest growing form of marketing in the U.S. With this in mind, you can find unlimited opportunities to broaden your competitive advantage by increasing your credibility, image, and prestige in sponsoring events which attract your target market.

So, why should your organization be interested in sponsorship? When done well, it offers significant opportunities for distinct marketing and competitive advantages, as well as showing support for the event and the attendees who come to it.

Often organizations are looking to improve how they are perceived by their target audience. Sponsoring events that appeal to their market are likely to shape buying attitudes and help generate a positive reaction. By way of example, Coca-Cola is the world's leader of sponsorship as Coke is always looking to generate a positive influence of their products in the minds of their consumers and as such regularly support events they feel can influence consumer opinions. The question is, are you prepared to be the next Coca-Cola in the construction defect community?

If this all makes sense to you . . .

. . . Then keep Reading . . .

Wanna Sponsor?

Then Come Tell Us What Makes Sense To You

-And-

Benefits our Attendees at the Same Time

Unlike other seminars and conferences, every benefit we seek is geared strictly toward the attendees and speakers of our events so with this in mind, come and talk to us about your ideas

We'll listen . . . We'll learn. . . We'll create . . . and We'll work together . . .

. . . . on a great seminar experience for all of us.

. . . and just think about this . . . we have the backing of one of the best organizations on earth for innovation and imagination who partner with us to make our seminar the best they can be . . . so with your ideas, our experience and their input . . . just imagine what we can do . . . together.

Some trade show promotional opportunities include sponsorship of the press room, an international lounge, a speaker or VIP room, an awards reception, educational programs, banners, badge holders, audiovisual equipment, display computers, tote bags, shuttle buses, napkins and drink cups. Think about what best fits your organization and we'll figure out a budget we can all work with . . .

. . . or just take a look at the ideas we've already created . . . throughout this publication because . . . they may work for your organization as well.

Wanna Sponsor?

But don't want, or need, a vendor space?

Then Come Tell Us What Makes Sense To You

Unlike other seminars and conferences, we'll work with you and trade out one of our vendor spaces for additional seminar admissions, additional advertising space, meeting space for you and your clients, or some other benefit that works specifically for your needs. . . . so come and talk to us about your ideas

We'll listen . . . We'll learn. . . We'll create . . . and We'll work together . . .

. . . . on a great seminar experience for all of us.

Updated technology is important to the success of an event such as ours so the speakers and attendees can receive as much benefit as possible from its use

The chart below describes the use of our app for 2019 and some of the things we'll be using in 2021

2016 WCCS CDS Item Description	Module Description	WAS USED IN 2019?	TO USE IN 2021?
Announcements & Push Notifications	Announcements appear in the Activity Feed within the App; Push Notifications will be pushed to attendees even when they are out of the app.	YES,	YES, can be used to remind attendees to respond to surveys and other requests
Agenda	Meeting agenda	YES	YES
Articles	Link to a mobile optimized blog site.	YES	YES
Attendees	Full attendee list; fields include first name, last name, email address (same as username), & password. Optional fields: Company, Title, Phone, Bio, Website	YES	YES
Documents	PDF documents	YES	YES
InfoBooth	General information for attendees	Yes	YES
Social Networks	Twitter Handle/Hashtag, Facebook Account, LinkedIn Account	YES	YES
Survey	Survey questions & options.	YES	YES
Video	Link to videos.	YES	YES
Web View	Can provide a link to a web page.	YES	YES
Venues	This links to google maps of specific venues (i.e. venue, hotel, etc.)	NO	YES
Banner Ads	Revolving ads at the bottom of the app featuring different sponsors with links to the web pages.	YES	YES
Exhibitors	List of all your exhibitors. Can be linked to the Interactive Map.	YES	YES
Live Polling	Live polling & messaging for speakers	YES	YES

2016 WCCS CDS Item Description	Module Description	WAS USED IN 2019?	TO USE IN 2021?
Speakers	Speaker Information, bios, headshots.	YES	YES
Sponsors	Lists all of our sponsors	YES	YES
Exhibitor Files	Allows exhibitors to share sales materials with attendees virtually and paper free	YES	YES
Gallery	Photos	YES	YES
Log in	Requires a log in username and password to log into the app.	YES	YES
My Briefcase	Attendees can save documents to their briefcase and email	YES	YES
My Exhibitors	Attendees can save a list of their favorite exhibitors.	YES	YES
My Notes	Allows attendees to take notes in the app and email them to themselves.	YES	YES
My Profile	Allows attendees to personalize their profile and information displayed in the app.	YES	YES
My Schedule	Attendees can customize their schedule based on the agenda sessions	YES	YES
Search	Allows attendees to search for keywords in the app.	YES	YES

Throughout the remainder of 2021, we'll continue our quest to search for the most updated technology to use for our event so the speakers and attendees can receive as much benefit as possible from its use

