

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.
Please read instructions and cancellation policy before completing this form.



1. REGISTRANT INFORMATION

First Name for Badge _____ 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 ☐ Editorial Press (Complimentary)

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.

	Early Rate (Through 8/28)	Standard Rate (After 8/28)	Members of the California Grocers Associations will receive a 5% discount on registration fees. *Discounted spouse badge does not qualify for member discount.
Grocery Retailer/Wholesaler	\$299	\$350	
All Other Registrants	\$599	\$650	
Spouse Badge*	\$200	\$250	

First Name for Spouse Badge _____ Last Name _____

CGA is offering a \$500 discount for groups of 8 or more paid registrations (spouse registration is excluded from this offer). To qualify, groups must register together using the separate Group Registration Form by visiting our website at www.cgastrategicconference.com. See Group Registration Form for further details.

4. HOTEL RESERVATION INFORMATION

Hotel reservations will be booked through Orchard Event Solutions. Please download the Official Hotel Reservation Form at www.cgastrategicconference.com or call toll-free (800) 989-4006 6:00 am-5:00 pm PST, Mon-Fri to secure your sleeping room and for further information. A special Group Hotel Registration Form is also available to download for groups of 10 or more.

5. PAYMENT INFORMATION

Registrations WILL NOT be processed without payment.

Enclosed is my: ☐ Check (payable to California Grocers Association) ☐ AMEX ☐ MasterCard ☐ VISA

Card No. _____ Exp. Date _____ Security Code _____

Cardholder Name (please print) _____

Signature (required for all credit card payments) _____

6. TOTAL AMOUNT DUE

REGISTRATION ORDER TOTAL:	Registration Fees	\$ _____	
	(If Applicable) Less 5% Member Discount –	\$ _____	(Spouse Badge does not qualify for member discount.)
	Subtotal =	\$ _____	
	Spouse Registration Fees +	\$ _____	
	TOTAL =	\$ _____	

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

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
- Website: www.cgastrategicconference.com



Direct questions to CGA

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

Fax: (916) 448-2793

E-mail: conference@cagrocers.com

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