



## **ANNUAL WINTER CONVENTION**

**DECEMBER 2-5, 2026**

**SAN FRANCISCO, CA**

**Join California's Electronic Security Industry for four days of:  
EDUCATION • NETWORKING • INNOVATION**

**Bringing together alarm dealers, integrators, manufacturers, monitoring companies,  
public safety officials, consultants, and industry partners from across the state and  
beyond.**

### **WEDNESDAY, DECEMBER 2, 2026**

WBFAA Meeting  
REGIONAL CHAPTER PRESIDENT'S MEETING  
CAA PRESIDENT'S MEETING (CLOSED)  
CAA BOARD MEETING (OPEN DOOR)  
EXHIBITOR KICK OFF  
WELCOME RECEPTION & EXHIBITS

### **THURSDAY, DECEMBER 3, 2026 – INDUSTRY INSIGHTS & LEADERSHIP**

CAFAA MEETING  
HARVEY EISENSTADT SALES SYMPOSIUM (H.E.S.S.)  
LEADERSHIP INSIGHT: PANEL DISCUSSION, MODERATOR SARAH WILSON  
LUNCH & EXECUTIVE SYMPOSIUM, MODERATOR GEORGE DEMARCO  
EXHIBITS, ACTIVITIES, RAFFLE

### **FRIDAY, DECEMBER 4, 2026 – EDUCATION, DEALER ENGAGEMENT AND NETWORKING**

CAA GENERAL SESSION  
KEYNOTE: SHARK TANK EVENT  
LUNCHEON & EXHIBITS  
WISE MEETING EDUCATION & WORKSHOP SESSIONS - MEZZANINE LEVEL  
CAA TRIBUTE DINNER -  
WEINSTOCK AWARD HONORING - LILIANNE CHAUMONT

### **SATURDAY, DECEMBER 5, 2026 – BREAKFAST AND INDUSTRY INSIGHTS**

CAA WINTER CONVENTION ADJOURNS

**EXHIBITORS AND EXHIBITOR SPONSORS: registration by email only, include your top 3 table choices. Please complete this form and send it to [info@caaonline.org](mailto:info@caaonline.org) starting September 14<sup>th</sup> at 12:01am.**

## **2026 WINTER CONVENTION SPONSORSHIP PACKAGES**

### **EXHIBITOR SPONSORSHIP PACKAGES**

#### **\$10,000 ELITE MEMBER EXHIBITOR SPONSOR**

#### **\$11,000 ELITE NON-MEMBER EXHIBITOR**

- Two Exhibit Tables
- Registration for 5 People
- Company/Brand Workshop
- Tribute Dinner – 1 Table (10 tickets)
- Activity Participation
- General Session Sponsor Recognition – Featured
- Marketing Insert
- Full Page Ad and Featured Article in the Mirror
- Enhanced Logo Recognition
- Dedicated Email Blast
- Dedicated LinkedIn Promotion – 2 Posts
- Full Page in the Tribute Book/Slide

#### **\$6,000 PREMIER EXHIBITOR SPONSOR**

#### **\$7,000 PREMIER NON-MEMBER EXHIBITOR**

- One Exhibit Table
- Registration for 3 People
- Company/Brand Workshop
- Tribute Dinner – 5 tickets
- Activity Participation
- General Session Sponsor Recognition
- Half Page Ad and Dedicated Spotlight in the Mirror
- Logo Recognition
- Dedicated LinkedIn Promotion – 1 Post
- Half Page in the Tribute Book/Slide

#### **\$4,500 SUPPORTING EXHIBITOR SPONSOR**

#### **\$5,500 SUPPORTING NON-MEMBER EXHIBITOR**

- One Exhibit Table
- Registration for 2 People
- Company/Brand Workshop
- Tribute Dinner – 2 tickets
- Activity Participation
- General Session Sponsor Recognition
- Quarter Page Ad and Dedicated Spotlight in the Mirror
- Logo Recognition
- 'Thank You' graphic on LinkedIn
- Quarter Page in the Tribute Book/Slide

