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CALACT
40th
ANNIVERSARY
CONFERENCE

APRIL 15 - 18
SAN DIEGO, CA



EXHIBITOR INFORMATION

Registration

To register please visit www.calact.org before March 10th, 2024 to receive early bird rates. Attendee registration will open January 16th, 2024. You need to register before you can reserve a room at the hotel.

Accommodations

The Conference Hotel is Paradise Point located at 1404 Vacation Road, San Diego, CA 92109. Single room rates are \$239.00 per night if booked by March 13, 2024. The room block will close on 3/13/2024 and rooms will be on a space available basis.

Reservations must be guaranteed by credit card or advance deposit and received 30 business days prior to arrival. Individual reservations will automatically be billed for one night unless canceled 30 days before the conference.

CONFERENCE & EXHIBITOR SCHEDULE

MONDAY, APRIL 15, 2024

11:00 am	Golf Outing
12:00 pm	Registration Open
12:00 pm	RTAP Committee Meeting
1:00 pm	Pre-Conference Session I
1:00 pm	Pre-Conference Session II

TUESDAY, APRIL 16, 2024

7:30 am	Registration Open
8:00 am	Breakfast
8:00 am	Welcome Session & Keynote
10:00 am	Breakout Sessions I
11:30 am	Breakout Sessions II
12:45 pm	Awards Luncheon
2:30 pm	Breakout Session III
4:15 pm	Breakout Session IV
6:00 pm	EXPO Reception

WEDNESDAY, APRIL 17, 2024

7:30 am	Registration Open
7:30 am	Breakfast
8:00 am	Breakout Session V
9:45 am	Breakout Session VI
11:00 am	Breakout Session VII
12:30 pm	Bus Show Luncheon
2:30 pm	EXPO Show
6:30 pm	Evening Event

THURSDAY, APRIL 18, 2024

8:30 am	Registration Open
8:30 am	Breakfast
9:30 am	Plenary Session
11:30 am	Conference Concludes

EXPO SET-UP TIMES

Bus Show Move-In

Tuesday, April 16	9:00 am - 12:00 pm
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EXPO Reception

Tuesday, April 16	5:30 pm - 7:30 pm
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Exhibitor Move-In

Tuesday, April 16	3:30 pm - 5:15 pm
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Bus Show Luncheon

Wednesday, April 17	12:30 pm - 2:30 pm
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EXPO Vendor Show

Wednesday, April 17	2:30 pm - 5:30 pm
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Vendor Break Down