Sponsorship Key Elements

- As a sponsor, your organization will experience wonderful event exposure, website exposure and fantastic opportunities for your organization contacts.
- As a sponsor, you separate yourself from the crowd. You will enjoy the opportunity to be in a high traffic “sponsor only” area, as well as have opportunities for marketing and corporate/customer team building.
- As a sponsor, your organization will get hyperlink opportunities in the electronic seminar invitation when prospective attendees view our invitation on-line and their cursor passes over your name and/or your logo in the invitation, they get the opportunity to visit your website, creating a further opportunity to those who get our invitation to see your products and services.
- The format of our 2021 event has been established to maximize sponsor exposure through branding opportunities while providing top quality learning opportunities for the attendees.
- The conference is attended by high-level legal counsel, consultants, engineers, insurance personnel and executives from all over the construction and construction defect communities on a national and international level.
- Sponsoring at our event is an ideal way to reach out to national leaders and influential community members.
- Sponsors of our 2021 event will be recognized at all sponsored events and listed in all promotional material, including the seminar invitation, seminar website and seminar handout.
- Our aim is to maximize the impact and brand enhancement for the sponsor while protecting and promoting the integrity of the event.
- Our 2021 sponsorship program has been designed to allow sponsors to combine pure marketing and branding opportunities with advanced education.
- As is the tradition of our seminar, there are sure to be add-ons and special surprises which make our event a “must go to” event.

Lunch Sponsor

Our special meal events like our *Americana Lunch Spectacular* and *Southern California Beach Barbeques* are rousing successes and this year we'll be working with Aria's award winning chefs to create a great luncheon. Besides the recognition of being West Coast Casualty's Construction Defect Seminar's lunch sponsor, this sponsorship will also receive:

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsors own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Large Exhibit Space for use as vendor space (Usually a location in the center of all the action, directly in our highest traffic location(s))
- Three large color banners - One of which will hang continuously in Exhibit hall area plus one for each of the Magic Kingdom Ballrooms during our entire event.
- Full Registration for conference and two (2) Premier Reserved Tables for fifteen (15) sponsor representatives and/or clients PLUS two (2) registrations for any exhibit booth representatives from your organization. The sponsor may mix these any way they wish.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout



Ad on Video Wall at Entry



4 Video Screens Located in Exhibit Hall

This sponsorship entitles the sponsor to run a short film/advertisement on our Video Walls which will be placed at key locations at our event. They will run continuously throughout our event affording the sponsor maximum exposure to all the attendees.

There is only one (1) sponsorship available for this category at a cost of \$20,000 and there is no add-on cost.

Red Carpet Welcome Las Vegas Style

This sponsorship starts right as attendees pass our security and just like Hollywood celebrities, they walk the red carpet and stop to have their picture taken by our photographers with the seminar logo and the sponsor's logo on a backdrop behind them. Serious poses, funny poses, laugh-out-loud poses, whatever they wish are the order of the day. They'll get a copy of the photo e-mailed to them but the fun starts when the photos are broadcast to audience/speakers rooms when presentations are not going on. It gives everyone a chance to see and be seen by all in the community and hopefully have a bit of fun too.



- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsor's own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Large Exhibit Space for use as vendor space
- Full Registration for conference and one (1) Premier Reserved Tables for ten (10) sponsor representatives and/or clients.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout

(Continued on next page)

Red Carpet Welcome Las Vegas Style

(Cond't)



Ad on Video Wall at Entry



4 Video Screens Located in Exhibit Hall

This sponsorship entitles the sponsor to run a short film/advertisement on our Video Walls which will be placed at key locations at our event. They will run continuously throughout our event affording the sponsor maximum exposure to all the attendees.

There is only (1) sponsorship available for this category at a cost of \$20,000 and there is no add-on cost.

Breakfast Sponsor

This sponsorship is for the breakfast on a single day and includes, but is not limited to the following:

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsors own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Large Exhibit Space for use as vendor space
- Full Registration for conference and one (1) Premier Reserved Tables for ten (10) sponsor representatives and/or clients.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout



Ad on Video Wall at Entry



4 Video Screens Located in Exhibit Hall

This sponsorship entitles the sponsor to run a short film/advertisement on our Video Walls which will be placed at key locations at our event. They will run continuously throughout our event affording the sponsor maximum exposure to all the attendees.

There are two (2) sponsorships available for this category at a cost of \$12,500 and there is no add-on cost.

Internet Café Sponsor

This sponsorship includes, but is not limited to, the following:

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsor's own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Large Exhibit Space for use as vendor space
- Full Registration for conference and one (1) Premier Reserved Tables for ten (10) sponsor representatives and/or clients.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout



Ad on Video Wall at Entry



4 Video Screens Located in Exhibit Hall

This sponsorship entitles the sponsor to run a short film/advertisement on our Video Walls which will be placed at key locations at our event. They will run continuously throughout our event affording the sponsor maximum exposure to all the attendees.

There is only one (1) sponsorship available for this category at a cost of \$12,500 and there is no add-on cost.



**Can't you
Picture you and your
organization here ??**



Print On Site Sponsor

*New
Sponsorship*

While paper is still the only true way to document, this sponsorship offer the attendees an opportunity to print the session's handout materials right at the seminar site. They get to keep the documents with their notes attached or they can recycle the materials right on site as well to remain ecologically friendly. This sponsorship will carry the name of the sponsor on each printed document.

This sponsorship includes, but is not limited to, the following:

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsors own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Large Exhibit Space for use as vendor space
- Full Registration for conference and one (1) Premier Reserved Tables for ten (10) sponsor representatives and/or clients.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout



Ad on Video Wall at Entry



4 Video Screens Located in Exhibit Hall

This sponsorship entitles the sponsor to run a short film/advertisement on our Video Walls which will be placed at key locations at our event. They will run continuously throughout our event affording the sponsor maximum exposure to all the attendees.

There is only one (1) sponsorship available for this category at a cost of \$10,000 and there is no add-on cost.