#### **\$1,500 BOOTH ONLY**

#### **\$2,500 NON-MEMBER BOOTH ONLY**

- One Exhibit Table
- Registration for 1
- General Session Sponsor Recognition – Slide only
- Listing in the Mirror
- Name Recognition
- Listing in the Tribute Book/Slide

### **CONFERENCE SPONSORSHIP PACKAGES**

#### **\$10,000 PLATINUM CONFERENCE SPONSOR**

- Tribute Dinner – 1 table (10 tickets)
- General Session Sponsor Recognition
- Program Advertising – Half Page
- Tribute Book – Half Page
- Logo Recognition
- Dedicated Spotlight in the Mirror
- Dedicated LinkedIn Post

#### **\$3,500 PATRON SPONSOR**

- Program Advertising – Listing
- Name Recognition
- Listing in the Mirror

#### **\$1,000 FRIEND OF CAA**

**\*Exhibitors, please note: Once your registration has been confirmed and paid you will receive a link and details to sign up for workshops that will be held on Friday afternoon.**

**NEW**

## **2026 WINTER CONVENTION EVENT BRANDING**

### ***Lanyard Sponsor | \$3,000***

***Exclusive – Limited to 1 Sponsor***

Keep your company visible everywhere attendees go by placing your logo on the official conference lanyards worn throughout the convention.

Conference badges are worn throughout the event, making lanyards one of the most visible sponsorship opportunities available.

Includes:

- Company logo and optional booth number printed on conference lanyards
- Recognition in conference materials
- Sponsor signage at Registration

*Sponsor is responsible for purchasing and shipping lanyards. Artwork must be approved by CAA. Lanyards must be received by November 20, 2026.*

### ***Conference Tote Bag Sponsor | \$2,500***

***Exclusive – Limited to 1 Sponsor***

Place your brand on a high-use attendee item that travels throughout the convention and continues delivering visibility long after the event ends.

Your company logo will be prominently displayed on the official conference tote bag distributed during registration. These bags are carried throughout the convention and often continue to be used long after the event ends.

Includes:

- Company logo on one side of the tote bag
- Recognition on conference signage
- Listing as Tote Bag Sponsor in conference materials

*Sponsor is responsible for production and shipment of tote bags. Artwork must be approved by CAA.*

### ***Coffee & Refreshment Sponsor | \$2,500***

***Limited to 4 Sponsors***

Keep attendees energized throughout the conference.

Help fuel networking and education by sponsoring coffee breaks and refreshments during the event.

Includes:

- Company logo displayed at coffee stations
- Recognition in conference materials
- Sponsor signage during refreshment breaks

### ***Wi-Fi Sponsor | \$2,000***

***Exclusive – Limited to 1 Sponsor***

Give attendees one of the convention's most useful services while keeping your brand connected to every login and online interaction.

Includes:

- Custom Wi-Fi network name (when available)
- Wi-Fi login page branding
- Recognition in conference materials
- Highlight in the Mirror
- Recognition in the conference program, shared logo banner

COMPANY NAME: \_\_\_\_\_

BILLING CONTACT: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

CITY: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

STATE: \_\_\_\_\_

**CONVENTION ATTENDEES:**

NAME: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

NAME: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

NAME: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

NAME: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

NAME: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

SPOUSE/GUEST: \_\_\_\_\_

**We are asking all exhibitors to email their registration intent to [info@caaonline.org](mailto:info@caaonline.org) beginning at 12:01 a.m. on September 14<sup>th</sup>, 2026. Include your top 3 table choices.**