Wednesday, April 17	5:30 pm - 8:30 pm
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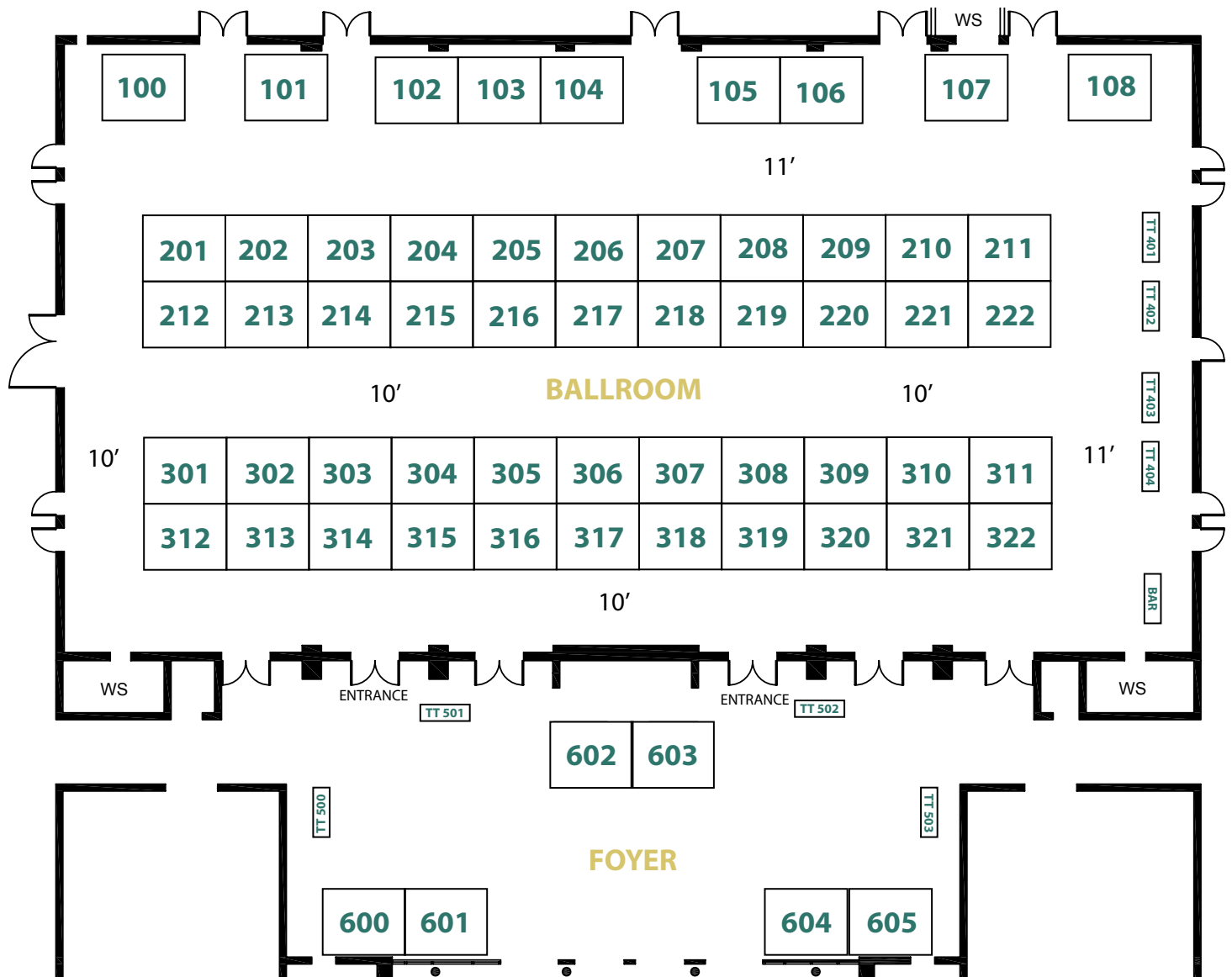
Evening Event

Wednesday, April 17	6:30 pm - 10:30 pm
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Bus Show Move-Out

Thursday, April 18	8:00 am - 11:00 am
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EXHIBITOR LAYOUT



*Sponsors will receive priority placement at the EXPO

REASONS TO SPONSOR

Priority Placement for Exhibit Space

CALACT sponsors and members receive priority placement for booth displays.

Exposure

All sponsors will receive recognition for their support through signage and will be included in the meeting program.

Market your Products

You will have the opportunity to discuss your products and services directly with the organizational decision makers.

Online Presence

Sponsorships will be announced during the Conference and EXPO, & further acknowledged in the post-conference issue of CALACTION, our Online newsletter.

Complimentary Registration

Most Sponsorships and Exhibitor opportunities include a complimentary registration.

Affordable Meetings

Members are aware that sponsorships help defray meeting costs and provide affordable meetings to industry leaders.

Memorable Event

Product giveaway with your company logo, & mini-message breaks are just a few ideas to spice up the meeting while creating a memorable event for attendees.

Flexible Promotions

CALACT offers Event Sponsorships, Shared Sponsorships & many different levels of Sponsorships, all providing enhanced exposure for your products & services.

Promote Networking

Sponsorship dollars help CALACT host a variety of different networking events depending on the meeting locale.

Participant Contact Info

All Sponsors & Exhibitors will receive participant contact information to use for follow-up marketing opportunities.

Recognition

Registered Sponsors and Exhibitors will be announced in weekly email updates that go out to over 1500 individuals.

* To be listed in the Final Agenda, your sponsorship payment must be received by March 22nd, 2024 in the CALACT office.

EXHIBITOR FEES

EXPO & Bus vendors will have exclusive time during the conference. On Tuesday, April 16 at 5:30 pm the trade show will open with a EXPO Reception in the hotel ballroom. Wednesday, April 17 conference sessions will end at 12:15 pm, the Bus Show Luncheon will open at 12:30 pm with lunch served at 12:45 pm and the EXPO will follow opening at 2:30 pm.

Space is limited so please sign up soon.

