

EXHIBITOR AND SPONSOR COLLABORATION

CALPELRA is a member organization governed by an elected Board in compliance with California's Corporations Code and CALPELRA's bylaws. CALPELRA helps California public sector employers better serve their communities by providing comprehensive, quality training in labor relations and personnel management and by fostering professional development with a dynamic network of support.

We have prepared the following information to help you understand the process by which CALPELRA makes decisions about the Annual Training Conference program, as well as to offer suggestions for you to increase your involvement with CALPELRA outside of the Annual Conference.

DECISION MAKING PROCESS

CALPELRA's Board has made many changes since 2008, when CALPELRA became an independent organization, to develop and expand quality training programs and services for its members' needs in the areas of labor and employment. In making any decisions, CALPELRA's Board is guided by principles of transparency, sustainability, quality, and economic viability.

CONFERENCE PROGRAM

Program Committee

To help develop its Annual Conference and offer presentations on the topics most relevant to its members, CALPELRA formally recruits a Program Committee representative of a cross-section of CALPELRA's membership. Program Committee members must be CALPELRA members. Ideal candidates are intelligent individuals who bring geographic and agency diversity, demonstrate leadership abilities, and possess sufficient professional experience to serve as a resource to other members. Committee members are selected by the Conference Program Chair and confirmed by CALPELRA's Board of Directors. This process has the added benefit of creating a vehicle for leadership development.

Session Selection

Since 2009, CALPELRA has distributed a Call For Session Proposals. This process is designed to yield the highest quality training on the most pressing labor and employment issues from the best providers. The RFP goes to all past sponsors and exhibitors and to CALPELRA's mailing list of over 6,000 individuals. The Call For Proposals is also posted on CALPELRA's web site.

COLLABORATION

After the RFPs are submitted, Program Committee members review the titles and descriptions for all proposed sessions, as well as the speakers' backgrounds and past Conference session evaluations (if any). Program Committee members individually and privately vote their session preferences via an internal survey. The survey results are tallied and the Committee members discuss the survey results. As a general rule, the sessions approved by 80% or more of the Program Committee automatically make it onto the program. Those sessions with less resounding support are considered on a session-by-session basis. The Program Chair and Board President make the final session selections based on this process, and the full CALPELRA Board approves the final program.

The Program Committee identifies topics of general interest and considers those for plenary sessions. If the RFPs failed to address such topics, members identify potential presenters with expertise in the field and collaborate with them to develop the presentation.

Session Time Slots And Locations

In consultation with Program Committee members, the Program Chair and Board President decide when and where to schedule sessions. That decision is informed by the following factors:

- The anticipated popularity of the topic and the speaker;
- The range of topics presented on a given day;
- The number of sessions on a given day by a sponsor;
- Speakers' scheduling constraints; and
- Conflicting sessions by the sponsor on the same day.

SPONSORS / EXHIBITORS

Prior to 2008, the CALPELRA Sponsor Chair assigned booth locations and decided which sponsors' logos would be placed on specific Conference gifts. In 2009, however, CALPELRA eliminated the Sponsor Chair position and linked the cost of sponsor benefits to specific sponsor options. CALPELRA publicizes the costs of those benefits in its exhibitor/sponsor brochure and on its web site, making it easy for sponsors to select the benefits for which they want to pay and determine how to maximize the return on their contribution to CALPELRA.

CALPELRA's exhibitor booth locations are determined by a neutral lottery; exhibitors buy into a particular tier, and on a predetermined day, the tiers draw for booth location, with the highest tiers drawing first.

INNOVATION

CALPELRA helps provide public sector labor relations professionals the training and professional support they need to serve California's public entities. Exhibitors and sponsors are an important part of that effort but their participation in CALPELRA is a business decision that has to be justified by a return on investment. Thus, in addition to striving to increase transparency, CALPELRA has focused on improving the return for investment for its sponsors and exhibitors. To that end:

- CALPELRA widely acknowledges exhibitors and sponsors to Conference participants and non-Conference participants. CALPELRA lists sponsors/exhibitors on its web site (and includes a link to the exhibitors'/sponsors' web sites) and sends mass e-mail messages at least three times annually highlighting the list of sponsors/exhibitors. CALPELRA also lists Friend members separately on its web site.
- Program Committee members plan social events to increase Conference participant interaction with exhibitors and sponsors, including activity at the Wednesday night reception focused on exhibitors.

