

CALIFORNIA RETAILERS ASSOCIATION



STRATEGIC INVESTMENT PROSPECTUS

# 2026 California Retail Policy & Law Conference

San Diego · September 27–29, 2026

Gaylord Pacific Resort & Convention Center

*Where California retail risk; becomes national strategy.*



SAN DIEGO

# California retail risk does not stay in California.

California is often where retail's next legal and regulatory challenges take shape, and what starts here rarely stays here. Within 18–36 months, new rules, plaintiff theories, and enforcement priorities can influence compliance expectations, litigation strategies, and policy debates across the country. The 2026 conference brings together the in-house legal, compliance, government affairs, regulatory, and outside-counsel leaders responsible for understanding those developments early and turning them into practical strategy.

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*The most expensive legal risk is the one that becomes operational before the business sees it coming.*

## POLICY

Sacramento writes the policy.

## ENFORCEMENT

› Agencies operationalize the theory.

## LITIGATION

› The plaintiffs' bar scales it.

## NATIONAL REALITY

› Other states adopt it.

# Five forces converging on every retail balance sheet.

**\$4.25T**

## California GDP · 2025

13.8% of the U.S. economy. The 4th-largest economy on Earth; ahead of Japan.

**420,434**

## #1 most regulated state

Regulatory restrictions in the California Code of Regulations - 23.1M words.

**10,000+**

## CPPA complaints ~120% YoY

Privacy complaints since portal launch. ADMT compliance no later than Jan. 1, 2027.

**\$5,000**

## CIPA per-violation exposure

Pixels, session replay, chat & analytics under wiretap theory. CRA is engaged in the SB 690 reform vehicle.

**5,741**

## SB 54 EPR producers

Estimated producers under California's largest EPR packaging program with producers funding \$5B over 10 years.

# The agenda is the legal + compliance spend map.

*Six tracks. Each is a place California retail spend already lives or is about to.*

## **CIPA / SB 690 + Privacy & Ad-Tech**

Pixels, session replay, chat tools, CPPA enforcement, ADMT. The retail litigation frontline.

## **AI, Algorithms & Pricing**

Dynamic pricing, personalization, junk fees, retail media, and the AI tools rewriting retail commercial models.

## **CARB · DTSC · Climate Disclosure**

ESG reporting under multi-agency oversight. California Climate Disclosure rules in actual operating practice. Prop 65 reform.

## **EPR + SB 54 + Textiles + EWaste**

Packaging program build, producer fees, vendor coordination, indemnity language, ESG-claims defense.

## **Workforce, PAGA & Class Actions**

Wage-hour, PAGA reform implementation, ADA/accessibility, arbitration, joint employment, multi-site playbooks.

## **Post-2026 + National Patchwork**

Copy-cat statutes, multi-state investigations + lawsuits; life after the gubernatorial transition.

# Three days. One operating playbook.

SUNDAY · SEPT 27

## Arrival

### VIP welcome

VIP partners + guests, CRA board, host legal counsels.

### Opening Reception

MONDAY · SEPT 28

## Regulation & litigation

### California's regulatory state

CARB, DTSC, climate disclosure in practice.

### AI & smart pricing

Dynamic pricing, retail media, ADMT.

### Lunch

### Privacy, cybersecurity & ad-tech

CIPA, pixels, session replay.

### Retail Litigation Outlook

PAGA, class actions, ADA and CIPA reform.

TUESDAY · SEPT 29

## Workforce & national outlook

### Workforce, scheduling & union activities

Multi-site compliance, joint employment.

### Beyond California

National patchwork, copy-cat statutes.

### Retail Outlook - Post-2026 Election

The next 2–4 years of enforcement risk.

### Closing lunch

2027 working takeaways for retail teams.

### EPR & Sustainability Summit

Optional Tuesday afternoon deep-dive.

Retail leaders, legal and compliance experts, policymakers, regulators, and outside counsel will come together to work through California's most pressing legal and regulatory challenges and help shape policy outcomes grounded in real-world retail operations. This is a focused working room, not a trade-show floor.

