

# GROUP REGISTRATION FORM

SEPTEMBER 21 – 23, 2014 | PALM SPRINGS CONVENTION CENTER, PALM SPRINGS, CA

**Register by August 28, 2014** to take advantage of the early registration rate.

The California Grocers Association is offering a \$500 discount for a group of 8 or more. In order to qualify:

1. Your group must register together using this form.
2. Only full registrations qualify (Spouse Registration is excluded)
3. Only one form of payment will be processed for the group.
4. Should the group fall below the minimum group size of 8 registrants, the credit card on record will be charged or you will be invoiced for the \$500 discount.

## 1. KEY CONTACT

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title \_\_\_\_\_ Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Prov. \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Country (if other than U.S.) \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
☐ Special Assistance (Please Specify) \_\_\_\_\_

Badges will be held at the onsite registration desk for pickup during registration hours beginning at 8:00 am on Sunday, September 21.



## THREE WAYS TO REGISTER

**FAX:** (916) 448-2793 (credit card only)

**ONSITE:** CGA Strategic Conference  
 Registration Desk  
 Palm Springs Convention Center

**MAIL:** 1215 K Street, Suite 700  
 Sacramento, CA 95814

## 2. BADGE TYPE – PLEASE CHECK ONE (see definition of a 'Retailer/Wholesaler' under Registration Instructions.)

☐ Retailer/Wholesaler ☐ Sponsor ☐ Broker ☐ Supplier ☐ Visitor

## 3. REGISTRATION FEES

All registrations include: Educational Program, Monday and Tuesday's Breakfast and Lunch hosted by The Illuminators, Conference Evening Receptions, After Hours Social and Illuminators' Special Event.

	<b>Early Rate</b> (Through 8/28)	<b>Standard Rate</b> (After 8/28)	Members of the California Grocers Associations will receive a 5% discount on registration fees.
Grocery Retailer/Wholesaler	\$299	\$350	
All Other Registrants	\$599	\$650	

1. First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Telephone \_\_\_\_\_ E-mail \_\_\_\_\_  
 Address (Only if different from Key Contact) \_\_\_\_\_  
 City \_\_\_\_\_ State/Prov. \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Country (if other than U.S.) \_\_\_\_\_

2. First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Telephone \_\_\_\_\_ E-mail \_\_\_\_\_  
 Address (Only if different from Key Contact) \_\_\_\_\_  
 City \_\_\_\_\_ State/Prov. \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Country (if other than U.S.) \_\_\_\_\_

# GROUP REGISTRATION FORM

---

3. First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Address (Only if different from Key Contact) \_\_\_\_\_

City \_\_\_\_\_ State/Prov. \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country (if other than U.S.) \_\_\_\_\_

4. First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Address (Only if different from Key Contact) \_\_\_\_\_

City \_\_\_\_\_ State/Prov. \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country (if other than U.S.) \_\_\_\_\_

5. First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Address (Only if different from Key Contact) \_\_\_\_\_

City \_\_\_\_\_ State/Prov. \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country (if other than U.S.) \_\_\_\_\_

6. First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Address (Only if different from Key Contact) \_\_\_\_\_

City \_\_\_\_\_ State/Prov. \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country (if other than U.S.) \_\_\_\_\_

7. First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Address (Only if different from Key Contact) \_\_\_\_\_

City \_\_\_\_\_ State/Prov. \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country (if other than U.S.) \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country (if other than U.S.) \_\_\_\_\_

**EARLY REGISTRATION DEADLINE: AUGUST 28 – NO REFUNDS AFTER AUGUST 28**

# GROUP REGISTRATION FORM

---

## INSTRUCTIONS AND RATES

**Important... Please read instructions before completing registration.**

Registration form must include payment.

Badges will be held at the onsite Registration Desk for pickup during registration hours beginning at 8:00 am on Sunday, September 21.

Acknowledgment letters confirming registration will be sent via email, fax or mail to each registrant. If badge corrections or changes are needed, note them on the confirmation and return as instructed in the confirmation letter no later than August 28. After this date, all changes must be made onsite.

A grocery retailer is defined as a store owner or operator who sells products directly to customers, sets or implements retail policies and procedures and is responsible for store conditions and profitability.

A wholesaler is defined as a company that buys directly from a manufacturer and sells to retailers. (This registration rate is limited to full-line grocery wholesalers only.)

## PAYMENT

Payment in U.S. funds by check, VISA, MasterCard, or American Express must accompany this form in order to be processed.

## CANCELLATIONS

To receive a refund for payment of registration, notification must be received in writing no later than August 28, 2014. Registrations received after this date are nonrefundable, but substitutions will be allowed onsite.

### For questions regarding the CGA Strategic Conference:

- Call (916) 448-3545 or (800) 794-3545
- E-mail: [conference@cagrocers.com](mailto:conference@cagrocers.com)
- Website: [www.cgastrategicconference.com](http://www.cgastrategicconference.com)



ONE VOICE SINCE 1898

## Direct questions to CGA

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

Fax: (916) 448-2793

E-mail: [conference@cagrocers.com](mailto:conference@cagrocers.com)

[www.cgastrategicconference.com](http://www.cgastrategicconference.com)