



★
AMERICAN LEGION
DEPARTMENT OF CALIFORNIA
★

106TH DEPARTMENT CONVENTION
26-29 JUNE 2025



2025 EXHIBIT & ADVERTISING RATES SPECIFICATIONS
RESERVE TODAY!

THERESA MACHADO-WAYMIRE • ADVERTISING ACCOUNTS MANAGER

accounts@calegion.org or fax: (559) 272-5157

OFFICIAL AMERICAN LEGION DEPARTMENT OF CALIFORNIA
BOOK OF REPORTS 2025



ABOUT THE AMERICAN LEGION

The American Legion was chartered and incorporated by Congress in 1919 as a patriotic veteran's organization devoted to mutual helpfulness. It is the nation's largest and most respected veterans service organization, advocating for patriotism and honor, promoting strong national security and continued devotion to our fellow service members and veterans, and committed to mentoring and sponsorship of youth programs in our communities.

The American Legion currently has nearly 2 million members and more than 12,000 posts worldwide. These posts are organized into 55 departments: one each for the 50 states, the Districts of Columbia, Puerto Rico, France, Mexico, and the Philippines.

The American Legion is a nonpartisan, nonprofit organization with great political influence perpetuated by its grassroots involvement in the legislative process. Legionnaires' sense of obligation to their community, state and nation drives an honest advocacy for veterans in Washington. The American Legion does not stand with a political party or politicians. Instead, it strongly supports veterans and their chief concerns.

The organization's success depends entirely on active membership, participation, and volunteerism. The organization belongs to the people it serves and the communities in which it thrives. The American Legion's National Headquarters is in Indianapolis with two offices, as well as one in Washington, D.C.

ABOUT THE AMERICAN LEGION DEPARTMENT OF CALIFORNIA

The American Legion, American Legion Auxiliary, and Sons of The American Legion have worked steadfastly and side by side, promoting patriotism and national security, supporting wholesome youth programs, and advocating for veterans and active-duty military. The American Legion Family also includes American Legion Riders, a program of motorcycle enthusiasts.

The mission of the Department of California is to help veterans, families, and our communities. We have a dedicated and trained staff throughout the state to serve our veterans and connect them with their earned benefits. In addition, we have veteran volunteers who serve on commissions and committees to promote the organization's mission and programs. Finally, the department works with approximately 400 American Legion Posts of over 60,000 members to promote the programs of The American Legion.

ABOUT THE DEPARTMENT CONVENTION

The American Legion Department of California is proud to hold our 106th Department Convention in Visalia, California, June 26-29, 2025. Our members will gather for the annual convention to help further our cause of patriotism and support our service members.

The department convention of The American Legion includes the following separate events: the American Legion Auxiliary's department convention, the Sons of The American Legion's department convention, and the American Legion Riders Legacy Run. During this four-day convention, members will conduct their annual business meetings, review veteran-related resolutions and proposed legislation, patriotic services, family outings, training on best business practices, exhibits, and keynote speakers.



Sam Flores

Sam Flores, Department Adjutant
Email: accounts@calegion.org

The American Legion Department of California | 1601 7th Street, Sanger, CA 93657 | (559) 875-8387

EXHIBITOR INFORMATION

The exhibit hall is always the center of activities during the department convention. The exhibit hall will be in the Visalia Convention Center located in San Joaquin Area C. Each booth is available for move in on Wednesday, June 25, or Thursday, June 26, 2025, between 8 a.m. and 4:30 p.m. Show dates are Thursday, June 26, through Saturday, June 28, 2025. Exhibitors who need to depart prior to the conclusion of the show, or who desire to move in after the show has begun, will be handled on a case-by-case basis with Department Event Coordinator. Below are the exhibits show hours:

EXHIBIT SHOW HOURS

Thursday, June 26, 2025,	8:00 a.m. – 5:00 p.m.
Friday, June 27, 2025,	8:00 a.m. – 5:00 p.m.
Saturday, June 28, 2025,	8:00 a.m. – 5:00 p.m.