**EXHIBITOR REGISTRATION FEES** *Select the applicable category and post the total fee.*

| Exhibitor Category                        | Fee      | Select                   | Total           |
|-------------------------------------------|----------|--------------------------|-----------------|
| Elite Member Exhibitor Sponsor – 2 Tables | \$10,000 | <input type="checkbox"/> | \$ _____        |
| Elite Non-Member Exhibitor – 2 Tables     | \$11,000 | <input type="checkbox"/> | \$ _____        |
| Premier Exhibitor Sponsor – 1 Table       | \$6,000  | <input type="checkbox"/> | \$ _____        |
| Premier Non-Member Exhibitor – 1 Table    | \$7,000  | <input type="checkbox"/> | \$ _____        |
| Supporting Exhibitor Sponsor              | \$4,500  | <input type="checkbox"/> | \$ _____        |
| Supporting Non-Member Exhibitor           | \$5,500  | <input type="checkbox"/> | \$ _____        |
| Booth Only                                | \$1,500  | <input type="checkbox"/> | \$ _____        |
| Non-Member Booth Only                     | \$2,500  | <input type="checkbox"/> | \$ _____        |
| <b>Total Exhibitor Registration Fees</b>  |          |                          | <b>\$ _____</b> |

**SPONSOR REGISTRATION FEES** *Select the applicable category and post the total fee.*

| Sponsor Category                       | Fee      | Select                   | Total           |
|----------------------------------------|----------|--------------------------|-----------------|
| Platinum Conference Sponsor            | \$10,000 | <input type="checkbox"/> | \$ _____        |
| Patron Conference Sponsor              | \$3,500  | <input type="checkbox"/> | \$ _____        |
| Friend of CAA Sponsor                  | \$1,000  | <input type="checkbox"/> | \$ _____        |
| <b>Total Sponsor Registration Fees</b> |          |                          | <b>\$ _____</b> |

**REGISTRATION FEES** *Enter the quantity or select the applicable category, then total each section.*

| Attendee Category                                                  | Fee        | Select/Qty.              | Total           |
|--------------------------------------------------------------------|------------|--------------------------|-----------------|
| Additional Table – Member                                          | \$1,000    | <input type="checkbox"/> |                 |
| Additional Table – Non-Member                                      | \$1,250    | <input type="checkbox"/> |                 |
| Additional Member Attendee – *with purchase of sponsor package     | \$250 each | _____                    | \$ _____        |
| Additional Non-Member Attendee - *with purchase of sponsor package | \$250 each | _____                    | \$ _____        |
| Vendor Single Pass - Member *no package purchased                  | \$495      | _____                    | \$ _____        |
| Vendor Single Pass – Non-Member *no package purchased              | \$595      | _____                    | \$ _____        |
| <b>Total Attendee Registration Fees</b>                            |            |                          | <b>\$ _____</b> |

**2026 WINTER CONVENTION EVENT BRANDING OPTIONS** *Select the applicable category and post the total fee.*

| <b>Event Branding Category</b>                               | <b>Fee</b> | <b>Select</b>            | <b>Total</b>    |
|--------------------------------------------------------------|------------|--------------------------|-----------------|
| Lanyard Sponsor – Exclusive Limited to 1 Sponsor             | \$3,000    | <input type="checkbox"/> | \$ _____        |
| Conference Tote Bag Sponsor – Exclusive Limited to 1 Sponsor | \$2,500    | <input type="checkbox"/> | \$ _____        |
| Coffee & Refreshment Sponsor – Limited to 4 Sponsors         | \$2,500    | <input type="checkbox"/> | \$ _____        |
| Wi-Fi Sponsor – Exclusive Limited to 1 Sponsor               | \$2,000    | <input type="checkbox"/> | \$ _____        |
| <b>Total Brand Sponsor Fees</b>                              |            |                          | <b>\$ _____</b> |

**2026 WINTER CONVENTION TRIBUTE DINNER TICKET** *Select the applicable category and post the total fee.*

| <b>Tribute Dinner Attendee Ticket</b>              | <b>Fee</b>           | <b>Select/Qty.</b>       | <b>Total</b>    |
|----------------------------------------------------|----------------------|--------------------------|-----------------|
| Elite Exhibitor Sponsor – 1 Table (10 tickets)     | Incl. in Sponsorship | <input type="checkbox"/> | \$ _____        |
| Platinum Conference Sponsor – 1 Table (10 tickets) | Incl. in Sponsorship | <input type="checkbox"/> | \$ _____        |
| Premium Exhibitor Sponsor – 5 tickets              | Incl. in Sponsorship | <input type="checkbox"/> | \$ _____        |
| Supporting Exhibitor Sponsor – 2 tickets           | Incl. in Sponsorship | <input type="checkbox"/> | \$ _____        |
| Tribute Dinner Tickets – Select Quantity           | \$150 per person     |                          | \$ _____        |
| <b>Total Tribute Dinner Ticket Fees</b>            |                      |                          | <b>\$ _____</b> |