Soft Drink Sponsor

This sponsorship includes, but is not limited to, the following:

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsors own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Large Exhibit Space for use as vendor space
- Full Registration for conference for five (5) sponsor representatives and/or clients.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout



Ad on Video Wall at Entry



4 Video Screens Located in Exhibit Hall

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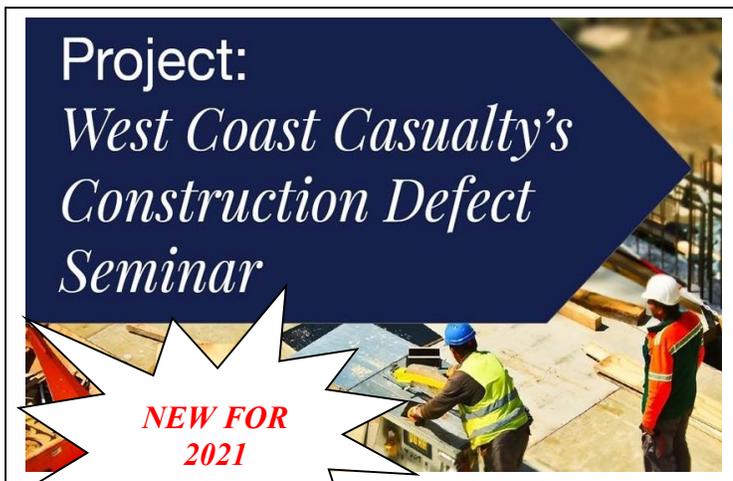
There are only two (2) sponsorships available for this category at a cost of \$10,000 and there is no add-on cost.

Continuing Education Electronic Sign In/Sign Out Sponsor

One of the things West Coast Casualty's Construction Defect Seminar is famous for is the amount of MCLE/CE/CPD/CLE (CE) credits it gets for its events. In 2016 we went to an entirely electronic sign in/sign out system to accommodate our attendees as well as the states which grant our CE approvals. CE has become an expectation of all our attendees. No single seminar or conference in our industry spends the time and amount of money as West Coast Casualty on getting its attendees the CE requirements they need to meet their own specific CE requirements. This year with an expansion of CE requirements for our attendees, we will be expanding our own capabilities with a system we created ourselves and your sponsorship will help fund this improved capability.

This sponsorship includes, but is not limited to, the following:

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsors own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Large Exhibit Space for use as vendor space
- Full Registration for conference and one (1) Premier Reserved Tables for ten (10) sponsor representatives and/or clients.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout



Ad on Video Wall at Entry



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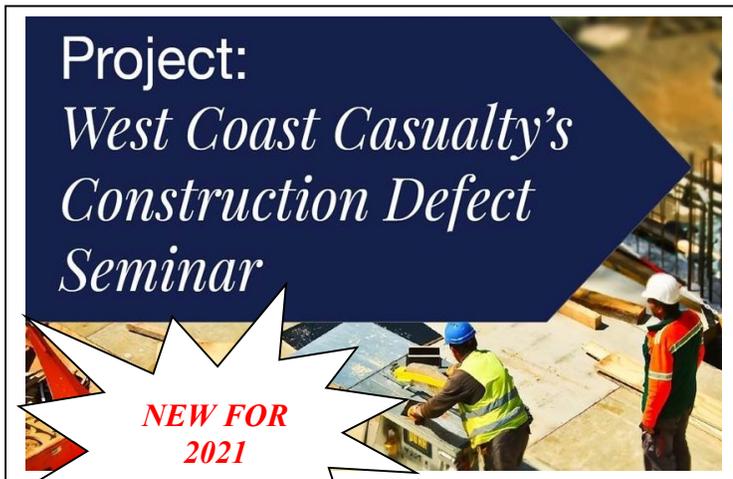
There is only one (1) sponsorship available in this category at a cost of \$10,000 and there is no add-on cost.

Audio Visual Sponsor

Audio Visual for a high attendance seminar like West Coast Casualty's Construction Defect Seminar has become an expectation of all our attendees. No single seminar or conference in our industry spends the time and amount of money as West Coast Casualty on its A/V requirement to make our events the first class events they have become. West Coast Casualty is planning to increase the band-width capability this year and your sponsorship will help fund this improved capability.

This sponsorship includes, but is not limited to, the following:

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsors own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Large Exhibit Space for use as vendor space
- Full Registration for conference and one (1) Premier Reserved Tables for ten (10) sponsor representatives and/or clients.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout



Ad on Video Wall at Entry



4 Video Screens Located in Exhibit Hall

This sponsorship entitles the sponsor to run a short film/advertisement on our Video Walls which will be placed at key locations at our event. They will run continuously throughout our event affording the sponsor maximum exposure to all the attendees.

There is only one (1) sponsorship available in this category at a cost of \$15,000 and there is no add-on cost.

Coffee/Soda Sponsor

This sponsorship includes, but is not limited to, the following:

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsors own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Large Exhibit Space for use as vendor space
- Full Registration for conference for five (5) sponsor representatives and/or clients.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout



Ad on Video Wall at Entry



4 Video Screens Located in Exhibit Hall

This sponsorship entitles the sponsor to run a short film/advertisement on our Video Walls which will be placed at key locations at our event. They will run continuously throughout our event affording the sponsor maximum exposure to all the attendees.



