EXHIBITOR PROSPECTUS

MAY 30-JUNE 3, 2020
Washington Marriott Wardman Park
WASHINGTON, D.C.
ABOUT CFMA

Founded in 1981, CFMA is the only organization dedicated to providing construction financial professionals with unparalleled career development and networking opportunities. Along with publishing the award-winning *CFMA Building Profits* magazine, CFMA offers educational, professional, and connection programs through its 98 chapters, Annual Conference & Exhibition, and online and in-person learning to more than 8,600 members across North America. CFMA members are CFOs, controllers, and treasurers who work primarily for general, specialty trade, and heavy/highway contractors as well as those professionals who serve the construction industry, such as accountants, surety agents, bankers, and IT specialists.

ABOUT CONFERENCE ATTENDEES

CFMA’s membership includes most of ENR’s Top 100 Design-Build Firms, Top 400 General Contractors, and Top 600 Subcontractors. CFMA Exhibition attendees work for construction managers, developers, general contractors, heavy/highway contractors, industry service suppliers, material and equipment suppliers, and specialty trade contractors.

Conference attendees describe themselves as decision-makers or influencers in these product categories: banking and financial services, estimating software, financial and estate planning, HR and benefits administration, imaging software, insurance/surety and bonding, job costing/accounting/payroll software, management consulting, and project management software.
REASONS TO EXHIBIT WITH CFMA

Exposure
Get in front of decision-makers with the power to buy. It’s the only Exhibition that delivers the construction financial professional to you on the trade show floor.

Access
Three complimentary Exhibition Hall Only registrations (upgrades available) with each 10’x 10’ booth space provides access to all meal functions and networking events that take place inside the Exhibition Hall.

Year-Round Reference
A listing in CFMA’s Web & Mobile Conference App provides every Conference attendee with information about your company and serves as a handy reference year-round.

Make Connections that Matter
Meet-Up Lounges outside the Exhibition provide a casual networking space where you can meet with attendees in an informal setting.

Traffic-Generating Features
  • Welcome Reception
  • Lunch with Exhibitors
  • Dessert with Exhibitors
  • Networking Reception
  • Dedicated Daily Exhibition Hours
  • Prize Drawings

YOUR COMPETITION WILL BE THERE . . . WILL YOU?
By exhibiting at CFMA’s Annual Conference your company will be among the industry’s top providers of construction financial products and services.

RESERVE YOUR SPOT TODAY SO YOU CAN:
Generate awareness for your products and services
Build relationships with prospective customers
Strengthen relationships with existing customers
EXHIBITOR BOOTH PRICING

<table>
<thead>
<tr>
<th></th>
<th>CFMA Member</th>
<th>Non-Member</th>
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<tbody>
<tr>
<td>10' x 10'</td>
<td>$3,700</td>
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<tr>
<td>20' x 20' ISLAND</td>
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<td>$17,200</td>
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COMPANY TYPES OF EXHIBITORS ATTENDING

- Accounting & Other Software Providers
- Banking & Financial Services
- CPA Firms
- HR Management & Benefits
- Administration
- Insurance
- Management Consulting
- Surety & Bonding

