

# 2025 ANNUAL CONFERENCE SPONSOR & VENDOR OPPORTUNITIES



California Association of Licensed Security Agencies, Guards & Associates (CALSAGA) is the only industry association in California specifically representing private security companies, in-house security operations and private security training facilities. Founded in 1994, the organization has held a conference each fall providing opportunities for continuing education, networking and learning about products and services specifically for this industry.

## The Mission of CALSAGA:

Raise and improve the quality of service and public perception of the security industry by promoting industry growth and providing information, education, improved standards, legislative and regulatory agency advocacy, money-saving benefits, and personal development.

## October 14th - 16th | Rancho Mirage, CA





# EXHIBITOR HALL OPTIONS

INCLUDES	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	VENDOR
Cost	\$6,000	\$5,000	\$4,000	\$3,000 - 10 x 6 \$2,750 - 6 x 6
Number of Included Admissions	3	2	2	1
Cost for Additional Admissions	\$309	\$309	\$339	\$359
Attendee Contact Information Following the Event	✓	✓	✓	✓
Access to the online conference platform and app	✓	✓	✓	✓
Ability to distribute promotional materials in attendee bags	✓	✓	✓	✓
<b>NEW!</b> Ability to host event + invite attendees	✓	✓	✓	
Logo on conference website	✓	✓	✓	
Pre-conference social media thanks	✓	✓	✓	
High logo visibility and number of mentions	✓	✓		
Recognition in the Q4 edition of The Californian	✓	✓		
Guaranteed admission to General Sessions	✓			
Priority on Booth Location Selection	✓			



## New for 2025

Dedicated time in the program for Gold, Silver, and Bronze Sponsors to host their own events on the evening Wednesday, October 15th\*

## ADDITIONAL OPPORTUNITIES

All of the sponsorships below include:

- Recognition on the conference webpage
- Signage recognition at the conference
- Recognition in Q4 edition of *The Californian: The Quarterly Newsletter of CALSAGA*

**OFFICER AWARDS SPONSOR \$5,000**

**ATTENDEE APP SPONSOR \$3,500**

**TUESDAY COFFEE CHAT/HAPPY HOUR BAR SPONSOR \$2,500**

**WEDNESDAY HAPPY HOUR BAR SPONSOR \$2,500**

**WEDNESDAY HAPPY HOUR FOOD SPONSOR \$2,000**

~~LANYARD SPONSOR \$2,000~~ **SOLD**

~~TUESDAY, WEDNESDAY, OR THURSDAY LUNCH SPONSOR \$2,000~~

~~WEDNESDAY OR THURSDAY BREAKFAST SPONSOR \$1,750~~

**TUESDAY, WEDNESDAY, OR THURSDAY COFFEE SPONSOR \$1,250**

**TUESDAY SNACK BREAK SPONSOR \$1,000**

~~NOTEPAD SPONSOR \$1,000~~ **SOLD**

~~PEN SPONSOR \$500~~ **SOLD**





Expected  
attendance:  
275 - 325  
Security  
Professionals

Direct access to senior  
management of some of the  
largest security companies  
in the world, as well as  
smaller independent  
companies



