



Admission to the EXPO Exhibit Hall is free for members of the California Association of REALTORS®. One registration form required per person, excluding a spouse.

Attendee Information:

*First Name: _____ Middle Initial _____ *Last Name: _____

Nickname: _____ *Company: _____

*Address (where you want badge to be mailed): _____

*City: _____ *State: _____ *Zip: _____

*Phone:(_____) _____ Fax:(_____) _____ *Email Address: _____

(Please enter fax number or e-mail address to receive confirmation and important updates) *Required fields

For California Association of REALTORS® Members Only: Member Number (NRDS#): _____

Board/Association: _____ Region #: _____

Designations (Please Circle): GRI CRS SRES CRB CCIM CPM CIPS Other _____

Note: Maximum of three designations will print on name badge

C.A.R. Director: Yes ___ No ___ C.A.R. Committee Member: Yes ___ No ___ Primary Business Commercial: Yes ___ No ___

First Time Attending the EXPO: Yes ___ No ___ Are You a Broker/Manager: Yes ___ No ___

Registration Fees: California REALTOR® EXPO

California REALTOR® EXPO exhibit hall opens at 2:00 p.m. on Tuesday, October 7, 2014

	Early Bird Ending 6/30/14	Regular Starting 07/01/14	Onsite 10/07/14-10/09/14	
Members: California REALTOR® EXPO October 7-9, 2014:				
[EOM] ___ C.A.R. Member/Assn. Staff	FREE	FREE	FREE	\$ FREE
[EOMS] ___ C.A.R. Member Spouse/ Significant Other Name: * _____	\$25	\$25	\$25	\$ _____
[EOO] ___ Office Assistant	\$49	\$49	\$49	\$ _____
[EON] ___ Non-Member	\$175	\$225	\$275	\$ _____
[EONS] ___ Non-Member Spouse	\$175	\$225	\$275	\$ _____

Registration Fees: Luncheons

Due to limited seating, tickets are required for the following events. You must be registered for EXPO to attend any of the activities listed below.

REALTOR® EXPO 2014 Tuesday Luncheon, "Small Message, Big Impact: How to Build Your Persuasive Presentation," Presented by Terri Sjodin, bestselling author of *Small Message, Big Impact* and one of America's most highly sought after female speakers.

Tuesday, October 7, 2014~ 12:00 p.m. – 1:30 p.m. \$60/\$70 (Member/Non-Member) \$65/\$75 \$70/\$80 [TELUNCH] \$ _____

REALTOR® EXPO 2014 Wednesday Luncheon, "Leadership Without Ego," Presented by Captain Chesley "Sully" Sullenberger, New York Times bestselling author of *Highest Duty* based on his life experiences and what has become known as the "Miracle on the Hudson."

Wednesday, October 8, 2014 ~ 12:00 p.m. - 1:30 p.m. \$60/\$70 (Member/Non-Member) \$65/\$75 \$70/\$80 [OPLUNCH] \$ _____

REALTOR® EXPO 2014 Thursday Luncheon, "2015 C.A.R. Housing Market Forecast," Presented by Leslie Appleton-Young, C.A.R. Chief Economist
Thursday, October 9, 2014 ~ 12:00 p.m. – 1:30 p.m.

\$60/\$70 (Member/Non-Member) \$65/\$75 \$70/\$80 [THLUNCH] \$ _____

Bundle and Save! Register for all three EXPO 2014 lunches and save! \$165/\$177 \$180/\$192 \$195/\$207 [PKLUNCH] \$ _____

Registration Fees: Special Ticketed Events

Due to limited seating, tickets are required for the following events. You must be registered for EXPO to attend any of the activities listed below.

TUESDAY**REALTOR® Fundamentals**

If you are brand new to the business, or have a few years under your belt, this lineup of sessions is for you. We'll teach you how to build your business from the ground up, providing tangible insight and guidance to help you profit in your career. From disclosure ins and outs and current legal issues, to developing a marketing plan and killer listing presentations, we'll show you how to work it all into your daily routine.

Tuesday, October 7, 2014 ~ 10:00 a.m. – 5:00 p.m. (Member/Non-Member)
 \$69/\$129 \$79/\$129 \$99/\$129 [RFUND] \$ _____

Evolve Conference 2014

In this ever-changing real estate market, being cutting-edge in all facets of your business is essential. Join YPN at the 4th Annual Evolve Conference to sharpen your skills in today's highly tech-driven real estate marketplace and be on the forefront of emerging real estate trends. Networking reception included.

