



CP
California
Payroll
Conference

Westin Rancho Mirage Golf
- Palm Springs, Ca

CALIFORNIA PAYROLL

CONFERENCE

EXHIBITOR/SPONSOR

PACKET

WELCOME

California Payroll Conference (CPC) is pleased to invite you to participate in California's largest Payroll Professional's event: The 2026 Annual CPC Conference.

As resource providers, your services support the Payroll industry, allowing companies to function at their optimal level. At this event, your company has the incredible opportunity to influence the future of Payroll and achieve lasting relationships within the field.

Today's Payroll and HR Professionals and Leaders are focused on building strong, sustainable teams and reviving lackluster organizational models. These Payroll objectives are brought to life by the resources you offer that will assist Payroll and HR Professionals in determining what lies ahead to achieve their company's success. Take this opportunity to develop new connections and strengthen existing relationships with hundreds of Payroll and HR professionals attending this conference.

The CPC's Annual Conference will be held Wednesday, October 21 through 23rd 2026 at the Westin RanchoMirage Golf and Spa Palm Springs, CA. Join us in supporting the world of Payroll!

Exhibitor and sponsor spaces are filled on a first-come, first-served basis. Don't let these opportunities pass you by, **ACT NOW!**

Please be on the lookout for an email from cpcvendorcommittee@gmail.com for registration opening!

For more information and details please continue reading.



HOW TO MAKE THE MOST OF YOUR CONFERENCE EXPERIENCE

Tips-n-tricks for maximizing the value of your conference booth.

- Use Whova to engage during, before and after the conference with attendees and have fun!
- Make your booth visually attractive.
- Get some fun schwag- we recommend thinking beyond pens, business cards and flyers! Entice participants to provide their info with a prize offering.

GENERATE ENTHUSIASM FOR YOUR COMPANY WITH THE CPC AUDIENCE IN 2024

Your company will benefit when you add additional sponsorship opportunities to engage with the CPC membership over the course of the whole year. Let the CPC Vendor Committee help you create a package that fits your goals and your budget.

SELECT YOUR
CONFERENCE
PARTICIPATION LEVEL

- Basic
- **Premium**

ADD ADDITIONAL
SPONSORSHIP
OPPORTUNITIES

- **Overall Conference Sponsor**
- **Chapter Social Sponsor**
- Conference Technology Sponsor
- Attendee Bag Sponsor
- Keynote Speaker Sponsor
- Professional Head Shot Sponsorship
- Branded Hotel Key Card Sponsorship
- Coffee & Dessert Sponsorship (2 Available)
- Exhibitor Booth

BE A PART OF THE LARGEST ANNUAL PAYROLL CONFERENCE IN CALIFORNIA

Featuring highly respected keynote speakers and a comprehensive array of educational sessions, this conference attracts more than 200 attendees from throughout the golden state, including Payroll and HR professionals with titles ranging from mid-level Payroll and HR positions to senior Payroll and HR executives. (See last 3 pages for Full Sponsorship Benefits)