Registration with Exhibit Booth

Member Rate

Non-member Rate

(Drape, 6-foot table, chairs, \$50 raffle value & waste basket)
Includes registration for one person

8'x10' EXPO Booth

\$1975*

\$2975*

Registration with Indoor Space & One Vehicle

Includes registration for one person and a \$50 value raffle,
8'x 10' EXPO space & one vehicle space

\$3300*

\$4300*

Additional Vehicle Space ONLY

Additional vehicle over 30 feet

\$2000*

\$3000*

Additional vehicle space below 30 feet

\$1500*

\$2500*

A \$50 raffle is included in every registration. Raffles will be drawn throughout the Expo on April 17th and participants must be present to win.

***Registration fees were increased to cover increases in cost of hotel food and beverage prices**

REGISTER ONLINE AT CALACT.ORG

Conference Registration Only (no display) – see Conference registration page.

Registrations received after March 13th, 2024 will be at the late registration fee rate.

Regular Registration

\$675* member

\$775* non-member

Late Registration

\$775* member

\$875* non-member

Become a Member and Save!

Receive the member rate by joining CALACT with your exhibitor registration for a savings up to \$800 or more. You can sign up for membership at www.calact.org or call us at 916-920-8018.

SPONSORSHIP OPPORTUNITIES

Increase your visibility! Become a sponsor for the Spring Conference & EXPO

All sponsors receive:

- Listing on Supplier "Thank You" Sign
- Listing in Conference Program
- Electronic list of participants prior to Conference
- "Thank you" in CALACTION newsletter and on the CALACT website before & after the Conference
- Priority placement at the EXPO

Give Away Sponsorship (\$7000)

Sponsor recognition includes:

- One Exhibitor Space or Three Conference Registrations
- Name on Give Away Item
- \$50 raffle for participants

Lanyard or Name Badge Sponsorship (\$4500)

Sponsor recognition includes:

- Independent signage at break
- One Conference Registration
- Company name & logo on lanyard or name badge
- Notation in printed final agenda

SOLD

SOLD

Conference App Sponsorship (\$5000)

Sponsor recognition includes:

- Company name & logo on App
- Two Conference Registrations
- Independent signage

EXPO Reception (\$8000)

Sponsor recognition includes:

- One large bus 30ft & over OR one small bus plus \$500 towards exhibit space
- \$50 raffle gift card
- Opportunity to welcome attendees to Reception
- Independent Signage

SOLD

Keynote Speaker (\$8000)

Sponsor recognition includes:

- "Thank you" during Opening Session
- Two Conference Registrations
- Independent signage
- Opportunity to welcome attendees & introduce the speaker
- Your marketing materials made available

SOLD

Tuesday, Wednesday or Thursday Break Sponsorships (\$1500 each)

Sponsor recognition includes:

- Independent signage at break
- Notation in printed final agenda

Friends of CALACT (\$500)

Sponsor recognition includes:

- Independent signage
- Your marketing materials available

Tuesday or Wednesday Continental Breakfast Sponsorships (\$3000 each)

Sponsor recognition includes:

- Independent signage
- One conference registration
- Opportunity to welcome attendees to Breakfast

SPONSORSHIP OPPORTUNITIES

Awards Lunch Sponsorship (\$8000)

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Sponsor recognition includes:

- Three Conference Registrations • Your marketing materials made available
- Opportunity to provide a brief welcome during lunch • Independent signage

Scholarship Fundraiser Event Sponsorship (\$6000 - \$6050*)

Sponsor recognition includes:

- Opportunity to "Welcome" guests and greet guests • One exhibitor booth or two conference registrations
- \$50 raffle for EXPO participants* (included if choosing exhibitor booth)
- Independent signage • Ability to put materials in the conference bag & during reception

EXPO Passport Grand Prizes (\$4500)

Sponsor recognition includes:

- "Thank you" during EXPO from the podium • Independent signage at EXPO

Wednesday Bus Show Luncheon (\$8,800 - \$8850*)

SOLD

Sponsor recognition includes:

- Two Premium Bus Spaces or Booth with Bus Space • Independent signage
- Opportunity to welcome attendees to the Luncheon • Your marketing materials made available
- \$50 raffle for EXPO participants* (included if choosing exhibitor booth)