*The 2026 conference is designed for the people shaping retail legal, compliance, and policy strategy, and for the partners who help turn that strategy into action.*

## In-house leadership at retail brands

- General Counsel & Deputy GC
- Chief Compliance & Risk Officers
- Privacy, AI & data governance leaders
- Government Affairs & State Policy
- Litigation, Employment & Labor leadership
- Sustainability / EPR program owners

## Outside Counsel, policy & retail leadership

- Retail-practice leadership
- Privacy, CIPA, ad-tech, and cybersecurity counsel
- AI, algorithmic pricing, retail media, and consumer protection
- Employment, wage-hour, PAGA, and workforce counsel
- Environmental, ESG, climate disclosure, EPR, and SB 54 counsel
- CARB, DTSC, Prop 65, and product compliance counsel
- E-commerce, accessibility, dark patterns, and class-action counsel
- Antitrust, marketplace, private-label, and competition counsel

**This is not another place to be seen. It is the forum where issues the retail industry will spend against next are debated, interpreted, and translated into strategy. The value is proximity to the people and policy conversations shaping retail's costs, risks, obligations, and national strategy.**

The 2026 conference places sponsors and participating teams inside the conversations retailers are already organizing around: CIPA, privacy and ad-tech enforcement, AI and smart pricing, EPR and packaging, climate disclosure, workforce rules, litigation exposure, and post-election policy direction.

### **RISK SIGNAL**

See what is emerging in California before it becomes a national compliance challenge, litigation theory, or policy model.

### **POLICY PROXIMITY**

Be present where retailers, policymakers, regulators, legal experts, and counsel are discussing practical outcomes.

### **OPERATIONAL INTELLIGENCE**

Connect legal developments to compliance, stores, e-commerce, data, packaging, workforce, and board strategy.

### **MATTER ALIGNMENT**

Position around the legal and regulatory issues retailers are actively budgeting for and seeking guidance on.

### **NATIONAL PLAYBOOK**

Translate California-driven risk into strategies that work across jurisdictions and high-risk states.

***The premier investment case: be present where the issues that affect retail's bottom line are examined before they spread.***

# Two strategic partners. One retail. One legal.

*Each is category-exclusive. Each anchors the program's signature moments.*

## ONE RETAIL BRAND

**\$50,000**

*The flagship retail partner.*

- Sponsorship exclusivity - sole retail brand at the presenting tier
- Co-host alignment with the Opening Reception
- Programmatic input across all six tracks; keynote speaking option (subject to approval)
- Prominent logo displayed on all applicable event materials
- 8 full registrations + two-night hotel; pre-conference attendee list; Sunday VIP reception

## ONE LAW FIRM

**\$50,000**

*The flagship legal partner.*

- Sponsorship exclusivity — sole law firm at the presenting tier
- Two speaking slots; priority on CIPA / SB 690, AI, PAGA, ESG, EPR (subject to approval)
- Dedicated practice profile + bylined CRA Policy Brief article
- 2-minute firm video during session transitions
- Prominent logo displayed on all applicable event materials
- 8 registrations + two-night hotel; attendee lists; Sunday VIP reception

# Designed for visibility. Built for access.

PLATINUM	GOLD	SILVER	BRONZE
<h2>\$25,000</h2> <p>LIMITED TO 4</p> <p>Substantial visibility plus a programmatic role on a flagship theme.</p> <ul style="list-style-type: none"><li>■ One speaking opportunity (subject to approval)</li><li>■ 5 registrations + 2-night hotel</li><li>■ Sunday VIP reception</li></ul>	<h2>\$15,000</h2> <p>LIMITED TO 6 (5 left)</p> <p>Sustained presence with a hosted networking moment around a working session.</p> <ul style="list-style-type: none"><li>■ Panel participation opportunity</li><li>■ Sponsor one networking break</li><li>■ 4 registrations + 2-night hotel</li></ul>	<h2>\$10,000</h2> <p>OPEN</p> <p>Recognized presence with optional speaking participation.</p> <ul style="list-style-type: none"><li>■ Panel participation opportunity</li><li>■ Logo displayed on applicable event materials</li><li>■ 3 registrations + 2-night hotel</li></ul>	<h2>\$5,000</h2> <p>OPEN</p> <p>Entry-level brand visibility for emerging retail practices and supporting partners.</p> <ul style="list-style-type: none"><li>■ Logo on website + signage</li><li>■ Company listing on applicable event materials</li><li>■ 2 registrations + 2-night hotel</li></ul>

All partners receive sponsor designation and recognition across CRA channels.