TOP 3 SPONSORSHIP OPPORTUNITIES

	Overall Conference Sponsor	Chapter Social Sponsor	Conference Technology Sponsor
Podium Time at Opening General Session			
Conference Attendee Lanyard (Provided by Exhibitor, if elected)	X		
Logo on ALL conference marketing material	X		
Exclusive Room for Demos (AV Equipment Sponsor Responsibility)	X		
Key Note Speaker and Introduction (As determined by CPC Board)	X		
Full Conference Registration(s)	2		
Exclusive Sponsor and MC for Conference Private Party (Event as Sponsored)		1	
See Sponsor Information brochure for further details and information)	X	X	
CPC Provided Food, Beverages (limited), Branded Attendee Giveaway and Decorations for Sponsored Event	X		
Breakout Speaking Opportunity if Topic Received by 03/01/2024*		X	
Reserved Table at Awards Celebration (Final Day of Event)	X	X	
Booth Upgrade in Expo Hall (Double)	X	X	
Digital PRE-Event Attendee List (one-time use)		X	
Provided 60/30/15 days before event start	X		
Dedicated Sponsorship Chat Session in Conference Application	X	X	
Marketing Announcement by CPC to All Attendees in Conference Application	X	X	X
Prime Location in Exhibitor Hall (Selection Number)			
Response required within 1 business day or selection spot will be passed	1		
Full Conference Registration @ 50% Off (regular rate)	3		
Collateral Included in Conference Bag (Provided by Sponsor)	X	3	2
Signage at Conference Entrance*	X	X	X
Banner Advertisement on CPC Mobile App	X	X	X
Special Marketing on CPC Website (Homepage)	X	X	X
Marketing as Exhibitor on CPC Website	X	X	X
Logo on Ballroom's main screen throughout event	X	X	X
Recognition from Podium	X	X	X
Digital POST - Event Attendee List (one-time use)	X		
Provided within 10 days of event close		X	X
Lead Retrieval and Attendee Communication in Conference Application	X	X	X
Branded Sponsor and Exhibitor Profile in Conference Application (Ability to add company verbiage, documents, and videos)	X	X	X
Exhibitor Game to Increase Attendee Visits (CPC Game Determination)	X	X	X
Conference Meals (As provided for non-exclusive events)**	5	3	3
Early Bird Registration (Through 04/30/2024)	\$20,150.00	\$10,150.00	\$6,150.00
Registration (05/01/2024- 07/31/2024)	\$25,150.00	\$12,650.00	\$7,650.00
Late Registration (08/01/2024- 1 Week Before Conference)	\$27,665.00	\$13,915.00	\$8,415.00
**Additional Booth Attendees Invoiced Based on Conference Meal and Labor Costs (TBD)	X	X	X

EXHIBITOR INFORMATION

SERVICES & EQUIPMENT PROVIDED

Exhibit booth space is a 6' draped table with two chairs.

LIGHTING & ELECTRICAL

General illumination of the Hotel Foyer is provided. A standard 110 volts 2-plug electric outlet can be provided, if needed and purchased. Requests for special electrical/internet should be submitted in advance.

OPERATING THE EXHIBITS

It is expected that all Exhibitors will conduct their business in a professional manner and will adhere to the rules of the Exhibit Hall as stipulated in this document. Soliciting or demonstrating by an exhibitor must be confined to the exhibit booth. Printed advertisements must be distributed within the rented space. Exhibitors may take orders if all transactions are conducted in a manner consistent with the professional nature of the Annual Conference.

The aisles in front of booths must be kept clear. Objectionable sound devices will not be operated. Engines or any other kind of equipment may be operated only with prior consent from the CPC, and the Hotel. All property destroyed or damaged by an Exhibitor must be replaced in the original condition by the Exhibitor and at the Exhibitor's expense, to the satisfaction of the CPC and the party or parties whose property is involved.

All Exhibitors are asked to comply fully with the following: Copyright laws forbid the playing of music in any form at the convention without paying a fee to or obtaining permission from the composer.

APPLICATIONS & ASSIGNMENT OF EXHIBIT SPACE

Sponsorship levels will be able to select their booth location if a response is received within 1 business day or request. The CPC reserves the right to make all placement assignments.

LIABILITY & INSURANCE

Upon contracting to exhibit, the Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save CPC, The contracted hotel and their insurance agent and company, and their employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by Exhibitor's installations, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of CPC, Westin Rancho Mirage Golf and Spa, Palm Springs CA, as well as their employees and agents.

In addition, Exhibitor acknowledges that CPC and the contracted hotel do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses.

EXHIBIT HALL SECURITY

CPC and the contracted hotel will do their best to ensure that the Exhibit Hall area is secure. Security of exhibitor equipment and display materials cannot be guaranteed. Exhibitors are strongly encouraged to keep a careful watch on valuables, especially laptop computers. Exhibitors should not leave booths unattended or leave valuables in their booths during non-Exhibit Hall hours.

EXHIBITOR INFORMATION

INSTALLATION HOURS

Exhibit installation hours will be provided at least 45 days in advance of the conference. It is the responsibility of each Exhibitor to install his or her exhibit. Crates and large packaging must be unpacked and removed from the Exhibit Hall no later than hours in advance of the conference start time. Additional installation and tear-down information will be provided in the conference specific exhibitor brochure.

