



ABOUT THE EVENT

CONFERENCE DATES: FEBRUARY 26 – MARCH 1, 2025
EXHIBITOR DATES: FEBRUARY 27–28, 2025

As an exhibitor, you get the opportunity to meet face-to-face with 1800–2000 activities directors, administrators, and class/club advisors from around the state of California and the nation! CADA is the largest event for activities directors in the country.

This includes several social events and our exclusive expo hours, meaning nothing else is happening while the expo hall is open; the attendees' focus is on you the exhibitor! It's a great venue to network with old and new clients and is not one to be missed! Be sure to register early to get prime booth placement! In years past, the hall has sold out before Thanksgiving!

Avoid the \$100 late registration fee, book before December 31, 2024.



EXHIBIT SHOW HOURS

WEDNESDAY

1 PM – 6 PM: Exhibitor Registration & Setup

THURSDAY

8 AM – 11 AM: Continue Registration & Setup

11:30 AM – 12:30 PM: New to Convention Attendees

12:30 PM – 2:30 PM: All Attendees

6 PM – 9 PM: All Attendees (Appetizers Served in the Hall)

FRIDAY

9:00 AM – 11:00 AM: All Attendees

11:01 AM: Teardown



SHOW LOCATION

Town & Country
Resort
500 Hotel Cir N, San
Diego, CA 92108




CADA Central
7960 Soquel Drive, Ste B112
Aptos, CA 95003

FOR MORE INFO & TO REGISTER:

 www.cada1.org

@CASLFAN | @CADALEADERS | @CADACAMPS

 831.464.4891

 events@cada1.org



THE LARGEST EVENT FOR STUDENT ACTIVITIES IN THE NATION!



FEBRUARY 26 - MARCH 1, 2025 • TOWN & COUNTRY RESORT • SAN DIEGO, CA



CADA 2025 IS THE SHOW OF THE YEAR - DON'T MISS OUT!

WHAT DO I GET WITH MY BOOTH?

- Carpeted 8' D x 10' W x 8' H booth
- One 6' table, 2 chairs, wastebasket, & ID Sign
- One 500-watt electrical outlet
- 2-booth representatives per booth (Add'l reps \$50/person)
- Your company contact information & booth are listed in our conference app
- Access to an electronic list of attendees - excluding email
- Full company contact information listed on the Virtual Floorplan
- Discount opportunities for winning the booth decorating contest
- Access to social events, all workshops & sessions

BOOTH PRICES

- Member First Booth - \$1300
- Member Additional Booths - \$1250

MEMBERSHIP

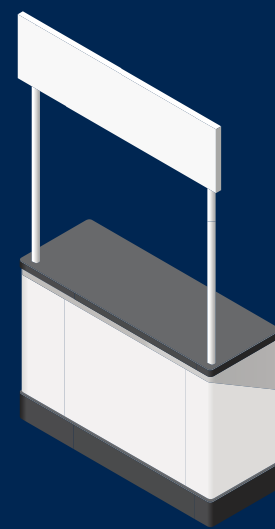
The fee is based on Sales to CA Schools per year.

ANNUAL FEE CA SALES

- \$400 - \$0-\$500K
- \$600 - \$500K-\$2M
- \$850 - \$2M-\$5M
- \$1100 - \$5M

REGISTER NOW!

Book Online: www.cada1.org/exhibitor
Call: (831) 464-4891



ANNUAL BOOTH DECORATING CONTEST

Get into our theme CADASTOCK: Come Together and decorate your booth in your favorite music festival theme!

