109th ANNUAL CAC CONFERENCE, EXPO & LEGISLATIVE DAY

CAC
California Association Of Collectors, Inc.™
Est. 1917
The Association of Collection Professionals in California

APRIL 19-21, 2026



SAFE CREDIT UNION CONVENTION CENTER
SACRAMENTO, CA

Hotel Rooms Available at Hyatt Regency Sacramento

SPONSOR PROSPECTUS

EVENT SPONSORSHIP OPPORTUNITIES

Diamond Sponsorship Benefits ($3,500):

1. Conference Headline Sponsor
2. Complimentary single exhibit table
3. 2 full complimentary conference registrations
4. Full-page x 2 issues in Collector's Ink
5. Logo on all conference signage
6. 12-month webpage banner ad
7. Conference headline sponsor recognition in registration area
8. 10 minutes at microphone during the opening session
9. 1 full-page ad/brochure and 1 promotional item inserted into attendee bags (Ad/brochure/item to be provided by sponsor)
10. Recognition on the conference website
11. Recognition on social media
12. Recognition on looping PowerPoint during the event
13. Sole sponsor of conference lanyards and badges

Gold Sponsorship Benefits ($2,500):

1. Complimentary single exhibit table
2. 1 full complimentary conference registration
3. Half-page x 1 issue in Collector's Ink
4. 6-month webpage banner ad
5. 1 full-page ad/brochure and 1 promotional item inserted into attendee bags (Ad/brochure/item to be provided by sponsor)
6. Recognition on the conference website
7. Recognition on social media
8. Recognition on looping PowerPoint during the event
9. Recognition as sponsor of one of the following. Sponsor to request their preference when submitting their completed form. Final selection is based on first come, first served.
   a) Opening Welcome Reception
   b) Tote Bags
   c) Printed Agenda Sponsor

Silver Sponsorship Benefits ($1,500):

1. Complimentary single exhibit table
2. 1 full complimentary conference registration
3. Quarter-page x 1 issue in Collector's Ink
4. 3-month webpage banner ad
5. Full-page bag insert (Ad to be provided by sponsor)
6. Recognition on the conference website
7. Recognition on social media
8. Recognition on looping PowerPoint during the event
9. Recognition as sponsor of one of the following. Sponsor to request their preference when submitting their completed form. Final selection is based on first come, first served.
   a) Monday's Breakfast
   b) Tuesday's Breakfast
   c) Monday's Lunch
   d) Tuesday's Lunch & Capitol Connections

Bronze Sponsor ($950):

1. Complimentary single exhibit table
2. 1 full complimentary conference registration
3. Full-page ad inserted into attendee bags (Ad to be provided by sponsor)
4. Recognition on looping PowerPoint during the event
5. Recognition on signage during Monday's networking breaks.

If you don't see a package that meets your marketing goals, please contact us at info@calcollectors.net to customize a sponsorship package.

CALIFORNIA ASSOCIATION OF COLLECTORS
CAC 109th ANNUAL CONFERENCE & EXPO

The CAC 2026 Conference & Legislative Day will be held April 19-21, 2026, at the SAFE Credit Union Convention Center in Sacramento. Our goal is to design the event to ensure multiple touchpoints between sponsors and attendees, making your exposure meaningful and memorable.

What kind of products and/or services appeal to CAC members?
Collection professionals are interested in things that will help them be successful – professional software and hardware, insurance, data & communications solutions, book resources, community resources, investment strategies, business tools, payment solutions and more.

How does sponsoring at the CAC conference benefit my business?
By sponsoring, you increase your visibility in the collections 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 CAC promote their vendors?
All contracted sponsors will be provided a number of promotional opportunities, including ad space in our quarterly newsletter Collector's Ink. Attendees will be provided with a list of all sponsors including product/service descriptions and contact information.

If I am unable to attend the conference, can I still get my company's information to attendees?
Yes! CAC has remote vendor opportunities, each attendee is provided with a complimentary tote bag that will contain conference information. Vendors will have the opportunity to promote their business via a full-page flyer, gift item or brochure insert. CAC also has a quarterly newsletter, Collector's Ink, in which vendors have a great opportunity for visibility with CAC members.

SPONSOR DISPLAY TABLES

Included with Exhibit
- 1 eight-foot table and 2 chairs inside the session room for full visibility at all times
- Electricity and internet are available for purchase. Email CAC for pricing. (Complimentary Wi-Fi will be provided for all attendees)
- Set-up is 7:00 - 8:00 am on Monday, April 20.
- Tear-down can be Tuesday, April 21 from 10:00 am to 12:30 pm or after 2:00 pm

Sponsor Networking Time (subject to change):

Sunday, April 19
- Welcome Reception & Sponsor Networking 5:00-6:00 pm

Monday, April 20
- Sponsor Showcase with Breakfast and Attendee Check-in 8:00-9:00 am
- Networking breaks
- Lunch 12:00 pm - 1:00 pm

Tuesday, April 21
- Sponsor Showcase with Breakfast 8:00-8:30 am

Outside Events / Hospitality Hours
As a courtesy to all sponsors, hospitality and private events will not be permitted during any scheduled CAC function. Sponsors scheduling private functions in conflict with official CAC events will jeopardize their participation in future CAC events.

TERMS & CONDITIONS

1. CAC reserves the right to alter or change the space assigned to the Sponsor. CAC 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 Sponsor to CAC.

2. Sponsor agrees to follow all rules and regulations required by the convention center and hotel property and show management regarding health and safety guidelines during the time of the meeting.

3. The Sponsor 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 CAC. 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 Sponsor to CAC.

