

CAHF EXPO EXHIBITOR PROSPECTUS & SHOW SPONSORSHIPS

CALIFORNIA ASSOCIATION
CAHF
OF HEALTH FACILITIES
2017
ANNUAL
CONVENTION
& EXPO
PALM SPRINGS
NOVEMBER 12-15

"The CAHF Expo offers professional excellence with numerous 'Top of the Mountain' opportunities for exhibitors to succeed."
Joan M. Flannigan, Vice President
SCAAP & NAAPCC
Carlsbad, CA

PREMIER SPONSOR
MCKESSON

97% of attendees would recommend the CAHF Expo to others

70% of attendees visit the show floor BOTH show days

57% of attendees do not participate in ANY OTHER industry show

WELCOME TO THE 2017 CAHF EXPO

Attendee Snapshot

72% plan to make a purchase within one to three months
46% rate the show as "excellent"
41% are administrators
41% are from a multi-facility
38% are from surrounding areas in Orange County,
San Diego, San Bernardino & Riverside
34% are independent owner operators
30% spend at least four hours on the show floor

Exhibitor Snapshot

56% rated the CAHF Expo "above average" compared to
other shows in which they exhibit
53% rated their overall success "above average"
QUALITY of attendees rated five out of seven
QUANTITY of attendees rated five out of seven

About CAHF

Founded in 1950, the California Association of Health Facilities is a non-profit trade association representing skilled-nursing facilities and intermediate-care facilities for people with intellectual disabilities. It is dedicated to providing quality care for the frail, elderly, intellectually disabled and those with chronic mental illness. CAHF is the largest provider of continuing education for long-term care providers in California. Serving 370,000 individuals each year, skilled nursing providers are directly responsible for more than 140,000 jobs and \$5.6 billion in wages and benefits to long-term care employees.

Important Contacts

Show Management
California Association of Health Facilities
2201 K Street
Sacramento, CA
95816-4922
cahf.org

Show Contact
Sherry Hall, CEM
Meeting Coordinator/
Exposition Manager
Phone: 916.432.5211
shall@cahf.org

Official General Service Contractor
Innovative Expo
innovativeexpo.com

Exhibitor Contacts
Bruce Meyer, President
Phone: 760.343.2555
Fax: 760.343.2533
Cell: 714.412.4292
bmeyer@innovativeexpo.com

Jody Lynch, Customer Service
Phone: 760.343.2555
Fax: 760.343.2533
Cell: 760.250.3406
jlynch@innovativeexpo.com

Table of Contents

NECESSITIES

Floor Plan & Expo Hours	3
Booth Space Info & Pricing	4
Booth Reservations & Space Release Dates	5
Critical Dates & Hotel Information	7

EXTRAS

Exhibitor Rules & Regulations	6
Audience Profile 2016	8-9
2016 Exhibitors	15

EXPO MARKETING OPPORTUNITIES

Pre-Show Traffic Builders	10-14
Pre-Show Attendee List	
Exhibitor Giveaways	
CAHF Meets	
CAHF Special Issue/Nightly Emails	

On-Site Traffic Builders

Registration
Show Entrance Greeters
Attendee Tote Bag Snack Box
Follow the Flip Flops
Show Entrance Floor Advertising
Renaissance Key Cards
End of Show Mega Cash Giveaway
Head Shot Lounge **NEW!**
Warm Fuzzies **NEW!**
Flamingo Bingo
Treasure Hunt

On-Site Increase Name Recognition

Show Segway
Hydration Stations
CAHFachino Café
Oasis Charging Station with Lighted Water Wall
Entertainment by Eric Berdon
Solutions Showcase
Flamingo Lounge
The Palms Lounge
Beverage Hut
Hand Sanitizer Stations
Chat 'n Chew Lunch
Munch 'n Mingle Lunch **NEW!**

On-Site Increase ROI

Badge Scanner

Post-Show Increase ROI

Post-Show Attendee List

FLOOR PLAN & EXPO HOURS

CALIFORNIA ASSOCIATION
OF HEALTH FACILITIES
2017
ANNUAL
CONVENTION
& EXPO
PALM SPRINGS



Palm Springs Convention Center Oasis Exhibit Halls 1-5

7 
TOTAL SHOW
FLOOR TIME
HOURS

Dedicated Exhibit Hours

Monday, Nov 13
Tuesday, Nov 14

10:00 AM - 2:00 PM
11:00 AM - 2:00 PM

NEW HOURS with LUNCH!

