

California Association of Public Procurement Officials, Inc.



Procurement: Integrity in Action!
Supplier Expo - January 14

SUPPLIER PARTNER GUIDE
SACRAMENTO CONVENTION CENTER
JANUARY 13-14, 2025



Invitation from CAPPO President Allen Hunsberger, NIGP-CPP, CPSD, C.P.M.



On behalf of the **California Association of Public Procurement Officials (CAPPO)**, I invite you to exhibit at **CAPPO2025**. This year's conference will be held in Sacramento, the capital city of California. Not only is Sacramento home to the California State Capital, but it is also one of the most historic cities in California, home to many exciting museums and attractions, and known as America's farm-to-fork capital. CAPPO2025 will be held at the SAFE Credit Union Convention Center in the heart of downtown Sacramento, next to the California State Capital, near fine dining, shopping, entertainment, museums, and other attractions. This will be our 108th Annual Conference & Exposition.

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 by sharing information on best practices, the use of technology, new laws and legislation, innovative procurement practices, and sources for products and services. As professionals, we learn and grow by attending workshops and seminars and engaging with suppliers during the Supplier Expo.

Multiple opportunities will be designed for you to engage with public procurement officials meaningfully. Additional networking events begin on Sunday morning (usually golf or other activities). On Sunday evening, you are invited to attend a welcome reception with all attendees. Plan to join us for a mixer/networking event on Monday evening for a fun and relaxing opportunity to mingle with our members. Your opportunities to network with our members continue Tuesday with the Supplier Expo, which includes lunch for you and our members in the expo hall.

As a CAPPO partner, we encourage you to enjoy additional networking and marketing opportunities at CAPPO2025. CAPPO continues to enhance the CAPPO Partnership program. Details of the 2025 "Partnership Program Benefits" are provided in a matrix in this brochure. Questions or more information is available by contacting our newly appointed Partner Liaison, Mike Derr, at: cappoexpo@gmail.com.

It is never too early to begin planning to be a part of this event! Networking, Supplier Expo, and partnership options provide opportunities to build and develop strong relationships with current and new customers. Our members include procurement leaders throughout California responsible for making procurement decisions for the organizations they serve.

CAPPO, established in 1915, is the oldest public procurement association in the United States and is a non-profit organization dedicated to developing the skills of California public purchasing officers to better serve the public. CAPPO's purpose is to improve and promote the public procurement profession, exchange knowledge, research and publish best practices in public procurement, and generally broaden the capabilities of the members of this Corporation. CAPPO membership now exceeds 1,700 and continues to be focused on innovative ways to connect our members with our valued suppliers. Last year, over 700 CAPPO members attended the conference.

Please plan to join us January 13th -14th, 2025, and contribute to CAPPO's continued legacy of success. Join us in Achieving Excellence at CAPPO25 "Integrity in Action!" You do not want to miss this opportunity!

Sincerely,
Allen Hunsberger, NIGP-CPP, CPSD, C.P.M.
2024/25 CAPPO President

2025 EXHIBITOR & PARTNERSHIP INFORMATION

Reasons to Participate in the 2025 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 who 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.



CAPPO Partnership



CAPPO has a high regard for suppliers and their support of the public sector. 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 Chair 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 organizations. For 2025, 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 requesting Platinum Partnership meets the definition. 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 2024 CAPPO Partners for your support and Partnership with CAPPO!

Expo Show Hours:

Tuesday, January 14, 2025, 11:15 a.m. – 4:30 p.m.

*Tentative (lunch in the Expo Hall)

Exhibitor Booth Space Rates:

- Standard Booth 10X10 \$1,495
- Double Booth 20X10 \$2,495
- Four Plex Booth 20X20 \$4,495
- Six Plex Booth 30X20 \$6,495

*Premium and Corner Booths are available for an additional \$250 per booth. **Booths and Partnerships purchased after October 31st, 2024, will be assessed an additional \$200 processing fee.***

Exhibitor Booth Selection

Suppliers can select their booth online from the [CAPPO Expo Website](#) once exhibitor registration is open. *CAPPO Partnership provides early booth selection – Starting in 2025, we will open booth sales at the 2024 conference!*

Exhibit Hall Location:

SAFE Credit Union Convention Center is located at 1401 K Street, Sacramento, CA 95814

Contacts:

For all booth questions, please contact Shiela Locatelli Wallace at the CAPPO Office via email: cappooffice@gmail.com

For partnership questions, please contact Michael Derr, 2025 Partnership Chair, via email: cappoexpo@gmail.com

Exhibitor Schedule: *Tentative

Sunday, 1/12/25

1:00 p.m. – 4:00 p.m. Exhibitor Registration 4:30 p.m. – 6:00 p.m. Welcome Reception

Monday, 1/13/25

10:00 a.m. – 4:00 p.m. Exhibitor Reg & Set Up
6:00 p.m. – 10:00 p.m. Member/Supplier Networking Event (all suppliers invited)

Tuesday, 1/14/25

8:00 a.m. – 11:00 a.m. Exhibitor Registration
8:00 a.m. – 10:00 a.m. Joint Partner/Member Light Breakfast/Roundtable Discussion. Only open to Silver, Gold, Gold+, and Platinum Partners.
11:15 a.m. – 4:30 p.m. Expo Show
4:30 p.m. – 7:30 p.m. Exhibitor Move-Out

Recorded Supplier Training Webinar for 2025, date to be announced.

