



## 2021 SEAOC Convention

c/o Josephson-Werdowatz & Associates

6370 Lusk Blvd, Suite F200 • San Diego, CA 92121-2753

858-558-2181 • fax 858-558-2188

## 90 Years of Excellence

### CONVENTION COMMITTEE

#### Chair

Michael Braund  
Steve Kerr

#### Finance

Chad Closs  
Ryan Smith

#### Technical

Jenn Ciofalo  
Kyle Wilson

#### Registration

WenDee Sullivan

#### Exhibits & Sponsors

Craig Finch  
Ryan Swenson

#### Social

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Nicole Caudana

#### Communications

Lisa Bridge

#### Website & App

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Matt Mangano

#### Presidents Cup

Matthew Hamby

#### Golf

Heather Caya  
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#### Young Members

Suong Chong  
Christine Drummy  
Natalie Aguilar

#### Student Liaison

Angelene Taduran

#### Past Chair

WenDee Sullivan

June 18, 2021

**Subject: 2021 SEAOC Convention  
Omni La Costa Resort & Spa, Carlsbad  
September 22-24, 2021**

Dear Potential SEAOC Convention Exhibitor:

We would like to extend a special invitation for you to participate in the 90th Annual Structural Engineers Association of California (SEAOC) Convention as an exhibitor. In light of the cancellation of the 2020 Convention in Maui last year, we are eagerly anticipating our return to an in-person convention this year. The Structural Engineers Association of San Diego (SEAOSD) will serve as the host for the 2021 Convention, which will be held at the Omni La Costa Resort and Spa located in Carlsbad, California.

We have finalized the exhibitor hall layout for the 2021 Convention, and we are estimating that we will be able to accommodate approximately 63 industry exhibitors in 8' x 10' booths in the Costa del Sol Salon E-H and Foyer (based on current assumptions of City, County and State guidelines). In addition, we have made arrangements with the resort for the continental breakfasts, break services and Thursday Lunch to be set up in the Exhibit Hall to maximize the exhibitor and attendee interaction. All exhibitors will be listed in printed material and/or announced at the convention.

Until August 1st, we are offering special pricing for early registration. By reserving your space now, your company will be able to lock in the special discounted rate. Please note that booth selection will occur in the order that we receive your paid registration.

In this invitation, you will find the following 2021 SEAOC Convention information:

- Exhibitor Summary Information
- Exposition Rules, Regulations, Policies, and SEAOC Harassment Policy
- Exhibit Hall Booth Layout

If you supply materials that structural and civil engineers specify, or are otherwise involved with the profession, you can't afford to miss this opportunity to showcase your company, firm, or organization. We are hoping to return to pre-pandemic attendance and are hoping to attract over 400 structural engineers and construction industry professionals! We will even be extending invitations to the structural engineers' associations of Oregon, Washington Arizona and Nevada. Please complete and return the enclosed reservation form with payment by August 1st in order to qualify for early registration and secure your place at the 2021 SEAOC Convention.

If you have any questions, please do not hesitate to contact Craig at (619) 518-6853.

