



**CAPA 70<sup>TH</sup> ANNUAL  
CONVENTION  
& EXPOSITION**



**Sponsor & Exhibitor Prospectus**



**CAPA 70<sup>TH</sup> ANNUAL  
CONVENTION & EXPOSITION  
OCTOBER 17-19, 2025**



The CAPA 2026 Annual Convention and Exposition 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 conference 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 conference.

**In what other ways will CAPA promote their vendors?**

All contracted exhibitors and sponsors will be provided several promotional opportunities. Our quarterly newsletter will promote all exhibitors and sponsors prior to and after the conference. 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 conference, 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 conference 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**

*All opportunities come with a package of additional benefits. Benefits are listed below. Sponsorship Opportunities subject to change without notice.*

<b>70<sup>th</sup> Convention Headline Sponsorship</b>	<b>\$7,500</b>
<b>Saturday Night Event Sponsorship</b>	<b>\$5,500</b>
<b>Welcome Reception Sponsorship</b>	<b>\$5,500</b>
<b>Opening Breakfast</b>	<b>\$5,500</b>
<b>Saturday Luncheon</b>	<b>\$4,000</b>
<b>Sunday Breakfast</b>	<b>\$4,000</b>
<b>Sunday Luncheon</b>	<b>\$4,000</b>
<b>Tote Bags</b>	<b>\$3,500</b>
<b>Refreshment Breaks (3)</b>	<b>\$2,000 each</b>
<b>Program Printing</b>	<b>\$2,000</b>
<b>Lanyard/Badges</b>	<b>\$2,000</b>
<b>Convention Signage/Decoration</b>	<b>\$2,000</b>
<b>Hotel Key Cards</b>	<b>\$2,000</b>
<b>Ice Cream Break</b>	<b>\$2,000</b>
<b>Sunday AM Bottomless Bloody Mary Bar</b>	<b>\$2,000</b>

**Make your hotel reservations at Sheraton San Diego Hotel & Marina by September 9, 2026 here.**



**CAPA 70<sup>TH</sup> ANNUAL  
CONVENTION & EXPOSITION  
OCTOBER 2-4, 20265**



**DIAMOND HEADLINE SPONSOR: \$7,500**

- Complimentary double booth with sponsor banner and badge ribbons
- 2 Full convention registration
- Full-page Annual Membership Directory Ad
- Full-page newsletter ads (4 issues)
- 10 minutes at microphone during opening session
- Full-page bag insert
- Recognition on social media
- Recognition in all printed materials

**PLATINUM SPONSOR - \$5,500**

- Complimentary single booth (second booth available at 50% discount) with sponsor banner and badge ribbons
- 1 Full additional complimentary registration
- Full-page Annual Membership Directory Ad
- Full-page Newsletter Ad (2 Issues)
- Full Page Bag insert
- Recognition on social media
- Recognition in all printed materials

**GOLD SPONSOR - \$4,000**

- Discounted 50% off single booth, with sponsor banner and badge ribbons
- Half Page Annual Membership Directory ad
- Full-page Newsletter ad (1 Issue)
- Event signage recognition
- Full-page bag insert
- One time 1/2 page Newsletter Ad
- Recognition on social media
- Recognition in all printed materials

**SILVER SPONSOR - \$3,500**

- Sponsor banner for booth and badge ribbons
- Recognition on social media
- Recognition in all printed materials

**BRONZE SPONSOR - \$2,000**

- Sponsor banner for booth and badge ribbons
- Full-page bag insert
- Recognition on social media
- Recognition in all printed materials

**As an Exhibitor (Vendor) at the 2026 CAPA Annual Convention, I agree to the follow terms and conditions:**

**Exhibitor Pricing:**

General Exhibitors - \$1,595 • Diamond Exhibitors - \$1,745

**Included with Exhibit:**

TWO ALL ACCESS PASSES to the conference including meal functions (Excluding the Members Meeting). One booth (minimum of 8X10') with one 6' table, two chairs, (4 for Diamond Booths), a waste basket and a name designation for your booth. Other furniture and display/decorating items may be available from the CAPA contracted decorating company, for an additional cost. Contact information for decorating company will be provided in your confirmation packet.

