Supplier Program & Networking Events
January 26 - 27, 2016

Dedicated Supplier Exposition Hours
January 27, 2016  8:00 a.m. - 11:30 a.m.

The Fess Parker Doubletree Hotel
633 E. Cabrillo Blvd.
Santa Barbara, CA  93103

CONTACT
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SUPPLIER EXPO CHAIR
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The California Association of Public Procurement Officials (CAPPO) invite you to join us in Santa Barbara, Wednesday, January 27, 2016, at The Fess Parker Doubletree Hotel for our 99th Annual Conference and Supplier Exposition. CAPPO's Supplier Exposition is the most important public sector Trade Show in California, and this promises to be the one event you cannot afford to miss!

Conference attendees will represent all areas of public procurement and contract services for State, Counties, Cities, Transportation Agencies, Universities, Schools, Special Districts, and Courts. These are the individuals who make the buying decisions and award recommendations for the agencies they serve. In addition, CAPPO will be inviting other professional purchasing associations to attend. These associations include the following:

- National Association of Purchasing Management/Institute for Supply Management (NAPM/ISM)
- National Contract Management Association (NCMA) National Institute of Governmental Purchasing (NIGP)
- California Association of School Business Officials (CASBO)
- National Association of Educational Procurement (NAEP)
- California Society of Municipal Finance Officers (CSMFO) National Procurement Institute, Inc. (NPI)
- Florida Association of Public Procurement Officials (FAPPO)

We are excited to continue the tradition of providing exceptional suppliers the perfect platform to connect directly, one-on-one, with hundreds of government procurement professionals!

**Why You Need To Attend The 99th ANNUAL CAPPO Supplier Exposition**

- 100% of the attendees are directly involved in the purchasing decisions for their agency
- Our Supplier Exposition creates an excellent opportunity for providers of products and services to showcase their offerings to decision-makers.
- The 100+ exhibiting companies will include your competitors.
- CAPPO’s Supplier Exposition is a cost effective network marketing tool.
- Attendance offers you the opportunity to increase your visibility among attendees.
- CAPPO members refer to our Expo Programs repeatedly. Our Expo Program also contains a map of the exposition hall, and directory of suppliers in attendance.
- No other State event brings this much buying power together under one roof.

**Space is limited. Register today!**
THE FESS PARKER DOUBLETREE HOTEL

Centrally located to Northern as well as Southern California, The Fess Parker offers a unique meeting destination in a location proven to increase attendance. Combined with a city full of culture, natural beauty, and year-round ideal weather, The Fess Parker Doubletree Hotel is located on one of Southern California’s most beautiful coastlines, the dramatic 24-acre mission-style resort is just 1/2 mile from downtown and 20 minutes from the airport.

The Fess Parker Doubletree Hotel will surely help create a unique and well attended conference!

The special conference hotel rate starts at $159 per night. Please keep in mind, the hotel will sell out FAST, do not wait to make your reservation! Hotel reservations can only be made through the special web portal and the link will be provided to you upon completion of registration.
The Networking OPPORTUNITIES Will Be Immeasurable

We recognize the importance of our relationships with our suppliers and wish to strengthen them by providing a unique opportunity to promote your organization to our members.

As a registered supplier you will receive either a booth or table location at the Supplier Exposition to showcase your company and will be offered several exciting networking events to personally meet our members and establish or strengthen relationships.

PARTICIPATION LEVELS

Supplier Table Top Package Includes

♦ Two weeks prior to the Expo, a mailing list of all CAPPO Conference attendees that have registered (to date) will be provided via email
♦ Business listing in our Supplier Exposition Program
♦ Business listing on our CAPPO website for the next year
♦ Supplier Training Workshop on Tuesday, January 26, 2016
♦ 8’ high back wall drape and 3’ high side rail drape
♦ (1) 6 foot skirted table
♦ (2) chairs
♦ (1) wastebasket
♦ (1) 7” x 44” identification sign
♦ Lunch for 2 attendees
♦ Information Exchange Session with CAPPO Leaders, Wednesday, January 27, 2016

Supplier Booth Package Includes

♦ All of the amenities included with the Supplier Table Top Package
♦ 8’ x 10’ Booth

Registration Cost Does Not Include

♦ Electricity costs or other needs not listed above
♦ Partner Networking Event

Zone Assignments

Booth, table top and vehicle zone assignments will be made by CAPPO on a first come first serve basis. Therefore we strongly recommend your company register as soon as possible if you would like a premium zone assignment.