Sincerely,

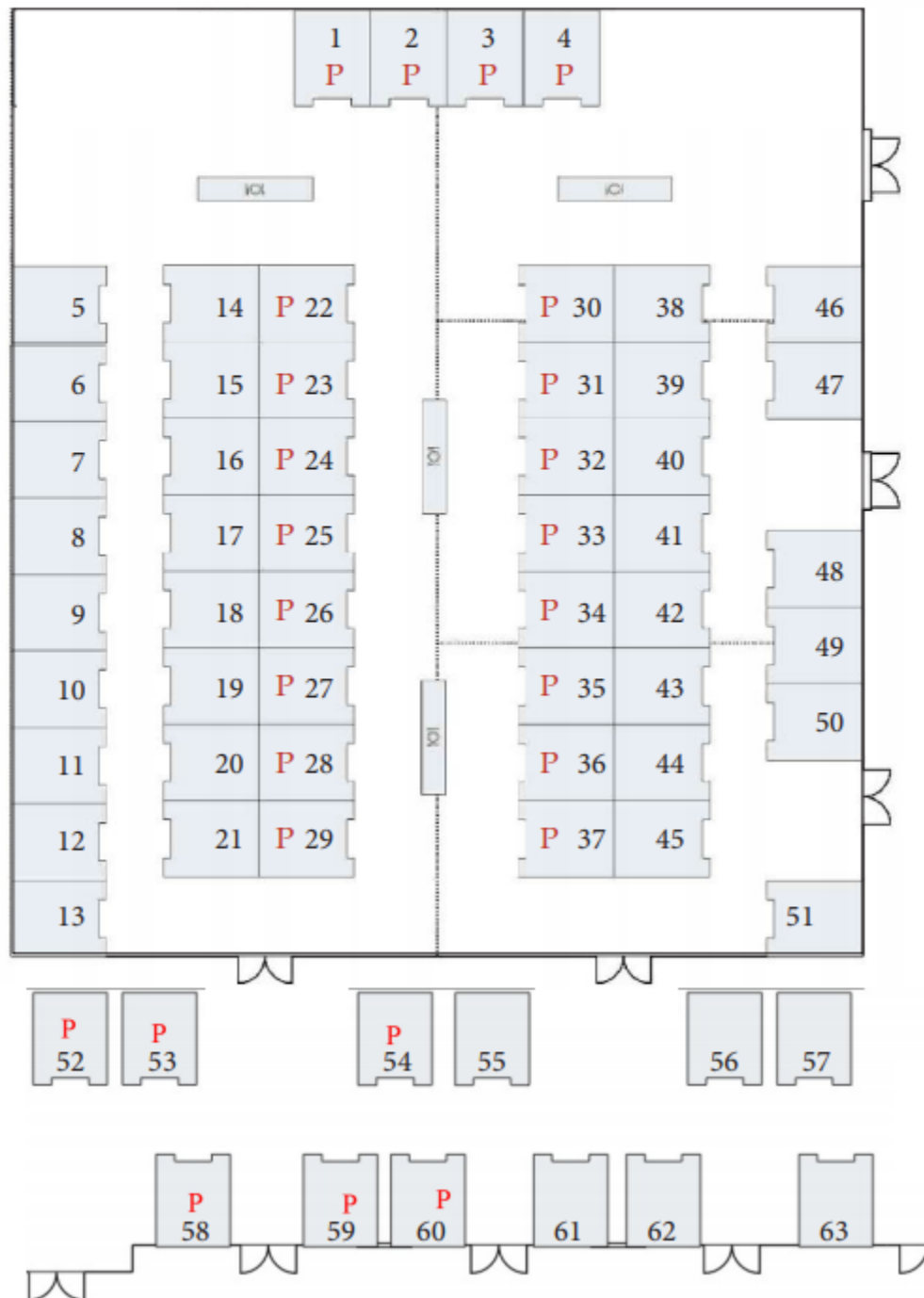
Craig Finch  
Ryan Swenson  
*Exhibitor Chairs*



2021 SEAOC CONVENTION  
EXHIBITOR SUMMARY INFORMATION



2021 SEAOC CONVENTION  
EXHIBITOR HALL BOOTH LAYOUT  
COSTA DEL SOL BALLROOM





# 2021 SEAO CONVENTION EXHIBITOR SUMMARY INFORMATION

The 2021 SEAO Convention Committee agrees to provide the following Exhibit Package for the 2021 SEAO Convention to be held at the Omni La Costa Resort and Spa located in Carlsbad, California, September 22 through 24, 2021.

## REGISTRATION INCLUDES

- Booth (see below for further details)
- Two (2) full Registrations (which includes all meals). Dinners are an additional \$150.00 per dinner, per person for any additional exhibitors (beyond the 2 meals included). Additional drink tickets for \$15 each are also available for purchase.