Tuesday, October 7, 2014 ~ 10:00 a.m. – 6:00 p.m. (Member/Non-Member)
 \$69/\$129 \$79/\$129 \$99/\$129 [YPN] \$ _____

Your Guide to the 2014 Revised CA – RPA

The California Residential Purchase Agreement and Joint Escrow Instructions (Form RPA-CA), the most widely used form in California real estate is changing in November. Don't miss this course taught by C.A.R. Legal Hotline Attorneys and your chance to protect your clients and your business. *This course is Bureau of Real Estate (CalBRE) approved for 4 hours of Continuing Education (CE) in Consumer Protection. CalBRE Sponsor No. 0001*

Tuesday, October 7, 2014 ~ 1:30 p.m. – 5:30 p.m. (Member/Non-Member)
 \$59/\$89 \$69/\$99 \$79/\$109 [REBS1] \$ _____

WEDNESDAY**Marketing Success Strategies**

Regardless of where you are in your career, it's important to revisit your business strategy to ensure your marketing efforts are on point. This full-day lineup will provide you with strategic insight, help you reach more clients, and show you how to make more money. Don't miss powerful sessions such as, "Does Your Message Match Your Market?," "How to WOW with Data," "Kick Your Marketing into High Gear," and more.

Wednesday, October 8, 2014 ~ 9:00 a.m. – 4:00 p.m. (Member/Non-Member)
 \$69/\$129 \$79/\$129 \$99/\$129 [MSS] \$ _____

Broker Conference 2014

Join us for a day devoted entirely to your brokerage. Sessions include thought-provoking and strategic discussions with inspiring leaders, what innovative brokerage firms are doing today to break the mold, recruiting and retaining the next generation of REALTORS®. Learn about protecting your brokerage in the legal arena, and how to boost profitability by focusing on the customer experience and company culture. This is a unique opportunity to network with leaders of brokerage firms large and small from around the state, join the conversation on what matters to your brokerage, your agents, and your firm's clients. Cocktail Reception included.

Wednesday, October 8, 2014 ~ 9:00 a.m. – 6:00 p.m. \$29 \$39 \$49 [BROKE] \$ _____

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Wednesday, October 8, 2014 ~ 1:30 p.m. – 5:30 p.m. (Member/Non-Member)
 \$59/\$89 \$69/\$99 \$79/\$109 [REBS2] \$ _____

Property Management and Investment Session and Networking

Attend an exclusive networking and education forum for PM&I members. The presentation will be followed with a PM&I members-only networking reception so you can share ideas and contact information with your peers from across the Golden State. If you aren't already a PM&I member; you can join now by registering and paying the fee.

Wednesday, October 8, 2014 ~ 3:00 p.m. – 5:00 p.m. (PM&I Member/PM&I Non-Members)
 FREE/\$29 FREE/\$29 FREE/\$29 [PMI] \$ _____

THURSDAY**How Do They Do That**

Discover how to use free and bargain technology tools you never knew existed to create professional quality graphics, make your office run smoothly, and wow your clients. This high-energy session will give you dozens of tech tools that will leave people asking, "How DO they do that?"

Thursday, October 9, 2014 ~ 9:00 a.m. – 10:00 a.m. (Member/Non-Member)
 \$30/\$50 \$35/\$50 \$40/\$50 [HOW] \$ _____

Exceed Your Presentation Potential

Take your listing presentation to the next level and impress your clients. We'll show you how to utilize low or no-cost tech tools to help break out of the average presentation mold and stand apart from competition

Thursday, October 9, 2014 ~ 10:30 a.m. – 11:30 a.m. (Member/Non-Member)
 \$30/\$50 \$35/\$50 \$40/\$50 [EXCEED] \$ _____

Thursday Take \$20!

Register for both 'How Do they Do That' and 'Exceed Your Presentation Potential' and save \$20

Thursday, October 9, 2014 ~ 9:00 a.m. – 10:00 a.m. & 10:30 a.m. – 11:30 a.m. (Member/Non-Member)
 \$40/\$80 \$50/\$80 \$60/\$80 [TAKET] \$ _____

Your Guide to the 2014 Revised CA – RPA

The California Residential Purchase Agreement and Joint Escrow Instructions (Form RPA-CA), the most widely used form in California real estate is changing in November. Don't miss this course taught by C.A.R. Legal Hotline Attorneys and your chance to protect your clients and your business. *This course is Bureau of Real Estate (CalBRE) approved for 4 hours of Continuing Education (CE) in Consumer Protection. CalBRE Sponsor No. 0001*
Thursday, October 9, 2014 ~ 1:30 p.m. – 5:30 p.m.

