

California Association of Public Procurement Officials, Inc.

Achieving Excellence@

**CAPPO24**

107th Annual Conference & Suppliers Exposition | Palm Springs

Connect. Learn. Grow.

Supplier Expo: January 23

**SUPPLIER PARTNER GUIDE**  
**PALM SPRINGS CONVENTION CENTER**  
**JANUARY 22-23, 2023**



## Invitation from 2023/24 CAPPO President, Craig A. Rader, NIGP-CPP, CPPO, CPPB



On behalf of the **California Association of Public Procurement Officials (CAPPO)**, I would like to extend an invitation for you to exhibit at **CAPPOCON2024**. This year's conference will be held in the beautiful city of Palm Springs, situated in the Sonoran Desert at the base of the San Jacinto Mountains. Palm Springs is known for hot springs, stylish hotels, golf courses and spas. It's also noted for its many fine examples of midcentury-modern architecture. Its core shopping district along Palm Canyon Drive features vintage boutiques, interior design shops and restaurants. The surrounding Coachella Valley offers hiking, biking and horseback riding trails. The CAPPOCON2024 Expo will be held at the Palm Springs Convention Center in the heart downtown Palm Springs.

Public procurement professionals from state, county, municipal, special districts, utilities, transportation agencies, K-12, and higher education agencies attend the CAPPO conference to exchange ideas and to resolve challenges California public agencies face. They share information on technical advances, cost factors, new laws, and sources for products and services. As a group of professionals, they learn and grow by attending workshops, seminars, and engaging with suppliers during the expo.

There will be multiple opportunities designed for you to meaningfully engage with public purchasing officials. Optional supplier events will begin on Sunday (possibly golf or other event) in the morning. On Sunday evening, you are invited to attend the welcome reception. Set up for the expo begins Monday. Plan to join us for a mixer/networking event Monday evening for a fun and relaxing opportunity to mingle with our members. Your opportunities with our members continue Tuesday with the Supplier Expo that includes lunch for you and our members in the expo hall.

CAPPO continues to enhance our CAPPO Partnership program. By becoming a CAPPO partner, you will have additional networking and advertising opportunities to reach our members. Details of the 2024 "Partnership Program Benefits" are provided in this brochure. Gold+ and Platinum partners have a choice of a dedicated demo/focus group room or a speaking opportunity at the conference. If you have questions or would like more information, contact our partnership coordinators Debbie & Wayne Casper at: [cappoexpo@gmail.com](mailto:cappoexpo@gmail.com).

It is never too early to begin planning! Networking, expo and partnership options provide opportunities to build and develop strong relationships with current and new customers alike. Our members include leaders throughout California that are responsible for making procurement decisions for the organizations they serve.

CAPPO, being the oldest public procurement association in the United States, was established in 1915 as a non-profit organization dedicated to promoting the highest standards of professional and ethical behavior in public procurement. CAPPO membership now exceeds 1,300 and continues to be focused on innovative ways to connect our members with our valued suppliers. In past years, over 500 CAPPO members have attended the conference.

Please plan to join us January 21-23, 2024 and contribute to CAPPO's continued legacy of success "Achieving Excellence". You do not want to miss this opportunity to attend CAPPOCON2024, our 107th Annual Conference & Exposition!

Sincerely,  
**Craig A. Rader NIGP-CPP, CPPO, CPPB**  
2023/24 CAPPO President

# 2024 EXHIBITOR & PARTNERSHIP INFORMATION



## Reasons to Participate in the 2024 CAPPO Supplier Exhibition

- No other state event brings this much buying power together under one roof.
- Dedicated exhibit hall hours - educational sessions are not scheduled during expo hours.
- The Expo creates an excellent opportunity to highlight products and services you can provide to our members.
- The CAPPO Expo offers a cost-effective networking opportunity.
- Increase your brand awareness with public procurement officials in California.
- Opportunity to meet face to face with buying professionals that make procurement decisions for their agencies.
- Partnership opportunities provide privileged access to members plus additional benefits at the conference and throughout the year (see the Partnership Matrix for details).
- CAPPO Partners benefit from early booth selection.

### Exhibit Hall Location

The Palm Springs Convention Center (Oasis 1-3) located at 277 N. Avenida Caballeros, Palm Springs, CA 92262.