At the request of our attendees, Coffee has been requested to be available all day and as such, we will be making it available all day so continuous exposure to our attendees for this sponsorship will also be available all day.

There are two (2) sponsorships available for this category at a cost of \$10,000 and there is no add-on cost.

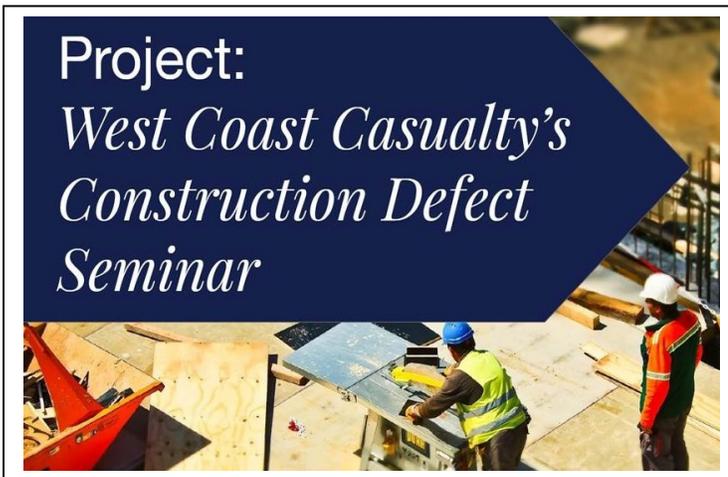
Wi-Fi Sponsor

*New
Sponsorship*

Wi-Fi coverage for a high attendance seminar like West Coast Casualty's Construction Defect Seminar has become an expectation of attendees. This year we will have Wi-Fi Hot Spots in the exhibit hall as well as in the Continuing Education area (South Lounge). West Coast Casualty is planning to increase the band-width capability this year and your Wi-Fi Hot Spot Sponsorship will help fund this improved capability. All Wi-Fi Hot Spot sponsor logos will be posted in both locations. At log in, the user will be first directed to your website and then will be allowed to access the Internet.

This sponsorship includes, but is not limited to, the following:

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsors own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Large Exhibit Space for use as vendor space
- Full Registration for conference for five (5) sponsor representatives and/or clients.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout



Ad on Video Wall at Entry

4 Video Screens Located in Exhibit Hall

This sponsorship entitles the sponsor to run a short film/advertisement on our Video Walls which will be placed at key locations at our event. They will run continuously throughout our event affording the sponsor maximum exposure to all the attendees.

There are two (2) sponsorships available for this category at a cost of \$10,000 and there is no add-on cost.

The sponsorships listed on the following pages are for those not interested in vendor space but wish to contribute toward the success of the event while getting some publicity for their sponsorship

Photography Sponsor

This sponsorship includes, but is not limited to, the following:

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsors own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- 3 Attendee registrations provided
- Copies of all photos provided

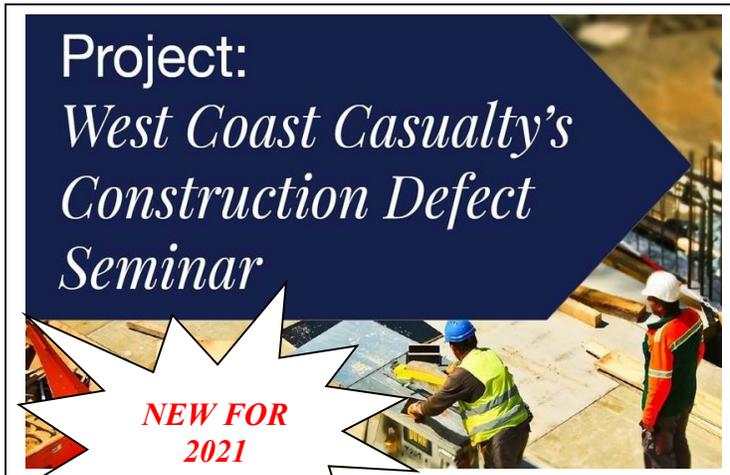


There is only one (1) sponsorship available for this category at a cost of \$5,000 and there is no add-on cost.

Speakers Recognition Sponsor

This sponsorship is for the recognition of prior speakers who have contributed to West Coast Casualty's Construction Defect Seminar. This recognition will run throughout the seminar and will provide sponsorship recognition "on-screen" at various times and includes, but is not limited to, the following:

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsors own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Full Registration for conference for three (3) sponsor representatives and/or clients.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout



Ad on Video Wall at Entry

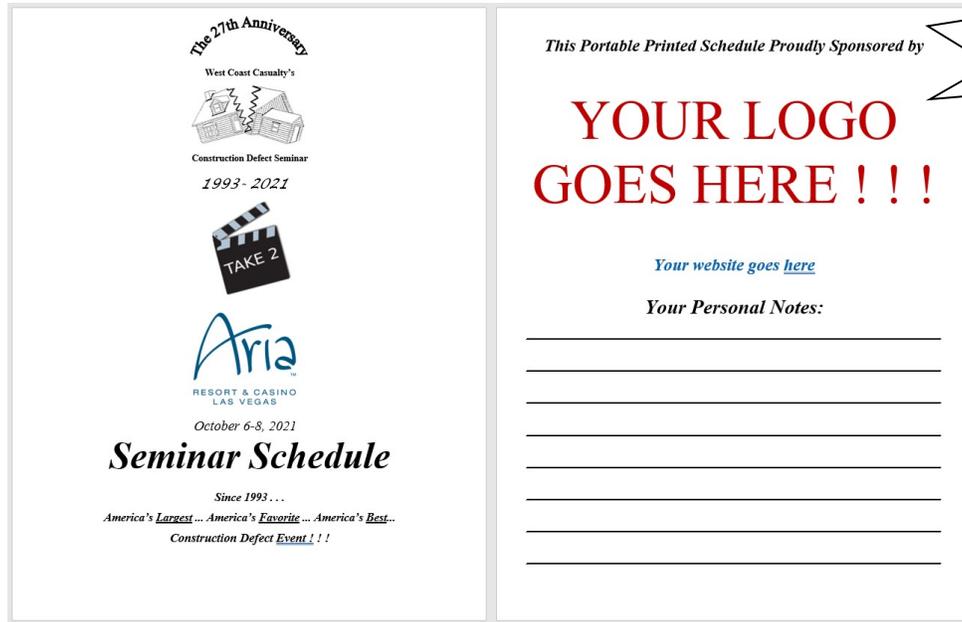


4 Video Screens Located in Exhibit Hall

This sponsorship entitles the sponsor to run a short film/advertisement on our Video Walls which will be placed at key locations at our event. They will run continuously throughout our event affording the sponsor maximum exposure to all the attendees.

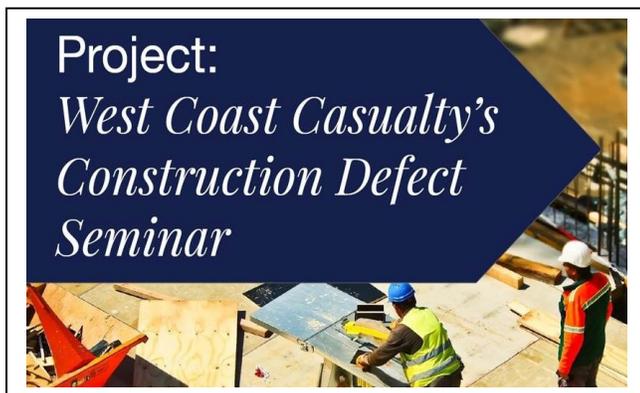
There is only one (1) sponsorship available for this category at a cost of \$7,500 and there is no add-on cost.

Portable Printed Schedule Sponsor



Front Page – Schedule Contained Inside (not shown) – Back Page with your Logo Printed to fit inside a coat pocket or purse of every attendee

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsors own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Full Registration for conference for three (3) sponsor representatives and/or clients.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout



Ad on Video Wall at Entry

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This sponsorship entitles the sponsor to run a short film/advertisement on our Video Walls which will be placed at key locations at our event. They will run continuously throughout our event affording the sponsor maximum exposure to all the attendees.

There are is only (1) sponsorship available for this category at a cost of \$7,500 and there is no add-on cost.

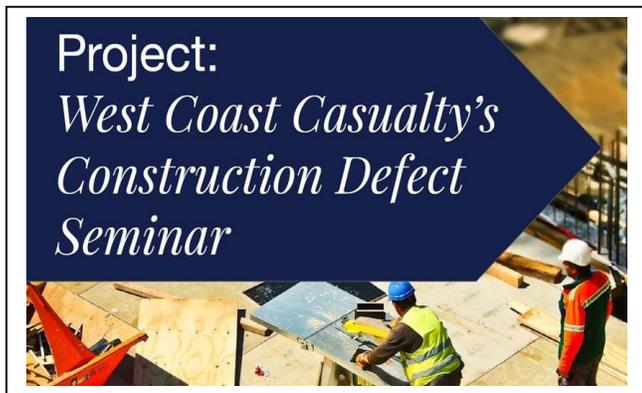
Gobo Sponsorships

**NEW FOR
2021**



Light up your logo and website on one of the high traffic walls at our event with choice locations in the seminar halls, hallways and Exhibit hall to name a few

- Company name and logo included on all future pre-event marketing materials with a hyperlink to the sponsor's own website
- List of attendees provided – Several copies in advance of event for contact purposes
- Full Registration for conference for three (3) sponsor representatives and/or clients.
- Inclusion of company logo in Web template, Web banner, description and banner ad on app.
- Inclusion of sponsor logo on all promotional mailings (invitations, emails, program guide, and registration)
- Ad in Seminar Handout



Ad on Video Wall at Entry

4 Video Screens Located in Exhibit Hall

This sponsorship entitles the sponsor to run a short film/advertisement on our Video Walls which will be placed at key locations at our event. They will run continuously throughout our event affording the sponsor maximum exposure to all the attendees.

There are ten (10) sponsorship available for this category at a cost of \$5,000 and there is no add-on cost.

Contributing Sponsor - Gold Level

- **Organization / Company name and logo included on all pre-event marketing materials with a hyperlink to your organization website**
- **List of attendees provided – Several copies in advance of event for contact purposes**
- **5 Attendee registrations provided**
- **Company name and logo signage in seminar Exhibit Hall and Convention Hall.**
- **Inclusion of company logo in Web template, Web banner, description and link**
- **Half-Page Ad in Seminar Handbook sponsorship section**

The cost for sponsorships in this category is \$6,000 and there is no add-on cost.