To Exhibit, see page 5



 Flamingo Bingo Booths

BOOTH SPACE INFO & PRICING

Booth Pricing Includes

- 10' x 10' space with pipe and drape (teal, white, tangerine & peach) and existing exhibit hall carpet (dark grey with multi-colored fleck)
Specific carpet requests, tables, chairs, wastebaskets and electricity must be purchased separately from *Innovative Expo* (show contractor)
- Six booth personnel badges per 10' x 10' space
Includes four-day convention registration to ALL conference sessions, House of Delegates and committee meetings. *Some special events may require a separate fee.*
- Badge scanner
- E-mailed list of attendees - pre and post-show (*does not include e-mail addresses*)
- Seven hours of "dedicated" exhibit time
- Move-in day snacks on Sunday
- Exhibitor continental breakfast on Monday
- Six Beverage Hut tickets
- Three Monday lunch tickets per 10' x 10' space
- Three Tuesday lunch tickets per 10' x 10' space
- Pre-show promotion to CAHF member facilities
- Online and on-site listing
- Booth ID sign
- Online exhibitor service kit
- Security from Move-in to Move-out

2017 Standard Pricing

TYPE OF BOOTH	ASSOCIATE Member	NON Member
Standard 10' x 10'	\$3,100	\$4,300
Each additional "non-corner" 10' x 10'	\$1,300 reduced!	
Corner 10' x 10'	\$3,150	\$4,350
Flamingo Bingo Premium Booth (see pink squares)	\$3,250	\$4,450
Super Quad Four for less than the price of two! ANY four booth configuration	\$5,200	\$6,400
FIRST TIME CAHF Exhibitor NEW2U Marketplace (see floor plan) Excludes Bingo Booths & Super Quads	\$2,500	\$3,700

NOTE:

2017 PRIORITY PLACEMENT EXHIBITORS RECEIVE A
\$200 DISCOUNT OFF ABOVE RATES

Two Ways to Save \$\$\$



Join to save \$1,200 on your booth cost

Increase your business and build long term relationships by becoming a CAHF Associate Member! Visit cahf.org to complete the online Associate (Vendor) Membership application.



Bring a friend and save \$500

Save \$500 on the cost of your booth for EVERY new company you bring into the 2017 CAHF Expo. Credits will be issued post-show pending "friend's" 2017 show participation.

BOOTH RESERVATIONS & SPACE RELEASE DATES

Booth Reservations

Visit cahf.org, login, then click your name in the upper right to access your Member Dashboard. Once there, look under Exhibitor Management for reservation status according to schedule below. **If you do not have a login, please click the “register” button to create an account. It’s easy!**

Space Release Dates



Space Release #1 - Starting Monday, May 1

2016 Patrons of the Association, Preferred Products & Services Providers plus 2017 Convention Premier Sponsors



Space Release #2 - Starting Monday, May 8

2016 exhibitors who submitted a 2017 Priority Placement form prior to February 28, 2017



Space Release #3 - Starting Monday, July 24

Associate Members



Space Release #4 - Starting Monday, August 7

2016 non-member exhibitors



Space Release #5 - Starting Monday, August 21

New & returning members

Cancellation Policy

Notification of booth space cancellation or reduction of space must be made in writing. Cancellations sent via fax will be accepted at 916.441.6441. Any cancellation or reduction of booth space for ANY reason is subject to the following refund schedule and terms:

WRITTEN NOTIFICATION RECEIVED BY CAHF	AMOUNT RETAINED
On or before September 29, 2017	\$150 administrative fee
September 30 to October 13, 2017	50% of total booth cost
October 14 to November 14, 2017	100% of total booth cost*

**There will be no refund for exhibitors who for any reason do not exhibit at the 2017 CAHF Expo and have not submitted a written request prior to the deadlines outlined above.*

EXHIBITOR RULES & REGULATIONS

CAHF reserves the right, in its sole discretion, to reject any application by a potential Exhibitor to display or exhibit at the 2017 CAHF Expo. CAHF reserves the right to prohibit any specific display or exhibit, or any part of a proposed display or exhibit, which it judges not suitable, or in accordance with the best interests of the California Association of Health Facilities. By applying for exhibit space, all applicants and Exhibitors understand and agree that they will be bound by the policies that appear in these rules and regulations.

1. Installing and Dismantling of Exhibits

All exhibits must be fully installed by 9:30 am on Monday, November 13 in complete readiness for an inspection by CAHF show management. Space not occupied by 9:30 am may be forfeited by the Exhibitor for use by the Association without refund. No displays may be dismantled before the official closing of the exhibits at 2:00 pm on Tuesday, November 14. All exhibits must be fully dismantled and materials removed from the exhibit hall no later than 6:00 pm on Tuesday, November 14. The Exhibitor authorizes CAHF to remove, at the Exhibitor's expense, any material in the exhibit hall belonging to said Exhibitor after 6:00 pm on Tuesday, November 14.