**Exhibit Set Up & Break Down:**

Exhibitors should set up their exhibits between 2:30pm – 4:30pm on Friday, October 2. Breakdown will be from 11:am –2:00pm on Sunday, October 4. Please do not set up or tear down during the convention as it is disruptive to other exhibitors and impacts attendees. Late set ups and early breakdowns could jeopardize your standing as a CAPA Convention Exhibitor.

**Dedicated Exhibit Hall Hours (subject to change):**

Friday, 10/2: 5:30 – 7:30:  
Welcome Reception including Full Bar & Appetizers  
Saturday, 10/3: 12:30 – 3:00pm: Lunch with Exhibitors  
4:00pm - 5:00pm: Exhibitor Speed Dating  
5:00pm – 6:30pm: Reception in Exhibit Hall with Full Bar  
Sunday, 10/4: 8:30am – 11:00am:  
Total Exhibitor Hours = 9 Hours

**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.)

**Outside Events / Hospitality Hours:**

As a courtesy to all exhibitors, hospitality suites hosted by exhibitors 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 should contact CAPA in order to make arrangements.



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OCTOBER 2-4, 2026**

*San Diego*  
CALIFORNIA



**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. Exhibitor agrees to follow all rules and regulations required by the hotel property and show management regarding health and safety guidelines during the time of the meeting.
3. 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 CAPA. 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 CAPA.
4. CAPA, together with the property owner, is responsible for compliance with all applicable law, ordinances, regulations, requirements, codes and standards prior to and during the show, including those with respect to fire, safety, health and environmental matters. Consequently, 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.
5. The Exhibitor is responsible for compliance with all applicable law, ordinances, regulations, requirements, codes and standards regarding the space assigned to the Exhibitor, including those with respect to fire, safety, health and environmental matters and Exhibitor shall ensure that all equipment, materials and goods used by the Exhibitor shall also comply.
6. Exhibitor agrees to indemnify and hold harmless, CAPA, and the Sheraton San Diego Hotel & Marina, 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 CAPA, and/or the Sheraton San Diego Hotel & Marina 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 CAPA..
7. This contract may be cancelled by either party provided written notice is received by the other by August 31, 2026, 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.
8. Sponsorships Represent a significant financial commitment and include pre-event promotion, branding, and in some cases, the advance purchase or production of logoed materials. As such, sponsorship fees are subject to the following cancellation policy:  
(a) more than four (4) months prior to the Expo start date: 50% refund,  
(b) Between four (4) months and ninety (90) days prior to the Expo start date: 25% refund, (c) within ninety (90) days of the Expo Start date: No refund; 100% of the sponsorship fee is forfeited.  
All cancellations must be submitted in writing. Costs incurred by the Association for marketing, promotional exposure, customized or logoed items, or administrative expenses are non-refundable and may be deducted from any eligible refund. Sponsorships are limited in number and cannot be guaranteed to be resold; therefore, sponsors acknowledge that sponsorship fees are non-refundable as outlined above.
9. 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.
10. Exhibitor's display must comply with all requirements of CAPA and of the owner of the property, 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.

11. 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.
12. 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 COD or with any shipping charges to be paid on arrival and any such goods will not be accepted by CAPA or the property owner. 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 must be in attendance inside the Exhibit Area throughout the show hours.
13. 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 or omission by CAPA, unless such act is willful or the omission constitutes gross negligence.
14. 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 property 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 property owner.
15. 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.
16. 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.
17. Processing of payment by CAPA does not in itself constitute acceptance.
18. CAPA will not be bound by any verbal agreements, representations, or statements between CAPA (staff or volunteers), Sponsors, Exhibitors, or the property owner staff. All agreements must be made in writing.
19. Information about other contracted services from the property owner or others, will be sent with confirmation materials upon receipt of application and should be contracted for directly with service provider.

**By signing this document, you agree to abide by the CAPA Code of Conduct. [CLICK HERE to view the CAPA Code of Conduct.](#)**

**Send completed, signed form with payment to:**

**CAPA  
Attn: Natalie Perry  
One Capitol Mall, Suite 800  
Sacramento, CA 95814**

**Phone: 916-669-5322  
Fax: 916-444-7462  
Email: nperry@amgroup.us**