ONE 10X10 EXHIBIT BOOTH INCLUDES:

- One booth ID sign
- One skirt table
- Two chairs
- One wastebasket

EXHIBITOR HALL SECURITY

Security will be provided inside the exhibit hall. The American Legion is not responsible for any lost, damaged, or stolen items.

INBOUND AND OUTBOUND SHIPMENTS

Event Coordinator will handle all shipping needs. This information will be provided in the exhibitor kit.

ADDITIONAL ITEMS FOR BOOTH SPACE

Exhibitors may rent additional furniture, carpeting, electricity, etc., from Event Coordinator. An exhibitor service kit containing all necessary order forms and prices for additional services will be emailed to you by mid-May from Event Coordinator. Please contact accounts@calegion.org if you have any questions.

Exhibitors may also rent audio/visual equipment from Event Coordinator. Please contact them for any rental needs.

CONTRACT PROCESSING PROCEDURE

Enclosed is a contract for exhibit space at the 106th Department Convention of The American Legion. Space is generally assigned on a first-come, first-served basis by The American Legion's Department Convention & Meetings Office.

Please complete and return all the below information:

- Pages 5-10 (completed in full and signed)
- Certificate of liability insurance
- Payment in full for each booth purchased
- Housing form
- Exhibitor code of conduct & ethics

SEND THE ABOVE TO THE FOLLOWING:

The American Legion Department of CA Headquarters
ATTN: Convention & Meetings Office
1601 7th Street
Sanger, CA 93657
Email: accounts@calegion.org or fax: (559) 272-5157

CONVENTION SPONSORSHIP INFORMATION

This is your chance to reach convention attendees beyond your exhibit booth by sponsoring one of the below packages. This will provide your company with great opportunities to stand out and maximize your exposure. These sponsorships also allow your company to demonstrate appreciation for all veterans in attendance.

There are opportunities for everyone. If you do not see something that suits your company's needs, please contact the Department Conventions & Meetings Office at (559) 875-8387 to ask about other opportunities.

VENDOR / EXHIBITOR BOOTH - \$150.00 SPONSORSHIP

1. Convention bag stuffers
2. Your company name on the "Thank You" page of the 2025 convention program
3. Your company logo on the convention webpage
4. One 10-foot-by-10-foot complimentary booth in the exhibit hall

** Sponsorships are subject to change*

2025 EXHIBITOR CONTRACT

CONTRACT AND REQUIREMENTS FOR EXHIBITORS BY AND BETWEEN THE AMERICAN LEGION FOR THE AMERICAN LEGION'S 106TH DEPARTMENT CONVENTION VISALIA, CA.

Booth sizes are 10 feet by 10 feet, for a cost of \$150.00. Payment is due with return of an original signed copy of all pages of this contract. Please attach your money order or cashier's check payable to The American Legion DOC and send to the Department Convention & Meetings Office. If paying by credit card, please provide your number and expiration date in the space provided on the signature page. We will not accept personal checks or purchase orders for booth rentals.

Booths have an 8-foot-high back drape with 3-foot-high side rails, wastebasket, I.D. sign, one skirted table, and two chairs. All other items such as electrical, additional tables, and freight handling will be at the expense of the exhibitor. The additional items will be ordered directly through the Event Coordinator and will communicate with the Visalia Convention Center.

Each booth is available for move-in on Wednesday, June 25 or Thursday, June 26, 2025, between 8:00 a.m. and 4:30 p.m. Show dates are June 26th – 28th, 2025. Exhibitors who need to depart prior to the conclusion of the show, or who desire to move in after the show has begun will be handled on a case-by-case basis with the Event Coordinator.

HOURS FOR EXHIBIT BOOTH OPERATION ARE:

Thursday, June 26, 2025,	8:00 a.m. – 5:00 p.m.
Friday, June 27, 2025,	8:00 a.m. – 5:00 p.m.
Saturday, June 28, 2025,	8:00 a.m. – 5:00 p.m.