## BOOTH INCLUDES

- Pipe and Drape Booth with an 8' high back drape, and 3' high siderail drapes
- Table 8' x 24" ~ One (1) for 8' deep x10' wide Booth
- Chairs ~ Two (2) for 8' x10' Booth
- Booth Identification Sign 7" x 44" ~ One (1). *Optional:* Please indicate on the reservation form the exact wording
- Acknowledgement will be given in the final Convention Program

## BOOTH ASSIGNMENTS

- Completion of the online Exhibitor Registration Form will constitute an agreement.
- Exhibit booth spaces will be assigned and reserved in the order of receipt of online reservations and payment in full.
- Please note that the 2021 SEAO Convention Committee reserves the right to make the final determination on booth assignments

## BOOTH PRICING

- \$3,000 Standard, \$3,500 Premium Booth until August 1, 2021
- (\$400 Discount for 2<sup>nd</sup> booth)
- \$3,500 Standard, \$4,000 Premium Booth after August 1, 2021
- (\$400 Discount for 2<sup>nd</sup> booth)

## SHIPPING AND SERVICE CONTRACTOR

- All shipping, storage, and exhibit displays are the responsibility of the exhibitor. Freeman is handling shipping and their contact information is 3456 E. Miraloma Avenue, Anaheim CA 92806. [www.freeman.com](http://www.freeman.com), 1-888-508-5054, exhibitorsupport@freeman.com

## MOVE-IN AND MOVE-OUT SCHEDULE, AND EXHIBIT HOURS

<b>Exhibitor Move-In:</b>	Wednesday, September 22	8:00 am to 2:00 pm
<b>Exhibitor Hours:</b>	Wednesday, September 22 Thursday, September 23 Friday, September 24	4:00 pm to 8:00 pm 7:30 am to 4:00 pm 7:30 am to 11:00 am
<b>Exhibitor Move-Out:</b>	Friday, September 24	11:00 am to 2:00 pm



# 2021 SEAOOC CONVENTION EXHIBITOR SUMMARY INFORMATION

## HOTEL RESERVATIONS

- Please contact the Omni La Costa Resort & Spa directly for hotel reservations. SEAOOC has secured favorable room rates starting at \$259/night ~ extending from Monday, September 20 through Sunday, September 26. The phone number for Omni La Costa room reservations is 760-438-9111 and mention the 2021 SEAOOC Convention.

Or reserve online at:

[kwwsv=22z z z lrp q lkrwhov1frp 2krwhov2vdq 0r1hjr 0a1 0frvwd2p hhwlg jv25354 0vhdrf 0frqyhqwlrg 03<555354](https://www.omnihotels.com/reservations/2021-seaoc-convention)

## SEAOOC CONVENTION CONTACTS

		Phone	e-mail
Exhibitor Chairs:	Craig Finch	619-518-6853	<a href="mailto:cfinch@rcpblock.com">cfinch@rcpblock.com</a>
	Ryan Swenson	619- 405-8841	<a href="mailto:rswenson@strongtie.com">rswenson@strongtie.com</a>
Convention Co-Chair:	Mike Braund	619-515-0299	<a href="mailto:mbraund@degenkolb.com">mbraund@degenkolb.com</a>
Convention Co-Chair:	Steve Kerr	858-558-2181	<a href="mailto:skerr@jwa-se.com">skerr@jwa-se.com</a>

## OMNI LA COSTA CONVENTION SERVICES CONTACT

		Phone	e-mail
Conference Manager:	Nicole Lightfoot	760-931-7552	<a href="mailto:nicole.lightfoot@omnihotels.com">nicole.lightfoot@omnihotels.com</a>

Please also visit our website at [convention.seaoc.org](http://convention.seaoc.org) for further information regarding Event Sponsorship Opportunities once available or contact the Convention Chair.



# 2021 SEAOOC CONVENTION EXPOSITION RULES, REGULATIONS, AND POLICIES

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## DEFINITIONS

The following detailed terms are used throughout these Rules and Regulations:

**Exposition:** Structural Engineers Association of California (SEAOOC) Convention Exposition to be held at Omni La Costa Resort & Spa, Carlsbad, California, September 22 through 24, 2021.

**SEAOOC Exposition Management:** Those persons assigned by SEAOOC to manage and be responsible for the Exposition.

**Exhibiting Firm:** Any manufacturer, distributor, or other entity that has a counter signed contract to attend and exhibit at the Exposition. The term shall include all employees, agents, and other persons acting on behalf of the Exhibiting Firm at the Exposition.

