



California Gaming Association

Associate Member – Exhibitor Information

Welcome to the California Gaming Association. We are pleased to have you as a part of the CGA and look forward to our relationship producing ongoing value for your company.

As you know, all Associate Members are given the opportunity to exhibit goods and services at the upcoming *CGA 2021* event taking place at the Hard Rock Hotel and Casino on October 15-17, 2021. To ensure a productive trade show for all of us, please review the information below.

Cost

Participation in the trade show is free for all associate members assuming your booth set-up does not impose additional costs on the CGA (i.e. basic electrical, early access). *However, all attendees must register to attend the actual event.* Each paid associate membership includes one registration.

Registration

Registration is \$250. For more information and to register, please visit <http://cga2021.calgaming.org/>.

Hotel

Attendees need to book their hotel online no later than Friday, September 24, 2021. You can do so by going to <http://www.hardrockcasinolaketahoe.com/> and using group code CAGAMING2021.

Flier for Packet and 2-minutes

All associate members are invited to send a flier for our packet. We recommend sending 175 copies to be safe. They must be received **no later than Friday, October 8.** The fliers can be mailed to CGA, 1849 Stageline Circle, Rocklin, CA 95765

In addition, each associate member will be given two minutes before attendees of the sessions. It will only be two minutes and the mics will be turned off when time expires. **Please let me know if you will take advantage of this.**

Trade Show Hours

The trade show opens Saturday, October 16 at approximately 6 PM for an evening reception prior to dinner. On Sunday morning, the trade show room will be open again from 9 AM – 3 PM with dedicated exhibit time from approximately 12 – 1 PM. People will enter the trade show at all portions of the day – not everyone attends the sessions. Exhibit setup is slated for Saturday, October 16 from 8 AM – 6 PM.

Security will be provided the night of October 16 to the morning of October 17.

Booth Space

Each exhibitor is provided a 6' table for use in a maximum space of 10' x 10'. In the event you have additional space needs or will be bringing your own tables and equipment, please let us know.

Setup

The CGA Trade Show will take place in the Graceland Ballroom. The setup will be Saturday, October 16 from 8 AM – 6 PM and exhibit space is given on a first-come, first-serve basis on pre-set tables.

If you have a large backdrop or signage, we respectfully ask that you set up against the wall as to not block other exhibitors.

Electrical

Basic power supply can be made available to all exhibitors, but please let us know what your exhibit setup requires. With extensive runs, there may be an additional charge from the hotel.

Internet

We will have limited internet connections available, but we highly recommend you bring a mobile hotspot.

Shipping Equipment – Hotel Policy

All incoming packages should be specifically labeled and addressed to the Exhibitor or guest receiving package and marked with the name and date of your meeting. Due to limited storage space, boxes can be accepted no more than three (3) working days prior to your meeting. Storage fees will apply if packages arrive prior to the 72 hour grace period or are left more than 72 hours following the conclusion of your function. Any items remaining after one week will be discarded. Delivery and/or shipping charges will also apply for all group related packages. Exhibitors will be charged directly for any applicable storage, deliver or shipping fees and are responsible for providing a method of payment.

Package Size	Delivery Fee, Per Item	Storage Fee, Per Day, Per Item
Envelope	\$3.00	\$2.00
Boxes	\$7.00	\$5.00
Pallets and Crates	\$150.00	\$100.00

To arrange payment and delivery of your packages, please contact Joe Patterson at joe@calgaming.org . No packages will be delivered without advance payment.

Loading

Most people simply use the valet area to park cars and walk across the hotel with their items – however, if you need a closer drop off point, there is a loading ramp that is in the back of the casino next to the receiving dock. You'll drive through the main entrance of the casino and go all the way around and look for the receiving dock.

Final Notes

The CGA is committed to making *CGA 2021* a productive event for all CGA members. If you have special requirements for your products/services or would like to suggest ways to improve your connection with cardroom members, please let us know. We want to make CGA 2021 a success event for your company!

To this end, please let us know ASAP:

- A) Are you having an exhibit?
- B) Any power or connection needs at your exhibit space
- C) Any additional exhibit space needs
- D) Any giveaways (brochures, promo items, etc.) for members/guests
- E) Do you have internet connection needs?
- F) Will you be interested in two minutes before the sessions?
- G) Please mail fliers.

CGA Contact

Questions? Contact Joe Patterson at joe@calgaming.org or (916) 833-0787.