

# California Association of Public Procurement Officials, Inc.

## 104<sup>th</sup> Annual Conference

**“Planting for Success – Harvesting the Knowledge”  
Enriching the Procurement Professional**

**January 5<sup>th</sup> & 6<sup>th</sup>, 2021  
Monterey Conference Center  
Monterey, CA**



# Invitation from CAPPO President, Mike Derr



On behalf of the **California Association of Public Procurement Officials (CAPPO)**, I would like to extend an invitation to you to attend the **2021 Annual CAPPO Conference**, our 104th session. 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 technical advances, cost factors, new laws, and sources for products and services. As a group of professionals, we network, learn, and grow by attending workshops, seminars, and general sessions throughout the week. The vendor expo part of the event is a highlight of the conference experience which allows attendees and exhibitors to meet face to face, share ideas, and can see new products and services that are available for use in their respective agencies.

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. Membership has grown by 900 members in the past ten years and CAPPO membership now exceeds 1,800. I am very excited to announce that the 2021 CAPPO Conference and Expo, “Planting for Success – Harvesting the Knowledge Enriching the Procurement Professional” will be in Monterey January 4-6, 2021.

Due to the pandemic, CAPPO is focused on innovative ways to connect our members with our valued suppliers. The event in Monterey will be a hybrid conference and expo. We have revised the traditional expo hall to be consistent with appropriate public health requirements by reducing the number of available booths from 170 to 93. Typically, we have over 500 CAPPO members attend the conference annually. This year we expect to be limited by public health requirements to half this number; ultimately public health requirements will dictate the number of delegates allowed on site. CAPPO is excited to enhance the traditional onsite expo by including a virtual expo experience for CAPPO members that are not able to attend the conference in person. CAPPO will be able to reach a greater number of our 1800+ members with the added virtual option. As a CAPPO Partner, an on-site booth and a virtual booth are included in your 2021 sponsorship. The revised Partnership Benefits Matrix and the revised floor plan are included in this brochure.

There will be multiple opportunities designed for you to engage the public purchasing officials. The week will begin with on Tuesday January 5<sup>th</sup> where suppliers are invited to attend training sessions in the afternoon on how to do business with government. The activities continue on Tuesday evening with a social networking event designed to provide you with the opportunity to participate in fun activities with conference delegates in a casual setting. The grand finale is the Supplier Expo and Lunch on Wednesday, January 6<sup>th</sup> at the Monterey Convention Center.



The City of Monterey provides a great selection of restaurants, shopping, and attractions within walking distance from the Convention Center, Marriott, and Portola Hotels. It's never too early to begin planning to be a part of this event, as the 2021 CAPPO Conference is less than a year away! There are multiple partnership options that will 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.

Please plan on joining us in January 2021 for “A Successful Harvest” as we continue to build on CAPPO’s first 100 years of success. You won’t want to miss this opportunity!

Sincerely,

**Michael R. Derr, NSCS**  
2020/21 CAPPO President



# 2021 SUPPLIER PARTNERSHIP INFORMATION

## Why Partner with CAPPO For The 2021 Hybrid Conference (In-Person and Virtual)?

- 100% of the attendees are directly involved in the purchasing decisions for their agency
- No delegate educational sessions are scheduled during exhibit hall hours
- Supplier Exposition creates an excellent opportunity for you to highlight your products and services to the CAPPO membership
- Participating in the Expo is a cost-effective network marketing tool
- Increase your brand awareness to public procurement officials in California
- No other state event brings this much buying power together under one roof
- You will have many opportunities to engage with procurement professionals that make purchasing decisions for their agencies
- CAPPO has reserved over 60,000 square feet of space at the Monterey Convention Center for the Supplier Expo
- Supplier Partnership includes an on-site booth as well as a virtual booth
- Suppliers have the option to participate virtually only

## Exhibit Hall Location

The Monterey Convention Center (MCC) is located at One Portola Plaza Monterey, CA 93940. The Convention Center underwent an extensive renovation in 2018, resulting in an environment that inspires through innovation. The Exhibit Hall is completely carpeted, and the convention center is conveniently connected between both the Monterey Marriott and the Portola Hotel & Spa, the conference hotels, and is located within a five-minute walk from the heart of downtown Monterey and the Fisherman's Wharf.

## On-site Booth Space

As a CAPPO Partner, an on-site 8' x 10' booth and a virtual booth are included in your partnership. Detailed pricing and benefit information is provided in this document.

## Virtual Booth Space

The virtual booth is a dynamic interactive and customizable virtual expo experience. Attendees will have access to the virtual booth during the annual conference and for 30 days post-event. CAPPO will provide incentives to encourage virtual attendees to engage with you in your virtual booth. Analytics of who visited your booth along with their contact information and a recap of chat logs will be provided. Suppliers can purchase a virtual only booth for \$850.

