

A photograph of the Golden Gate Bridge in San Francisco, California, taken during sunset. The bridge's red-orange towers and suspension cables are silhouetted against a bright, hazy orange and yellow sky. The water of the bay is visible in the foreground, and the city skyline is faintly visible in the distance.

5TH ANNUAL
**CALIFORNIA
PAWNBROKERS
ASSOCIATION**

NORTHERN CALIFORNIA
SPRING CONFERENCE

**AC HOTEL SAN FRANCISCO AIRPORT/
OYSTER POINT WATERFRONT**

1333 VETERANS BOULEVARD
SOUTH SAN FRANCISCO, CA 94080

APRIL 6-7, 2019

CALIFORNIA PAWNBROKERS ASSOCIATION 5TH NORTHERN CALIFORNIA SPRING CONFERENCE

AC HOTEL SAN FRANCISCO AIRPORT/OYSTER POINT WATERFRONT
1333 VETERANS BLVD, SOUTH SAN FRANCISCO, CA 94080

Hotel rate is \$159 - make reservations soon so you don't miss out on this great early rate. To register call the hotel directly at 650-742-9211 and tell them you're with the California Pawnbrokers Association!

This event is designed to provide a platform for education, information, and networking opportunities.

What kind of products and/or services appeal to CAPA members?

Pawnbrokers and secondhand dealers are interested in things that will help them be successful — professional software and hardware, insurance, book resources, community resources, promotional items, retail display cases, investment strategies, business tools, shipping supplies, jewelry display and gift supplies, office supplies and internet merchandising and marketing information.

How does exhibiting at the CAPA Spring Conference benefit my business?

By exhibiting, you increase your visibility in the pawn and secondhand community in California. You will have direct exposure with your target audience and a chance to talk one-on-one



with business decision makers who need your goods and services. This method is more personal and effective than a direct mail campaign or a cold call. We ensure that attendees have multiple opportunities to speak with you during the convention.

In what other ways will CAPA promote their vendors?

All contracted exhibitors and sponsors will be provided a number of promotional opportunities. Our quarterly newsletter will promote all exhibitors and sponsors prior to and after the convention. Attendees will be provided a souvenir program

book, listing all exhibitors, sponsors and advertisers including specialized services, product listings and contact information. Please see additional opportunities for sponsorship promotion on the next page.

If I am unable to attend the conference, can I still get my company's information to attendees?

Yes! CAPA has remote vendor opportunities. Each attendee will be provided a complimentary souvenir bag that will contain meeting information and their conference program. Each vendor member will have the opportunity to promote their business via a full-page flyer, gift item or brochure insert.

CAPA has a quarterly newsletter in which vendors again have a great opportunity to get in front of CAPA members.

Event Sponsorship Opportunities

Spring Conference Headline Sponsorship	\$5,000
Welcome Reception	\$2,000
Sunday Luncheon	\$2,000
Opening Breakfast	\$2,000
Badge Holders	\$1,000
Tote Bags	\$1,000
Coffee Breaks (2)	\$500
Program Printing	\$500

Options subject to change without notice

2019 CAPA Sponsorship Opportunities — See Event Sponsorship Opportunities on previous page (Events subject to change)

DIAMOND HEADLINE SPONSOR: \$5,000 Package Includes:

- Complimentary exhibit table
- Full conference registration
- One time full-page newsletter ad
- 12-month webpage banner ad
- Conference title sponsor banner
- Full-page bag insert
- Full-page conference souvenir program ad
- Recognition in all printed materials

GOLD SPONSOR: \$2,000 Package Includes:

- 50% single booth discount
- 1 full complimentary registration
- Sponsor banner for booth and badge ribbons
- Event signage
- 3-month webpage banner ad
- Full-page bag insert
- 1/2 page convention souvenir program ad
- Recognition in all printed materials

SILVER SPONSOR: \$1,000 Package Includes:

- Event signage and badge ribbons
- 3-month webpage banner ad
- Full-page bag insert
- Recognition in all printed materials

BRONZE SPONSOR: \$500 Package Includes:

- Event signage and badge ribbons
- Full-page bag insert
- Recognition in all printed materials

As an Exhibitor (Vendor) at the 2019 CAPA Spring Conference, I agree to the following terms and conditions:

Included with Exhibit

Each exhibit space will include up to 4 chairs, one 6-foot draped table, electricity and one waste basket.

