

California Association of Licensed Security
Agencies, Guards & Associates

CALSAGA™



2020 Virtual CALSAGA Annual Conference Wednesday, October 21st & Thursday, October 22nd

Due to the COVID-19 pandemic, the CALSAGA Board of Directors have elected to transition the 2020 CALSAGA Annual Conference to a virtual format. This decision was made as a safety precaution for our attendees, speakers, sponsors, exhibitors, staff and the public. This also provides the opportunity to expand our program to a broader audience.

CALSAGA has served as a voice for the private security industry for over twenty-five years. Virtual conference attendees can expect great programming and information to help run their businesses and make necessary adjustments during these unprecedented times. Virtual conference sponsors and vendors can expect interaction with conference attendees through our Virtual Exhibitor Hall.

2020 VIRTUAL ANNUAL CONFERENCE OPPORTUNITIES

GOLD SPONSOR \$1500

- Virtual Vendor Booth
- Virtual Admission to the conference for 4 people
- Acknowledgement in the video bumper of each speaker session
- Company recognition during Opening Session
- Scrolling banner ad during sessions, agenda and attendee profiles
- Recognition in *The Californian: The Quarterly Newsletter of CALSAGA*
- Attendee contact list following the event

SILVER SPONSOR \$1000

- Virtual Vendor Booth
- Virtual Admission to the conference for 3 people
- Acknowledgement in the video bumper of each speaker session
- Company recognition during Opening Session
- Scrolling banner ad on agenda and attendee profiles
- Recognition in *The Californian: The Quarterly Newsletter of CALSAGA*
- Attendee contact list following the event

EXHIBITOR \$500

- Virtual Vendor Booth
- Virtual Admission to the conference for 2 people
- Attendee contact list following the event



The Voice of the Industry

WHAT IS A VIRTUAL VENDOR BOOTH?

Even though attendees can no longer walk through the exhibitor hall to check out different booths, it is our intent to give them a centralized location to browse different exhibits. The Virtual Exhibitor Hall will enable attendees to ask questions and get more information, in turn allowing sponsors and vendors to gather leads.

We encourage you to make your virtual booths as visual as possible, featuring pictures, videos, logos, and posters to stand out. Consistent branding can have a big impact on attendees, and strong visuals that represent the goods and/or services you offer can make an impression and assist in acquiring new leads. You will be able to offer giveaways and coupon codes through your Virtual Vendor Booth.

CONFERENCE PLATFORM

We are excited to be powered by the Whova Event Management System for this year's virtual conference. The conference may be accessed via computer browser and on mobile devices through the Whova App. The app is available in the App Store and the Google Play Store.

CONFERENCE SESSIONS

Sponsors and vendors will have access to conference sessions, live Q&A sessions and session replays.

**Please contact Association Manager Kate Wallace at kate@calsaga.org
with any questions or to register as a sponsor or vendor.**