

# 2026 GATHER CALIFORNIA CONTRACT & PAYMENT

SEPTEMBER 27 – 29, 2026 | THE WESTIN RANCHO MIRAGE RESORT, RANCHO MIRAGE, CA

## CONTRACT & PAYMENT

Contract must be accompanied with the full sponsorship payment at the time of submission.

### IMPORTANT INSTRUCTIONS

1. Please clearly print or type.
2. Fill in all applicable sections of the contract.
3. Make a copy of both pages of this contract for your records.
4. Make checks payable to:  
California Grocers Association
5. Payments made by check must be payable to CGA in U.S. funds and drawn on a U.S. bank. Wire transfers acceptable in U.S. funds. For wiring instructions contact CGA management, 916-448-3545 or toll free 800-794-3545.
6. Mail or overnight original contract with payment to:  
California Grocers Association  
1005 12th Street, Ste 200  
Sacramento, CA 95814  
Phone: 916-448-3545  
Toll Free: 800-794-3545  
Fax: 916-448-2793  
Email: [hello@gathercalifornia.com](mailto:hello@gathercalifornia.com)  
Web: [www.gathercalifornia.com](http://www.gathercalifornia.com)

### FOR CALIFORNIA GROCERS ASSOCIATION 2026 MANAGEMENT USE ONLY

DATE CONTRACT RECEIVED

DATE PAYMENT RECEIVED

AMOUNT

SPACE ASSIGNED

RECEIVED BY

## COMPANY CONTACT INFORMATION

List the company name, address, telephone and fax number. We also ask that you provide name, e-mail and cell number for your onsite contact, if known.

COMPANY NAME

PRIMARY CONTACT NAME

STREET

CITY

STATE/PROVINCE

COUNTRY

ZIP/POSTAL CODE

TELEPHONE

MOBILE

CONTACT E-MAIL

COMPANY WEBSITE

ON-SITE CONTACT – IF DIFFERENT THAN ABOVE

ON-SITE CONTACT E-MAIL

MOBILE

## SPACE PREFERENCE

PREMIUM SUITE HOLDER

Our suite preferences are:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

DIRECTORS LEVEL

Minimum booth size: 10' x 8' = 80 sq. ft.

Our booth preferences are:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

## COMPANY/PRODUCT DESCRIPTION FOR CONFERENCE APP (This section must be completed)

### PRODUCTS & SERVICES DESCRIPTION

Please describe, **in 300 characters or less**, your company products and/or services. This information will be included on the conference app. Please TYPE or PRINT clearly. TIP: This information will be shared with retailers when selecting meetings and the conference app. Be strategic with your listing.

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# 2026 GATHER CALIFORNIA CONTRACT & PAYMENT

## CONFERENCE SPONSORSHIP

My company will sponsor the 2026 Gather California at the following level:

- |                                                                           |                                                              |
|---------------------------------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> Premium Suite Holder—\$37,000                    | <input type="checkbox"/> Conference Lanyard Sponsor—\$12,000 |
| <input type="checkbox"/> Executive Level—\$20,000                         | <input type="checkbox"/> Room Key Sponsor—\$12,000           |
| <input type="checkbox"/> President Level—\$10,000                         | <input type="checkbox"/> Wifi Sponsor—\$10,000               |
| <input type="checkbox"/> Director Level—Member \$6,500/Non-Member \$7,000 | <input type="checkbox"/> Conference App Sponsor—\$8,500      |
| <input type="checkbox"/> Sunday Opening Reception Co-Sponsor—\$17,500     | <input type="checkbox"/> Charging Stations Sponsor—\$6,000   |
| <input type="checkbox"/> Tuesday Morning General Session Sponsor—\$17,500 | <input type="checkbox"/> Door Drop Sponsor—\$4,000           |
| <input type="checkbox"/> Tuesday Luncheon Sponsor—\$17,500                | <input type="checkbox"/> OTHER: _____                        |
| <input type="checkbox"/> Networking Lounge Sponsor—\$20,000               |                                                              |
| <input type="checkbox"/> Hotel Room Shuttle Sponsor—\$12,500              |                                                              |

Please read the Contract Terms & Conditions regarding payment for space.  
David Cook will follow-up to finalize the details of your sponsorship.