Exhibit Set Up and Break Down

Exhibitors should set up their exhibits between 7:00AM and 8:00AM on Sunday, April 7.

Exhibitors Schedule (subject to change):

Sunday, April 7

- Opening Breakfast with all attendees
9:00AM – 10:30AM
- Exhibits Open (includes lunch)
10:30AM - 5:00PM

Exhibitors may break down their exhibits after 4:00PM on Sunday (please do not disrupt the other exhibitors by

breaking down earlier.) The exhibit area will be near the meeting area of the conference. To encourage traffic into the exhibit area, some breaks and meals will be held in the exhibit area.

Security

We will have a security officer in place from 8:00AM Sunday morning until 5:00PM Sunday afternoon.

Outside Events / Hospitality Hours

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

TERMS AND CONDITIONS

1. CAPA reserves the right to alter or change the space assigned to the Exhibitor. CAPA further reserves the right, at its sole discretion to change the date or dates upon which the show is held, or to cancel the show, and shall not be liable for damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Exhibitor to Management.
2. The Exhibitor shall not assign this contract or sublet the space or any part thereof or permit same to be used by any other person, without the prior written consent of Management. Any attempt to do so is null and void and will result in immediate cancellation of this contract, and the forfeiture of any amounts paid by the Exhibitor to Management.
3. The Exhibitor shall comply with all rules and regulations by CAPA for the show and agrees that CAPA's decision to adopt and enforce any such rule or regulation shall be final and binding.
4. The Exhibitor is responsible for compliance with all applicable law, bylaw, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.
5. Exhibitor agrees to indemnify and hold harmless, CAPA, and the conference hotel, from any and all judgments, orders, awards, costs and expenses, including attorney's fees, and also claims on account of damage to property or bodily injury (including death) which may be sustained by Exhibitor, Exhibitor's employees or third persons, arising out of or in connection with or resulting from said exhibition, provided, however, nothing contained herein shall be construed to require the Exhibitor to indemnify the above named representatives against liability for damages for (a) death or bodily injury to persons; (b) injury to property; (c) or any other loss, damage or expense arising under (a), (b), or (c) from the sole negligence or willful misconduct of the above named representatives.
6. This contract may be cancelled by either party provided written notice is received by the other by March 15, 2019, in which case all monies paid by the Exhibitors will be refunded less an administration fee of \$200 per booth. If the Exhibitor cancels after such date, it will be responsible for the full contract price.
7. CAPA reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound, and to expel exhibitors or their personnel if, in CAPA's opinion, their conduct or presentation is objectionable to CAPA or to other show participants.
8. Exhibitor's display must comply with all requirements of CAPA and of the owner of the building, including maximum height requirements. The Exhibitor must provide at least one, and not more than two, staff per booth, to maintain display during show hours. Only representatives from the company contracting for the booth rental will be attending the booth. Advertising material or signs of firms other than those who have engaged exhibit space are prohibited.
9. Exhibitors must limit displays to the dimensions of the exhibit booth to which they are assigned. Two chairs will be provided with each booth. All exhibits must be freestanding. No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floor of the Exhibit Area. No banners, posters or signs may be erected which in any way interfere or distract the view, light, or space of any other exhibitor or CAPA.
10. All goods shipped to the show must be clearly marked with the name of the Exhibitor and the number of the display space (to be assigned). Goods must not be shipped to the show for any shipping charges to be paid on arrival and any such goods will not be accepted by CAPA or the Hotel. CAPA assumes no responsibility for loss or damage to the Exhibitors goods or property either before, during or after the show. A representative of the exhibitor must be present during uncrating, installation and dismantling of his/her exhibit. At least one person should be in attendance inside the Exhibit Area throughout the show hours.
11. In consideration of the Exhibitor's participation in the show, the Exhibitor hereby releases CAPA, its directors, officers, management contractors, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Exhibitor in connection with its participation in the show, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of CAPA or otherwise.
12. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the show. The Exhibitor agrees to remove the exhibit, equipment and appurtenances from the show building by the final moveout time. In the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred by CAPA or the Hotel.
13. The Exhibitor will comply with the rules and regulations of any unionized contractors, which may be selected by CAPA to service the exhibitors. Any dispute between the Exhibitor and any such contractor or union representative will be referred to CAPA for resolution, whose decision shall be final and binding on all parties.
14. CAPA reserves the right to cancel this contract and to withhold possession of the space or to expel the Exhibitor there from if the Exhibitor fails to comply with any terms and conditions of this contract or the show rules and regulation, in which case the Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting CAPA's other rights and remedies at law under this contract as a result of such failure to comply.
15. Processing of payment by CAPA does not in itself constitute acceptance.
16. CAPA will not be bound by any verbal agreements, representations, or statements between CAPA (staff of volunteers), Sponsors, Exhibitors, or the Hotel staff. All agreements must be made in writing.
17. Information about other contracted for services from the Hotel or others, will be sent with confirmation materials upon receipt of application and should be contracted for directly with service provider.