PREVIOUS EXHIBITORS

- AboutTime/WorkMax
- Accubuild Construction Software
- Acumatica Construction Edition
- Alliance Solutions Group
- alliantgroup LP
- American Express
- Anterra Technology
- Arch Insurance
- ATX Advisory Services
- Austin Lane Technologies, Inc.
- AvidXchange
- Beneco
- Bidtracer - Construction Management Software
- BKD, LLP
- BRAYN Consulting LLC
- Building Industry Credit Association (BICA)
- Business Information Group, Inc.
- busybusy
- Capstone
- CaseWare Analytics
- CBIZ & Mayer Hoffman McCann P.C.
- Cherry Beckaert LLP
- CHETU Inc.
- CICPAC
- CliftonLarsonAllen LLP
- CMIC
- COINS
- Comdata
- Commerce Bank
- Computer Guidance Corporation
- Construction Business Owner Magazine
- Construction Executive Magazine
- Core Associates, LLC
- Corporate Spending Innovations
- Cosential
- Credit Suppliers
- CrewTracks
- Crowe LLP
- Davisware, Inc.
- Dexter + Chaney
- DocuDelivery (A Natpay Division)
- Dodge Data & Analytics
- eMars Inc.
- EquipmentWatch
- eSUB Construction Software
- Event 1 Software
- ExakTime
- Explorer Software
- FieldConnect, Inc.
- Field Reporting Analytics, Inc.
- Finexio-The Smart B2B Payment Network
- Foundation Software
- Fringe Benefit Group - The Contractors Plan
- Gallagher Construction
- GCPay
- Global Software
- Government Contractors Benefit Trust
- Grant Thornton LLP
- Greenhill
- Hagen Business Systems Inc. - Bluebeam Gold Partner
- Harbor Compliance
- HCSS
- ih2 Cloud Services
- Hitachi Solutions
- HORNE LLP
- ICCFP
- INEIGHT
- Infintech
- Infor Construction
- Insight Software
- JBIKnowledge
- Kelby Corp.
- Kronos, Inc.
- Labor Chart
- Levelset
- Liberty Mutual Surety
- Management Planning, Inc. (MPI)
- MasterCard
- McGuff, Seibels & Williams, Inc.
- m10 intervene Corporation
- Mobile Solutions
- Moss Adams LLP
- myCOI
- myCRE, Inc.
- Naylor LLC
- Nexus Systems
- Nvoicepay
- Olsen Consulting
- Oman Systems
- Oracle Textura
- Palmer Consulting Group
- Pantera Global Technology
- Paperless Environments
- Payapps
- PayMerang
- PeerZone
- Penta Technologies, Inc.
- PEX
- Pipeline Suite
- PlanGrid
- POSDATA Group Inc.
- PreQual
- Principal Financial Group
- Procure Technology Management
- Proest Estimating
- Pronovis
- Prophix Software Inc.
- RequestIt Inc.
- Rioux Capital
- Ryvit
- Sage
- ShareMyToolbox
- Shell Fleet Navigator
- STACK Construction Technologies
- Strategic Industry Solutions
- Teletrac Navman
- Texture Corporation
- The Boon Group
- The Users Group, Inc. (TUG)
- Tilson Technology Management
- ToolWatch Corp.
- Triax Technologies
- Trimble
- (TSIB)
- Union Leasing, Inc.
- Unisearch, Inc.
- Viewpoint, A Trimble Company
- Walker Reid Strategies
- Willis Towers Watson
- Winning Technologies Inc.
- Your Logo Glove
- Zurich
EXHIBITION FLOOR PLAN

HOTEL INFORMATION
MAY 30-JUNE 3, 2020
WASHINGTON MARRIOTT WARDMAN PARK
2660 Woodley Road NW
Washington, D.C. 20008
SPONSORSHIPS
SPONSORSHIP DOES NOT INCLUDE AN EXHIBITION BOOTH

DIAMOND CONFERENCE SPONSOR ($50,000)
GUARANTEED
• Two (2) complimentary Full Conference registrations
• One (1) CFMA Conference App Push Notification onsite
• Pre- and post-show Attendee list
• Diamond Sponsor sign in your company’s Exhibition booth, if exhibiting
• “We’re Sponsoring” logo to display in your e-mail

Closing Night Party $50,000
Audio/Visual $50,000

PLATINUM CONFERENCE SPONSOR ($20,000+)
GUARANTEED
• One (1) complimentary Full Conference registration
• One (1) CFMA Conference App push notification onsite
• Pre- and post-show attendee list
• Platinum Sponsor sign in your company’s Exhibition booth, if exhibiting
• “We’re Sponsoring” logo to display in your e-mail

Welcome Reception $25,000
Networking Reception with Exhibitors $25,000
Meeting Space Wi-Fi Provider $25,000
Professional Headshots $20,000
Refreshment Breaks $20,000