**Submit form: Beginning 09/14/2026 at 12:01am, forward completed forms or questions to [info@caaonline.org](mailto:info@caaonline.org). Include your top 3 table choices.**

***Room Reservations can be made by clicking on the Fairmont Room Reservations link on the website: [caaonline.org](http://caaonline.org).***

### **Exhibitor Dealer Referral Program**

Help us grow the CAA community while earning rewards for your company!

As a Winter Convention exhibitor, you can participate in our **Dealer Referral Program** and receive a **\$25 credit toward your Spring CAA event** for every dealer you personally invite who registers and attends the Winter Convention.

#### **How It Works:**

- Invite dealers in your network to attend the CAA Winter Convention.
- When registering, each dealer must list **your company name** in the referral section of the registration form.
- For every referred dealer who attends the convention, your company will earn a **\$25 credit** toward the next CAA Spring event. The company with the **MOST REFERRALS** will also receive **free ad space in the Mirror for the Spring Convention**.

#### **Dealer Referral Challenge**

The exhibitor with the **highest number of referred dealer attendees** will be recognized as our **Top Dealer Referral Partner** and presented with a special award during the Spring CAA Convention.

Start inviting your customers, partners, and industry contacts today—it's a great way to support the industry, expand the CAA community and earn valuable credits towards the 2027 Spring Convention in Palm Springs.

We will have a ballot card at registration for dealers to record the referring company.

**We are asking all exhibitors to email their registration intent to [info@caaonline.org](mailto:info@caaonline.org) beginning at 12:01 a.m. on September 14<sup>th</sup>, 2026. Include your top 3 table choices.**

Exhibit table selection(s) will be based on the order of email receipt. You will receive confirmation of your place in the table selection process. After you select your table, you will receive confirmation of that selection.

There will be a total of 72 tables in the Grand Ballroom.

We will contact you to gather any missing registration information. After CAA enters your registration information into the system, your attendee(s) will receive confirmation and an invoice.

You do not need to have your fees paid to select your table; however, they **must be paid no later than November 01, 2026.**

**EXHIBIT SET UP, SCHEDULE, TEAR DOWN:**

Exhibitor tables will be set up in THE GRAND BALLROOM. The tables will be labeled with the selected table number(s) and company name upon arrival to set up.