Additional Advertising Opportunities

Suppliers are offered additional advertisement opportunities in our Supplier Exposition Program. Full color ads are available by full, half, and quarter size page.
MAXIMIZE CONTRACT POTENTIAL - HOW TO SUCCESSFULLY NAVIGATE THE MAZE OF LOCAL GOVERNMENT

Serving as the former Purchasing Agent for the City of San Diego and the Logistics Chief during the infamous 2007 Witch Creek Fires, Tammy Rimes purchased almost $1 billion (yes, with a B!) worth of commodities, services and construction during her tenure. Now, she travels the country working both sides of the table - helping local governments with their purchasing teams, and helping companies understand the maze of working with government.

This session will cover:

♦ How to navigate the maze of government procurement and the differences between the local government markets (city, county, school districts and agencies)
♦ Recognize the "rules" of public procurement and how it differs from private procurement
♦ Understand how the government fiscal year works, and work it to your advantage
♦ Assess the various procurement methods – RFI, RFP, Bid, Quick Quotes and Sole Source
♦ Learn about Supplier Registration programs, and how to have your name on all their lists for quick quotes or bids
♦ Reveal the best times of year to sell...how the fiscal year can work in your favor
♦ Discover what works when talking to a government buyer and what doesn’t work
♦ Learn when you should protest, and how to ask for a debrief session
♦ How does local preference work for you or against you? MBE/WBE/DV Preference?
♦ Gain knowledge of the concept of “piggybacking” and cooperative contracts
♦ Create a marketing strategy that includes How to Do Business workshops, conventions and daylong buyer events.

Local governments buy a lot of stuff. Year in and year out…all year long - the needs and wants are far and wide.

However, government can be a difficult client to understand. The sales cycle is a long one, often taking months to finally obtain a contract. The rules can be complicated, with long proposals and confusing terms and conditions. In addition, just navigating through the various departments and hierarchy to find the right person to meet can be a challenge by itself. But it is possible. Learn from the former Purchasing Agent from the Nation’s 9th largest city how to garner government business! It’s a matter of learning some new skill sets with an underlying persistence that will eventually help you win, excel in, and retain this lucrative business. And the best part…once you land a government contract, it usually comes with a long-term commitment.
Supplier APPRECIATION LUNCHEON

Once again, delivering an excellent networking opportunity and a chance to relax and unwind after the Supplier Exposition, you won’t want to miss the Supplier Appreciation Luncheon. Immediately following the Supplier Exposition, the luncheon will allow you an opportunity to wind down and informally network with conference attendees in the Fess Parker’s beautiful surroundings.

Two (2) representative meals are included in the cost of the registration. You also have the option to purchase additional meal tickets, which will be sold separately for each meal per person.

Supplier INFORMATION EXCHANGE

This year’s CAPPO President, along with CAPPO and Supplier Leaders, are inviting Expo participants to a roundtable to discuss relevant topics, share best practices, and exchange knowledge and experience.

IMPORTANT DATES AND TIMES

It is the responsibility of the participating suppliers to be aware of all deadlines and to ensure their materials are handed in to CAPPO on time.

Event Itinerary

Onsite Registration……………………………Tuesday, January 26, 2016 9:00 a.m. to 3:00 p.m.
Supplier Workshop……………………………Tuesday, January 26, 2016 1:00 p.m. to 4:30 p.m.
Exhibitor Move-In……………………………Tuesday, January 26, 2016 6:00 p.m. to 10:00 p.m.

Exhibit Hall Opens For Suppliers …………………Wednesday, January 27, 2016 7:00 a.m.
Show Hours………………………………..Wednesday, January 27, 2016 8:00 a.m. to 11:30 a.m.
Supplier Appreciation Luncheon………………Wednesday, January 27, 2016 at Noon
Exhibitor Move-Out ……………………Wednesday, January 27, 2016 11:30 a.m. to 3:00 p.m.

Supplier Information Exchange………………Wednesday, January 27, 2016 3:00 p.m. to 4:30 p.m.
Partner Networking Event*…………………Wednesday, January 27, 2016 starts at 6:00 p.m.