**TOTAL SPONSORSHIP \$** \_\_\_\_\_

\*Please note, if you are participating as a multiple sponsor, you will receive the benefits at the higher sponsorship level.

## ADVERTISING

Exclusive onsite CGA publication, *California Grocer* Magazine, distributed at the Gather California.

- |                                                      |                                                      |                                                         |
|------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Full Page 4 Color – \$2,880 | <input type="checkbox"/> Half Page 4 Color – \$2,150 | <input type="checkbox"/> Quarter Page 4 Color – \$1,600 |
|------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------|

Digital Advertising: CGA Checkout Weekly E-Newsletter Banner Ad.

- |                                                                                           |                                             |
|-------------------------------------------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> 2 months leading up to conference (August & September) – \$2,500 | <input type="checkbox"/> 6 months – \$5,000 |
|-------------------------------------------------------------------------------------------|---------------------------------------------|

**TOTAL ADVERTISING \$** \_\_\_\_\_

Call for more options or volume discounts. David Cook, dcook@cagrocers.com, will contact you to finalize the details of your advertisement.

## PAYMENT

Total Sponsorship \$ \_\_\_\_\_

Total Advertising \$ \_\_\_\_\_

Credit Card Fee (2%) \$ \_\_\_\_\_ If paying by credit card, please include a 2% processing fee.

**TOTAL AMOUNT ENCLOSED \$** \_\_\_\_\_

- |                                                                                                     |                               |                               |                                     |                                   |
|-----------------------------------------------------------------------------------------------------|-------------------------------|-------------------------------|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Check payable to the California Grocers Association<br>Tax ID#: 94-0361110 | <input type="checkbox"/> AMEX | <input type="checkbox"/> VISA | <input type="checkbox"/> MASTERCARD | <input type="checkbox"/> DISCOVER |
|-----------------------------------------------------------------------------------------------------|-------------------------------|-------------------------------|-------------------------------------|-----------------------------------|



### Direct questions to CGA

Phone: 916-448-3545 or  
toll free 800-794-3545

Fax: 916-448-2793

E-mail: hello@gathercalifornia.com

www.gathercalifornia.com

|             |               |          |          |
|-------------|---------------|----------|----------|
| CARD NUMBER | SECURITY CODE | EXP DATE | ZIP CODE |
|-------------|---------------|----------|----------|

|              |           |
|--------------|-----------|
| NAME ON CARD | SIGNATURE |
|--------------|-----------|

It is important for your company to send your payment promptly with a completed contract as space is limited. Your company's meeting requests are based upon when CGA receives a minimum of 50% of your payment due and a completed contract.

**PLEASE SIGN BELOW, AND MAKE A COPY OF BOTH PAGES FOR YOUR RECORDS. BY SIGNING THIS CONTRACT YOU AGREE TO THE CONFERENCE TERMS & CONDITIONS.**

|           |      |
|-----------|------|
| SIGNATURE | DATE |
|-----------|------|

# 2026 GATHER CALIFORNIA TERMS & CONDITIONS

SEPTEMBER 27 – 29, 2026 | THE WESTIN RANCHO MIRAGE RESORT, RANCHO MIRAGE, CA

## 1. SPONSOR ELIGIBILITY

Only those companies that meet the following criteria are eligible to participate in this event.

- The company must be a source supplier.
- Product, service, or equipment must be classified as health and beauty products, grocery products, general merchandise, or equipment, supplies, and technology related to the retail grocery industry.
- Product, service or equipment must be used or sold by supermarket retail and wholesale organizations in the normal course of business.
- Sponsors must set up their display space to qualify for the retailer review meetings.

