



2025 ASCCA ANNUAL TRAINING CONFERENCE

TO ELEVATE & UNITE
AUTOMOTIVE
PROFESSIONALS
& GIVE THEM VOICE

SEPTEMBER 12-14, 2025



**EXHIBITOR
PROSPECTUS**

EMBASSY SUITES BY HILTON
SAN FRANCISCO AIRPORT WATERFRONT
150 ANZA BLVD.
BURLINGAME, CA 94010



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940



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EXHIBITOR SCHEDULE

FRIDAY SEPTEMBER 12, 2025

3:00 PM – 5:00 PM:
EXHIBITOR LOAD IN

6:00 PM – 7:30 PM:
WELCOME RECEPTION

SATURDAY SEPTEMBER 13, 2025

7:30 AM – 8:30 AM:
BREAKFAST WITH EXHIBITORS

11:45 AM – 1:45 PM
LUNCH WITH EXHIBITORS

SUNDAY SEPTEMBER 14, 2025

8:00 AM – 9:00 AM:
BREAKFAST WITH EXHIBITORS

9:00 AM – 10:30 AM:
BREAKDOWN

LOCATION

Embassy Suites by Hilton
San Francisco Airport Waterfront
150 Anza Blvd. • Burlingame, CA 94010
650-342-4600

Rate - \$159.00/night (Plus Taxes and Fees)
Reservations Deadline: August 21, 2025

Be sure to book your hotel room via the housing link, found through the ASCCA meeting web-page or by phone in order to be given the discounted rate. If you call the hotel, tell the hotel representative that you are attending the ASCCA Annual Training Conference to receive the group rate.



Staying in guest rooms at the official meeting hotel not only puts you in the center of the action, it also helps ASCCA meet its contracted number of rooms with the hotel. Meeting the contracted room block prevents ASCCA from owing the hotel money later, which ultimately keeps costs to attendees as low as possible in future years.

DISCLAIMER:

We strongly encourage you to make hotel reservations for the educational conference directly with the official host hotel, Embassy Suites by Hilton San Francisco Airport Waterfront. Please be cautious and aware that any solicitation you receive regarding housing services coming from a third-party company that is not endorsed by or affiliated with ASCCA in any way. Room reservations made on your behalf by an outside company may not be guaranteed. ASCCA is not responsible for any reservations made outside of the official hotel block.



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2025 ASCCA ANNUAL TRAINING CONFERENCE SPONSORSHIP OPPORTUNITIES

SIGN UP BEFORE APRIL 18TH TO RECEIVE A 10% DISCOUNT OFF YOUR SPONSORSHIP OR EXHIBIT PACKAGE.

Becoming a sponsor is a great way to show your support of the association and the educational opportunities that the association provides to its members.

Sponsorship Level	Diamond \$6,000	Platinum \$5,000	Gold \$4,000	Silver \$3,000	Exhibitor Member \$1,500 Non-Member \$1,750
Educational Conference Exhibit Space 6' - Table Top 2 Chairs	2	X	X	X	X
Event Sponsor with Logo Recognition for:	Saturday Evening Party/Event	1. Saturday Breakfast Sponsor 2. Wi-Fi Sponsor - Password available at your booth 3. Lunch Sponsor - Logo displayed at Lunch	1. Bag Sponsor (Vendor to Provide) 2. Badge Sponsor 3. AV Sponsor (Multiple Available) 4. Sunday Breakfast Sponsor	1. Coffee Sponsor (Multiple available) 2. Notepad & Pen Sponsor (Vendor to Provide)	
Registrations included	6	5	4	3	2
Recognition in Marketing Materials, Conference Signage and Program, Annual Meeting Website, E- Newsletter Following the Training Conference	Logo	Logo	Logo	Logo	Listing
Conference Bag Insert	X	X	X	X	NA

Looking to exhibit at this year's conference? ASCCA has table tops available for vendors during the Training Conference. Exhibit tables will be 6-foot, draped with two chairs. You will also be listed in the conference materials as an exhibitor.

TABLETOP PRICE:

Member - \$1,500

Non-Member - \$1,750

*Pricing includes two tickets to the full conference.

Donations are being accepted for a Silent Auction to support the ASCCA. The Silent Auction will take place on Saturday Evening. Email Natalie Perry about donations at nperry@amgroup.us. Be sure to join us!

