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cabi

CAbi

CAbi 2025 Spring Scoop

Wednesday, January 16th – Saturday, January 18th, 2025

Anticipated Attendance: 1,423

Group Description

CAbi, short for Carol Anderson by invitation, is a direct sales clothing company that offers women's fashion. Founded in 2002 by Carol Anderson, a former designer for Nordstrom, CAbi operates on a business model where independent consultants, known as "Stylists," sell the company's clothing collections directly to customers through home parties and personal styling appointments. CAbi's collections are known for their quality, versatility, and timeless style, catering to women of various ages and lifestyles. The company emphasizes personalized customer service and encourages women to feel confident and stylish in their clothing choices.

Attendee Profile

The main attendees are CAbi Consultants, who are independent fashion entrepreneurs selling CAbi clothing through home parties, trunk shows, and other events. This gathering provides them with valuable training, networking opportunities, and a chance to preview the upcoming season's collection. In addition, CAbi Leadership, including top executives, regional directors, and area leaders, play a key role in guiding and supporting the consultants. High-achieving consultants, often referred to as CAbi Ambassadors, along with influencers from the fashion or direct-sales space, may also attend as VIP guests. The event is likely to feature various vendors and partners who support CAbi's business model, such as makeup artists, event organizers, and tech providers. Additionally, special guests and motivational speakers, including fashion industry experts and celebrity influencers, are often invited to inspire and educate attendees. Finally, potential new consultants might also be in attendance, exploring the brand and the business opportunities offered by CAbi. Overall, the Spring Scoop is a high-energy event designed to foster community, celebrate achievements, and prepare the CAbi network for the upcoming season.

Guest Room Block

Participating Hotels	Peak Room Night
Total Peak Nights = 910	
Hard Rock Hotel San Diego	91
Hilton San Diego Bayfront Hotel	212
Hilton San Diego Gaslamp Quarter	34
Marriott Marquis San Diego Marina	460
Omni San Diego Hotel	113

Schedule of Events

Date	Thu Jan 16	Fri Jan 17	Sat Jan 18
Attendee Open Meals	Breakfast, Lunch, Dinner	Breakfast, Lunch, Dinner	Breakfast & Lunch
Convention Center Agenda	<p>General Session and Tracks throughout the Day</p> <p>12:00PM – 1:00PM Lunch (For 600 Attendees)</p> <p>5:30PM – 6:30PM Reception/Happy Hour (Hors d'oeuvres and Cocktails)</p>	<p>General Session and Tracks throughout the Day</p> <p>5:00PM – 6:30PM Reception/Mixer (For 400 Attendees)</p>	<p>General Session and Tracks throughout the Day</p> <p>1:30PM-2:00PM PM Break (Ice Cream Bar)</p> <p>6:00PM-9:30PM Cocktail Hour & Gala Dinner</p>

**Schedule is subject to change*

Off-Site Scheduled Events

No offsite events scheduled.

Shuttle Information

No shuttle provided.

Contact Information

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