

## Vendor Packet

### Important Dates ▼

---

**Friday, August 22**

-Complete the **Vendor Show Response Form**

**Friday, September 12**

-Complete the **Shipping Form** with contact information, payment method for handling fees and tracking numbers



**Wednesday, September 17**

-The Omni La Costa will accept shipments 3 days prior to the conference

**Sunday, September 21**

-Registration desk open from 4:00pm - 7:00pm & 8:00pm - 9:00pm  
-Welcome Reception 6:30pm - 10:00pm

**Monday, September 22**

-Vendor setup 12:00pm – 6:00pm  
-Cocktail Reception 6:00pm – 7:00pm  
-Vendor Appreciation Dinner 7:00pm – 10:00pm

**Tuesday, September 23**

-Vendor setup 7:00am – 11:00am  
-Vendor Lunch 11:00pm – 11:30am  
-Vendor Show 12:00pm – 3:30pm  
-Dinner 6:30pm – 10:00pm

### Hotel ▼

---

#### **Omni La Costa**

2100 Costa Del Mar Rd.  
Carlsbad, CA 92009



We have established the following group rate:

- **\$289.00 USD** per night plus the following -
  - 13.2% city and county taxes
  - \$22.50 Nightly resort fee
- **[Book Online](#)**

Special rate will be available until August 29, 2025 OR until the room block is sold out. Reservation cancellations will receive a full refund if cancelled 72 hours prior to arrival. Any reservations cancelled within 72 hours or no shows will be charged one night's room and tax.

## Conference Schedule

---

### Sunday, September 21

---

#### Arrivals

4:00pm-7:00pm	Registration
4:00pm-5:00pm	Vendors/SFA Board Meet & Greet
6:30pm-10:00pm	Welcome Reception & Dinner
8:00pm-9:00pm	Registration

### Monday, September 22

---

7:00am-8:00am	Breakfast
7:00am-10:00am	Extended Registration
8:00am-12:00pm	Welcome/Opening Session, General Meeting (CKE, Franchisees & Vendors)
12:00pm	Activities Start
12:00pm-6:00pm	Vendor Show Setup
6:00pm-7:00pm	Cocktail Reception
7:00pm-10:00pm	Vendor Appreciation Dinner

### Tuesday, September 23

---

7:00am-8:00am	Breakfast
7:00am-11:00am	Vendor Show Set Up
8:00am-10:00am	SFA Member Meeting*
10:15am-12:00pm	Franchisees/CKE Q&A
11:00am-11:30am	Vendor Lunch
12:00pm-1:00pm	Franchisees/CKE Lunch
12:00pm-3:30pm	Vendor Show <i>Business Casual Attire</i>
5:00pm-6:00pm	CKE/Vendors Q&A
6:30pm-10:00pm	Dinner

### Wednesday, September 24

---

8:00am-9:30am	Breakfast
Departures	

*\*Events marked with a (\*) are only open to franchisees.*



# 2025 Annual Conference

Omni La Costa

2100 Costa Del Mar Rd, Carlsbad, CA 92009

September 21-24, 2025

## Vendor Show Information ▼

---

Vendors are welcome and encouraged to attend all dinners, activities and some meetings as well. We encourage you to attend as many events as possible to not only get to know franchisees better, but to enjoy the topnotch experiences, settings, events and food that our conferences offer. If you only attend the show, you are truly missing out on many great opportunities to connect.

## Vendor Show Set Up ▼

---

The Vendor show will be held on **Tuesday, September 23 from 12:00 pm – 3:30 pm**. Vendors can setup their booth spaces on Monday, September 22 from 12:00pm – 6:00pm and/or Tuesday, September 23 from 7:00am – 11:00am. Lunch will be served in conjunction with the Vendor Show. We encourage Vendors to bring food items that can be sampled as part of our lunch.

Each exhibitor will receive a skirted 6 ft. banquet table with a chair. Please limit your exhibits to TABLE TOP items ONLY. Please do not bring any costly or extensive booth setups as our show is very low key compared to others.

## Attendees ▼

---

During the vendor show, for giveaways, you can expect up to 175 franchisee attendees and corporate guests.

## A/V Needs ▼

---

All AV requests (including electricity) can be ordered with Pinnacle Live through their [Online Link](#).

## Food & Beverage and Freezer/Refrigeration ▼

---

If you require food and beverage service or freezer/refrigeration storage from the hotel please contact Erica MacMitchell at [erica.macmitchell@omnihotels.com](mailto:erica.macmitchell@omnihotels.com) and Kristen Prigatano [Kristen.Prigatano@omnihotels.com](mailto:Kristen.Prigatano@omnihotels.com) with a copy to Calina at [Calina@starfran.com](mailto:Calina@starfran.com)

**Please note:** The hotel has limited space for freezer/refrigeration storage. Any shipments that require freezer/refrigeration will need approval prior to shipping.

## Raffle Prizes ▼

---

At the end of our Vendor show we are doing a raffle for the Franchisees. If you have items you would like to contribute, please attach your company name/business card and set the item(s) at the stage before the conclusion of the show. Due to shipping constraints, consider bringing a flyer and shipping larger raffle prizes to the winner.

## Shipping Logistics

### INCOMING SHIPMENTS:

**Special Instructions: Please clearly label if boxes require refrigeration or freezer storage!**

If you have any other questions regarding the vendor show, please contact [calina@starfran.com](mailto:calina@starfran.com)

All boxes, packages and/or letters should be labeled with the following (a label is provided on the following page):

Company and On-site Contact Name  
Group: STAR FRANCHISE ASSOCIATION CONFERENCE  
September 21-24, 2025  
Omni La Costa Resort and Spa  
2100 Costa Del Mar Rd.  
Carlsbad, CA 92009  
Box \_\_\_ of \_\_\_  
Conference Services Manager: Erica MacMitchell



### Inbound Shipments:

- Please arrange for your shipment to arrive no more than 3 days before the event (September 17<sup>th</sup>) to avoid additional charges for a storage room.
- Handling fees are as follows:
  - 0-25lbs is \$5.00 per box
  - 26-50lbs is \$10.00 per box
  - \$125.00 per Crate or Pallet
  - 251lbs and over is \$125.00 per box

### Outbound Shipments:

- You can leave your packages at your booth/table as long as they are all packed up and taped with labels secured to each box.
- The hotel will collect your boxes and deliver to the mailroom on property to be shipped out.

**Please note: All vendors are responsible for their own handling fees. Complete the [Shipping Form](#) with payment method for handling fees and tracking numbers.**

FedEx and UPS come to the hotel daily, however, please check with your carrier directly to find out if they require the account holder to schedule a pickup.

## Property Map