## 2. RIGHT TO REFUSE

CGA reserves the right to reject any sponsor space application.

## 3. SPACE RENTAL CHARGE

The display space rental charge is \$82.00 per square foot for CGA Members and \$88.00 per square foot for non CGA Members.

## 4. PAYMENT

Contracts submitted must be accompanied by 100% payment.

## 5. CANCELLATION OF CONTRACT

In the event a Sponsor must cancel their participation, the fee paid will be refunded, minus a \$200 administrative fee per 10' x 8' booth or sponsorship, if the notice of cancellation is received by CGA in writing prior to July 21, 2026. If the notice of cancellation is received on or after July 21, 2026, the total amount of the fee will be forfeited. These fees will apply even if the display space is resold. The Sponsor is responsible for the total balance of the sponsorship charge as outlined in the above payment schedule.

CGA reserves the right to terminate this contract immediately, and to withhold from the Sponsor possession of the exhibit space and all space rental fees paid if, (a) the Sponsor fails to pay all space rental charges by end of business on July 21, 2026, or (b) the Sponsor fails to perform any material terms or conditions of the contract or refuses to abide by these Terms and Conditions.

## 6. ELIGIBLE DISPLAY SPACE

CGA reserves the right to determine eligibility of any company or product to participate in the conference. CGA can refuse rental of display space to any company whose display of goods or services is not in the opinion of CGA compatible with the educational character and objectives of the conference.

## 7. SPACE ASSIGNMENT

Whenever possible, space assignments will be made in keeping with the preferences requested by the Sponsor. During the initial assignments, if two or more Sponsors request the same location in its original configuration, the Sponsor application and deposit with the earliest date received will be considered first. CGA reserves the right to make the final determination of all space assignments and configurations in the best interest of the conference.

## 8. SUBLETTING OF DISPLAY SPACE

Sponsors may not assign, sublet or share their display space with another business or firm unless approval has been obtained in writing from CGA. Sponsors must show goods manufactured or dealt by them in the regular course of business. Should an article of a non-displaying firm be required for operation or demonstration in a Sponsor's display, identification of such article shall be limited to the usual and regular nameplates and imprint or trademark under which same is sold in the general course of business.

## 9. LIABILITY

Neither CGA, its members, nor the representatives and employees thereof, its official service contractors nor The Westin Rancho Mirage Resort, its representatives and employees will be responsible for injury, loss or damage that may occur to the Sponsor or to the Sponsor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the Sponsor's contract.

It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles, and various other factors make it reasonable that each Sponsor shall assume risk of any injury, loss or damage, and the Sponsor, by signing this contract hereby assumes such risk and expressly releases the organization and individuals referred to above, from any and all claims for such loss, damage or injury. Protection against unauthorized removal of property occupied by the Sponsor shall be the Sponsor's responsibility.

Sponsor assumes responsibility and agrees to indemnify and defend the 2026 Gather California, the The Westin Rancho Mirage Resort, its subsidiaries and their respective owners, employees and agents against claims or expenses arising out of the use of the conference premises.

The Sponsor understands that neither the 2026 Gather California nor the The Westin Rancho Mirage Resort maintain insurance covering the Sponsor's property and it is the sole responsibility of the Sponsor to obtain such insurance.

## 10. SPONSOR INSURANCE

The Sponsor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$1,000,000. Such insurance shall name CGA as an additional insured. A copy must be provided to CGA by August 24, 2026.

Workers' Compensation insurance shall be in full compliance with all federal and state laws covering all of Sponsor's employees engaged in the performance of any work for Sponsor.

All property of the Sponsor is understood to remain under its custody and control in transit from the confines of the event space.

