

## Dear Exhibitor

Join CRRA in Burlingame for its 32nd annual conference and tradeshow. This year's event will be at the beautiful SFO Airport Hyatt Regency in Burlingame on August 3 – 6, 2008. The atrium style hotel offers views of the bay mountains or the hotels picturesque atrium foliage and is perfectly located on San Francisco Bay between the excitement of downtown San Francisco and technology corridor of Silicon Valley. You will enjoy easy access to all the attractions surrounding this beautiful airport hotel.

This is California's premier event for professionals engaged in the recycling and waste reduction field. CRRA attendees come from local governments, state agencies, non-profits, consulting businesses, collection and hauling companies, and businesses that supply the industry with the tools and services that are needed to reduce waste and recycle more. They are engaged in developing and managing programs for reuse, recycling collections, organics, construction & demolition recovery, electronics, household hazardous waste, and other environmental services. In addition, attendees are involved in the creation and formation of governmental policies and educational outreach campaigns that highlight consumers and companies making a difference in climate change through zero waste and waste reduction activities and who realize that our environment is not a game we can lose.

Educational sessions will begin on Sunday, August 3rd, with workshops, certification classes and an evening welcome reception so you can reconnect.. Monday will offer an Opening Plenary to sharpen your mind for the days' sessions. Enjoy the Exhibit Hall Grand opening reception and then enjoy a night on your own with friends. Tuesday will include more sessions and a variety of fun activities and vendor's inside the exhibit hall. The CRRA Annual Award Winners presentation, takes place that evening with appetizers and cocktails, followed by Topic Dinners and a grand show featuring the NCRA Players. The closing day on Wednesday will include more sessions, a closing plenary and educational tours.

CRRA is planning many special events and networking during your stay, but plan to spend some free time enjoying all the local area has to offer. Check out CRRA's website for information on various family and fun outings highlighting the local scenic area. CRRA has arranged reduced guest room rates three days pre and post conference, so plan to make this not only an educational event, but also a family event!

We look forward to seeing you in Burlingame in August!

*Julie Muir*  
CRRA President

Timonie Hood  
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75 Hawthorne St., WST-7  
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Official Business  
Penalty for Private User, \$300



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*32nd Annual Conference and Tradeshow*



WE CAN LOSE!

RETURN ADDRESS REQUESTED

## EXHIBITOR INFORMATION



WE CAN LOSE!

California Resource Recovery Association  
*32nd Annual Conference and Tradeshow*  
August 3 - 6, 2008  
*Hyatt Regency San Francisco Airport*  
1333 Bayshore Highway  
Burlingame

Hosted by RecycleWorks and RethinkWaste.org



[www.RecycleWorks.org](http://www.RecycleWorks.org)  
A PROGRAM OF SAN MATEO COUNTY

# 2008 Conference & Tradeshow Exhibitor & General Information

## WHO EXHIBITS AND SPONSORS?

Owners of recycling based companies, reuse, recycling and composting consultants, public agency representatives, refuse haulers, composting companies, non-profit groups, media professionals, and people with a variety of different backgrounds who have an interest in preserving our natural resources.

## WHY SHOULD YOU EXHIBIT or SPONSOR?

- Access the largest gathering this year of Recycling/Waste Management Professionals
- Market your company's service and meet with potential and existing customers
- Expand your professional contacts
- Maintain your presence as an industry leader
- Network with your colleagues and learn about emerging issues
- Conference & Tradeshow expect to attract 1000 people working in the recycling, resource management and solid waste fields
- Network with individuals from multiple industries under one roof, including government, business, manufacturing, collection, non-profit, consulting, recyclers, composting, college & university & education
- Opportunities to promote products and services
- 8 Hours of trade show time, including the Exhibit Hall Reception
- Variety of fun activities, including raffle prizes, booth decorating, a scavenger hunt and hands-on demonstrations.

## Schedule of Events

### EXPOSITION HOURS

#### Exhibitor Evening Reception

Monday, August 4, 2008 5:00 p.m. – 7:00 p.m.

#### Exposition hours

Tuesday, August 5, 2008 9:30 a.m. – 3:30 p.m.

### EXHIBIT HALL SETUP & TEAR DOWN

#### Exhibits set-up

Monday, August 4, 2008 9:00 a.m. – 3:30 p.m.

#### Exhibits dismantled

Tuesday, August 5, 2008 4:00 p.m. – 9:00 pm

## Sponsorship

Enjoy the benefits of sponsorship while showing your commitment to the conservation of natural resources. Sponsor packages include exhibit booth, conference registrations and a variety of advertising opportunities. For more information on sponsorship, please contact Judi Gregory at 626-339-9555 or judi@crra.com.

## Event Details

### EXHIBIT HALL OPENING RECEPTION

**Monday August 4th, 2008 5:00 pm to 7:00 p.m.**

You will be in the right place Monday night when the California Resource Recovery Association kicks off a fun night of cocktails, appetizers, and music at the Exhibit Hall. This jam-packed two-hour reception is tailored to bring attendees face to face with exhibitors before the Exhibit Hall officially opens the next day. There will be a lot going on. Attendees will be searching the Hall for the best decorated booth—will that be yours? This is a night you won't want to miss. For those who love to sing there will be Karaoke, so sing along with your friends and colleagues. See you Monday night at the Exhibit Hall Reception!

### EXHIBIT HALL

**Tuesday, August 5th, 2008 9:30 to 3:30**

This year's Exhibit Hall is located in the beautiful and spacious Hyatt Burlingame Grand Peninsula Ballroom. There are so many fun activities that attendees will want to stay and play all day! Participants can enjoy the popular Card Shark Networking which introduces them to new people and our wonderful vendors. For our gamblers there will be black jack, roulette and craps tables and CRRA is providing the poker chips! Join our Carbonopoly theme by being a participating vendor in the Scavenger Hunt in which attendees will play the game to move around the Exhibit Hall Game floor and visit many of our unique vendors.

Relax and "people watch" as you enjoy a cup of Joe in the center lounge. The CRRA 2008 award winners and their Outstanding Environmental Programs will be prominently displayed. There will be opportunities to host hands on demonstrations that will expand attendee's knowledge of the industry. Did we mention raffle prizes? Announcements will be made throughout the day. These premium prizes keep attendees checking back to see if they are a winner. Check out the winners of the booth judging contest and the recycled art displays! All this and lunch! Why would you be anywhere else but the Exhibit Hall on Tuesday!

## Hotel Information

After a long day of speaking with clients and prospective attendees, the last thing you want to do is drive home. Make your event more pleasant by staying at the hotel. CRRA has negotiated a reduced conference room rate of \$140 plus applicable taxes (single). Bring the family and enjoy a swim in the pool or take in the local sites which are just minutes away such as the San Mateo County History Museum, Coyote Point Museum, or a short trip to San Francisco. A list of planned social events is available on the CRRA website.

## Exhibit Booth Costs:

	BY 5/1/07		AFTER 5/1/07	
	STANDARD	PREMIUM	STANDARD	PREMIUM
Rate does NOT include conference registration*	\$795	\$995	\$850	\$1050
Rate INCLUDES conference registration	\$1045	\$1245	\$1100	\$1300

## Non Profit:

\$500 per booth—Standby until 6/1/08. Otherwise regular rates apply should your organization want to reserve a booth prior to the standby date.

\*Booths with No conference registration will include access to exhibit hall only, including all meals.

Additional exhibit hall personnel will be \$95 each which includes both days access to the exhibit hall and all food events.

**For more information and to download the exhibitor contract, please visit the website at:**

<http://www.crca.com/2008conf/exhibitors.html>