

# CALIFORNIA EXTREME 2010

**July 17-18, 2010**  
more info: [www.caextreme.org](http://www.caextreme.org)

## Hundreds of Pinball Machines and Arcade Games on FREE PLAY!



**EVEN MORE FLOOR  
SPACE THIS YEAR...  
COWARD!**

**Show location:**  
Hyatt Regency Santa Clara  
5101 Great America Pkwy., 95054

Free parking is available for all, including large trucks and trailers!



### Enjoy the show from the comfort of the Hyatt

Room rate for California Extreme attendees is only \$84 a night! Register at [www.caextreme.org](http://www.caextreme.org). Attendees with overnight accommodations will receive:

- 25% off Hyatt Regency Lobby Lounge and Tresca Restaurant
- Up to two discounted \$32 (40% off!) tickets for Great America amusement park, across the street!
- Walk right to California Extreme, it's in the same building!



### Win an arcade machine

Enter the raffle to win an actual pinball machine or arcade game!



### Game collectors, it's more fun to share!

Bring games to the show for discounted admission. Bring three games and get in FREE!



### Talks, seminars, and tournaments

Learn about the games from the original designers and programmers, expert players, and historians. See vintage video footage, and compete for glory!



### Leave your quarters at home

Play hundreds of antique machines, games from your childhood, and the latest new coin-op releases. They're all set to freeplay, no quarters needed!

**RECENTLY DISCOVERED:  
RARE VINTAGE VIDEO  
ARCADE FOOTAGE.  
SEE IT AT THE SHOW!**



**LOOK OUT, SPUNKY!**



## Become an exhibitor and get in free!

Bring three approved games (or two EMs) and get a complimentary weekend pass and also have access to the Friday Preview. Only have 1 or 2 games to bring? No problem. Discounted admission is still available! Contact us for details!

**See prototype and never released games that can't be played anywhere else!**



## California Extreme

13436 Pastel Lane  
Mountain View, CA 94040

Two days of classic arcade madness, no quarters necessary! Blow the dust off your games and bring 'em to the show for free or discounted admission plus other goodies.

## Volunteer and play for FREE\*

Take tickets, move games, watch the door - if you can volunteer a little time for our cause, you will earn reduced or FREE\* admission.

Also needed: Volunteer Class A licensed truck driver!  
\*FREE admission is based on amount of time donated. All volunteers must be approved in advance.

## General Admission Hours:

Saturday, July 17th - 11AM to 2AM - LATE! Sunday, July 18th - 11AM to 9PM  
**Pre-register to get in a half hour EARLY on Saturday and Sunday!**



## Pre-Register before July 9th!

Send registration to:  
2010 California Extreme  
13436 Pastel Lane  
Mountain View, CA 94040

Ph: 1-408-390-PINS (7467)  
<http://www.caextreme.org>  
email: [info@caextreme.org](mailto:info@caextreme.org)

Pricing:	Adults	Kids (<12) <small>must be with an adult</small>	How Many
Saturday ONLY	\$40	\$20	_____
Sunday ONLY	\$30	\$15	_____
Weekend	\$60	\$30	_____
Weekend + Shirt * (add \$5 for xxl or xxxl)	\$75	\$45	_____
Raffle Tickets	2 for \$5 OR 5 for \$10		_____
T-Shirt (s, m, l, xl) *	\$15	_____ <small>Please list size and qty for each on this line</small>	
T-Shirt (xxl, xxxl) *	\$20	_____ <small>Please list size and qty for each on this line</small>	

Name \_\_\_\_\_  
If registering more than one person, please include ALL names

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email/Phone \_\_\_\_\_

I want to volunteer... tell me how!  I can bring games... tell me how!

Pre-registration will allow you to get in 1/2 hour before General Admission opening time. Register today! Please write your name clearly, it will be printed on your admission badge.

Total amount enclosed \_\_\_\_\_

**Make checks payable to "California Extreme"**

\* Pre-order your shirts now and save, they will be more at the door!

Note: The FRIDAY PREVIEW is for exhibitors only..... so bring games!