*****Please note that 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 a 10' back drape, 3' draped side rails, (1) 8' skirted table, (2) side chairs, (1) wastebasket, and (1) ID sign. The convention center is **NOT** 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, the entrance, and high-traffic areas throughout the exhibit hall. The additional fee for these booths is \$250.

Tradeshaw Management

TriCord will provide all exhibitors with Exhibitor Service Kits containing the order forms for equipment and services. 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 and 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 \$99 each.

Booth Contact

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

CAPPO PARTNERSHIP PROGRAM BENEFITS – 2025

2025 CONFERENCE BENEFITS	Booth \$1,495	Silver \$3,000	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 and access to Exhibit Hall with lunch in the expo hall.) (Additional tickets are \$99 each)	2	2	4	4	4
Electronic list of conference attendees after the event	✓	✓	✓	✓	✓
Early booth selection based on partnership level	-	✓	✓	✓	✓
Prominent display of the Partner logo during the 2025 Conference	-	✓	✓	✓	✓
Electronic list of conference attendees before the event (Week of December 18 th)	-	✓	✓	✓	✓
Joint CAPPO Partner/Member moderated. roundtable discussion	-	✓	✓	✓	✓
Partner promotional video or slides on looped digital display in the 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 OR a dedicated demo room (3 ½ hours) at the 2025 Conference on a first-come, first-served basis	-	-	-	✓	✓
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 and meals. **Not to be used for marketing purposes**	-	-	-	-	2
Cooperative Pavilion in the Expo Hall	-	-	-	-	✓
Complimentary golf green fees*	-	-	-	-	2
ANNUAL BENEFITS	Booth	Silver	Gold	Gold+	Platinum
Supplier Training Pre-Expo Webinar	✓	✓	✓	✓	✓
The digital edition of the 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 for the membership.	-	-	-	✓	✓

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

2025 Additional Sponsorship/Advertising Opportunities

The 2025 CAPPO Conference Committee is excited to offer additional sponsorship/advertising opportunities. These additional high-traffic marketing opportunities are limited and will be available on a first-come, first-serve basis. You can select your additional sponsorship/advertising option from the drop-down menu during booth registration.

Sponsorship Option #1 Coffee Break

Exclusively sponsor one of two afternoon coffee breaks. Your logo will be included on dedicated signage at the coffee break, as well as on custom napkins placed out during the coffee break. Your logo will also be included in the conference app recognizing your company for its support in the coffee break.

- Only two (2) available
- **Price: \$2,500 each**



Sponsorship Option #2 Attendee Tote Bag

Have your logo featured on the attendee welcome bag in conjunction with the CAPPO Conference Logo. Welcome bags will be handed out to each attendee at registration.

- Only One (1) available
- **Price: \$3,000**



Sponsorship Option #3 General Session Speaker Sponsor

Sponsor a keynote presenter during one of three general sessions. You will have the opportunity to come up on stage during the general session and have up to 1 minute to introduce your company, preceded by introducing our keynote presenter. Your logo will also be included in the conference app recognizing your company for its support of the keynote presenter.

- Only three (3) available
- **Price: \$5,000 each**



2025 Additional Sponsorship/Advertising Opportunities

FOR ALL SIGNAGE: You would design the artwork/graphics and provide them to us in print-ready files. We will have them printed and installed for the entire conference.

Sponsorship Option #4 Advertising Signage Option #2

This advertising placement can be seen from the convention center lobby looking up at the 2nd floor. You can have your brand and messaging on these glass panels that can be viewed by all attendees as they enter the convention center, check in at registration and ride the escalator up to the second floor where our general session and workshop rooms are.

- Only One (1) available
- Price: \$3,000



Sponsorship Option #5 Advertising Signage Option #3

This advertising placement can be seen from the convention center lobby looking up at the 2nd floor. You can have your brand and messaging on these glass panels that can be viewed by all attendees as they enter the convention center, check in at registration and ride the escalator up to the second floor where our general session and workshop rooms are.

- Only One (1) available
- Price: \$3,250



Sponsorship Option #6 Advertising Signage Option #4

You can have your brand and messaging on one or all 4 of the escalator runs - Pricing is per run. These escalators go from the first-floor lobby and expo hall to the second floor general session, meals and workshop rooms.

You can have your brand and messaging on the main stairs going from the first-floor lobby and expo hall to the second-floor general session, meals and workshop rooms.

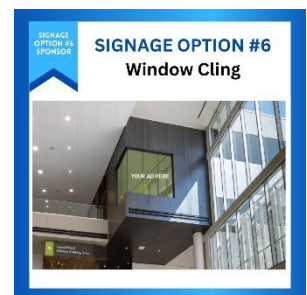
- Escalators - Only Four (4) available - Price: \$1,500 per escalator
- Stairs - Price: \$75 per stair, minimum 5 stairs – No more than 3 advertisers



Sponsorship Option #7 Advertising Signage Option #6

This advertising placement can be seen from the convention center lobby looking up at the 2nd floor. You can have your brand and message on this upper classroom window - single-sided. This window is seen from the convention center lobby, check-in at registration and ride the escalator up to the second floor where our general session and workshop rooms are.

- Only One (1) available
- Price: \$1,350



2024 CAPPO Partners

PLATINUM



GOLD +



GOLD



SILVER