The exhibit hall will be in the Visalia Convention Center in San Joaquin C.

After the receipt of your signed contract, an exhibitor kit from The American Legion Department of California Headquarters office will be emailed to you. Prior to your arrival, but no later than May 25th, 2025, you will receive your booth assignment. **Please report to San Joaquin A Headquarters office inside the Convention Center upon arrival to check in.** After receipt of your exhibitor kit, please notify the Event Coordinator of all shipping requirements and any additional needs. **The Visalia Convention Center will not receive material directly from or for exhibitors.**

Exhibitors should be aware that letters patent, trademark, service mark and name filings cover the names and emblems of The American Legion Department of California and The American Legion Auxiliary Department of California. Moreover, Title 18, United States Code, Section 705, makes it a federal crime to misuse the emblems or names of The American Legion Department of California and the American Legion Auxiliary Department of California. Any merchandise bearing the names or emblems of The American Legion Department of California and The American Legion Auxiliary Department of California is a violation of the foregoing and will cause The American Legion Department of California and The American Legion Auxiliary Department of California to exercise all their legal options, including contacting the U.S. Attorney's Office for enforcement of the criminal law and/or suit for injunction and/or damages. The permission from The American Legion Department of California covers the Sons of The American Legion, the American Legion Riders and any of its other programs.

2025 EXHIBITOR CONTRACT

Exhibitor agrees and understands The American Legion Department of California, The American Legion Auxiliary Department of California and the host facility are not responsible for any loss or damage to exhibitor's merchandise or harm to exhibitor and/or exhibitor's agents, officers, directors, employees, or volunteers.

_____ (insert company/organization name) hereby expressly and as additional consideration for the privilege of being granted and allowed to maintain an exhibition booth at The American Legion Department Convention for itself, its heirs, successors, assigns, representatives, officers, directors and employees, hereby conclusively releases The American Legion Department of California, The American Legion Auxiliary Department of California, from any and all liability in any way arising or pertaining to exhibiting – which includes set-up and take-down – at The American Legion Department Convention, the convention itself, the use of the booth, the use of the host facility, or anything else in any way related to this agreement. As further additional consideration, exhibitor hereby warrants and agrees to completely and fully indemnify and hold harmless The American Legion Department of California and The American Legion Auxiliary Department California, their executive committeemen and women, directors, officers, employees, agents, assigns, the host facility. The American Legion Department of California reserves the right to determine suitability of all exhibits and products therein. The exhibitor specifically agrees that the decision of The American Legion Department of California shall be final and based upon its sole and unfettered discretion. Therefore, a detailed description of activities, materials distributed and/or items that will be sold during the course of The American Legion Department Convention is required and includes:

Failure to abide with what you are going to provide is grounds for immediate removal. _____

Exhibitor shall abide by and observe all laws, rules, regulations and ordinances of any applicable government authority and any rules pertaining to the host facility.

Subject to the terms of this contract, if the exhibitor should cancel its booth, the exhibitor agrees to pay a charge based upon the percentages set forth below as liquidated damages and not as a penalty to compensate The American Legion Department of California for its efforts and expenses related to this contract and its cancellation, as follows:

Cancellation within opening of exhibits payment

40 days – 100 percent of the total contracted cost

25 days – 75 percent of the total contracted cost

The appropriate percentage of total contracted cost shall be withheld from the rental charge per booth as set forth in paragraph one of this contract.

Questions pertaining to this contract should be directed to **accounts@calegion.org**.

Questions concerning additional services such as furniture rental, booth carpeting, electricity, additional tables, and shipment of materials and any questions concerning audio/visual needs and rentals should be directed to Event Coordinator.