GOLD CONFERENCE SPONSOR ($10,000+)
GUARANTEED
• One (1) complimentary Full Conference registration
• One (1) CFMA Conference App push notification onsite
• Pre- and post-show attendee list
• Gold Sponsor sign in your company’s Exhibition booth, if exhibiting
• “We’re Sponsoring” logo to display in your e-mail

General Session III $15,000
Conference Mobile App $15,000
Free Access $15,000
Learning Journal $15,000
Internet Café $15,000
Daily Breakfast (3 opportunities) $15,000

GOLD CONFERENCE SPONSOR (CONTINUED)
Dawn Peer Groups (2 opportunities) $12,000
Hotel Room Keys $15,000
Conference Lanyards & Badges $12,000
Saturday/Sunday Mini-Conferences $12,000
Charity Event $10,000
Golf Tournament $10,000
Podcast $10,000

SILVER CONFERENCE SPONSOR ($6,000+)
GUARANTEED
• Pre- and post-show attendee list
• Silver Sponsor sign in your company’s Exhibition booth, if exhibiting
• “We’re Sponsoring” logo to display in your e-mail

Daily Refreshment Breaks (3 opportunities) $8,750
Mobile Device Charging Station $7,500
Mini-Conference Refreshment Breaks (2 opportunities) $6,000
Water Stations $6,000
Water Bottles $6,000
Pocket Agenda $6,000
Conference Pen/Stylus/Highlighter $6,000

BRONZE CONFERENCE SPONSOR ($3,000 OR LESS)
GUARANTEED
• Bronze Sponsor sign in your company’s Exhibition booth, if exhibiting

Conference Partner $3,000

ENHANCEMENTS ($650 OR LESS)
Golf Holes $350 (14 standard available) $650 (4 special available)

All sponsorship agreements completed by September 1, 2019, will be included in the 2020 Conference mailer. Sponsorship does not include an Exhibition booth.
CFMA’S 2020 ANNUAL CONFERENCE & EXHIBITION
EXHIBIT SPACE CONTRACT
Washington Marriott Wardman Park • Washington, D.C. • May 30-June 3, 2020

Please Print or Type All Information

Exhibiting Company Name (as you would like it to appear in all promotional material): ______________________________________________________________

Address: ______________________________________________________________________________________________________________

City: __________________________________________________________________ State/Province: ______________ Zip: ______________

Website: __________________________________________________ Phone: ( ) ________________________

Product /Service Category
☐ Banking Firm  ☐ Consultant  ☐ Software/ Hardware  ☐ Insurance Agency/Carrier  ☐ Public Accounting Firm  ☐ Other Industry Classification

Exhibitor Contact (name, title, and contact information of the individual who is to receive all future Exhibitor correspondence from CFMA and/or its agents)

Name: ______________________________________________________________________ Title: ____________________________

E-mail: _____________________________________________________________________ Phone: ( ) __________________________

Booth Preference 1st # ________________________ 2nd # ________________________ 3rd # ________________________ I prefer not to be located near: ______________________

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EXHIBITOR BOOTH PRICING

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What your booth includes:
- Pipe and Drape: 10’ back drape and 3’ side rails
- Nine (9) Non-Competing Exhibit Hours
- 3 Exhibit Hall Only Passes
- Pre- & Post-Show Mailing List
- Listing in Exhibitor Online Directory
- Listing in Conference “Mailer” (Subject to print deadlines)
- “We’re Exhibiting” logo to display in your e-mail
- Company listing in Conference App (100-word profile & booth number)

*Premium Package includes: Featured listing (200-word profile, company logo, product listing in Conference App, and website.)

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Exhibition Hall Only Registrations

Non-Refundable Deposit: A non-refundable deposit of $600 per reserved 10’ x 10’ booth space is required with this contract.