Judging Criteria

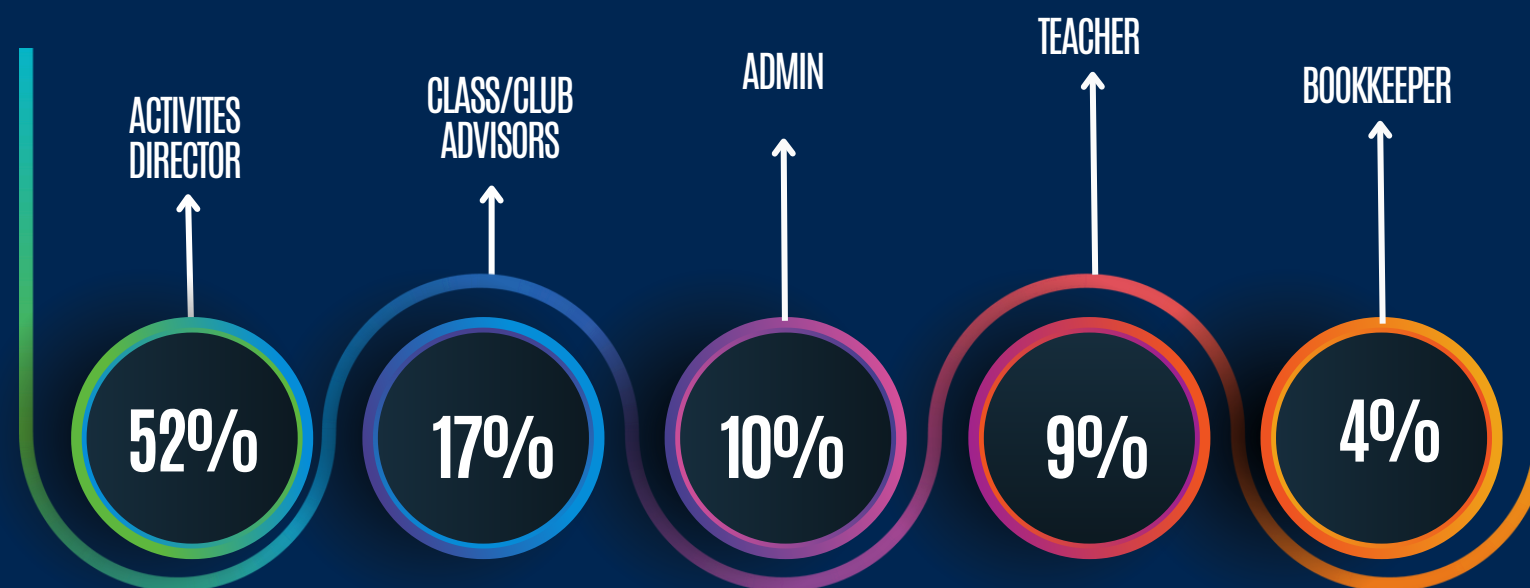
- Use of product in representing the convention's theme - CADASTOCK: Come Together
- Enthusiasm in portraying your theme
- Overall creativity and sync with "CADASTOCK: Come Together"

Two Categories: Single Booth & Multiple Booths

- 1st prize - 50% off booth for next convention
- 2 runner ups - 25% off booth for next convention

CONFERENCE STATISTICS

800+ SCHOOLS & 1800+ ATTENDEES



NETWORKING EVENTS

CADA has several networking events that give you additional time outside the expo hall to network with the attendees! For a detailed explanation of each event you can visit our website at: www.cada1.org/socialevents

Wednesday, 7 PM - 10 PM: Opening Night Reception
Thursday, 6 PM - 9 PM: Exhibit Hall Reception
Thursday, 9 PM - 12 AM: Thursday Night Networking Party
Friday, 8 PM - 12 AM: Dinner, Dessert, & Dancing (Additional Fee)
Saturday, 9:30 AM - 11 AM Brunch: Closing Session (Additional Fee)

WHERE DO ATTENDEES COME FROM?	SAN DIEGO EVENT	RENO EVENT
	NORCAL - 16%	NORCAL - 24%
	BAY AREA - 8%	BAY AREA - 12%
	CENTRAL VALLEY - 10%	CENTRAL VALLEY - 13%
	CENTRAL COAST - 6%	CENTRAL COAST - 5%
	LOS ANGELES - 13%	LOS ANGELES - 13%
	OC, SAN BERN, RIVERSIDE - 32%	OC, SAN BERN, RIVERSIDE - 19%
	SAN DIEGO AREA - 4%	SAN DIEGO AREA - 3%
	OUT OF STATE - 11%	OUT OF STATE - 11%