



  
CALIFORNIA  
PAWNBROKERS  
ASSOCIATION™

**CAPA 62<sup>ND</sup> ANNUAL CONVENTION & EXPOSITION • OCTOBER 26-28, 2018**



**OMNI RANCHO LAS PALMAS RESORT AND SPA • RANCHO MIRAGE, CA**



**EXHIBITOR PROSPECTUS**

# CAPA 62<sup>ND</sup> ANNUAL CONVENTION & EXPOSITION

OMNI RANCHO LAS PALMAS RESORT & SPA, OCTOBER 26-28, 2018

The CAPA 2018 Convention will be held October 26-28, 2018, at the spectacular Omni Rancho Las Palmas Resort & Spa. 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, internet merchandising and marketing information.

## How does exhibiting at the CAPA convention 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 product/service descriptions and contact information. Please see additional opportunities for sponsorship promotion below and on the next page.

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

Yes! CAPA has remote vendor opportunities. Each attendee is provided a complimentary tote bag that will contain convention information and the program book. Each vendor member will have the opportunity to promote their business via a full-page flyer, gift item or brochure insert. CAPA also has a quarterly newsletter in which vendors have a great opportunity for visibility with CAPA members.

## EVENT SPONSORSHIP OPPORTUNITIES

<b>62<sup>ND</sup> Convention Headline Sponsorship</b>	<b>\$10,000</b>
<b>Annual Banquet</b>	<b>\$7,500</b>
<b>Welcome Reception</b>	<b>\$7,500</b>
<b>Opening Breakfast</b>	<b>\$5,000</b>
<b>Pawn Tour</b>	<b>\$3,500</b>
<b>Saturday Luncheon</b>	<b>\$3,500</b>
<b>Banquet Entertainment</b>	<b>\$3,500</b>
<b>Sunday Breakfast</b>	<b>\$3,500</b>
<b>Sunday Luncheon</b>	<b>\$3,500</b>
<b>Tote Bags</b>	<b>\$3,500</b>
<b>Program Printing</b>	<b>\$2,000</b>
<b>Lanyards/Badges</b>	<b>\$2,000</b>
<b>Convention Signage/Decoration</b>	<b>\$2,000</b>
<b>Refreshment Breaks (2)</b>	<b>\$2,000</b>

**Make your hotel reservations at the Omni Rancho Las Palmas Resort & Spa by October 3<sup>RD</sup> to receive the special group rate of \$189 plus tax per night. Call 1-800-THE-OMNI and request the CAPA rate.**

Sponsorship opportunities are subject to change without notice.

# 2018 CAPA SPONSORSHIP OPPORTUNITIES

See Event Sponsorship Opportunities on previous page (events assigned to sponsorships on a first come, first served basis)

## PLATINUM HEADLINE SPONSOR: \$10,000 Package Includes:

- Complimentary double booth with sponsor banner and badge ribbons
- 2 full complimentary convention registrations
- Full-page Annual Membership Directory ad
- Full-page (ALL 4 issues) Newsletter ads
- 12-month webpage banner ad
- Convention title sponsor banner
- 10 minutes at microphone during the opening session
- Full-page bag insert
- Full-page convention souvenir program ad
- Recognition in all printed material

## DIAMOND SPONSOR: \$7,500 Package Includes:

- Complimentary single booth (second booth available at 50% discount) with sponsor banner and badge ribbons
- 1 full complimentary registration
- Full-page Annual Membership Directory ad
- 1 Full-page page Newsletter ad
- Event signage
- 6-month webpage banner ad
- Full-page bag insert
- 1/2 page convention souvenir program ad
- Recognition in all printed materials

## GOLD SPONSOR: \$5,000 Package Includes:

- 50% single booth discount
- 1 full complimentary registration
- Sponsor banner for booth and badge ribbons
- 1/2 page Annual Membership Directory ad
- 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: \$3,500 Package Includes:

- 1 time 1/2 page newsletter ad
- Event signage and badge ribbons
- 3-month webpage banner ad
- Full-page bag insert
- Recognition in all printed materials

## BRONZE SPONSOR: \$2,000 Package Includes:

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

## AS AN EXHIBITOR (VENDOR) AT THE 2018 CAPA CONVENTION, I AGREE TO THE FOLLOWING TERMS AND CONDITIONS:

### Included with Exhibit

Each exhibit space will include two chairs, one 6-foot draped table, electricity and one waste basket. Other furniture and display/decorating items may be available from the CAPA contracted decorating company, for an additional cost. Contact information will be provided in your confirmation packet.

### Exhibit Set Up and Break Down

Set up is between 2:00 and 6:00 P.M. on Friday, October 26<sup>TH</sup>. Tear down is from 2:00 to 4:00 P.M. on Sunday, October 28<sup>TH</sup>. Please do not set up or tear down during the convention as it is disruptive to other exhibitors and impacts attendees.

### Exhibitors Schedule (subject to change):

#### Saturday, 10/27:

- Opening breakfast with all attendees
- Dedicated Exhibit Hours (includes lunch in the hall) 10:30 A.M. – 2 P.M.
- Reception in Hall 4:30 – 6 P.M.