**Exhibitor Set-Up: Wednesday, Dec. 2, 2026, 12noon - 3:00pm / Exhibitor Kick – Off, 3:45pm**

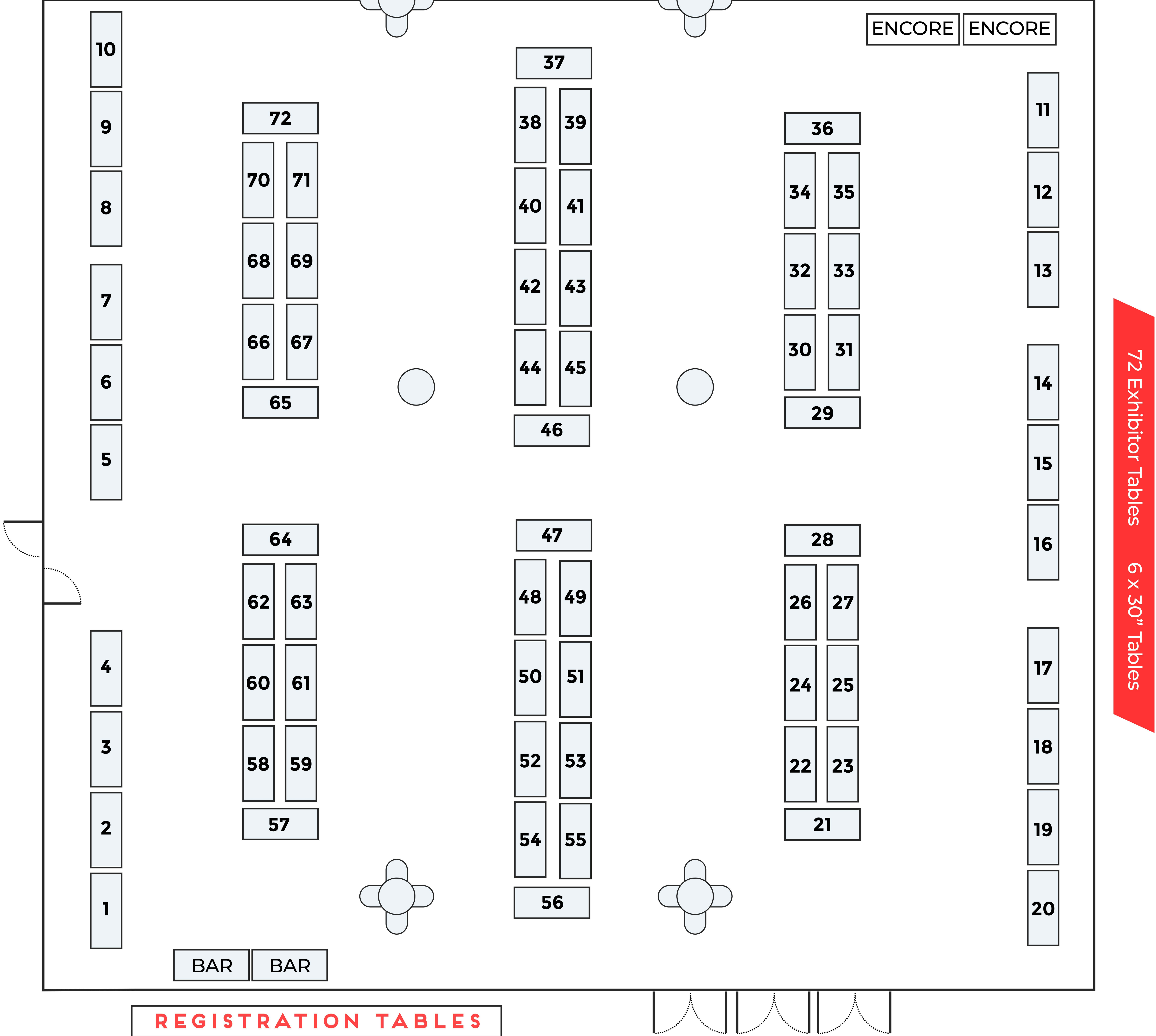
**Exhibitor Hours: Wednesday, Dec. 2, 2026, 4:00pm - 6:30pm**

**Exhibitor Hours: Thursday, Dec. 3, 2026, 12Noon - 6:00pm /Optional Tear-down: 6:30pm-8:30pm**

**Exhibitor Hours: Friday, Dec. 4, 2026, 7:30am – 9:30am**

**Exhibit Tear-down: 12Noon Friday, Dec. 4<sup>th</sup>, 2026**







Fairmont San Francisco

## Exhibitor Marketing Kit



## Easy Ordering

As the exclusive Technology Provider of Fairmont San Francisco, Encore is committed to making your experience as easy and stress-free as possible.



Self-service option available through our online store – EventNow

### Step 1

Visit [EventNow](#)

### Step 2

Browse our technology catalog

### Step 3

Select from a list of available products/product packages and service packages, then check out.\*

- EventNow is only available more than two days prior to event load in. If ordering within two days, contact your onsite team

# EventNow<sup>SM</sup>

**Offers a wide range of solutions for any exhibitor including:**

- Large and small format HD monitors (40" monitors and above include floor stands)
- PC Based Laptops
- Various Audio Packages
- Wireless Presentation Controls
- HDMI Cables, Distribution Amplifiers, and Adapters
- Power Strips, Extension Cords, and Charging Station
- LED Lighting
- LED Banner
- Flipchart Packages
- Power and Internet Connectivity Packages

## We make it easy



Easy ordering options



Confirmation email is sent with your order details



We regularly maintain and service all equipment



Encore delivers, installs, and tests equipment.