EXHIBITOR INSURANCE

Each exhibitor carries the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, and inability to meet the obligations outlined in this document. Each exhibitor shall provide to The American Legion Department of California with a certificate of insurance indicating:

The American Legion Department of California, and the Visalia Convention Center must be named as Additional Insureds for all liability coverage, and the Certificate of Insurance must state that fact in the Description/Special provisions section of the Certificate of Insurance.

The American Legion, Department of CA
1601 7th Street
Sanger, CA 93657

Visalia Convention Center
303 E Acequia Ave
Visalia, CA 93291

Commercial General Liability Insurance including Personal Liability and Contractual Liability with limits of liability for bodily injury and property damage of not less than \$1 million combined single limit.

Workers' Compensation and Employee Liability Insurance, including All Other States Endorsement. The limit of liability under the Employee Liability section of the Workers' Compensation Insurance policy shall not be less than what is required by the state(s) in which the exhibitor is licensed to do business.

Business Automobile Liability Insurance should include limits of not less than \$1 million for bodily injury and property damage resulting from any one occurrence.

Exhibitors will be solely responsible for any loss or damage to their tools, equipment, property, or materials. It is therefore recommended that your company maintain its own insurance for these items and take appropriate action for your protection.

Certificates of Insurance must cover June 26th-29th, 2025*, and accompany the signed exhibitor contract.

*If you are planning on setting up June 25, Certificate of Insurance should cover June 25th-29th, 2025.

2025 EXHIBITOR CONTRACT EXHIBITOR AND SPONSOR CODE OF CONDUCT & ETHICS

The American Legion Department of California is a service organization focused on its participants. The Department Convention is designed to increase interaction, engagement, collaboration, connectivity, and community, in a fun and safe learning environment. The American Legion Department of California is dedicated to providing a harassment-free convention experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race, or religion. We do not tolerate harassment of convention participants in any form. All communications should be appropriate for all professional audiences including people of diverse background and cultures. Sexual language and imagery are not appropriate for the conference. Be kind to others. Do not insult or defame participants. Harassment in any form, sexist, racist, or exclusionary jokes are not condoned at The American Legion Department of California. We value the participation of each member of the community and endeavor to deliver an enjoyable and fulfilling experience. Convention participants are expected to conduct themselves with integrity, courtesy and respect for others and maintain the highest level of professionalism at all conference programs and events, whether officially sponsored by The American Legion Department of California or not, all attendees, speakers, organizers, volunteers, partners, vendors, and staff at an American Legion event are required to observe the **Code of Conduct & Ethics**.

1. Exhibit at the highest ethical standards and personal integrity.
2. Show respect for your fellow exhibitors and their right to a safe and successful exhibit.
3. Always act in a PROFESSIONAL and business-like manner. Interact respectfully and thoughtfully with all registrants and show management.
4. Be considerate. Remember the noise you make affects your fellow exhibitors.
5. Ask permission before taking videos or photos of anything other than your own booth.
6. Be flexible, kind and patient when making last minute requests to show management/show decorator as well as while any issues are being resolved.
7. Exhibitors and/or sponsors shall not discriminate against or harass any attendee, staff, member, or other exhibitor and/or sponsor because of race, religion, sex, national origin, age, disability or sexual orientation.
8. Exhibitors and/or sponsors shall be considerate of other exhibiting/sponsoring companies. Under no circumstance should you enter any other exhibitors display area uninvited or when unattended. Exhibitors must confine their activities to their exhibit space. Interference with, or disruption of, another exhibitor personnel or legitimate activities is prohibited.
9. An exhibitor shall always consider the health, safety and welfare of the attendees and the general public as it relates to the products and services it provides.
10. An exhibitor shall not engage in any form of false or misleading advertising or promotional activities.
11. An exhibitor must conduct themselves in a professional manner, free from all forms of physical, psychological, sexual, and emotional intimidation, harassment, and abuse and avoid taking unfair advantage of any attendee for their own benefit.
12. An exhibitor must share concerns about suspicious or inappropriate behavior with show management.
13. When in doubt, seek assistance from show management.
14. Liability Waiver: As a condition of my participation in this event, I hereby waive any claim I may have against The American Legion Department of California and its officers, directors, employees, or agents, or against the presenters or speakers, for reliance on any information presented and release The American Legion Department of California from and against all liability for damage or injury that may arise from my participation or attendance at the program. I further understand and agree that all property rights in the material presented, including common law copyright, are expressly reserved to the presenter or speaker or to The American Legion Department of California. I acknowledge that participation in The American Legion Department of California events and activities brings some risk and I do hereby assume responsibility for my own well-being.
15. Media Waiver: The American Legion Department of California intends to take photographs and video of this event for use in American Legion Department of California news and promotional material, in print, electronic and other media, including The American Legion Department of California website. By participating in this event,