# Visibility tied to program moments.

## Signature experiences

<b>Sunday Opening Reception</b> <i>Includes invitation to VIP Reception</i>	<b>\$25,000</b>
<b>EPR &amp; Sustainability Summit</b> <i>Tuesday afternoon sponsor</i>	<b>\$15,000</b>
<b>Lunch Sponsor</b> <i>Monday or Tuesday</i>	<b>\$12,000</b>
<b>Breakfast Sponsor</b> <i>Monday or Tuesday</i>	<b>\$8,000</b>
<b>Session Sponsor</b> <i>CIPA · SB 690 · AI · Privacy · ESG · EPR (based on availability)</i>	<b>\$7,500</b>

## À la carte

*Meals · breaks · visibility*

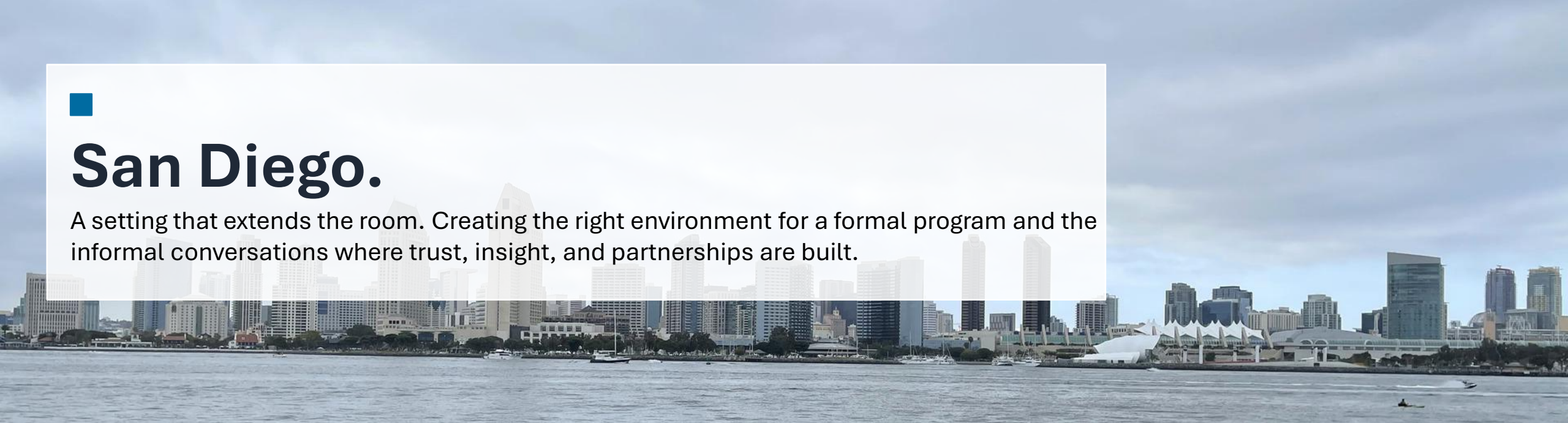
Attendee Lanyards (exclusive)	<b>\$10,000</b>
Conference Wi-Fi (exclusive)	<b>\$10,000</b>
Charging Station (exclusive)	<b>\$8,000</b>
Connection Break (20 min)	<b>\$5,000</b>

*Custom assemblies, combining a tiered partnership with hosted experiences, are available on request.*



# San Diego.

A setting that extends the room. Creating the right environment for a formal program and the informal conversations where trust, insight, and partnerships are built.



Gaylord Pacific Resort overlooks the Pacific and the Chula Vista Marina, seven miles from downtown San Diego. The setting creates space for the work that happens beyond the stage: relationship-building, small-group discussion, and substantive conversations before, between, and after the formal program.

## **WATERFRONT**

On the Chula Vista Marina, overlooking the Pacific.

## **RELATIONSHIP-BUILDING**

Designed for substantive conversations before, between, and after the formal program.

## **7 MILES**

Close to downtown San Diego, with the space and focus of a destination setting.



# Secure your position today.

*Partnership opportunities are limited and confirmed as commitments are received. Presenting positions are limited to one retail brand and one law firm.*

## Reserve a partnership or build a custom package.

This is where California retail risk becomes national strategy, and where sponsors align with the leaders shaping what comes next. Last year's event reached capacity while demand was still strong. Make sure your organization is in the room where the issues affecting operating costs, compliance obligations, litigation exposure, and growth strategy are being debated, interpreted, and translated into action. If you are not part of the conversation, the outcomes will be shaped without you.

EMAIL: [CRA@CALRETAILERS.COM](mailto:CRA@CALRETAILERS.COM)

PHONE: 916/443-1975

WEB: [WWW.CALRETAILERS.COM](http://WWW.CALRETAILERS.COM)

***Where California retail risk becomes national strategy***