



CAL-ORCA CONFERENCE 2022
COLLABORATING ON A SAFER CALIFORNIA

Ontario Convention Center
Tuesday, October 4 - Wednesday, October 5, 2022



The California Retailers Association in collaboration with the California Organized Retail Crime Association (CAL-ORCA) is proud to offer bundled investment opportunities for CRA's two premier annual events – the Annual CAL-ORCA Annual Meeting and Training Conference and the California Retailers Association Annual meeting.

For questions or to make your investment please contact Sarah at cra@calretailers.com or 919/443-1975.

PARTNER BENEFITS	DISMANTLE \$20,000 Investment	DISRUPT \$15,000 Investment	DETER \$10,000 Investment	DIVERT \$5,000 Investment
Sponsor designation at the CalORCA 2022 Annual Conference	YES	YES	YES	YES
Opportunity for booth space in exhibit hall	10' wide x 8' deep	10' wide x 8' deep	10' wide x 8' deep	10' wide x 8' deep
Full Conference Badges	Two Premier tables (20 badges)	One preferred Table (10 badges)	Five badges with preferred seating	Two badges with reserved seating
Attendee Contact List	Pre and Post Conference	Pre and Post Conference	Post Conference	Post Conference
Logo and Website link	Prominent link on CalORCA and CRA websites	Prominent link on CalORCA and CRA websites	CalORCA and CRA websites	CalORCA and CRA websites
Opportunity for promotional item in conference bag	YES	YES	YES	YES
Logo on conference signage	YES	YES	YES	YES
ePromotion	Exclusive partnership	Partnership recognition	Partnership recognition	
Signage in lobby	Premier Signage	Preferred Signage		
Opportunity for 3-minute video	At conference and on CalORCA website	At conference and on CalORCA website		
Moderator opportunity	One panel			
Panel Presentation opportunity	Upon Conference Planning approval			
Opportunity to give remarks from Main Stage	YES			
Access to VIP room with speaker access	YES			
Push notifications via conference App	Special recognition			
2022 California Retailers Association Annual Meeting; September 25 -26, 2022; Sonoma California ** (open to non-CRA members)				
CRA Annual Meeting; Sonoma, CA; September 25-26; hotel and meals included	Five Guests	Three Guests	Two Guests	One Guest
Subject matter input for CRA Annual Meeting	YES	YES		
Presentation opportunity at CRA Annual Meeting	YES	YES		
Invitations to CRA virtual events with ORC leaders statewide	One Calendar year; minimum one event per quarter			

OTHER INVESTMENT OPPORTUNITIES:

OPPORTUNITY	INVESTMENT AMOUNT	PROMOTION
EXCLUSIVE KEYNOTE LUNCH SPONSOR	\$25,000 Investment	Exclusive logo placement for keynote lunch session; Opportunity to introduce keynote speaker; Access to Conference Green room prior to keynote session; Two premier reserved tables of ten to all general sessions and meal functions; Opportunity for a 10' wide x 8' deep booth in exhibit hall; Contact list of attendees (pre and post conference); Conference partnership via ePromotion; Logo and website on CAL-ORCA and CRA websites; Opportunity to provide promotional materials for CAL-ORCA Conference bag; Five guests, all inclusive, to the CRA Annual Meeting in Sonoma, CA; Invitations to exclusive CRA virtual meetings with key ORC leaders from throughout California (minimum one per quarter).
RECEPTION PARTNERSHIP	\$7500 Investment	Logo placement at the CAL-ORCA Conference Reception; Opportunity for remarks at the reception; Ten tickets to the reception; Two full conference badges with reserved seating; Opportunity for a 10' wide x 8' deep booth in exhibit hall; Contact list of attendees (post conference); Reception partnership via ePromotion; Logo and website on CAL-ORCA and CRA websites; Opportunity to provide promotional materials in conference bags; Two guests all-inclusive to the CRA Annual Meeting in Sonoma, CA.
CONFERENCE BAG	\$7500 Investment	Shared logo placement on CAL-ORCA Conference bags; Two full conference badges with reserved seating; Opportunity for a 10' wide x 8' deep booth in exhibit hall; Contact list of attendees (post conference); Conference partnership via ePromotion; Logo and website on CAL-ORCA and CRA websites; Opportunity to provide promotional materials in conference bags; Two guests all-inclusive to the CRA Annual Meeting in Sonoma, CA.
BEVERAGE PARTNERSHIP	\$7500 Investment	Shared logo placement at CAL-ORCA beverage stations throughout the conference; Two full conference badges with reserved seating; Opportunity for a 10' wide x 8' deep booth in exhibit hall; Contact list of attendees (post conference); Conference partnership via ePromotion; Logo and website on CAL-ORCA and CRA websites; Opportunity to provide promotional materials in conference bags; Two guests all-inclusive to the CRA Annual Meeting in Sonoma, CA.
LANYARD PARTNERSHIP	\$7500 Investment	Logo placement on CAL-ORCA Conference lanyards; Two full conference badges with reserved seating; Opportunity for a 10' wide x 8' deep booth in exhibit hall; Contact list of attendees (post conference); Conference partnership via ePromotion; Logo and website on CAL-ORCA and CRA websites; Opportunity to provide promotional materials in conference bags; Two guests all-inclusive to the CRA Annual Meeting in Sonoma, CA.
SPECIAL PARTNERSHIPS		
LOCAL CHAMBER OR ASSOCIATION PARTNERSHIP	\$2500 Investment	Five full conference badges; Reserved seating at all meal functions; Contact list of attendees (post event); Logo display at CAL-ORCA Conference; Logo and website link on CAL-ORCA website