**Rules and Regulations:** These Rules and Regulations, together with the contract executed by each Exhibiting Firm with respect to its participation in the Exposition.

## AUTHORITY AND INTERPRETATION

These Rules and Regulations are part of the contract between the Exhibiting Firm and SEAOOC Exposition Management. SEAOOC Exposition Management shall have the authority to interpret and enforce these Rules and Regulations. All matters not covered by these Rules and Regulations are subject to the decision of SEAOOC Exposition Management, and all decisions made by SEAOOC Exposition Management concerning these Rules and Regulations shall be as binding on all parties as the Rules and Regulations themselves. Any Exhibiting Firm that fails to observe the requirements and obligations set out in these Rules and Regulations may be excluded from the current exposition without regard and, in the sole discretion of SEAOOC Exposition Management, from future expositions.

## CANCELLATION OF EXPOSITION

Should any contingency interrupt or prevent the holding of the Exposition, SEAOOC Exposition Management shall inform each Exhibiting Firm in writing and refund such portion of the amount paid for the exhibit space as SEAOOC Exposition Management shall determine to be equitable after deducting amounts necessary to cover expenses of the Exposition.

## CANCELLATION OF EXPOSITION SPACE

Cancellations by Exhibiting Firms must be submitted in writing and must be received by SEAOOC Exposition Management on or before the dates outlined below to receive any refund. In the event of cancellation (other than because of reconfiguration of the exhibit hall or cancellation of the Exposition as described above, the Exhibiting Firm will be charged a cancellation fee in the amount indicated below and thereupon will be refunded the amount previously paid after deduction of the cancellation fee:

Date of Cancellation	Cancellation Fee
Before July 15, 2021	90% Fee Refund
From July 15, 2021 to August 15, 2021	40% Fee Refund No
After August 15, 2021	Refund

Cancellation fees will be imposed regardless of whether the exhibit space is resold. Failure to occupy an exhibit space does not relieve the Exhibiting Firm from its obligations pursuant to these Rules and Regulations. If any exhibit space is not occupied by the first day of the Exposition, SEAOOC Exposition Management may possess such space for such purposes as it may see fit and may relet the space in its sole discretion. Requests for reductions in exhibit space will be treated as cancellations of the space not used, with the applicable cancellation fee indicated above applied pro-rata to the



## 2021 SEAOC CONVENTION EXPOSITION RULES, REGULATIONS, AND POLICIES

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fees related to the unused space.

### **EXHIBIT HALL LEASE CONFORMITY**

The contract for exhibit space and these rights and regulations are subject to SEAOC's agreement with Omni La Costa Resort & Spa. In the event of any conflict between the rights and obligations of the exhibitor under the contract with these rules and regulations and the agreement with the exhibit hall, the latter shall prevail.

### **EXHIBIT SET UP AND DISMANTLING**

See Exhibitor Summary Information for the Location, Move-In and Move-Out Schedule, and Exhibit Hours.

### **EXHIBIT SPACE ALLOCATION**

SEAOC Exposition Management reserves the right to assign all exhibit space. In the event two or more Exhibiting Firms desire the same space, the Exhibiting Firm who pays first will receive first consideration during the initial booth placement process. In the event it becomes necessary prior to the Exposition to adjust the configuration of the exhibit hall for any reason, SEAOC Exposition Management will notify each Exhibiting Firm and make every effort to accommodate each Exhibiting Firm in an equal or better booth location.

### **EXHIBIT SPACE USE**

Each exhibit and all marketing activities shall be enclosed entirely within the floor space and height limits allocated and shall not interfere with the light, space, or view of any other exhibit. Demonstrations, presentations, and sampling (hereafter "demonstrations") must be conducted far enough within the booth so that crowds that gather are contained within the limits of the booth. Spectators are not permitted to stand in the aisle to watch such demonstrations. If a demonstration results in spectators in the aisle or in neighboring booths, SEAOC Exposition Management may request modification or elimination of the demonstration. Displays of any kind, including products, advertising, or promotional signs or literature, will not be permitted in other exhibit spaces or public areas such as aisles, entranceways, lounges, approaches, corridors, hospitality rooms, meeting rooms, or other areas of the exhibit hall or surrounding areas of the exhibit hall or of the hotel property, including parking lots and other outdoor spaces.