Send completed, signed form with payment to:

CAPA

Attn: Becky McGuire, Event Manager
One Capitol Mall, Suite 800
Sacramento, CA 95814
Phone: 916-669-5322
Fax: 916-444-7462
Email: bmcguire@amgroup.us

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APRIL 6-7, 2019

Exhibitor, Sponsor and/or Advertiser for CAPA's 5TH Spring Conference

Completed forms must be returned by **April 1, 2019** with full payment for early discount. Please note that spaces may fill prior to the deadline. Exhibit space and sponsorship opportunities will be on a first-come, first-served basis with sponsors getting highest priority. **Important: Exhibiting opportunities are available to CAPA Vendor Members only! To become a member, contact Kim Andosca at 916-669-5322.**

Contact Information (information to be printed in the conference program)

Company Name: _____ Contact Person: _____

Address: _____ City / State: _____ Zip: _____

Phone Number: _____ Fax: _____ E-mail: _____

Specify your product or service: _____

We plan to sponsor the following event or item (from list): _____

Exhibitors

(Prices increase to \$695 after April 1, 2019)

Member Exhibit \$595 – table-top booth

NOTE: Double booths are made available to sponsors only.

NOTE: Each booth rental will include a welcome reception on Saturday and breakfast and lunch ticket on Sunday.

Advertising

Flyer, gift item or brochure - bag insert. Payment in full due by **April 1, 2019** (100 copies/items must be delivered to the CAPA office by April 1, 2019).

I will provide a flyer, gift item or brochure by the deadline (\$100 per flyer, gift item or brochure insert)

Company Representative

(Please print carefully Booth fee includes one badge. Each additional badge/exhibitor attendee \$245)

1. _____

2. _____

Optional Special Event (pawn tour)

Saturday, April 6, 2019 (limited seating)

Includes tour and lunch

Attendee member \$150 #persons: ____ = \$ _____

Attendee nonmember \$200 #persons: ____ = \$ _____

List Pawn Tour Attendees:

Terms and Conditions

We agree to the terms and conditions of the Exhibitor Agreement as provided in the Prospectus Terms and Conditions.

Signature: _____

Signer please print name: _____

Payment

Sponsorship: \$ _____

Remote Flyer/Gift Insert (\$100 each): \$ _____

Exhibit: \$ _____

TOTAL ENCLOSED: \$ _____

Check enclosed, payable to CAPA # _____

MasterCard or VISA American Express

Credit Card Number _____

Exp. Date _____

Three-digit Code _____

Name on Card _____

Signature _____

MAIL REGISTRATION TO:

CAPA
One Capitol Mall, Suite 800
Sacramento, CA 95814

Registration may be faxed to:

CAPA - 916-444-7462

Questions or concerns?

Call CAPA Event Manager,
Becky McGuire at 916-669-5322 Ext. 118