(Member/Non-Member)
\$59/\$89 \$69/\$99 \$79/\$109 [REBS3] \$ _____

TransactionTalk – A Communication Workshop

Are you struggling to close your transactions on time? This unique workshop is designed to bring industry experts together from the three main entities of a real estate transaction. Learn how these parties ensure that all aspects of the real estate transaction work to close your deal and secure your commission. This workshop is packed with the answers you need to ensure each party knows what they are responsible for to best communicate with everyone involved in the transaction. *TransactionTalk is a mandatory class in earning the C.A.R. Education Certified Transaction Coordinator (CTC) Certification.*

Thursday, October 9, 2014 ~ 8:30 a.m. – 11:30 a.m.

(Member/Non-Member)
\$69/\$99 \$79/\$109 \$89/\$119 [TRANST] \$ _____

Close the Deal Bundle

Register for both the Thursday "Your Guide to the 2014 Revised CA-RPA" course and "TransactionTalk" workshop and save!
Thursday, October 9, 2014 ~ 8:30 a.m. – 11:30 a.m. & 1:30 p.m. – 5:30 p.m.

(Member/Non-Member)
\$115/\$135 \$135/\$155 \$150/\$170 [REBS4] \$ _____

MULTI-DAY BUNDLES

Marketing Power Pack

Give your marketing a makeover with this targeted EXPO schedule designed to elevate your business. Start off Tuesday your way and choose from a variety of FREE track sessions, then lunch with Terri Sjodin, one of America's most sought after female speakers. Sjodin will teach you how to tap into your persuasive presentation skillset. Wednesday we have a full-day of targeted sessions ready to help you expand your marketing, hone your brand message, increase your network, and wow more clients--all at 'Marketing Success Strategies'. Push your presentations even further on Thursday with our workshop, 'Exceed Your Presentation Potential,' all for one cool price. Bundle and save!

(Member/Non-Member)
\$129/\$219 \$150/\$225 \$171/\$231 [MPP] \$ _____

New Agent Power Pack

New to real estate? Here's a hand-picked EXPO schedule just for you! Start Tuesday off with 'REALTOR® Fundamentals', a full-day of specialized sessions created specifically for agents new to the industry. Wednesday have lunch with "Sully" Sullenberger, who will talk about leadership and his experiences during the "Miracle on the Hudson", and then spend the rest of your day picking and choosing from FREE EXPO sessions and networking inside the exhibit hall. Get dozens of ideas from cool tech tools at Thursday's workshop, 'How Do They Do That?' - all for one cool price. Bundle and save!

(Member/Non-Member)
\$129/\$219 \$150/\$225 \$171/\$231 [NAPP] \$ _____

Registration Payment Details: California REALTOR® EXPO

Payment: Check Payable to C.A.R. MasterCard Visa American Express Expiration Date:

Credit Card # | | | | - | | | | - | | | | - | | | |

Name as it appears on card: _____

Signature: _____

MAIL TO: Convention Data Services Attn: C.A.R. EXPO, 107 Waterhouse Rd., Bourne, MA 02532 OR FAX to: (508) 743-9623. To contact Convention Data Services call (800) 242-2732. **POLICIES:** Name will appear on your badge exactly as you indicate on form. If you register by September 26, 2014 your badge and event coupons will be mailed to the address above. Registrations after September 26, 2014 will be available for pick up at the Self Registration counters on site. If the dollar amount for each item entered into the blank spaces does not accurately reflect the true cost of registration and/or member status of the person registering, C.A.R. reserves the right charge the correct amount for each item. **CANCELLATION/REFUNDS POLICY:** Written cancellations received BEFORE September 26, 2014 are subject to a \$20 cancellation fee. NO REFUNDS AFTER September 26, 2014. No refunds for "NO SHOWS". No substitutes or name changes. **BADGE INFORMATION:** Your EXPO badge has a bar code that contains your name, business address, city, state, phone number, fax number and email information, which is obtained by exhibitors when they scan your badge. By allowing an exhibitor to scan your badge, you are consenting to the exhibitor obtaining this information. If you do not want exhibitors to have this information, do not allow them to scan your badge. **ACCESSIBILITY:** C.A.R. makes every effort to ensure that the facilities we use for our business meetings are in full compliance with the American Disabilities Act. However, should anyone attending this event require special assistance, please notify Monica King at (213) 739-8384.