### **EXHIBIT TYPE**

Exhibits will be limited to the display and description of materials, equipment, or services used by Structural or Civil Engineers. SEAOC Exposition Management reserves the right, in its sole discretion, to decline, prohibit, or order alterations to any exhibit that does not meet with this classification. Exhibits are permitted only in the official exhibit area assigned to the Exhibiting Firm. The Exhibiting Firm may not display or advertise within its exhibit space equipment, products, or services bearing the names or logos of any company, dealer, or distributor other than that of the Exhibiting Firm, provided, however, that Exhibiting Firms are permitted to promote the dealers and distributors of their respective services or products so long as such promotion conforms to these Rules and Regulations. Exhibiting Firms shall not display or distribute any material containing negative remarks about competitors or comparison with other products, materials, or services.

### **EXPOSITION ACCESS**

At all times (including the move-in and move-out periods), every person in the exhibit hall must wear in a conspicuous fashion the official Exposition badge. Exhibiting Firms will be permitted to be in the hall no more than four hours prior to the official opening and no more than two hours after the official closing of the hall.



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### EXPOSITION FACILITY CARE

Exhibiting Firms shall not deface, injure, or make attachments to wall, ceiling, columns, floors, booth furnishings, and property placed in the exhibit hall. Spray painting on the Exposition property is strictly prohibited. Each Exhibiting Firm shall be liable for any property damage incurred by it in the operation of its exhibit.

### FIELD TRIPS, TOURS, SITE VISITS, INVITATIONS

Exhibiting Firms shall not sponsor functions such as tours to plant installation, job sites, firm showings, speeches, social events, educational programs, or other activities during the official period of the Exposition without permission of the SEAOOC Exposition Management. The "official period" of the Exposition commences 24 hours prior to the initial opening of the SEAOOC or Sponsoring Organization's registration desk and concludes 24 hours after the final official event of the Exposition. Official events include those events conducted by the SEAOOC sponsoring organizations.

### FOOD AND BEVERAGE

Subject to the rules and regulations of the particular venue in which the Exposition is being held, limited food items are allowed to be served in Exhibiting Firms' booths. Request for the use of food items must be submitted in writing to SEAOOC Exposition Management 60 days prior to the beginning of the Exposition. Upon receiving written approval for the use of food items from SEAOOC Exposition Management, Exhibiting Firms may work directly with the hotel's in-house catering company for pricing, ordering information, and selection. Any cleaning charges assessed to SEAOOC Management because

of food items being brought into the exhibit hall will be billed back to the Exhibiting Firm. No food or beverages may be brought into the exhibition hall from an outside source or vendor. Alcohol may not be served from the exhibitors' booths.

### INSURANCE

Each Exhibiting Firm is urged to have adequate insurance covering the transportation of their booth materials and/or equipment from its home base to the Exposition, the display of the exhibit during the Exposition, and the transporting of the booth materials and/or equipment to its home base. Each Exhibiting Firm should also have public liability and property damage insurance, including product liability coverage.

### NAME TAGS

The names of the people manning the exposition should be submitted to SEAOOC no later than two weeks before the start of the event.

### PHOTOGRAPHS

Photography, video production, and/or graphic reproduction of other exhibitors' booths and products is strictly prohibited.

### RESTRICTIONS

SEAOOC Exposition Management reserves the right to restrict or exclude exhibits that, in the reasonable judgment of SEAOOC Exposition Management, detract from or are out of keeping the character of the Exposition as a whole. Reasons for restriction or exclusion might include, but are not limited to noise, method of operation, type of product or creation of safety hazards. Only exhibiting companies of the Exposition are allowed to solicit on the show floor.

### REGULATIONS

All exhibits must conform to the fire laws, health regulations, electrical codes, and other local, state, and federal laws and regulations. The exhibit hall has a sprinkler system, smoke detectors, and a fire alarm system on its premises. All materials are subject to the inspection of the local Fire Department and its regulations shall govern. Crepe paper, corrugated paper, flameproof or otherwise, and flammable fluid or substances, are not permitted. Any exhibits or parts thereof not deemed to be in compliance will be ordered dismantled.