After the show, Encore picks up your rental equipment.



**Need assistance or products/solutions not offered in EventNow?**

**Call your on-site contact directly:**

Jared Bruck, (He, Him, His)  
Director of Sales  
[jared.bruck@encoreglobal.com](mailto:jared.bruck@encoreglobal.com)  
M 1-602-312-3261

Once your order is completed, a confirmation email will be sent with all your order details and a dedicated professional will still be on-hand to answer any questions regarding your order.

# What else can we do?

Experiential Exhibits



Led Walls

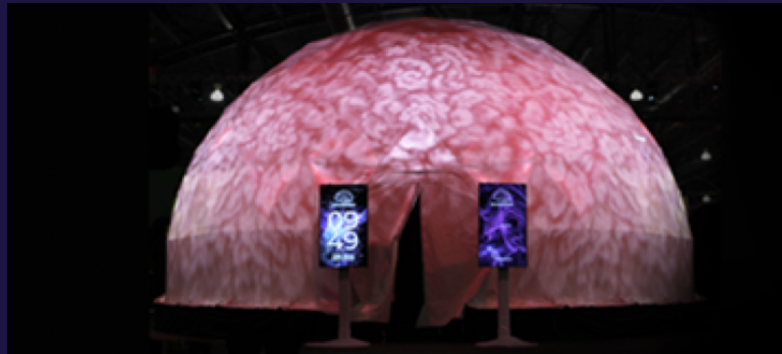


Lighting Solutions

Projection

Video Solutions

And More!



# Special Notes

## POWER AND INTERNET IS NOT INCLUDED

The hosting group does not provide power for exhibit booths (installations, device charging, etc.).

All necessary power must be purchased separately through Encore. Power can be ordered same-day for installation and use.

For all other equipment (monitors, LED uplights, wireless slide advancer, etc.), the store will close 48 hours prior to load-in. Please contact Jared Bruck directly to place an order.

**STORAGE & MATERIALS PACKAGE HANDLING:**

We are not responsible for storage and materials handling. Please ensure prior arrangements for storage or materials handling have been made before any shipment of materials to the Hotel.

All packages, boxes and/or materials received by the Hotel will be individually assessed a fee, based on weight, and billed to master account and/or individual guestroom upon receipt. For crates and pallets, additional fees will apply. Packages should not be delivered to the Hotel more than (3) business days prior to the Event. Packages received more than 72 hours prior to group arrival will incur an additional \$5.00 fee, per item, per day, and charged to master. For details, please inquire with your Convention Services Manager. For items brought into the Hotel for purposes of an Auction, i.e. - artwork, bottles of wine, clothing, etc., a \$200 flat fee will be charged.

On setup and strike day, all materials must be delivered to and removed from function room and not left on loading dock. A \$250 fee will automatically be applied to master if the loading dock is not clear and/or the function room(s) are not free and clear of conference debris at close of event as outlined in contract.

If function room is reserved on 24 hours basis, Hotel will arrange to have room locked. We will not be responsible for exhibit, displays, and/or products left in the function room. You must provide your own security for this protection.

**PACKAGE LABELING**

**All packages must be clearly labeled and include:**

**First and Last Name c/o Conference Services Manager  
California Alarm Association  
Fairmont San Francisco  
950 Mason Street, San Francisco SF 94108  
December 1-5, 2026  
Contents / Box X of X**



Shipping & Receiving  
950 Mason Street  
Sacramento Street Loading Dock  
San Francisco, CA 94108

*Attention: Niki Ellis/Dir. of Events / niki.ellis@fairmont.com*  
*Phone Number: (415) 772-5171*

**NAME OF EVENT: CAA Winter Convention**

**DATE OF FUNCTION: 12/3/25 - 12/6/25**

**ONSITE CONTACT: Paige Meek/650-773-2293**

**EVENT ROOM: Grand Ballroom**

**COMPANY NAME: \_\_\_\_\_**

**BOOTH NUMBER: # \_\_\_\_\_**