Contributing Sponsor - Silver Level

- **Organization / Company name and logo included on all pre-event marketing materials with a hyperlink to your organization website**
- **List of attendees provided – Several copies in advance of event for contact purposes**
- **2 Attendee registrations provided**
- **Company name and logo signage in seminar Exhibit Hall and Convention Hall.**
- **Inclusion of company logo in Web template, Web banner, description and link**
- **Quarter-Page Ad in Seminar Handbook sponsorship section**

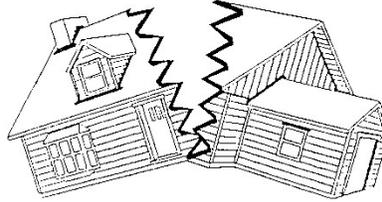
The cost for sponsorships in this category is \$5,000 and there is no add-on cost.

Contributing Sponsor – Bronze Level

- **Organization / Company name and logo included on all pre-event marketing materials with a hyperlink to your organization website**
- **List of attendees provided – Several copies in advance of event for contact purposes**
- **1 Attendee registrations provided**
- **Company name and logo signage in seminar Exhibit Hall and Convention Hall.**
- **Inclusion of company logo in Web template, Web banner, description and link**
- **Business Card size Ad in Seminar Handbook sponsorship section**

The cost for sponsorships in this category is \$3,000 and there is no add-on cost.

West Coast Casualty's



**Construction Defect Seminar
October 6 - 8, 2021
The Aria Hotel and Casino
Las Vegas, Nevada, USA**

Sponsorship Instructions

I (We) would like to sponsor the following event: _____

Sponsor: _____

By: _____

Sponsorship Payment Instructions

By Mail _____ Check Enclosed (Please make check payable to West Coast Casualty Service, Inc.)

By Fax _____ (Fax a copy of this form to (818) 735 3596) with Credit Card information below

Name on Card _____

Billing Address _____

Visa/MC/American Exp Acct.# _____

CCV Code (See back of card) _____ Expiration Date: _____ / _____ / _____

(For American Express Cards – Code is on front of card)

Signature: _____

For more information on sponsorships, please contact David Stern, RPA at
davestern@westcoastcasualty.com
or by phone at 818 735 3595 Ext 112.

***West Coast Casualty's
Construction Defect Seminar
5743 Corsa Avenue, - Suite 205 – Westlake Village, CA 91362
Tel. 818 735 3595 – Fax. 818 735 3596
www.westcoastcasualty.com
claims@westcoastcasualty.com***

SPONSORSHIP AGREEMENT MUST BE ACCOMPANIED BY FULL PAYMENT

The 27th Anniversary

West Coast Casualty's



Construction Defect Seminar
October 6 – 8, 2021

Sponsors & Vendors



Picture You, Your Company, Your Product or Service Here

Sponsors and Vendors Located Throughout Seminar Areas

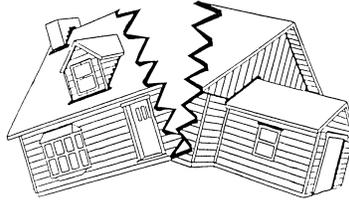


Since 1993

America's Largest . . . America's Favorite . . . America's Best . . .

Construction Defect Seminar Awaits You

The 27th Anniversary
West Coast Casualty's



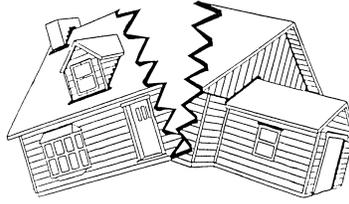
Construction Defect Seminar
October 6-8, 2021

Vendor Participation Key Elements

- As a vendor, your organization will experience wonderful event exposure, website exposure and fantastic opportunities for your organization contacts.
- As a vendor, your organization will get hyperlink opportunities in the electronic seminar invitation. When prospective attendees view our invitation on-line and when their cursor passes over your name, they get the opportunity to visit your website creating a further opportunity for those who get our invitation to see your products and services.
- The format of our 2021 event has been established to maximize exposure to your organization no matter where you are on the exhibit hall floor as all events, with the exception of seminar presentations, take place on the exhibit hall floor. Items such as food service are distributed throughout the exhibit hall floor along with breaks all take place on the exhibit hall floor.
- The conference is attended by high-level legal counsel, consultants, engineers, insurance personnel and executives from all over the construction and construction defect communities on a national and international level.
- Being a vendor is an ideal way to reach out to national leaders and influential community members with one-on-one time.
- Our 2021 event has been designed to allow vendors and sponsors an opportunity to combine pure marketing and branding opportunities with advanced education.
- As is the tradition of our seminar, there are sure to be add-ons and special surprises which make our event a “must go to” seminar.