INNOVATION

The Board values the role that sponsors and exhibitors play in CALPELRA's success and seeks to improve that role for the benefit of its members. To ensure we continue to provide CALPELRA members quality training and identify and respond to trends, the Board and Executive Staff are committed to the continuous improvement of CALPELRA's program and services. In the last several years, CALPELRA has offered and/or enhanced the following services:

- [CALPELRAClips](#) is a weekly compilation of links to articles of interest of California's public sector entities. CALPELRAClips web site pages are some of the most highly trafficked pages on CALPELRA's site. CALPELRA offers sponsors the opportunity to purchase advertising on the CALPELRAClips web pages. These ads can be linked directly to sponsors' web pages.
- [CALPELRASnacks](#) provide labor and employment relations knowledge in quick, easily digested video bites, exclusively for CALPELRA's members/Friends. Members/Friends receive a weekly e-mail message with a secure link to a new CALPELRASnacks video, and can access previously released Snacks on CALPELRA's web site.
- [CALPELRAConnect](#) is an exclusive, secure on-line professional network where CALPELRA members can create profiles, pose questions, and engage in discussions about issues of interest.

Sponsors and exhibitors who become CALPELRA Friends will gain access to CALPELRAConnect and directly interact with decision makers at California's public entities. CALPELRAConnect gives sponsors and exhibitors the opportunity to increase their profile with CALPELRA members by answering their questions directly on the site.

OPPORTUNITIES

- **Guidebook** Annual Conference exhibitors and sponsors have the opportunity to advertise on CALPELRA's Conference guide, including banner advertising, featured listings, and individual icons. The Conference guide allows registrants to easily move from a session description to a speaker's bio to an exhibitor/sponsor listing, and exhibitor and sponsor listings include links to a firm's or individual's web site.
- **Web Site** CALPELRA's web site continues to grow and adapt to CALPELRA's needs.

OPPORTUNITIES FOR INVOLVEMENT

CALPELRA has identified the following opportunities for exhibitor/sponsor involvement in CALPELRA, outside of the Annual Conference:

- **CALPELRAClips**

Sponsors and exhibitors are encouraged to submit new and relevant case decisions or news stories about labor relations and employment law for inclusion in CALPELRAClips.

- **CALPELRA Alerts**

CALPELRA invites sponsors and exhibitors to write Alerts on subjects within their expertise. CALPELRA distributes Alerts to its members and posts them on its web site. Two weeks later, CALPELRA makes them available to the public on its web site. In keeping with CALPELRA's commitment to provide its members with the most up-to-date information on developing issues, Alerts are focused on recent developments. Preference is given to articles published first for CALPELRA.

- **CALPELRAConnect**

Sponsors and exhibitors who become CALPELRA Friends have access to CALPELRAConnect, CALPELRA's on-line professional network. CALPELRAConnect gives Friends direct access to CALPELRA members, including the ability to interact with and answer questions from members.

SHARED COMMITMENT

- CALPELRA Labor Relations Academies

CALPELRA welcomes the participation of its sponsors and exhibitors in its Labor Relations Academies. Sponsors and exhibitors with demonstrated labor and employment expertise and teaching skills can participate in a Labor Relations Academy by preparing extensive written resource materials and working with Bill Kay, CALPELRA Labor Relations Academy Creator and Co-Director.

Our Labor Relations Academy Programs and presenters provide training that is interactive, practical and participative, exclusive to CALPELRA, the highest quality professional and legal training, valued for the extensive written resource materials prepared specifically for the Academies, and an interrelated, integrated, and consistent curriculum built into all Academies. To maintain that quality, trainers agree to provide CALPELRA rights to the intellectual property of the materials prepared.

SHARED COMMITMENT AND GOALS

We hope that this information has increased your understanding of CALPELRA's efforts to provide the highest quality training and services to California's public sector labor relations professionals. The CALPELRA Board is committed to collaborating with its sponsors and exhibitors to continue to improve the value of CALPELRA membership for participants and sponsors and exhibitors alike. In so doing, however, we are bound by our obligation to maintain the high quality of services for which CALPELRA is known. We hope you share these goals and will continue to collaborate with us to our mutual benefit and to the benefit of CALPELRA's members.



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