## Exhibitor Booth Selection

More information will be posted to the CAPPO website [www.cappo.org](http://www.cappo.org) as it becomes available. For questions regarding exhibiting at the 2021 CAPPO Conference, please contact Debbie & Wayne Casper, 2021 Vendor Expo Co-Chairs via e-mail at: [cappoexpo@gmail.com](mailto:cappoexpo@gmail.com).

## Information Regarding CAPPO Partnership Program

For more information regarding the CAPPO Partnership Program for Silver, Gold, and Platinum levels, please contact Debbie Casper, CAPPO's Partner Liaison at via e-mail at: [cappoexpo@gmail.com](mailto:cappoexpo@gmail.com).

## Advertising

Additional advertising opportunities are available. Details are provided in this document. Contact Debbie and Wayne if you are interested.

## Tradeshow Management

TriCord Tradeshow Services is the tradeshow contractor selected for the 2021 CAPPO Conference. They provide booth equipment, rental furnishings, electrical power supply, freight and material handling, labor, exhibit display rentals, signs and graphic work as needed. Vehicles are welcome in the Serra Exhibit Hall and outside the front entrance of the convention center subject to requirements of the MCC and TriCord.

# SUPPLIER SCHEDULE

## Monday, January 4, 2021

2:00 P.M. – 4:00 P.M. Early Supplier Registration

## Tuesday January 5, 2021

8:00 A.M. – 4:00 P.M. Supplier Registration

1:00 P.M. – 5:00 P.M. Exhibitor Booth Setup

1:30 P.M. – 4:00 P.M. Supplier Training

6:00 P.M. – 10:00 P.M. Networking Event

## Wednesday January 6, 2021

7:00 A.M. – 11:00 A.M. Exhibitor Booth Set Up

7:00 A.M. – 11:00 A.M. Supplier Registration

11:00 A.M. – 11:30 A.M. Lunch for Suppliers

12:00 P.M. – 4:00 P.M. Delegates enter Exhibit Hall

3:00 P.M. – 4:00 P.M. Dessert & Prize Drawing

4:00 P.M. – 7:00 P.M. Exhibit Hall Move-Out

*Supplier Schedule Subject to Change*



## TUESDAY EVENTS

### Supplier Training 1:30 P.M.–4:00 P.M.

Tammy Rimes served as the Purchasing Agent for the City of San Diego during a time of tremendous change. Due to Tammy's unique experience in the government, corporate and entrepreneurial world, and her dynamic personality, she is a sought-after speaker for government agencies and suppliers alike. Tammy will be able to give you some tips on selling to government agencies to help you succeed. You won't want to miss this training opportunity.

### Networking Event 6:00 P.M. – 10:00 P.M.

The committee is finalizing the details on the networking event that is sure to be an evening to remember. The events will include food, fun, and entertainment.



## CAPPO PARTNERSHIP PROGRAM BENEFITS - 2021

2021 CONFERENCE BENEFITS	Bronze \$1,295	Silver \$2,500	Gold \$5,000	Gold+ \$7,500	Platinum \$10,000
Standard 8' x 10' high draped booth, wide aisles	✓	✓	✓	✓	✓
Virtual booth - Dynamic, customizable	✓	✓	✓	✓	✓
On-site Expo Badges <i>(Virtual Expo Participation is unlimited)</i>	2	2	2	2	2
Half-day supplier training session	✓	✓	✓	✓	✓
Networking event with delegates	2	2	2	2	2
Electronic list of Conference delegates	-	✓	✓	✓	✓
Prominent display of Partner logo for the 2021 Conference (both on-site and virtual)	-	✓	✓	✓	✓
Ad in the 2021 Conference App	-	✓	✓	✓	✓
Partner promotional video or slides (no audio) on looped digital display in training sessions (Due by 10/31/20)	-	logo only	15 sec.	30 sec.	30 sec.
Opportunity to attend the Conference Opening Ceremony with delegates	-	-	✓	✓	✓
Opportunity to attend the Partner Recognition Lunch with delegates (Tuesday at noon, 1/5/2021)	-	-	✓	✓	✓
Opportunity to provide promotional items in the conference welcome packets (limited availability subject to approval)	-	-	✓	✓	✓
Exclusive educational session speaking opportunity at the 2021 Conference	-	-	-	✓	✓
Reserved accommodations at host hotel ( <i>payment required</i> )	-	-	-	2	2
Full CAPPO Conference Delegate Registration for 2 – same package as provided to CAPPO delegates including meals, banquet and educational sessions (not to be used for the purpose of marketing)	-	-	-	-	2
Cooperative Pavilion (booth assignments) in the Expo Hall	-	-	-	-	✓
Complementary golf green fees	-	-	-	-	2
2021 ANNUAL BENEFITS	Bronze	Silver	Gold	Gold+	Platinum
Receive digital edition of the monthly CAPPO e-news	-	✓	✓	✓	✓
Partner logo with hyperlink to website displayed on CAPPO's website	-	✓	✓	✓	✓
Opportunity to submit articles in CAPPO E-News throughout the year	-	-	✓	✓	✓
Participation on the 2021 CAPPO Partnership Advisory Board	-	-	✓	✓	✓
Opportunity to conduct or collaborate with a procurement professional in an educational webinar to the membership.	-	-	-	✓	✓