The 27th Anniversary

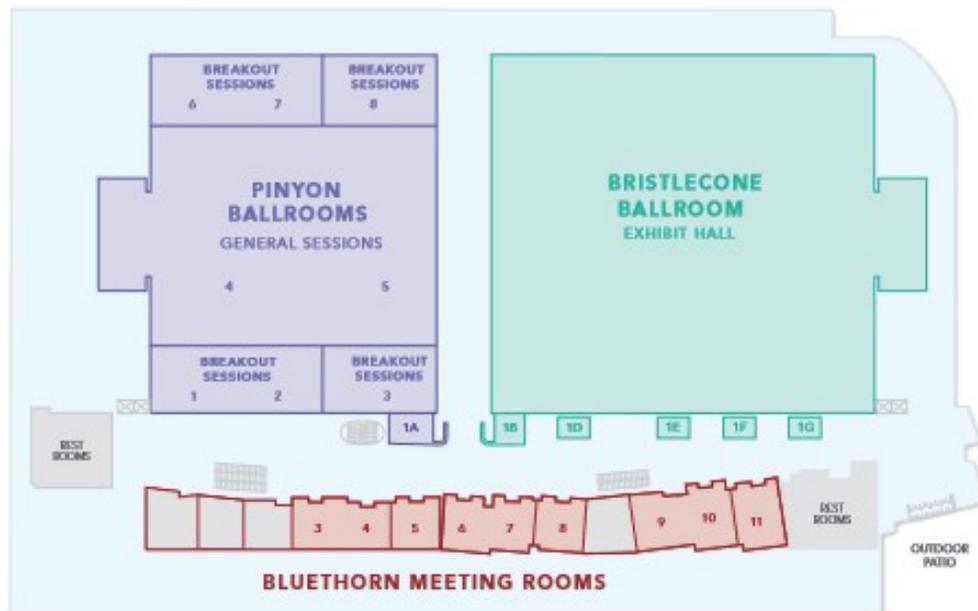
West Coast Casualty's



Construction Defect Seminar October 6 – 8, 2021

General Session, Exhibit Hall and Public Areas For West Coast Casualty's Construction Defect Seminar for 2021

(Not to Scale)



Please note that as of the date of this agreement's publication, we have not agreed on a layout for the exhibit area.

A lot of it will depend on how many sponsors, vendors and exhibitors will be attending

Current expectations are that 60+ exhibitors will attend and we will map our floor plan to meet those expectations

However, it will be similar to that we have used in the pasts at the Disneyland Resort in that vendors will be centered, surrounded by attendee seating, all meals in the exhibit hall, all seminar exhibits in the exhibit hall, and cocktail reception in the exhibit hall.

As in the past, priority and choice of assigned space will be given by the order that they are received.

West Coast Casualty's
CONSTRUCTION DEFECT SEMINAR

October 6 – 8, 2021

West Coast Casualty Service, Inc.
516 Pennsfield Place - Suite 208, Thousand Oaks, California 91360
Tel. (818) 735 3595 - Ext 112 - Fax. (818) 735 3596
David Stern, Vendor Coordinator
davestern@westcoastcasualty.com

EXHIBITOR AGREEMENT

This agreement by and between West Coast Casualty Service, Inc. and _____ (hereinafter, Exhibitor) is for exhibitor space at West Coast Casualty's Construction Defect Seminar October 6 – 8, 2021 at the Aria Resort and Casino, 3730 S Las Vegas Blvd, Las Vegas, NV 89158.

It is understood by and between the parties of this agreement that:

1) Contract for Space:

This agreement is only for exhibit space, when accepted by the authorized agent(s) of West Coast Casualty Service, Inc with notice of space assignment. It constitutes a contract for the right to use the exhibit area and table(s) designated. Exhibit areas are pre-assigned on a first come first serve basis upon receipt of this executed agreement and with full payment of all exhibitor fees which are due when this agreement is submitted by exhibitor. Assignment of space location remains at the sole discretion of West Coast Casualty Service's vendor coordinator.

2) Exhibit Hours and Location:

West Coast Casualty's Construction Defect Seminar will be conducted on October 6 -8, 2021 between the hours of 7:30 AM and 5:00 PM on October 7, 2021, and between the hours of 7:30 AM and 1:00 PM on October 8, 2021 at the Aria Resort and Casino, 3730 S Las Vegas Blvd, Las Vegas, NV 89158.

3) Installation and Removal of Exhibits:

Exhibitors are responsible for set up of their exhibit areas. Set up for all exhibitors will commence on Wednesday October 6, 2021 and 6:00AM to 7:30 AM on Thursday October 7, 2021. Exhibitors must not dismantle their exhibit areas anytime prior to the conclusion of the day's event as not to disturb the general order of the event. In past years, additional time has been allocated by the hotel and the vendor coordinator shall make such additional time period(s) available.

4) Representatives of Exhibitors:

The price for participation in this event includes two exhibitor representative(s).

5) Additional Vendor Representatives:

Additional vendor representatives will be permitted at the seminar's attendee prevailing rate per vendor representative, space permitting.

6) Exhibitor Conduct:

This is a business and accredited educational seminar. All exhibitor representatives are expected to act and dress in a businesslike fashion at all times during the seminar functions.

Any and all display(s) other than that designated for a table top exhibit must receive prior written approval from the authorized agent(s) of West Coast Casualty Service. (a photograph or complete description of the display may be submitted with this agreement for approval).

No exhibitor may, at any time, infringe upon the rights and space of any other exhibitor. West Coast Casualty Service and its authorized agents(s) reserves the right to restrict exhibits that it, in its own judgment, finds dangerous or detrimental to the general order of the exhibit area or seminar.

7) Exhibitors will be provided:

- 1) A three foot by six foot draped exhibitor table with two chairs
- 2) Electrical Service
- 3) Recognition in the electronic seminar invitation with active hyperlink
- 4) Recognition in the seminar invitation
- 5) Business card size ad in seminar handout
- 6) Participation in all meal service
- 7) Wireless Internet service

8) Use of West Coast Casualty's Construction Defect Seminar Name and/or Logos.

