



2020 Annual Training Conference
“A Bridge to Partnership”

Exhibitor Prospectus
 Network and Promote Products and Services



About the CAL-ORCA Conference

<p>Why Join the Conference?</p>	<p>Organized by CAL-ORCA, the Annual Training Conference is California’s premiere organized retail crimes training event which draws 500+ law enforcement and retail/restaurant loss prevention representatives from 100+ law enforcement agencies and 100+ retail companies. The Conference offers important and timely training and the opportunity for attendees to network with a variety of security solutions providers and preview essential products and services.</p> <p>The two-day conference features an intimate exhibition where vendors showcase loss prevention products and services. Sponsorships are also available to enhance the networking with attendees and overall participation in the Conference.</p> <p>Conference website - www.calorca2020.com.</p>
<p>When is the Conference?</p>	<p>Wednesday-Thursday, February 12-13, 2020</p>
<p>Where is the Conference?</p>	<p>South San Francisco Conference Center, 255 S Airport Blvd, South San Francisco, CA 94080</p>
<p>What is CAL-ORCA?</p>	<p>CAL-ORCA is a statewide crime-fighting partnership between law enforcement and the private sector. This alliance allows retailers and law enforcement to communicate about criminal activity impacting businesses on a real-time basis while preventing other partners from being victimized. The searchable website and its mapping capabilities are focused on providing real-time crime alert system. Through this collaborative partnership, law enforcement and the business community will be able to work together to identify offenders and resolve cases, all while developing new and innovative ways to combat ORC networks.</p>

Vendor Opportunities

<p>How does a vendor participate?</p>	<p>Vendors may secure display space in the exhibition area and/or sponsor at designated events during the Conference. Please contact Mark Lorimer at mark@eventivegroup.com for exhibitor and sponsor details and options.</p>
<p>When and where is the Exhibit Area?</p>	<p>The exhibition is scheduled on two days (Wednesday afternoon and Thursday morning). The prime attendee experience time is on Wednesday afternoon and during the Networking Reception. The exhibition will be inside the South San Francisco Conference Center.</p> <p>Wednesday, February 12 – 2:00 pm – 7:00 pm (5 hours) - exclusive time with attendees during the networking reception (inside the exhibit area) Thursday, February 13 – 8:00 am – 12:00 pm (4 hours) - exclusive time with attendees during the networking breakfast (inside the exhibit area)</p>
<p>Sponsor Opportunities</p>	<p>A variety of sponsor opportunities are available from \$2,500 - \$20,000. Sponsorship enhances branding and company promotion, and provides additional networking with attendees not available to exhibitors. See the Conference Sponsor Opportunities information for further details.</p>
<p>Space Ordering</p>	<p>Vendor spaces are secured upon request. Contact Mark Lorimer at mark@eventivegroup.com.</p>
<p>Space Fees</p>	<p>Early Bird – booked and paid by November 22, 2019 \$ 1,500 - 10' wide x 8' deep - <u>2 Conference days</u> (Wednesday/Thursday) - 2 badges \$ 1,300 - 10' wide x 8' deep - <u>1 Conference day</u> (Wednesday only) - 2 badges \$ 750 - each additional vendor badge</p>
<p>Included in Space</p>	<p>Each exhibit space includes the following amenities:</p> <ul style="list-style-type: none"> • One 6' draped table and two chairs • TWO Complimentary badges • Company listing and logo on conference signs and website • Electrical services upon request • Internet access (basic wi-fi for emails and internet access) • Carpet (no additional carpet order is necessary)
<p>NOT included in Space</p>	<p>The following items are not included in the booth order or fee and are optional add-on items which the vendor may elect to order.</p> <ul style="list-style-type: none"> • Material handling, installation and dismantling of booth • Security for individual booth • Booth furniture • Audio-visual equipment and services
<p>Payment</p>	<p>Payment via credit card or check is accepted.</p>
<p>Exhibitor Move-In & Move-Out</p>	<p>Move-In – Wednesday, February 12, 2020 – 11:30 am to 2:00 pm Move-Out – Thursday, February 13, 2020 – 12:00 pm to 1:30 pm</p>
<p>Exhibitor Schedule</p>	<p>Wednesday, February 12 11:30 am – 2:00 pm – Vendor Move-In and Booth Set-up 2:00 pm – 7:00 pm – Exhibition Open (exclusive time during Reception) Thursday, February 13 8:00 am – 12:00 pm – Exhibition Open (exclusive time during Reception) 12:00 pm – 1:30 pm – Vendor Move-Out</p>



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Sponsor Prospectus

Opportunities to Network and Support the Conference



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Sponsorship Opportunities Summary

Sponsorship Opportunities	Sponsor \$	Sponsor Level	Benefit Highlights
Title Sponsor	\$20,000	DIAMOND	10 sponsor badges 20 x 8 exhibit space Remarks on stage Elite branding
Networking Reception - Wednesday	\$10,000	Platinum	5 sponsor badges 10 x 8 exhibit space Premium branding
Lunch - Wednesday	\$10,000	Platinum	5 sponsor badges 10 x 8 exhibit space Premium branding
Lunch - Thursday	\$10,000	Platinum	5 sponsor badges 10 x 8 exhibit space Premium branding
Breakfast - Wednesday	\$5,000	Gold	2 sponsor badges 10 x 8 exhibit space Value branding
Breakfast - Thursday	\$5,000	Gold	2 sponsor badges 10 x 8 exhibit space Value branding
Beverage Station - Wednesday AM	\$5,000	Gold	2 sponsor badges 10 x 8 exhibit space Value branding
Beverage Station - Wednesday PM	\$5,000	Gold	2 sponsor badges 10 x 8 exhibit space Value branding
Beverage Station - Thursday AM	\$5,000	Gold	2 sponsor badges 10 x 8 exhibit space Value branding
Beverage Station - Thursday PM	\$5,000	Gold	2 sponsor badges 10 x 8 exhibit space Value branding
App Sponsor	\$5,000	Gold	2 sponsor badges 10 x 8 exhibit space Value branding
Lanyard Sponsor	\$5,000	Gold	2 sponsor badges 10 x 8 exhibit space Value branding
Attendee Bag Sponsor	\$5,000	Gold	2 sponsor badges 10 x 8 exhibit space Value branding
Charging Station Sponsor	\$2,500	Gold	2 sponsor badges 10 x 8 exhibit space Value branding