*Suppliers will have an opportunity to purchase advance tickets for this event
2015-2016
CAPPO PARTNERSHIP PROGRAM

Partnering with CAPPO, Inc.

CAPPO has a high regard for its vendors and supporting organizations. It is our belief that by working together we can achieve our greatest success. The Partnership Program is built on this belief and recognizes the importance of our Partners.

The 2015 - 2016 Partnership Program offers an attractive mix of conference and non-conference related benefits. By partnering with CAPPO, Inc., you will receive exclusive opportunities for advertising, publicity, networking and recognition. CAPPO’s membership is composed of procurement directors, managers, buyers and construction contracting staff that influence and impact spend from cities, counties, utilities, transportation agencies, universities, schools and special districts throughout the State of California.

The 2016 Annual Conference will be held at the Fess Parker Hilton Resort in beautiful Santa Barbara, CA. Our members look forward to spending dedicated time at the Conference to learn about products, services and trends. The Conference will provide several opportunities for our partners to network, build relationships and engage with CAPPO members, the CAPPO Board of Directors, and VIPs from various national procurement associations. We are looking forward to a great conference experience and expect this will be a tremendous opportunity to highlight the capabilities and offerings of our Partners.

For more info about this exciting opportunity, contact the CAPPO President at: jvargas@san.org or visit: http://www.cappo.org/assets/Conference2016/docs/cappo_partnership_5_15_15.pdf.

Jana Vargas
CAPPO President 2015/2016
REGISTRATION

Next Step….

To register, suppliers must complete their application online at:

https://www.regonline.com/2016CAPPOSupplierExpo

Registration must be completed and paid for to reserve your space and receive hotel room block reservation information.

PRICING

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplier Table Top Package</td>
<td>$995</td>
</tr>
<tr>
<td>Supplier Booth Package</td>
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<tr>
<td>Additional Lunch Tickets</td>
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<tr>
<td>Partner Networking Event</td>
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<tr>
<td>1/4 Page Advertisement in Supplier Expo Program</td>
<td>$250</td>
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<td>1/2 Page Advertisement in Supplier Expo Program</td>
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<tr>
<td>Full Page Advertisement in Supplier Expo Program</td>
<td>$1,000</td>
</tr>
<tr>
<td>Vehicle Exhibit or Large Equipment</td>
<td>$200 per space</td>
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</tbody>
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CONTACT INFORMATION

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Partnership Opportunities
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CAPPO PRESIDENT
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TriCord Tradeshow Services
Megan Laughton
PROJECT COORDINATOR
megan@tricord.net
Frequently Asked Questions

Which payment options are accepted?
◊ All major credit cards are accepted. Checks are not accepted because payment is done through the online portal.

When can I set up?
◊ Suppliers will have the opportunity to load their equipment and materials the day before the event, January 26, 2016 from 6:00 pm to 9:00 pm.

Who do I contact to make arrangements for other amenities?
◊ If your company would like electrical, advanced freight services, additional signage, etc., contact Tricord Tradeshow Services at megan@tricord.net.

What is the Dress Code?
◊ The dress code is business casual. Company uniforms are accepted. Please remember this is a professional event and you will be representing your company to numerous purchasing professionals.

Can I submit my contact information but pay for my booth at a later date or at the expo?
◊ No. Area assignments are on a first come first served basis.

How will I find my booth/table top at the expo?
◊ Each booth/table top is clearly marked with the business name on the expo day.

What happens if I miss a deadline for ad submission?
◊ If a supplier fails to submit an ad by the specified date, only the company name will be included in the Supplier Expo Program.

How and when will I receive the conference list of attendees?
◊ Via email, two weeks prior to the expo. Please make sure that you add adeaner@lbschools.net to your safe email list so that you can receive the contact list and updates leading up to the expo.

What is the cancellation policy
◊ Exposition registrations may be cancelled prior to 12/01/2015. Cancellations and refund requests must be submitted in writing (email or paper request) by 12/01/2015. There will be a $300 cancellation fee. No refunds requests will be accepted after 12/01/2015.
◊ Refunds for meals or events will be considered on a case by case basis.
2016 CAPPO
Fess Parker’s DoubleTree Resort
Santa Barbara, California