Exhibitor may not use West Coast Casualty's Construction Defect Seminar name and/or logos, trademarks, and/or research in its booth or in any information it provides to its clients, except to inform clients that it will be participating as an exhibitor or sponsor at the event. The use of West Coast Casualty's Construction Defect Seminar's name and/or logos or the event logo/name by Exhibitor before, during, or after the event is strictly forbidden without the prior written consent of West Coast Casualty Service, Inc. To the extent Exhibitor/Sponsor's entitlements for any events include the display of West Coast Casualty's names, trademarks or logos, same must be authorized by West Coast Casualty Service, Inc. prior to their use and/or distribution.

9) Indemnity:

Exhibitor by execution of this agreement shall agree to indemnify, defend and hold harmless West Coast Casualty Service Inc, The Aria Resort and Casino, and MGM Resorts, their employees, agents and servants against losses, claims and/or damages of any kind whatsoever involving property damage and/or personal injury where the exhibitor and/or its employees are in whole or in any part responsible for such loss with the exception of any sole negligence of West Coast Casualty Service Inc, The Aria Resort and Casino, and MGM Resorts.

10) Liability:

Neither West Coast Casualty Service Inc, The Aria Resort and Casino, and MGM Resorts, their employees, agents and/or servants assumes any liability for losses and damages of any kind whatsoever to exhibitor's property and employees. Exhibitor assumes complete liability and responsibility for all losses, damages and claims to exhibitors, displays, equipment and other property brought onto the premises of The Aria Resort and Casino.

11) Insurance:

Exhibitor by execution of this agreement shall agree to provide West Coast Casualty Service Inc, The Aria Resort and Casino, and MGM Resorts, evidence of general liability insurance and shall agree to name West Coast Casualty Service Inc, The Aria Resort and Casino, and MGM Resorts as additional insureds as against losses, claims and/or damages of any kind whatsoever involving property damage and/or personal injury where the exhibitor and/or its employees is in whole or in any part responsible for such loss.

12) Compliance with State and Local Ordinance

Exhibitor by execution of this agreement shall agree to adhere to the rules and regulations of State of Nevada, Clark County and/or the City of Las Vegas ordinances including but not limited to Fire Regulations, Health and Safety Laws, Taxation, Permits, etc.

13) Price for Exhibitor Participation:

\$3599.00 per vendor space

Price is for designated display area and two (2) exhibitor representatives and all items included in section seven (7) above. Exhibitor may purchase more than one exhibitor space at additional charge, availability permitting.

14) General Conditions:

It is clearly understood by the parties of this agreement, that this document constitutes the full agreement between the parties. It cannot be changed verbally.

All requests for approvals of displays must be submitted in written form and approvals shall be granted in written form.

It is further clearly understood that full remittance must be submitted with this agreement and that the submission and receipt of this agreement does not and will not be a guarantee for exhibitor space as available space may sell out as vendor space is sold on a first come, first served basis.

The undersigned exhibitor, by executing this agreement, agrees to the terms and conditions as set forth herein.

Additionally, the undersigned exhibitor agrees that if a cancellation is made prior to the distribution of the first seminar invitation that 50% of the fees paid are nonrefundable and the space will be submitted for use to another exhibitor. No refunds will be provided for cancellation within 30 days prior to the first day of the seminar event .

This agreement and any rights to exhibitor are not transferable or assignable without the express written consent of West Coast Casualty Service, Inc.

The person signing this Agreement on behalf of exhibitor represents and warrants to West Coast Casualty Service, Inc. that he/she is authorized by exhibitor to execute this Agreement and bind exhibitor to the terms and conditions set forth herein.

Dated: _____ (Exhibitor Authorized Signature)

E-mail Address (Print or Type Name from above)

Company Name: _____

Street Address: _____

City State Zip Phone Number Fax Number

Your website address

SEE PAYMENT AND ADDITONAL INSTRUCTIONS ON NEXT PAGE

New Mandatory Requirement: Second Representative Contact for Vendor

E-mail Address (Print or Type Name from above)

Optional: Third Representative Contact for Vendor (Owner, Partner, Contact on Site)

E-mail Address (Print or Type Name from above)

PAYMENT INSTRUCTIONS

By Mail _____ Check Enclosed (Please make check payable to West Coast Casualty Service, Inc.)

By Fax _____ (Fax a copy of this entire agreement form to (818) 735 3596) with Credit Card information below

Name on Card _____

Billing Address _____

Visa/MC/American Exp Acct.# _____

CCV Code (See back of card) _____ Expiration Date: ____/____/____

(For American Express Cards – Code is on front of card)

Signature: _____

EXHIBITOR AGREEMENT MUST BE ACCOMPANIED BY FULL PAYMENT

Please Advise Immediately:

- 1) Will your display be strictly table top with no additional space for floor displays? Yes No (circle one)
- 2) Can your display table be placed against a wall with chairs in front or at the sides of the table? Yes No
- 3) Will you use a display or backdrop behind your table? Yes No
- 4) How high and wide is your backdrop? _____ H X _____ W

THERE CAN BE NO ATTACHMENT(S) OF ANY KIND TO THE HOTEL WALLS

A Special Notation

It is very important to us to make sure that you get as much exposure at our event as possible.

In preparing the exhibit floor plan, we like to know ahead of time whether you will be using any audio, video, large graphics, demonstration, mock up buildings, etc. in your vendor displays. If you are, please let us know, as with your help, we can possibly place you in a spot that will enhance your product or service as well as add to the enhancement of the exhibitor area. A photo of your booth and/or description would assist us in this area.