FREIGHT & STORAGE

Exhibitors wishing to ship items must communicate with the contracted hotel for the carrier of their choice directly to arrange for a schedule of fees for handling and storage. For exhibitors handling their own materials, they should contact the contracted hotel for a Schedule of fees for storage of crates.

The hotel may also charge for shipments received. Please contact the contracted hotel to obtain those costs directly from them.

EXHIBITOR REGISTRATION

Each Exhibitor representative must register separately for the conference through Whova. See the sponsorship or exhibitor registered level for the number of complimentary representative's entry into the Exhibit Hall and Educational Session As additional representatives must pay discounted registration fees.

EXHIBITOR AND SPONSOR REGISTRATION AND PAYMENT

Payment for registered exhibitors or sponsorship levels must be received within 10 business days or the item will be released to CPC reserves the right to deny or hold sponsorship levels as needed.

MEALS

Each sponsorship or exhibitor level identifies the number of included meals for non-exclusive events. Additional meals must be purchased in advance. A meal ticket will be provided in your packets if you have purchased additional meals.

CANCELLATIONS

Cancellations will be refunded per schedule:

- Cancellations received before June 12, 2024, will result in CPC retaining 25% of the initial payment.
- Cancellations received between June 13, 2024, and July 11,2024, will result in CPC retaining 50% of the initial payment. No requests for refunds will be granted after July 11, 2024."

QUESTIONS & INFORMATION

For questions contact the California Payroll Conference Vendor Committee at cpcvendorcommittee@gmail.com.

	Overall Conference Sponsor	Chapter Social Sponsor	Conference Technology Sponsor
Podium Time at Opening General Session	✓		
Conference Attendee Lanyard (Provided by Exhibitor, if elected)	✓		
Logo on ALL conference marketing material	✓		
Exclusive Room for Demos (AV Equipment Sponsor Responsibility)	✓		
Key Note Speaker and Introduction (As determined by CPC Board)	✓		
Full Conference Registration(s)	2	1	
Exclusive Sponsor and MC for Conference Private Party (Event as Sponsored) See Sponsor Information brochure for further details and information	✓	✓	
CPC Provided Food, Beverages (limited), Branded Attendee Giveaway and Decorations for Sponsored Event	✓	✓	
Breakout Speaking Opportunity if Topic Received by 03/01/2024*	✓	✓	
Reserved Table at Awards Celebration (Final Day of Event)	✓	✓	
Booth Upgrade in Expo Hall (Double)	✓	✓	
Digital PRE-Event Attendee List (one-time use) Provided 60/30/15 days before event start	✓	✓	
Dedicated Sponsorship Chat Session in Conference Application	✓	✓	✓
Marketing Announcement by CPC to All Attendees in Conference Application	✓	✓	✓
Prime Location in Exhibitor Hall (Selection Number) Response required within 1 business day or selection spot will be passed	1	2	3
Full Conference Registration @ 50% Off (regular rate)	3	3	2
Collateral Included in Conference Bag (Provided by Sponsor)	✓	✓	✓
Signage at Conference Entrance*	✓	✓	✓
Banner Advertisement on CPC Mobile App	✓	✓	✓
Special Marketing on CPC Website (Homepage)	✓	✓	✓
Marketing as Exhibitor on CPC Website	✓	✓	✓
Logo on Ballroom's main screen throughout event	✓	✓	✓
Recognition from Podium	✓	✓	✓
Digital POST - Event Attendee List (one-time use) Provided within 10 days of event close	✓	✓	✓
Lead Retrieval and Attendee Communication in Conference Application	✓	✓	✓
Branded Sponsor and Exhibitor Profile in Conference Application (Ability to add company verbiage, documents, and videos)	✓	✓	✓
Exhibitor Game to Increase Attendee Visits (CPC Game Determination)	✓	✓	✓
Conference Meals (As provided for non-exclusive events)**	5	3	3
Early Bird Registration (Through 03/31/2024)	\$ 20,150.00	\$ 10,150.00	\$ 6,150.00
Registration (04/01/2024 - 08/31/2024)	\$ 25,150.00	\$ 12,650.00	\$ 7,650.00

Late Registration (09/01/2024- 1 Week Before Conference)	\$ 27,665.00	\$ 13,915.00	\$ 8,415.00
**Additional Booth Attendees Invoiced Based on Conference Meal and Labor Costs (TBD)	✓	✓	✓