I grant The American Legion Department of California the right to use any image, photograph, voice, or likeness, without limitation, in its promotional materials and publicity efforts without compensation. All media become the property of The American Legion Department of California. Media may be displayed, distributed, or used by The American Legion Department of California for any purpose.

16. Be Well Agreement: Any public space where other people are present holds an inherent risk of exposure to communicable diseases. By attending this event, I agree to voluntarily assume all risk related to exposure and agree to not hold The American Legion or any of their affiliates, including partners and sponsors, directors, officers, employees, agents, contractors, volunteers, or sponsored venues, liable for illness. I will take necessary precautions while at the event, including but not limited to engaging in appropriate social distancing, wearing a mask in public areas when not consuming food or beverage if required, minimizing face touching, frequently washing hands and avoiding risky environments such as overcrowded bars or restaurants. I agree to not attend any American Legion Department of California event if I feel ill or had recent exposure to a communicable disease.

17. Act quickly if you feel something warrants the attention of show management. Don't wait until after the show.

18. Exhibitors and/or sponsors and/or individuals exhibiting at events are participating at the exclusive discretion of The American Legion and must abide by all local codes, rules, regulations, and ordinances, including fire regulations, and must abide by the directions and instructions presented by The American Legion Department of California. It is the responsibility of the exhibitor and/or sponsor representative to see that person staffing the booth are representing their company and aware of and adhere to this exhibitor code of conduct and must conduct themselves in a professional manner throughout the tradeshow/convention.

ENFORCEMENT

Should The American Legion Department of California show management determine an exhibitor and/or sponsor to be in violation of the above Code of Conduct & Ethics, this may result in immediate removal from the convention and the building without refund of monies and may also result in being barred from any future American Legion Department of California events, conventions, meetings and/or programs. Thank you for helping to make this a welcoming event for all.

I have read, understood, and accept to abide by all items herein and all questions have been answered regarding Exhibitor and Sponsor Code of Conduct & Ethics.

Please sign, date, and return all pages with your completed 2025 Exhibitor Contract.

Print Name

Company Name/Organization

Signature

Date

2025 EXHIBITOR CONTRACT

PLEASE TYPE OR PRINT LEGIBLY	
Company Name	
Content for Exhibit Booth Signage (if different from above and no more than 70-character spaces included)	
Contact Name	
On-Site Booth Representatives	
Company Address	
Cell Phone Number	Fax Number
Email Address	
Emergency Contact Name	Emergency Contact Cell Phone

BOOTH RENTAL FEES
On or before May 25, 2025, \$150.00 (per 10x10) After May 25, 2025, \$150.00 (per 10x10) Number of Booths..... _____ Exhibit Booth Amount..... \$ _____ Sponsorship Level (if applicable) _____ (Sponsorship information located on pages 3 & 4) Sponsorship Amount (if applicable) \$ _____ TOTAL AMOUNT DUE _____

Method of Payment (no personal checks or cash will be accepted)	
Check Number (make checks payable to The American Legion)	
Visa, MasterCard, Discover or AmEx	Exp. Date
Exhibitor	The American Legion DOC
Signature	Signature
Date	Date

Please sign and return pages 5–10 with certificate of liability insurance, payments, and all form(s) to the following:

The American Legion Department of California
 ATTN: Convention & Meetings Office, 1601 7th Street, Sanger, CA 93657
 Email: accounts@calegion.org or Fax: (559) 272-5157

- ❖ Exhibitor contracts will not be processed until all pages are completed and returned with payment, certificate of liability insurance and exhibitor code of conduct & ethics.