4. The Sponsor shall comply with all rules and regulations by CAC for the show and agrees that CAC's decision to adopt and enforce any such rule or regulation shall be final and binding.

5. The Sponsor is responsible for compliance with all applicable law, bylaw, ordinances, regulations, requirements, codes and safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Sponsor so comply.

6. Sponsor agrees to indemnify and hold harmless, CAC, and the Convention Center, 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 Sponsor, Sponsor'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 Sponsor to indemnify the above named representatives 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 the above named representatives.

7. All sponsorships are non-refundable upon completion of the contract.

8. CAC reserves the right at any time to alter or remove sponsor displays or any part thereof, including printed material, products, signs, lights or sound, and to expel Sponsors or their personnel if, in CAC's opinion, their conduct or presentation is objectionable to CAC or to other show participants.

9. Sponsor's display must comply with all requirements of CAC and of the owner of the building, including maximum height requirements. The Sponsor must provide at least one, and not more than two, staff per booth, to maintain display during show hours. Only employees from the company contracting for the sponsorship will be attending the booth. Sponsor display tables may not be shared or split with non-sponsoring companies.

10. Sponsors must limit displays to the dimensions of the table to which they are assigned. Two chairs will be provided with each table. All displays must be freestanding. No bolts, screws, hooks or nails shall be driven into or otherwise attached to the table, walls or floor of the event space. No banners, posters or signs may be erected in any way that interferes or distracts the view, light, or space of any other Sponsor or CAC.

11. CAC and the Convention Center will not be responsible for any shipping or handling charges owed by Sponsor. CAC assumes no responsibility for loss or damage to the Sponsors goods or property either before, during or after the show. An employee of the Sponsor must be present during uncrating, installation and dismantling of his/her display.

12. In consideration of the Sponsor's participation in the show, the Sponsor hereby releases CAC, its directors, officers, management contractors, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Sponsor 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 of CAC or otherwise.

13. The Sponsor agrees that no display may be dismantled or goods removed prior to the designated tear-down time. The Sponsor agrees to remove the exhibit, equipment and appurtenances from the show building by the final move out time. In the event of failure to do so, the Sponsor agrees to pay for such additional costs as may be incurred by CAC or Convention Center.

14. The Sponsor will comply with the rules and regulations of any unionized contractors, which may be selected by CAC to service the Sponsors. Any dispute between the Sponsor and any such contractor or union representatives will be referred to CAC for resolution, whose decision shall be final and binding on all parties.

15. CAC reserves the right to cancel this contract and to withhold possession of the space or to expel the Sponsor there from if the Sponsor fails to comply with any terms and conditions of this contract or the show rules and regulation, in which case the Sponsor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting CAC's other rights and remedies at law under this contract as a result of such failure to comply.

16. Processing of payment by CAC does not in itself constitute acceptance.

17. CAC will not be bound by any verbal agreements, representations, or statements between CAC (staff of volunteers), Sponsors, or the Convention staff. All agreements must be made in writing.

18. Information about other contracted services from the Convention, Hotel or others, will be sent with confirmation materials upon receipt of application and should be contracted for directly with service provider.

Send completed, signed form to:

California Association of Collectors
8619 EAGLE CREEK CIRCLE
SAVAGE, MN 55378
Phone: 916-929-2125
Email: info@calcollectors.net

April 19-21, 2026 • SAFE Credit Union Convention Center, 1400 J St, Sacramento, CA

SPONSOR COMMITMENT FORM

Completed forms must be returned by **March 20, 2026** with full payment in order to receive the lowest rate. Please note that sponsorships may fill at any time so we encourage early commitments. Sponsorship opportunities will be filled on a first-come, first-served basis.

CONTACT INFORMATION

Company Name: _____ Contact Person: _____

☐ Use same contact information and company description as last year.

Street Address: _____ City, State: _____ Zip: _____

Phone: _____ Email: _____

Product or Service Description (*15 words max*): _____

Website: _____

SPONSORS (MULTIPLE LEVELS)

If your selection is not available, we will contact you regarding an alternative selection.

Level:

☐ **Diamond ($3,500)**

☐ **Gold ($2,500)**
- ☐ Opening Welcome Reception
- ☐ Tote Bags
- ☐ Printed Agenda Sponsor

☐ **Silver ($1,500)**
- ☐ Monday's Breakfast
- ☐ Tuesday's Breakfast
- ☐ Monday's Lunch
- ☐ Tuesday's Lunch

☐ **Bronze ($950)**

COMMITMENT/PAYMENT

Sponsorship: $ _____

Additional Badge(s): $ _____

TOTAL AMOUNT DUE: $ _____

Check # _____ **payable to "CAC" enclosed**

CAC will send a secure invoice link to the Contact Person for payment within 5 business days of completed commitment form.

☐ **Pay by credit card or ACH.**

Payment is due in full at the time of commitment

COMPANY REPRESENTATIVES

Please print carefully for badge purposes. One conference badge is included with exhibit space (covers all of the conference activities and food functions). Additional badges may be purchased for $395 each.

☐ **$0 Complimentary Registrant**
Name: _____
Email: _____

☐ **$0 Complimentary Registrant** *(Diamond only)*
Name: _____
Email: _____

☐ **$395 Additional Registrant**
Name: _____
Email: _____

Send completed and signed form to:
California Association of 8619
EAGLE CREEK CIRCLE
SAVAGE, MN 55378
Phone: 916-929-2125
Email: info@calcollectors.net

TERMS AND CONDITIONS

We agree to the terms and conditions of the Agreement as provided in the Sponsor Prospectus.

Signature: _____

Printed Name of Signer: _____