## 11. DISABILITY PROVISIONS

Sponsor shall have sole responsibility for ensuring that their space is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act. Sponsor will ensure the accessibility of its space, including but not limited to 36" pathways, ramp capabilities for raised or lowered flooring and installation of tightly-weaved carpeting less than 1/2" thick to facilitate wheelchair movement.

## 12. DAMAGE TO PROPERTY

The Sponsor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to other Sponsor's property. The Sponsor may not apply paint, lacquer, adhesives or other coating to building columns and floors or to standard booth equipment.

## 13. UNION LABOR

Sponsors are required to observe all contracts in effect between service contractors, The Westin Rancho Mirage and labor organizations.

## 14. INSTALLATION

Sponsor installation at the The Westin Rancho Mirage Resort is Saturday, September 26, 2026 at 8:00 am. Target move-in dates are published in the Service Kit.

## 15. DELIVERY AND REMOVAL DURING SHOW

Under no circumstances will the delivery or removal of any portion of space be permitted during the show without written permission from Show Management. All arrangements for delivery during non-show hours of supplies, such as flexible materials, cartons and products to be packaged must be made with Show Management. No deliveries may be made during show hours.

## 16. REMOVAL OF HAND-CARRIED MATERIALS

Removal passes will be required to remove any materials from the floor. These passes are available from Show Management. Portfolios, brief cases and packages will be subject to inspection by the security guards.

## 17. ADMITTANCE DURING NON-SHOW HOURS

Personnel will not be permitted to enter the ballroom earlier than one hour before the scheduled opening time each day of showing, and will not be permitted to remain on the conference floor for more than one hour after closing each evening. Sponsors having special equipment or problems that require additional time should check with Show Management on the previous day. Attendees are allowed in the ballroom during official show hours only.

## 18. INSTALLATION AND DISMANTLING PERSONNEL

Sponsors using companies other than CGA's official contractors must follow service kit guidelines and check with the Security Station upon their arrival. Copies of all job orders must be presented at that time. Upon verification, official service badges allowing access to the conference area during service hours only will be issued.

## 19. CONFLICTING EVENTS DURING SHOW HOURS

The Sponsor agrees not to extend invitations, call meetings, hospitality events or otherwise encourage absence of retailing managers, buyers and executives from the ballroom and meeting rooms during the hours of the conference.

# 2026 GATHER CALIFORNIA TERMS & CONDITIONS

## 20. DISMANTLING

Every display space must be fully operational during the entire conference. In order for all Sponsors to participate in the entire business and social program of the 2026 Gather California, the dismantling of space begins at 2:00 pm, Tuesday, September 29, 2026 and continues through 7:00 pm, Tuesday, September 29, 2026. At this time, all displays or materials left in the show space without instructions will be dealt with at the discretion of CGA and all charges will be applied to the Sponsor.

## 21. EARLY TEARDOWN

Early teardown of your display space or Business Conference Suite is strictly prohibited. Failure to adhere to this request will result in the forfeiture of your priority status at the following year's conference. There will be no exceptions to this rule.

## 22. BADGES

Badges will be required for entry into the ballroom at all times. Badges are not transferable and those worn by someone other than the person to whom issued, will be confiscated. Business cards are not to be used in CGA badge holders.

## 23. CHARACTER OF DISPLAYS

The general rule of space is "be a good neighbor." No displays will be permitted which interfere with the use of other displays or impede access to them or impede the free use of the aisle. Display space personnel, including demonstrators, hostesses and models are required to confine their activities within the Sponsor's display space. Apart from the specific display space for which a sponsoring company has contracted with CGA, no part of The Westin Rancho Mirage Resort and its grounds may be used by any organization other than CGA for display purposes of any kind or nature. Within the hotel property, Sponsor brand or company logos, signs, and trademark displays will be limited to the official exhibit area only.

### A. SOUND

Videos relating to Sponsor's equipment will be permitted, provided projection equipment and screen are located on the rear one-third of the booth, and all viewers stand or sit within the booth. Videos will be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighboring Sponsors.