EXHIBITOR CANCELLATION POLICY:

If an exhibitor is unable to occupy and/or use the exhibit space contracted for and should that exhibitor notify ASCCA in writing on or by August 8, 2025, all fees paid by exhibitor, less a processing fee of \$250 of the net contract price, will be refunded. No refund of any fees will be made if notice is received after August 8, 2025.



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EXHIBITOR TERMS & CONDITIONS

A. General Agreement: The undersigned hereby applies for tabletop exhibit space as indicated, for the use at the ASCCA Conference held September 12-14, 2025 at the Embassy Suites San Francisco Airport – Waterfront in Burlingame, CA.

We understand that space will be assigned on a first come, first serve basis, as explained in the Exhibitor Prospectus. PRIORITY ASSIGNMENT WILL BE GIVEN TO THOSE OUTLINED ACCORDING TO SPONSORSHIPS.

It is understood that ASCCA may revoke this contract at any time if it determines, in its sole discretion, that the products and services we intend to exhibit are not suitable if appropriate. It is also understood that in some cases we may be allowed to continue exhibiting as long as items deemed inappropriate by ASCCA are removed.

We understand the aforementioned rate includes use of exhibit space, in accordance with the Exhibitor's Prospectus. This rate includes use of exhibit space on September 12-14, 2025.

B. Set-up: Exhibitors may set up displays on Friday, September 12th at 3pm. Exhibitors must be completely set up by 5 p.m. on Friday, September, 12th.

C. Exhibit Hours: (Subject to Change)
Friday, September 12
Saturday, September 13
Sunday, September 14

D. Dismantling: All displays must be removed, and the exhibit area cleaned starting at 9am on Sunday.

E. Display Rules:
a. Exhibitors will be provided with a 6' long draped table, two chairs and a trash can.
b. Size restrictions – Exhibitors are not permitted to have displays which exceed their designated space. Aisles must be kept clear; no items may block or narrow aisles, by order of Fire Marshall. Any items that do block aisles will be removed.

F. Special Requirements: Exhibitors must contact the hotel to order electricity. There will be an additional fee charged by the hotel. If you have any other special requirements, such as free-standing displays, or any questions, please call ASCCA Headquarters.

G. Shipment of Materials: All shipping charges are the responsibility of individual exhibitors. Once registered as an exhibitor, all materials should be sent labeled as follows:

Embassy Suites San Francisco Airport - Waterfront
GUEST: [your name]
C/O: ASCCA Conference
150 Anza Blvd
Burlingame, CA 94010

H. Security: Exhibitors will be responsible for their own displays at all times. Valuable items should not be kept in the Exhibit Hall. The Exhibit Hall will be locked during evening hours; however, ASCCA is not responsible for lost or stolen items.

I. Outside Events: As a courtesy to all exhibitors, hospitality suites hosted by exhibitors and private parties shall not be permitted during the scheduled hours of the Exhibit Hall, ASCCA meetings or other ASCCA functions. Exhibitors scheduling private functions in conflict with official ASCCA events will jeopardize their participation in future ASCCA events. Exhibitors desirous of participating as an event sponsor should contact ASCCA in order to make arrangements.

J. Insurance & Liability: It is agreed that Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury to persons or damage to exhibitor's displays, equipment or other property brought upon the premises of Embassy Suites San Francisco Airport – Waterfront, Burlingame, CA and its owners, servants, agents and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the hotel premises excluding any liability caused by negligence of ASCCA or Embassy Suites San Francisco Airport – Waterfront, Burlingame, CA, and its owners, servants, agents and employees. The exhibitor understands that neither ASCCA nor Embassy Suites San Francisco Airport – Waterfront, Burlingame, CA maintain insurance covering the Exhibitor's property or lost revenue and it is the sole responsibility of the Exhibitor to obtain such insurance. Furthermore, the Exhibitor may not permit anything to be done by their employees through which act the premises, property or equipment of Embassy Suites San Francisco Airport – Waterfront, Burlingame, CA, or other exhibits will be damaged. No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc., in such a manner to deface or destroy them. Likewise, no attachments can be made to the floors by nails, screws or other devices that would damage them. All space is leased and subject to these restrictions. Exhibitors will be held liable for damages in such violation(s).

K. Cancellation of Space: Cancellations must be made in writing. A refund, less a \$250 administrative fee will be assessed. No refunds will be issued after August 8, 2025. Email Natalie Perry at nperry@amgroup.us .

AUTHORIZATION:

We agree to abide by all rules and regulations governing the ASCCA 2025 Conference as printed in the Exhibitor Prospectus Terms and Conditions.

Signature: _____ Date: _____