### Expo Show Hours

Tuesday, January 23, 2024  
11:15 a.m. – 4:30 p.m. (lunch in the Expo Hall)

### Exhibitor Booth Space Rates

Standard Booth	10 x 10	\$1,495
Double Booth	20 x 10	\$2,495
Four Plex Booth	20 x 20	\$3,495
Six Plex Booth	30 x 20	\$5,495

*Premium & Corner Booth are available for an additional \$250 per booth*



### Exhibitor Booth Selection

Suppliers can select their booth directly online from the [CAPPO Expo Website](#) once exhibitor registration is open. CAPPO Partnership provides early consultative booth selection.

**For all booth questions, please contact the CAPPO Office via email:**  
[cappooffice@gmail.com](mailto:cappooffice@gmail.com)

**For partnership questions, please contact Debbie & Wayne Casper, 2024 Partnership Co-Chairs via email:** [cappoexpo@gmail.com](mailto:cappoexpo@gmail.com)

## Exhibitor Schedule

### Sunday, 1/21/24

1:00 p.m. – 4:00 p.m. Exhibitor Registration

4:30 p.m. – 6:00 p.m. Welcome Reception

### Monday, 1/22/24

9:00 a.m. – 2:00 p.m. Exhibitor Reg & Set Up

1:30 p.m. – 2:30 p.m. Supplier Training

6:00 p.m. – 10:00 p.m. Member/Supplier Networking Event (all suppliers invited)

### Tuesday, 1/23/24

8:00 a.m. – 11:00 a.m. Exhibitor Registration

\*8:00 a.m. – 10:00 a.m. Joint CAPPO Partner/Member Light Breakfast/Roundtable Discussion (open to Silver, Gold, Gold+ & Platinum Partners only)

11:15 a.m. – 4:30 p.m. Expo Show

4:30 p.m. – 7:30 p.m. Exhibitor Move-Out

**\*\*Please note other training sessions not listed on the Exhibitor Schedule are limited to government attendees only**

## Booth Space Details

Booth sizes for the CAPPO Expo include 10' x 10', 10' x 20', 20' x 20' & 20' x 30'. Applications for booth space must be completed. All booths include 10' back drape; 3' draped side rails; (1) 8' skirted table, (2) side chairs, (1) wastebasket, (1) ID sign. The convention center is carpeted.

Electrical and internet are not provided as part of the basic contract.

## Premium and Corner Booth Details

Premium booths provide locations near the food, near the entrance and in high traffic areas throughout the exhibit hall. The additional fee for these booths is \$250.

## Tradeshaw Management

Exhibitor services will be provided by TriCord Tradeshaw. Exhibitor Service Kits containing the order forms for equipment and services will be provided by TriCord to all exhibitors. Exhibitors will receive instructions on how to access the online Exhibitor Service Kit. Available Exhibitor Services include standard furnishings, specialty furnishings, booth carpet, freight handling, display labor, audio/visual, signage, internet, electrical service, display exhibits, posterboards, and cleaning.

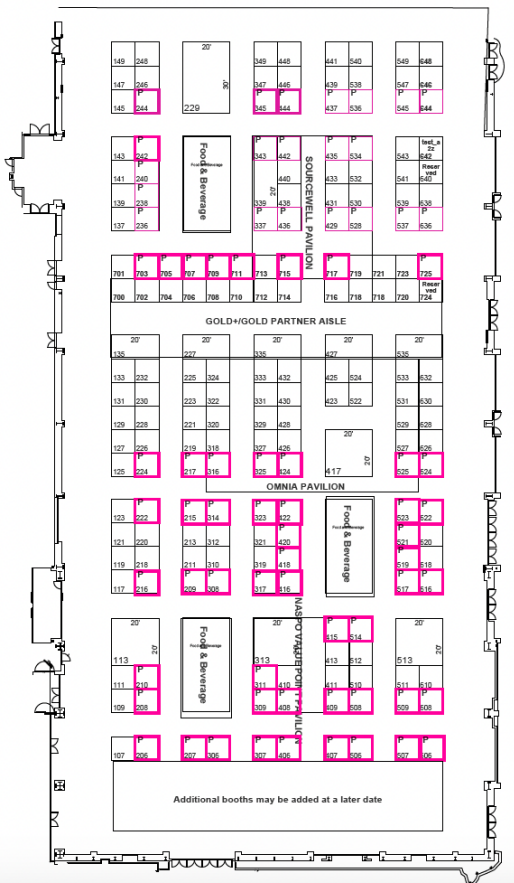
## Badges

Exhibitors receive two (2) complimentary exhibitor badges for each standard 10' x 10' booth. Exhibitor badges provide access to the exhibit hall during set up and breakdown, as well as during the trade show. Badges are required for admittance to the welcome reception, expo, training, and member/supplier networking event. Additional exhibitor badges may be purchased at \$75 each.