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Payment

☐ Check Enclosed for $_________ U.S. Funds  ☐ Charge $_________ to my  ☐ VISA  ☐ MasterCard  ☐ AMEX

Credit Card #: __________________________________________________________________ Exp. Date ______________

Signature __________________________________________________________________________________

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Authorized By

Name: ______________________________________________________________________ Title: ____________________________

Signature: __________________________________________________________________ Date: ________________

I hereby represent that I have the authority to sign this Contract, a binding agreement, on behalf of my employer.

CFMA Use Only

Selected Booth: __________________________

Total: ______________

Processed by: __________________________

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Make checks payable to: Construction Financial Management Association (CFMA)
Mail to: CFMA’s 2020 Annual Conference & Exhibition • 100 Village Blvd. • Suite 200 • Princeton, NJ 08540
CFMA’S 2020 ANNUAL CONFERENCE & EXHIBITION
EXHIBIT SPACE RULES & REGULATIONS

Contract for Space: The receipt by the Construction Financial Management Association (hereinafter referred to as “CFMA”) of Exhibitor’s signed contract will constitute a binding contract for the right to use the space allocated. In the event of fire, strikes, or other circumstances beyond CFMA’s control, CFMA shall have no liability or obligation to refund any portion of Exhibitor’s payment. Nevertheless, CFMA may determine, in its sole discretion, that a portion of Exhibitor’s fees have not been expended or encumbered, then CFMA may refund the balance.

Space Assignment: Assignments of space will be based on a booth selection lottery to be held at CFMA’s 2019 Annual Conference & Exhibition. After the booth selection lottery, CFMA will endeavor to accommodate Exhibitor’s choice of space in the order in which Exhibitors’ contracts are received; however, CFMA reserves the sole discretionary right to assign different space.

Space Rental Standard Provisions: All booths are 10’ x 10’ unless otherwise indicated and will be constructed with an 10’ back drape and 3’ side rails. Each 10’ x 10’ booth includes: (a) one 6’ draped table; (b) two side chairs; (c) one wastebasket; (d) a one line identification sign (7” X 44”) with name of company; (e) three Exhibition Hall Only registrations. Any and all requirements beyond the aforementioned standard provisions (including, but not limited to: additional or special furnishing and carpet; electrical/lighting; telephone/internet/AV; lead retrieval; etc.) must be ordered through CFMA’s designated Exhibition Services contractor. All expenses for these items, including exhibit installation/dismantling costs, without limitation, are the sole responsibility of the Exhibitor. An Exhibitor Kit will be provided to each Exhibitor no later than 60 days prior to show start date.

Exhibition Fees & Payment: See the reverse side for prevailing Booth Package Fees. A $300 non-refundable deposit per each 10’ x 10’ space is required with Exhibitor contract, with balance due no later than January 3, 2020. After January 3, 2020, PAYMENT IN FULL is required with Exhibitor contract. Failure to pay Exhibition fees in full by January 3, 2020, will result in a $300 late fee per 10’ x 10’ booth space and/or forfeiture of Exhibit space. CFMA retains the right to reallocate this forfeited exhibit space and no refunds shall be granted.

Exhibitor Registrations: Included with each 10’ x 10’ space rental are three Exhibition Hall Only Registrations (access only to exhibit area and events in the Exhibition Hall). You may upgrade to Full Conference registration for an additional cost of $500 per person. You may add two additional Exhibition Hall Only Registrations (per 10’ x 10’ space) for a cost of $350 per person. All Exhibitor registrations for booth personnel are due to CFMA no later than April 24, 2020. Registrations received after April 24, 2020, are subject to $150 per registration administrative fee. NO EXCEPTIONS.

Installation & Dismantling of Exhibits: Installation of exhibits may occur from 12:00-5:00 p.m. on Saturday, May 30, 2020 and 8:00 a.m.-1:00 p.m. on Sunday, May 31, 2020. All exhibits shall be dismantled by 5:30 p.m. on Tuesday, June 2, 2020. Any exhibits not dismantled by that date and time shall, at CFMA’s option, become the property of CFMA. Times are subject to change.

Inspection of Exhibits: All exhibits must be ready for inspection by the CFMA staff at 1:00 p.m. on Sunday, May 31, 2020. No Exhibitor will be allowed to set up their display after 1:00 p.m.