Agenda includes  
dedicated time for  
attendees to visit  
the Exhibitor Hall

Meals, Receptions  
and Happy Hours  
included for  
Sponsors and  
Vendors

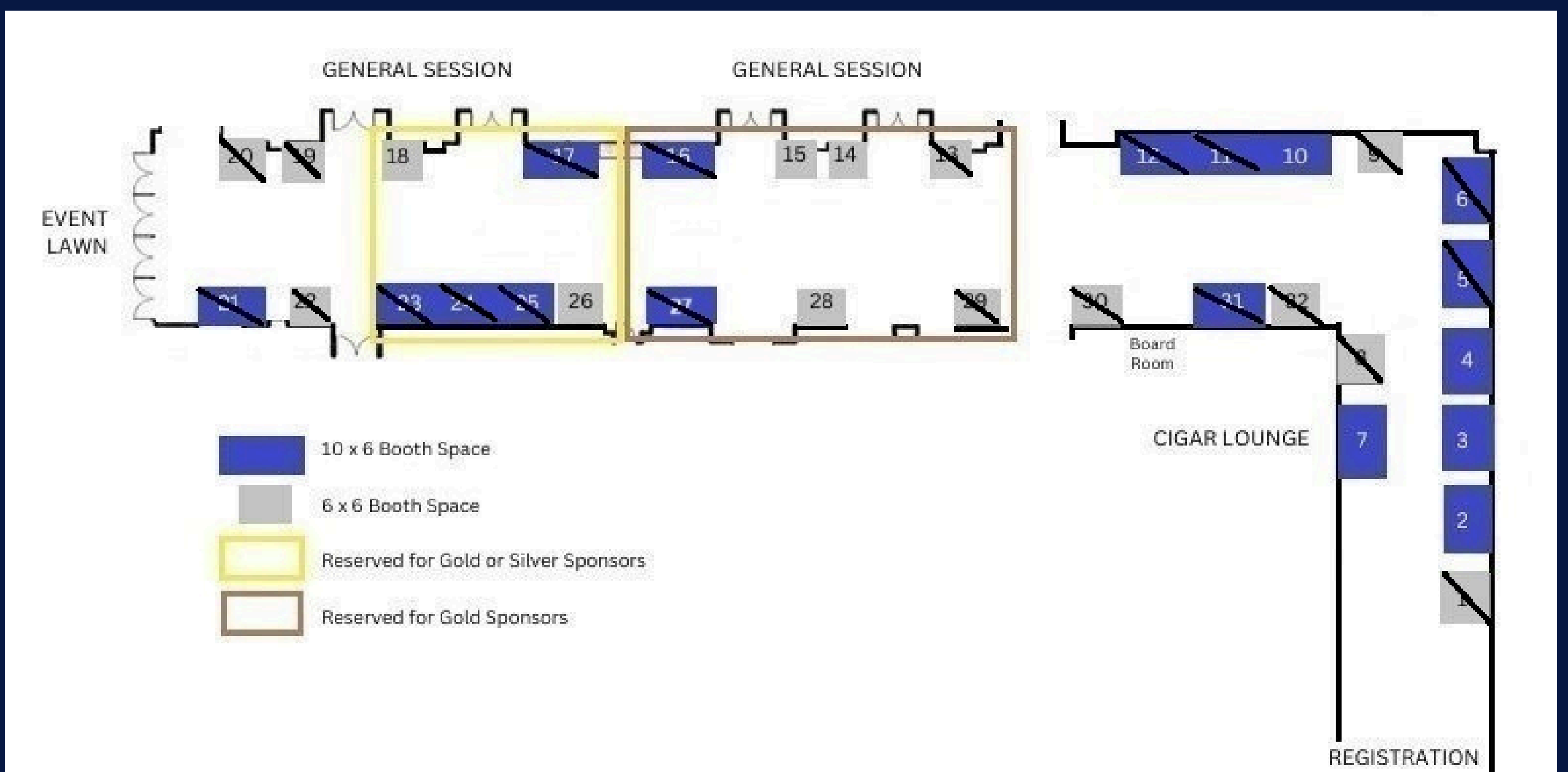


Discounts for Gold, Silver or Bronze Sponsorship or  
Vendor Booths

CALSAGA Associate Member: 10% Discount

CALSAGA Network Partners: 15% Discount





\*Gold, Silver and Bronze sponsors will have the opportunity to host their own events or dinners on Wednesday, October 15th 6:30pm - 9:30pm. Events may be held onsite or offsite and sponsors may extend invitations to all conference attendees or a portion of attendees. Attendee list will be provided to sponsors by Friday, October 3rd at 5:00pm.

All booths include one 6 foot table with linens, two chairs, complimentary pre-wired 110V electricity and complimentary internet access.

CALSAGA reserves the right to restrict or remove exhibits, without refund, that have been falsely entered, or are deemed by unsuitable or objectionable by CALSAGA. This restriction applies to, but is not limited to, noise, P.A. systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to CALSAGA or Facility Management. If applicable, exhibitor must be licensed to do business in California.

# Sponsor and Vendor FAQ

## Annual Conference Exhibitor Application

Questions: [conference@calsaga.org](mailto:conference@calsaga.org)