#### Sunday, 10/28

- Dedicated Exhibit Hours (includes lunch in the hall) 10:30 A.M. – 2 P.M.

### Please do not set up or break down during these hours

Exhibitors must break down their exhibits after 2:00 P.M. on Sunday, October 29<sup>TH</sup> (please do not disrupt the other exhibitors or the attendees by breaking down earlier). The Exhibit Area will be adjacent to the meeting area of the convention. 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 during the convention. You do not need to break down your exhibit between days; we do suggest that you remove any valuable equipment (laptops, phones, etc.). No children under the age of 13 will be permitted in the Exhibit Area.

### 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

# 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 Omni Rancho Las Palmas, 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 September 1, 2018, in which case all monies paid by the Exhibitors will be refunded less an administration fee of \$250 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 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

One Capitol Mall, Suite 800

Sacramento, CA 95814

Phone: 916-669-5322

Fax: 916-444-7462

Email: [bm McGuire@amgroup.us](mailto:bm McGuire@amgroup.us)

# 62<sup>ND</sup> ANNUAL CAPA ANNUAL CONVENTION AND EXPOSITION

Omni Rancho Las Palmas Resort & Spa, 41000 Bob Hope Drive, Rancho Mirage, CA 92270 • OCTOBER 26-28, 2018

## Exhibitor, Sponsor and/or Advertiser Commitment Form (DIAMOND)

**Important:** Opportunities are available to CAPA Vendor Members only!

To become a member, contact Kim Andosca at 916-669-5322.

Completed forms must be returned by July 31, 2018 with full payment in order to receive the lowest rate. Please note that sponsorships and exhibit spaces may fill at any time so we encourage early commitments. Sponsorship opportunities, exhibit spaces and bag insert opportunities will be filled on a first-come, first-served basis, with sponsors getting highest priority. For information on how to make your hotel reservations, see the burst on page two of the Exhibitor Prospectus.

### Contact Information (This information will be used for the onsite printed program.)

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Email: \_\_\_\_\_

Product or Service Description (15 words max): \_\_\_\_\_

Website: \_\_\_\_\_

### Sponsors (multiple levels)

Opportunities range from \$2,000 to \$10,000. Please see the Sponsor & Exhibitor Prospectus for opportunities, benefits and levels and mark your preferences here. If your selection is not available, we will contact you regarding an alternation selection. Note that the higher levels of sponsorship include discounted or complimentary exhibit booths.

Level: \_\_\_\_\_ Event/Item \_\_\_\_\_

### Exhibitors \$1,595 (includes 1 table and 2 chairs)

**IMPORTANT: Price increases to \$1,615 (25% higher) for commitments received after July 31, 2018**

*Double booths are made available to sponsors at the \$3,500 level or higher; additional fees may apply.*

Each 8' x 10' booth includes two tickets to the welcome reception on Friday, the breakfast and lunch on Saturday and continental breakfast and lunch on Sunday. All other meal functions are sold separately and that information will be provided at a later date.

Booth spaces will be assigned to sponsors first and then to other exhibitors in the order of registration with full payment. Those who commit by July 31<sup>st</sup> will be able to choose their booth spaces. The floor plan will be routed for selections in late September.

### Bag Insert (\$300 / \$500 for two items; limit two)

Provide a brochure, flyer, gift and/or promotional item for each conference bag. Charge is per item. Plan for 250 of each item and to have the items to us by October 1, 2018. Shipping information for the items will be provided at a later date.

### Company Representatives

Please print carefully for badge purposes. Two badges included (covers all of the food functions noted above) with exhibit space. Additional badges are \$300 each and may be purchased at a later date. The higher levels of sponsorship may include more badges.

1. \_\_\_\_\_

2. \_\_\_\_\_

### Terms and Conditions

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

Signature: \_\_\_\_\_

Print Name of Signer: \_\_\_\_\_

### Commitment/Payment

Sponsorship: ..... \$ \_\_\_\_\_

Bag Insert: ..... \$ \_\_\_\_\_  
(\$300 each / \$500 for two)

Exhibit: ..... \$ \_\_\_\_\_  
(\$1,595 by 7/31 and \$1,615 beginning 8/1 if available)

TOTAL ENCLOSED: ..... \$ \_\_\_\_\_

Check # \_\_\_\_\_ payable to "CAPA" enclosed  
 Visa  Mastercard  American Express

Credit Card Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_

Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Payment is due in full at the time of registration.**

## SUBMIT COMMITMENT FORM AND PAYMENT TO:

Mail, Fax or Email completed registration form with payment to:

### By Mail

California Pawnbrokers Association  
One Capitol Mall, Suite 800  
Sacramento, CA 95814

### By Fax

916-444-7462 Attn: Becky McGuire

### By Email

bmcguire@amgroup.us

### Questions or Concerns?

Call 916-669-5322 x118 or email Becky at

bmcguire@amgroup.us