Description of Sponsorship Opportunities

Title Sponsor - \$20,000

Exclusive designation as the Conference Title Sponsor with special promotion leading to and during the Conference. Includes **DIAMOND Sponsor** benefits, remarks on main stage during general session.

Networking Reception Sponsor - \$10,000

Sponsorship of the networking reception on Wednesday evening (anticipating 300+ attendees). Greet franchise attendees at the door and display branded promotional material at cocktail tables. Includes **PLATINUM Sponsor** benefits and sponsor branded promotional piece at each table and push notification on the Conference App.

Lunch Sponsor - \$10,000

Exclusive sponsorship of one lunch for up to 200 invited attendees. Greet franchise attendees at the door and display branded promotional material at lunch tables. Includes **PLATINUM Sponsor** benefits and sponsor branded promotional piece at each table and push notification on the Conference App. Lunch opportunities available Wednesday or Thursday.

Breakfast Sponsor - \$5,000

Sponsorship of one networking breakfast for all Conference attendees. Greet franchise attendees at the door. Includes **GOLD Sponsor** benefits and push notification on the Conference App. Breakfast opportunities available Wednesday or Thursday.

Beverage Sponsor - \$5,000

Sponsorship of one strategically placed beverage station featuring coffee and/or soft beverages. This is an outstanding opportunity to enhance brand awareness throughout the Conference. Includes **GOLD Sponsor** benefits, sponsor logo sign on the beverage station and one branded push notification on the Conference App. Beverage sponsor opportunities available Wednesday or Thursday (morning or afternoon).

App Sponsor - \$5,000

Exclusive sponsorship of the official App and an outstanding opportunity to enhance brand awareness throughout the Conference. Includes **GOLD Sponsor** benefits, sponsor logo on the App, and one branded push notification on the Conference App each day.

Conference Lanyard Sponsor - \$5,000

Sponsorship of the Conference featuring the sponsor logo on the attendee badge lanyard. This is an outstanding opportunity to enhance brand awareness throughout the Conference. Includes all **GOLD Sponsor** benefits, sponsor logo on the lanyard and one branded push notification on the Conference App each day.

Conference Bag Sponsor - \$5,000

Sponsorship of the Conference featuring the sponsor logo on the attendee registration bag. This is an outstanding opportunity to enhance brand awareness throughout the Conference. Includes all **GOLD Sponsor** benefits, sponsor logo on the bag and one branded push notification on the Conference App each day.

Charging Station - \$2,500

Sponsorship of one strategically placed charging station with sponsor branding. This is an outstanding opportunity to enhance brand awareness throughout the Conference. Includes all **GOLD Sponsor** benefits, sponsor logo on the charging station and one branded push notification on the Conference App each day.

Sponsorship Levels & Benefits

DIAMOND Sponsor Benefits

- Diamond Sponsor designation during entire Conference (highest sponsor level)
- 10 Sponsor badges
- 8' wide banner space in the exclusive lobby area for a sponsor banner
- 20' wide x 8' deep booth space in the exhibition (Wednesday PM / Thursday AM)
- 10 VIP seats in the general session (with sponsor name designation)
- Contact list of attendees (pre and post Conference)
- Remarks on main stage to attendees (5 minutes)
- Exclusive sponsor ePromotion from Conference sent to registered attendees
- Special recognition in push notification on App each day
- Sponsor logo in printed program
- Sponsor logo and company website link on conference website
- Sponsor logo on conference marquee sign
- Sponsor promotional material in the attendee bag
- Sponsor recognition plaque presented at closing general session

PLATINUM Sponsor Benefits

- Platinum Sponsor designation during entire Conference
- 5 Sponsor badges
- 4' wide banner space in the exclusive lobby area for a sponsor banner
- 10' wide x 8' deep booth space in the exhibition (Wednesday PM / Thursday AM)
- 5 VIP seats in the general session (with sponsor name designation)
- Contact list of attendees (pre and post Conference)
- Shared sponsor ePromotion from Conference sent to registered attendees
- Sponsor logo in printed program
- Sponsor logo and company website link on conference website
- Sponsor logo on conference marquee sign
- Sponsor promotional material in the attendee bag
- Sponsor recognition plaque presented at closing general session

GOLD Sponsor Benefits

- Gold Sponsor designation during entire Conference
- 2 Sponsor badges
- 10' wide x 8' deep booth space in the exhibition (Wednesday PM / Thursday AM)
- 2 VIP seats in the general session (with sponsor name designation)
- Contact list of attendees (post Conference only)
- Sponsor logo in printed program
- Sponsor logo and company website link on conference website
- Sponsor logo on conference marquee sign
- Sponsor promotional material in the attendee bag
- Sponsor recognition plaque presented at closing general session