Failure to Occupy Space: Any space not occupied by 11:00 a.m. on May 31, 2020, shall be deemed forfeited by Exhibitor and no refund shall be granted. CFMA may reassign such space, at its discretion, without any obligation to Exhibitor.

Exhibit Restrictions: In the event that Exhibitor wishes to display items that cannot be contained in the space provided, Exhibitor shall promptly notify CFMA of this fact and, at CFMA’s sole discretion, different space may then be assigned. CFMA reserves the right to bar the use of exhibits that will interfere with other Exhibitors, attendees, or others at the Exhibition Hall, or which create any hazards to the public. Exhibits must conform to the size of their rented space and must not obstruct the view of or interfere with other exhibits. All demonstrations, discussions, or other activities, such as the distribution of descriptive literature of any kind, must be confined to Exhibitor’s rented space. Displays shall not be placed in such a manner as to interfere with other Exhibitors, attendees, or others, or which create any hazards to the public. Exhibitor may not assign or sublet rented space. CFMA reserves the right to bar or eject from the Exhibition Hall any Exhibitor who does not follow these policies, and said Exhibitor shall forfeit any and all payments for space rental and any other fees incurred.

Shipping & Storage: Information on shipping, storage, and associated fees will be outlined in the Exhibitor Kit provided by CFMA’s designated Exhibition Services contractor.

Protection of CFMA & CFMA’s Designated Exhibition Services Contractor: Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and save CFMA, CFMA’s designated Exhibition Services contractor, audio/visual company, and The Washington Marriott Wardman Park or any of their respective employees and agents, harmless against all claims, losses, or damages to persons or property, governmental charges, or fines and attorney’s fees arising out of or caused by Exhibitor including, but not limited to, Exhibitor’s installation, removal, and maintenance. Occupancy or use of the Exhibition premises or a part thereof excludes any such liability caused by the sole negligence of CFMA, CFMA’s designated Exhibition Services contractor, audio/visual company, and/or The Washington Marriott Wardman Park or any of their respective employees, representatives, and agents.

Insurance Coverage: A certificate evidencing Comprehensive General Liability Coverage must be provided to CFMA by April 21, 2020. CFMA does not need to be listed as an additional insured on the certificate. Exhibitor acknowledges that CFMA, CFMA’s designated Exhibition Services contractor, audio/visual company, and The Washington Marriott Wardman Park do not maintain insurance covering Exhibitor’s property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. Exhibitor expressly waives any claims it may otherwise have against CFMA for business interruption or damage to any property.

Admission: CFMA shall have sole discretion determining admission policies at all times. Suppliers/vendors of goods or services who are not official Exhibitors will be prohibited from entering the Exhibition Hall. Badges must be worn at all times; badge swapping/loaning is strictly prohibited. CFMA reserves the right to ban or eject from the Exhibition Hall any Exhibitor who does not follow these policies, and said Exhibitor shall forfeit any and all payments for space rental and any other fees incurred.

Refund Policy: All deposits are non-refundable. However, if payment in full was received, a full refund minus deposit will be granted upon written notice of cancellation received by CFMA no later than November 1, 2019. After November 1, 2019, no refunds will be granted. NO EXCEPTIONS.

Exhibitor Financial Obligations: CFMA reserves the right, in its sole discretion, to cancel any previously reserved exhibit space in the event that the Exhibitor has an overdue invoice of 30 days or more payable to CFMA. If the Exhibitor is past due 30 days or more for any payment due to CFMA for any purpose, then any deposits, advances, fees, or similar payments previously paid to CFMA for any purpose may, in CFMA’s sole discretion, be subsequently applied to satisfy (in whole or in part) this past due balance, and any reservations secured by such deposits or similar payments may be cancelled. Further, in CFMA’s sole discretion, any subsequent payments received by CFMA may first be applied against overdue balances payable.

FOR MORE INFORMATION CONTACT
Jenny Spriggs • 609-945-2409 • jspriggs@cfma.org