## Booth Contact

To ensure your company receives all important information, CAPPO is requesting that you designate one booth contact person in the online system. That person will receive all event information and will be responsible for disseminating it to the correct people within your company.

Palm Springs Convention Center  
Premium Booths in Pink Outlined additional 250.00



## CAPPO Partnership



CAPPO has a high regard for suppliers and supporting organization. It is our belief that by working together, we can achieve our greatest success. The Partnership program is built on this belief and recognizes the importance of our Supplier Partners and establishes a mutually rewarding relationship.

The CAPPO Board and Partnership Liaisons review the partnership benefits annually for ways to enhance the value for our various partnership levels. In the past years of the partnership program, the Platinum level partnership has been limited to cooperative purchasing organization. For 2024, the Platinum level partnership has been redefined to open the Platinum Partnership to suppliers that meet the requirements of the newly defined Platinum Partner.

A CAPPO Platinum Partner shall be a “cooperative contracting/procurement organization” **or** a company that, while it may have a business relationship with CAPPO member agencies, the company and any parent company, affiliates, divisions, or distributors, do not receive any monies directly from the public sector. The CAPPO Partnership Liaison may require additional supporting documentation demonstrating that the company meets the requirements. Platinum Partnership eligibility and continued participation is subject to final approval of the CAPPO Executive Board.

The benefits for the Partnership levels are provided in the CAPPO Partnership Program Benefits Matrix on the next page. This year CAPPO has added a special moderated roundtable discussion with our members on Tuesday morning before the Expo that is only available to CAPPO Partners.

Thank you to all the 2023 CAPPO Partners for your support and Partnership with CAPPO!

## CAPPO PARTNERSHIP PROGRAM BENEFITS – 2024

2024 CONFERENCE BENEFITS	Booth \$1,495	Silver \$2,500	Gold \$5,000	Gold+ \$7,500	Platinum \$10,000
Standard 10' x 10' high draped booth	✓	✓	✓	✓	✓
On-site Expo Badges – includes networking with delegates at Networking Reception, access to Exhibit Hall with lunch in expo hall.) (Additional tickets are \$75 each)	2	2	4	4	4
Electronic list of conference attendees after event	✓	✓	✓	✓	✓
Early booth selection based on partnership level	-	✓	✓	✓	✓
Prominent display of Partner logo during the 2024 Conference	-	✓	✓	✓	✓
Electronic list of conference attendees prior to the event (Week of December 18 <sup>th</sup> )	-	✓	✓	✓	✓
Joint CAPPO Partner/Member moderated roundtable discussion	-	✓	✓	✓	✓
Partner promotional video or slides on looped digital display in registration area and during general sessions	-	logo only	15 sec.	30 sec.	30 sec.
Invitation to attend the Conference Opening General Session	-	-	4	4	4
Invitation to attend the Partner Recognition Lunch	-	-	4	4	4
Prime booth location (Gold & Gold+ Aisle) at Expo	-	-	✓	✓	✓
Opportunity to provide promotional items in the conference welcome packets (limited availability subject to approval)	-	-	✓	✓	✓
Educational speaking opportunity <b>OR</b> a dedicated demo room (3 ½ hours) at the 2024 Conference on a <b>first come first serve basis</b>	-	-	-	✓	✓
Invitation to VIP dinner with CAPPO Board, committee members and procurement leaders from other associations	-	-	-	2	2
Full CAPPO Conference Delegate Registration - includes education sessions & meals **Not to be used for the purpose of marketing**	-	-	-	-	2
Cooperative Pavilion in the Expo Hall	-	-	-	-	✓
Complimentary golf green fees*	-	-	-	-	2
ANNUAL BENEFITS	Booth	Silver	Gold	Gold+	Platinum
Supplier Training Pre-Expo Webinar	✓	✓	✓	✓	✓
Digital edition of monthly CAPPO E-News	-	✓	✓	✓	✓
Supplier Partner logo with hyperlink on CAPPO's website	-	✓	✓	✓	✓
Permission to utilize CAPPO medallion identifying partnership level for marketing	-	✓	✓	✓	✓
Opportunity to submit educational articles in CAPPO E-News throughout the year	-	-	✓	✓	✓
Participation on the CAPPO Partnership Advisory Committee	-	-	✓	✓	✓
Opportunity to conduct or collaborate with a procurement professional in an educational webinar to the membership.	-	-	-	✓	✓

\*Contingent if a golf tournament is schedule. **Note:** Benefits subject to change without notice

# 2023 CAPPO Partners

## PLATINUM



## GOLD +



## GOLD



## SILVER