Exhibitor contract is not valid until signed, processed, and returned by The American Legion, Department of California. Acceptance or denial of exhibitor is determined at the discretion of The American Legion.

AD / PRINT SPECIFICATIONS

High-Resolution PDF (175 lpi/2400 dpi)
files created using PDF-X1a settings are
required. No film will be accepted.

**No WORD or PUBLISHER
files can be accepted.**

All art must be CMYK

(no RGB files accepted)

No spot colors are accepted.

All fonts must be embedded or converted
to paths or font substitution will occur.

Photos must be a minimum of
300 dpi at their original size.

* For full bleed ads: Bleed is required on all
sides. Keep all live matter 1" from trim and
crop marks need to be set at least 1/4" from
the trim so they are outside the bleed area.

**Files can be delivered on CD-ROM or
uploaded directly to our design firm's FTP
site. For specifics on FTP delivery, please
contact Eric Cribbs, 559.308.6277
or eric@cribbsproject.com**

NEED YOUR AD DESIGNED?

ADVERTISING RATES INCLUDE:

Ad design services will be offered to advertisers at
no additional charge – this includes one (1)
original design and two (2) rounds of corrections.
If advertiser exceeds this limit, overcharges of \$60
per hour, will be billed to the advertiser, per
quarter (1/4) hour rate.



AMERICAN LEGION DEPARTMENT OF CALIFORNIA

CONVENTION PROGRAM 2025

ADVERTISING RATES

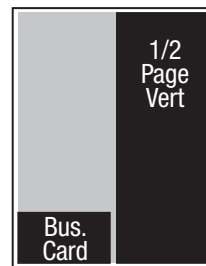
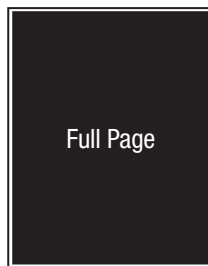
SPECIAL: 10% OFF ALL ADS OVER \$800

AD SIZES -ALL FULL COLOR

Full Page	\$1,200	\$1,080
1/2 Page	\$875	\$787.50
1/3 Page		\$725
1/4 Page		\$630
Business Card		\$335

PREMIUM AD SPACE

Inside Front Cover	\$1,750	\$1,575
Adjacent to Inside Front Cover	\$1,750	\$1,575
Inside Back Cover	\$1,750	\$1,575
Outside Back Cover	\$1,750	\$1,575
Center Fold	\$3,500	\$3,150



Ad Specifications

Measurements are in inches (W x H)

Full Page: (Bleed) 9 x 11.5

Full Page: (No Bleed) 8.5 x 11

1/2 Page Horizontal: 7.375 x 4.875

1/2 Page Vertical: 3.625 x 9.875

1/3 Page Vertical: 2.375 x 9.875

1/4 Page Vertical: 3.625 x 4.875

Business Card: 3.625 x 2.375

PREFERRED FORMAT DISTILLED AS .PDF WITH OUTLINES AND PRESS SETTING

Pre-Press Guidelines for Production

We accept digital files created in:

- Adobe Acrobat

E-Mail: eric@cribbsproject.com

Fonts & Graphics Required:

Include all screen and printer fonts or
convert your type to outlines. Include all
placed files, i.e., EPS files, TIFFs, PICTs,
and Photoshop documents. Scanned

images for 4-Color process printing must
be scanned at a resolution of 300 dpi.
Scanned line art and type, even if they
are in color must be scanned at 1200
dpi.

PC Warning: PC typefaces/fonts don't
always work well on Mac systems. Please
convert all type to outlines, curves, or
paths.