\*Onsite Expo limited to two representatives per booth, no additional tickets will be available

**Note:** Benefits subject to change without notice

# 2021 Additional Exhibitor Advertising Opportunities

The 2021 CAPPO Conference Committee is excited to offer additional advertising opportunities to Bronze, Silver, Gold, and Platinum Partners. These additional high traffic marketing opportunities are limited and will be available on a first come first serve basis.

The following advertising opportunities are located within the Monterey Conference Center facility which is our main facility for the Supplier Expo Event and breakout sessions.

## Advertising Location #1

Full color printed mesh banners installed onto the exterior perforated steel structures at the Main Entrance to the Monterey Conference Center.

- Each banner measures 149” wide x 216”
- Only Three (3) available
- Price: \$1,600 each** – Installation included



## Advertising Location #2

Full color printed adhesive vinyl fabric graphic applied to interior column at level One Main Entrance to the Monterey Conference Center.

- Each graphic to measure 30” wide x 60” high
- Only Four (4) spaces available
- Price: \$375 each** – Installation included



## Advertising Location #3

Full color printed adhesive vinyl fabric graphic applied to interior partition at Level One Main Entrance to the Monterey Conference Center.

- Each graphic to measure 60” wide x 48” high
- Only Six (6) spaces available
- Price: \$375 each** – Installation included



## Advertising Location #4

Full color printed adhesive vinyl fabric graphic applied to interior wall at level One Main Entrance to the Monterey Conference Center.

- One graphic measuring 450” wide x 78.5” high
- Only One (1) available
- Price: \$3,250** – Installation included



### Advertising Location #5

Full color printed adhesive vinyl fabric graphic with matte finish applied to elevator doors on level One.

- Graphics for booth doors to measure 48” wide x 84” high
- Only One (1) available
- Price: \$550** – Installation included



### Advertising Location #7

Full color printed adhesive vinyl graphic applied to the smooth surface of step faces from Level One up to the Mezzanine. Only Two (2) locations available.

- Level One to Mezzanine-21 steps, each step is 100” wide x 6.25” high
- Mezzanine to Level Two- 21 steps, each step is 73” wide x 6.25” high
- Price: \$2,150 each** – Installation included



### Advertising Location #8

Full color printed single-sided fabric banners at the Mezzanine. Banners are hung from the ceiling.

- Banners are 120” wide x 120” high
- Only One (1) available
- Price: \$750** – Installation included



### Advertising Location #9

Full color printed adhesive fabric graphic applied to the glass window at Level Two overlooking Jeffer's Plaza.

- Banner is 42" wide x 67" high
- Only One (1) available
- Price: \$400** – Installation included



### Advertising Location #10

Full color printed adhesive fabric graphic applied to interior wall at Level Two near Main Escalator.

- Banner is 84" wide x 48" high
- Only One (1) available
- Price: \$650** – Installation included



### Advertising Location #11

Full color printed adhesive fabric graphic applied to the glass partition overlooking the Mezzanine Level.

- Banner is 252" wide x 41" high
- Only One (1) available
- Price: \$1,250** – Installation included



### Advertising Location #12

Full color printed adhesive vinyl fabric graphic applied to the interior column at Level Two near Stevenson 1 and 2 Ballrooms.

- Banners are 16" wide x 60" high
- Only Five (5) available
- Price: \$250 each** – Installation included

## **Additional Sponsorship Opportunities**

### **Conference Opportunities**

**AM or PM Conference Coffee Break Sponsorship:** **\$ 8,500**

(Signage recognition at break, logo recognition included in sponsor loop at general sessions)

**Conference General Session Sponsorship:** **\$12,500**

(Opportunity to speak for 5-minute, verbal recognition at general session, logo recognition included in sponsor loop at general sessions)



# 2020 CAPPO PARTNERS

## PLATINUM PARTNERS



## GOLD PARTNERS



## SILVER PARTNERS