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### **SECURITY – NO LIABILITY**

Each Exhibiting Firm will be responsible for the security and protection of its displays and other materials at all times. Each Exhibiting Firm is urged to take whatever precautions it feels necessary to protect valuable materials and equipment; including, but not limited to providing special guards. SEAOOC Exposition Management will not be held responsible for,

and each Exhibiting Firm agrees to make no claim against Exposition Management on account of loss occasioned by fire, accident, theft, storm, or damage from negligence at the Exposition, or for damage of any other nature or character,

including any damage to the Exhibiting Firm's business as a result of the exhibit or as a result of its installation or removal, or for failure to hold the Exposition as scheduled.

### **SELLING**

Exhibiting Firms may make sales in the exhibit hall during the Exposition. The sales taxes are the responsibility of the selling exhibitor.

### **SOUND AND LIGHTING DEVICES**

The use of sound and light producing devices, megaphones, loud speakers, and show tactics, or undignified methods of attracting attention is prohibited. Exhibiting Firms may use, within their booths, sound motion pictures, video equipment or slides that illustrate products, techniques, or applications if an appropriate volume is maintained. Firms or videos of purely entertainment character, without educational or informative value, will not be permitted.

### **SUBLETTING**

No Exhibiting Firm shall assign, sublet, or apportion the whole or part of its allotted exhibit space without the approval of the SEAOOC Exposition Management.

### **USE OF OTHER NAMES AND PRODUCTS**

The Exhibiting Firm may not display or advertise within its exhibit space equipment, products, or services bearing the name or logo of any company, dealer, or distributor other than that of the Exhibiting Firm. Exhibitors are permitted to promote the dealers and distributors of their manufactured products in signage, display material, literature, etc., as long as such promotion conforms to the display rules and regulations.

### **VARIATIONS**

All requests for variations in these Rules and Regulations must be received in writing by SEAOOC Exposition Management at least 60 days prior to the beginning of the Exposition. No variation of any kind will be permitted without the prior written approval of SEAOOC Exposition Management. Sketches and/or engineering drawings illustrating the variation request should accompany such requests when appropriate.





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### SEAOOC HARASSMENT POLICY

All SEAOOC members and guests have the right to participate in official SEAOOC functions in an environment free from all forms of discrimination and conduct which can be considered harassing, coercive, or disruptive. Consistent with SEAOOC's respect for the rights and dignity of each member or guest, harassment based on race, color, religion, sex, sexual orientation, national origin, ancestry, physical handicap, medical condition, disability, marital status, citizenship, or any other characteristic protected by law, will not be sanctioned nor tolerated.

Examples: Harassment includes, but is not limited to, the following behavior:

- Verbal conduct such as epithets, derogatory jokes or comments, slurs or unwanted sexual advances, invitations, or comments;
- Visual conduct such as derogatory and/or sexually-oriented presentation graphics, posters, photograph, cartoons, drawings, or gestures;
- Physical conduct such as assault, unwanted touching, blocking normal movement or interfering with program participation because of sex, race, or any other protected basis;
- Threats and demands to submit to sexual requests as a condition of continued employment, or to avoid some other loss, and offers of employment benefits in return for sexual favors; and
- Retaliation for having reported or threatened to report harassment.

**Complaint Procedure:** If any individual or guest feels that they have been the subject of harassment by anyone at an official SEAOOC activity they are encouraged to immediately report the matter to the Executive Director, a member of the SEAOOC (or local Member Organization) Board of Directors, or the chairman responsible for the function at which the harassment occurs. Furthermore, if any officer or official of SEAOOC receives or hears a harassment complaint, they must immediately report the complaint to the SEAOOC President or Executive Director.

Investigation of the complaint by SEAOOC shall include the following: Inform the complainant of their rights:

- Thoroughly and discreetly investigate. A determination shall be made, and the results communicated to the complainant, to the alleged harasser, and, as appropriate, to all others directly concerned.
- If the harassment complaint is proven, appropriate disciplinary action, up to and including expulsion from the organization, shall be taken and communicated to the complainant. Note that improper conduct that does not qualify as a violation of the law is still subject to disciplinary action.