	Attendee Bag Sponsor	Key Note Speaker Sponsor	Professional Headshot Sponsorship
Marketing Announcement by CPC to All Attendees in Conference Application	✓	✓	✓
Prime Location in Exhibitor Hall (Selection Number) Response required within 1 business day or selection spot will be passed	4	5	6
Full Conference Registration @ 50% Off (regular rate)	2	2	1
Collateral Included in Conference Bag (Provided by Sponsor)	✓		
Signage at Conference Entrance*	✓	✓	✓
Banner Advertisement on CPC Mobile App	✓	✓	✓
Special Marketing on CPC Website (Homepage)	✓	✓	✓
Marketing as Exhibitor on CPC Website	✓	✓	✓
Logo on Ballroom's main screen throughout event	✓	✓	✓
Recognition from Podium	✓	✓	✓
Digital POST - Event Attendee List (one-time use) Provided within 10 days of event close	✓	✓	✓
Lead Retrieval and Attendee Communication in Conference Application	✓	✓	✓
Branded Sponsor and Exhibitor Profile in Conference Application (Ability to add company verbiage, documents, and videos)	✓	✓	✓
Exhibitor Game to Increase Attendee Visits (CPC Game Determination)	✓	✓	✓
Conference Meals (As provided for non-exclusive events)**	3	3	3
Early Bird Registration (Through 03/31/2024)	\$ 6,150.00	\$ 5,250.00	\$ 4,250.00
Registration (04/01/2024 - 08/31/2024)	\$ 7,150.00	\$ 6,550.00	\$ 5,250.00
Late Registration (09/01/2024 - 1 Week Before Conference)	\$ 7,865.00	\$ 7,205.00	\$ 5,775.00
Notes:			
*May not be available for Late Registration			
**Additional Booth Attendees Invoiced Based on Conference Meal and Labor Costs (TBD)	✓	✓	✓

	Branded Hotel Keycard Sponsorship	Coffee & Dessert Sponsorship (2 Available)	Exhibitor Booth
Marketing Announcement by CPC to All Attendees in Conference Application	✓	✓	
Prime Location in Exhibitor Hall (Selection Number) Response required within 1 business day or selection spot will be passed	7	8	(Assigned by CPC - Special Requests Taken into Consideration)
Full Conference Registration @ 50% Off (regular rate)	1	1	
Collateral Included in Conference Bag (Provided by Sponsor)			
Signage at Conference Entrance*	✓	✓	
Banner Advertisement on CPC Mobile App	✓	✓	
Special Marketing on CPC Website (Homepage)	✓	✓	
Marketing as Exhibitor on CPC Website	✓	✓	✓
Logo on Ballroom's main screen throughout event	✓	✓	✓
Recognition from Podium	✓	✓	✓
Digital POST - Event Attendee List (one-time use) Provided within 10 days of event close	✓	✓	✓
Lead Retrieval and Attendee Communication in Conference Application	✓	✓	✓
Branded Sponsor and Exhibitor Profile in Conference Application (Ability to add company verbiage, documents, and videos)	✓	✓	✓
Exhibitor Game to Increase Attendee Visits (CPC Game Determination)	✓	✓	✓
Conference Meals (As provided for non-exclusive events)**	3	3	2
Early Bird Registration (Through 04/30/2024)	\$ 3,150.00	\$ 3,150.00	\$ 1,625.00
Registration (05/01/2024 - 07/31/2024)	\$ 4,650.00	\$ 4,650.00	\$ 1,825.00
Late Registration (08/01/2024- 1 Week Before Conference)	\$ 5,115.00	\$ 5,115.00	\$ 2,008.00
Notes:			
*May not be available for Late Registration			
**Additional Booth Attendees Invoiced Based on Conference Meal and Labor Costs (TBD)	✓	✓	✓

Early Bird Registration (Through 03/31/2024)	\$ 2,994.36	\$ 2,994.36	\$ 1,544.09
Registration (04/01/2024 - 08/31/2024)	\$ 4,439.85	\$ 4,439.85	\$ 1,734.29
Late Registration (09/01/2024 - 1 Week Before Conference)	\$ 4,891.37	\$ 4,891.37	\$ 1,908.32