

# Registration Form

September 30-October 2, 2012 | Palm Springs Convention Center, Palm Springs, CA

**Register by September 6, 2012** 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) \_\_\_\_\_

### FIVE WAYS TO REGISTER

**ONLINE:** www.cgastrategicconference.com  
**PHONE:** (800) 794-3545 (credit card only)  
**FAX:** (916) 448-2793 (credit card only)  
**ONSITE:** CGA Strategic Conference  
 Registration Desk  
 Palm Springs Convention Center  
**MAIL:** 1215 K St., Suite 700  
 Sacramento, CA 95814

Badges will be held at the onsite registration desk for pickup during registration hours beginning at 8:00 am on Sunday, September 30.

## 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 and Illuminators’ Special Event.

	<b>Early Rate</b> (Through 9/6)	<b>Standard Rate</b> (After 9/6)	
Grocery Retailer/Wholesaler	\$299	\$350	Members of the California Grocers Association will receive a 5% discount on registration fees. *Discounted spouse badge does not qualify for member discount.
All Other Registrants	\$599	\$650	
Spouse Badge*	\$200	\$250	

First Name for Spouse Badge \_\_\_\_\_ Last Name \_\_\_\_\_

**REGISTRATION ORDER TOTAL ..... US \$ \_\_\_\_\_**

CGA is offering a \$500 discount for groups of 10 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 The Housing Connection. 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 # \_\_\_\_\_ x Registration Fees \_\_\_\_\_ = \$ \_\_\_\_\_**  
 (If Applicable) Less 5% Member Discount - \$ \_\_\_\_\_ (Discounted spouse badge does not qualify for member discount.)  
**Total \$ \_\_\_\_\_**

**EARLY REGISTRATION DEADLINE: September 6 – NO REFUNDS AFTER September 6**

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## 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 30.

Acknowledgement 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 September 6. 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 September 6, 2012. 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)



## 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)