### B. LIGHTING

In the best interest of the conference, CGA reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs or lights is not permitted.

### C. DISPLAY EXTERIORS

The exterior of any display cabinet or structure facing an aisle or adjacent Sponsor's booth must be suitably finished and decorated at the Sponsor's expense.

### D. DECORATIONS

The use of confetti, glitter or other similar materials is not permitted.

## E. NOISE AND ODORS

In fairness to all Sponsors, no noisy or obstructive activity will be permitted during show hours, nor will noisy operating displays, nor display spaces producing objectionable odors be allowed. Loud machinery should only be run for reasonable, periodic demonstrations.

## D. ANIMALS

No exotic, wild or non-domesticated animals may be brought onto the premises.

## 24. FOOD SAMPLING

All Sponsors who plan to serve food and beverage items at the conference must submit a description of the item(s) as detailed in the Service Kit. Fees may apply to food and beverage items given to attendees that are larger than sample size or those needing hotel assistance in preparation or service.

## 25. DISPLAY HEIGHTS

Display material (including show cases, display or storage cabinets, electrical fixtures, wire conduits, etc.) must adhere to the Display Space Construction Guidelines outlined in the Service Kit. Special consideration will be given to machinery and equipment displayed in a manner comparable to actual industrial utilization. Please contact Show Management for exceptions to this rule. Equipment displayed in inline exhibits should be positioned so as to minimize interference with the sightline into neighboring display space. Pop up canopy must not exceed the height of the back drape at 8ft.

## 26. POSITIONING EQUIPMENT IN RELATION TO AISLE

To ensure the safety of all show participants, machinery and equipment shall be positioned so that no portion is closer than 12 inches from the aisle, subject to Show Management approval.

## 27. RELOCATION OF SPACE

CGA reserves the right to alter the location of sponsored spaces, at its sole discretion, in the best interest of the conference.

## 28. FIRE REGULATIONS

Fire regulations require that all space materials be fire resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided in the Palm Springs Regulations for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories.

No storage of any kind is allowed behind the back of sponsor space. All cartons, crates, containers, and packaging materials will be stored by the official service contractor. All aisles, corridors, exit areas and exit stairways must be maintained at their required width at all times that the conference is open. No obstruction such as chairs, tables, displays or other materials will be allowed to protrude into the aisles.

No open flame devices, candles, cooking, combustible liquids, etc. allowed on the premises.

Each Sponsor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this conference. Compliance with such laws is mandatory for all Sponsors and the sole responsibility is that of the Sponsor.

## 29. PHOTOGRAPHY AND SKETCHING

Under no circumstances may photographs be taken without expressed authority of the Sponsor concerned in each case. Sketching or drawing machinery is prohibited.

## 30. FOODSERVICE

Food and beverages may be served as samples in sponsor space. However, the Health Department rules and regulations must be adhered to at all times during the hours the trade show is open.

## 31. FAILURE TO HOLD CONFERENCE

Should any contingency prevent holding of conference, CGA may retain such part of the Sponsor's rental fees as shall be required to recompensate it for expenses incurred up to the time such contingency shall have occurred. All remaining rental fees shall be refunded. However, Sponsors will not be reimbursed if the conference is cancelled, postponed, curtailed or abandoned due to an act of war, an act of god, insurrection, radioactive contamination, labor disputes, pandemic, acts of terrorism, civil disturbance, government regulation, disaster, fire, earthquake or flood.

## 28. AMENDMENT OF RULES

CGA reserves the right to make changes, amendments and additions to these rules at any time and all changes, amendments and additions so made shall be binding on the Sponsor with the provision that all Sponsor will be advised of any such changes. Any matters not specifically covered herein are subject to decision by CGA.

## 29. ATTIRE

Dress throughout the conference is business casual.



### Direct questions to CGA

Phone: 916-448-3545 or  
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Fax: 916-448-2793

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