In cases where voluntary compliance does not occur, SEAOOC may seek any or all recourse available by law through legal action.

#### SEAOOC Convention Code of Conduct

The Structural Engineers Association of California (SEAOOC) is committed to providing a safe and welcoming environment for all Convention attendees. All participants, including but not limited to, attendees, speakers, volunteers, exhibitors, staff, and service providers are expected to abide by this SEAOOC Code of Conduct.

#### Conduct Requirements During COVID-19

We will continue to monitor a variety of sources including the U.S. Centers for Disease Control and Prevention (CDC) and California and local health authorities for the latest public health updates, as well as applicable restrictions



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on events and gatherings. SEAOOC plans to hold this meeting in person but reserves the right to cancel or reschedule this event or convert it to a virtual event if required by health and safety restrictions. We will update the registrants and the website should the plans for this event change.

Attendees are required to affirm their commitment to comply with the in-person meeting guidelines. Please review the requirements carefully prior to registering for the meeting.

- By registering for and attending the meeting, I affirm that I will comply with all CDC, federal, state, and local laws, orders, directives, and guidelines related to COVID-19 and attending a large gathering.
- By registering for and attending the meeting or any event related to the meeting, I affirm that I have read and will comply with CDC guidance related to hand sanitation, social distancing, and use of face coverings for my vaccination status. I affirm that I will follow any more stringent state, local or venue requirements regarding hand sanitation, distancing, or face coverings in place at the location of the meeting at the time of the meeting.
- I will also follow all travel restrictions in place at the location of the meeting and my point of origin at the time of the meeting.
- I will not attend the meeting if I have tested positive for COVID-19, am experiencing symptoms of COVID-19, or have been in close contact with someone who has COVID-19. If at any time I begin to experience symptoms of COVID-19, or am in contact with someone experiencing symptoms, I will immediately leave the meeting and inform SEAOOC.
- I understand no guests under the age of 12 are permitted at the meeting.
- If I bring a guest to the meeting or any event related to the meeting, I affirm that I will communicate the above listed requirements to each guest and secure each guest's agreement to abide by the guidelines for their vaccination status.

### **Expected Behavior**

- Treat others with respect, inclusivity, and consideration, recognizing that this event is a place for diversity of thought, organizations, and individuals.
- Communicate openly with respect for others, avoiding personal attacks.
- Be mindful of your surroundings and others. Alert event staff if you notice any discriminatory, harassing, aggressive, or exclusionary behavior or speech as soon as possible.
- Respect the rules and policies of the meeting venue, hotel, SEAOOC contracted facility, or any other associated venue or site.

### **Unacceptable Behavior**

- Harassment, intimidation, or discrimination in any form is not tolerated.
- Physical or verbal abuse of any attendee, speaker, volunteer, exhibitor, staff, service provider, or other meeting guest will not be tolerated.
- Examples of unacceptable behavior include but are not limited to verbal comments related to gender, gender



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identity and expression, sexual orientation, disability, physical appearance, body size, race, religion, and national origin; inappropriate use of nudity and/or sexual images in public spaces or in presentations; and, threatening or stalking any type of meeting guest.

- Disruption of sessions, in the exhibit hall, or at other events organized by SEAOOC at the meeting venue is not allowed.

### **Consequences of Unacceptable Behavior**

Anyone requested to stop unacceptable behavior by a SEAOOC staff member is expected to comply immediately. SEAOOC will not tolerate such behavior and reserves the right to take any action it deems necessary and appropriate in its sole discretion, including expulsion from the event without warning or refund, exclusion from future events, and other consequences set forth in the SEAOOC Policies and Procedures.

### **Reporting Unacceptable Behavior**

If you are the subject of unacceptable behavior or have witnessed any such behavior, please contact any member of the SEAOOC staff at registration or by contacting [seaoc@seaoc.org](mailto:seaoc@seaoc.org).

Please note SEAOOC reserves the right to modify or revise this policy at any time with or without notice.