Evening Event (\$15,000)

SOLD

Sponsor recognition includes:

- One Display Booth at EXPO & 5 Conference Registrations • \$50 raffle for participants
- Independent signage • Opportunity to welcome guests at the event • "Thank you" during dinner from podium

Session Sponsorship (\$2850)

Sponsor recognition includes:

- Create your own sponsored session and invite your speakers
- Your marketing materials in conference bags and conference signage • Bus Show Reception drink tickets

Conference Notebooks (\$4000) **NEW SPONSORSHIP**

Sponsor recognition includes:

- One Conference Registration • Independent signage at EXPO • Company name & logo on Notebook

Thursday Breakfast Buffet (\$4500)

Sponsor recognition includes:

- Two Conference Registrations • Opportunity to welcome attendees to Breakfast
- Independent signage • Your marketing materials in conference bag

SPONSORSHIP OPPORTUNITIES

Golf Ball Business Card Box (\$2000)

Sponsor recognition includes:

- Two Titleist golf balls with your company logo on golf balls inside a box with a slot for your business card
- One box for each golfer

SOLD

Golf Drink Sponsorship (\$1,000)

Sponsor recognition includes:

- Drink tickets with your company logo to distribute to golfers
- Signage with Sponsors name

Reception & Expo Drink Sponsorship (\$1,500 each (6 max.)*) Sponsor recognition includes:

- 55 drink tickets to distribute to attendees (to use at bar)*
- Additional tickets can be purchased at CALACT registration desk starting at \$250 or above after initial sponsorship

Golf Hole Sponsorships - Longest Drive & Closest to the Pin (\$1500 each (2 total)) **NEW SPONSORSHIP**

Sponsor recognition includes:

- Video message on golf carts at the hole
- One complementary CALACT golf entry
- Included on Sponsor Signage

SOLD

Water Bottle (\$5000)

Sponsor recognition includes:

- Two Conference Registrations
- Marketing materials made available
- Company name & logo on bottles (filled with H2O)
- Bottles distributed to conference attendees
- Company name on conference collateral & signs

Phone Charging Station (\$3000)

Sponsor recognition includes:

- Two Conference Registrations
- Company name on conference collateral & signs
- Company name on charging station signs
- Marketing materials made available

Hotel Key Card (\$4800)

Sponsor recognition includes:

- Two Conference Registrations
- Marketing materials made available
- Company name on conference collateral & signs

Golf Lunch Sponsor (\$3000)

Sponsor recognition includes:

- Opportunity to welcome attendees to lunch
- Independent signage
- Your marketing materials in conference bag

SOLD

2024 CALACT SPRING CONFERENCE & EXPO REGISTRATION INFO

REGISTER ONLINE AT CALACT.ORG

Payments!

Pay on-line at www.calact.org. For questions, please call 916-920-8018.
If you want to pay by check please mail payments to:

CALACT at 4632 Duckhorn Drive, Sacramento, CA 95834.

All exhibit and sponsorship fees must be paid prior to the Conference or you will lose your exhibit space and/or sponsorship(s).

Additional Help?

If you or your guest have a disability and require assistance or require vegetarian meals or have special dietary needs, please contact CALACT at 916-920-8018.

CONFERENCE & EXPO FEES

Exhibit Fees

	Member	Non-Member
A. 8'x10' Indoor Exhibit Space Only	\$1975*	\$2975*
B. 8'x10' Booth & Outdoor Display	\$3300*	\$4300*
C. Additional Vehicles 30 feet & over	\$2000*	\$3000*
D. Additional Vehicles under 30 feet	\$1500*	\$2500*
E. Evening Event	\$45	\$45
F. Golf Outing	\$170	\$170

*VENDOR REGISTRATIONS AFTER 3/13/2024 WILL BE AN ADD **\$200 LATE FEE.**

	By March 13th		After March 13th	
Registration Fee	Full Conference	Day Rate	Full Conference	Day Rate
Members				
Attendee	\$675*	\$350*	\$775*	\$400*
Non-Members	\$775*	\$395*	\$875*	\$445*
Guest Meals (per person)	\$565*	\$285*	\$565*	\$285*

* Registration fees were increased to cover increases in cost of hotel food and beverage prices

BUS SHOW MAP LAYOUT



CALACT