2. Space Rental/Assignment

Reservations for exhibit space should be submitted online at cahf.org. Should CAHF be unable to fulfill space requested, show management will immediately notify the Exhibitor so an alternative selection can be made. CAHF reserves the right to relocate an Exhibitor for the benefit of the show. There is no limit to the number of booths that an Exhibitor may rent. Fifty percent (50%) of total cost of requested space MUST BE RECEIVED within two (2) weeks of booth confirmation. Reservations are accepted until all space is sold.

3. Subleasing of Space

No Exhibitor may assign, sublet, or apportion the whole or any part of the booth space assigned, nor permit any other party to exhibit therein. **In other words, no two companies may share a booth.**

4. Cancellation

In the event an Exhibitor finds it necessary to cancel its company's participation in the 2017 CAHF Expo, notification of booth space cancellation or reduction of space must be made in writing. Cancellations sent via fax will be accepted at (916) 441-6441. If an Exhibitor rents a booth, pays in full, but does not attend the 2017 CAHF Expo, the act of renting and implying that the Exhibitor will attend is the same as if the Exhibitor did attend the show. Therefore, no refund of booth rental monies will be made because the Exhibitor was unable to participate in the expo.

5. Booth Activity Guidelines

Exhibitors shall arrange their exhibits as to not obstruct other exhibits. Aisles must be kept clear and exhibits arranged for adequate space. Exhibitors are required to contract for appropriate booth size for activities within their space. Should spectators interfere with normal traffic flow in the aisle or overflow into neighboring exhibits, the activity must be limited, rescheduled to another venue, or eliminated. Sound leakage from audio/visual equipment should not interfere with neighboring Exhibitor activities. CAHF show management reserves the right to require compliance and take corrective action if necessary.

6. Photography

Picture taking (with the exception of CAHF's official convention photography) is prohibited during set-up, dismantle, expo hours and non-expo hours. Only the Exhibitor may grant permission to have their exhibit and/or products photographed.

7. Giveaways and Drawings

An Exhibitor's promotional activities may not cause aisle congestion. Exhibitors doing so will be asked to desist. **Plan promotional drawings so attendees know the time(s) prizes will be given away.** An Exhibitor Giveaways Board located inside the Prize Area will be provided to post winning names. Individual Exhibitor announcements over the public address system are prohibited.

8. Food & Beverage Sample Distribution

Only Exhibitors who sell food or beverage products are allowed to provide small samples (maximum 2 ounces) of their own product(s). Otherwise, Exhibitors wishing to provide food and/or beverage must purchase items from the Palm Springs Convention Center exclusive caterer, Savoury's. **Call Lynne Toles, Director of Catering at (760) 322-8432 or ltoles@palmspringscc.com for approval. Bowls of candy do not need prior approval.**

9. Admittance to Exhibits

Admittance to the exhibit area of each respective Exhibitor shall be at the discretion of the person denoted as "in charge" for the company. **CAHF requests that the number of representatives in each 10' x 10' space not exceed three (3) at any one time.** A maximum of six (6) complimentary name badges per 10' x 10' booth will be furnished by CAHF. Additional name badges must be purchased separately. **Name badges can be ordered online at cahf.org once booth space is assigned.**

10. Exhibitor Solicitation

Distribution of the Exhibitor's products, catalogs, pamphlets, printed materials, souvenirs, etc., must remain within the confined areas of the assigned booth space and at no time should protrude into the aisles or other areas of the exhibit hall.

11. Soliciting by Non-Exhibitors

Soliciting in any manner within the exhibit hall by any supplier, individual, group or company, within or outside the industry, is strictly forbidden unless said person, group or company has contracted for rental of booth space with CAHF. Any person, group or company that has not contracted for booth space but is found soliciting in the exhibit hall should have their activity immediately reported to CAHF show management so security can escort them from the exhibit hall.

12. Security

Official uniformed guards will be provided by CAHF beginning at 1:00 pm on Sunday, November 12, 2017 through move-out at 2:00 pm on Tuesday, November 14. However, Exhibitors are advised to carefully review the "hold harmless" agreement stated under the Liability section of the Rules and Regulations. **Each company should have applicable theft insurance or accept the risk at its own expense.**

13. Liability

CAHF, host organizations, Palm Springs Convention Center, Renaissance Palm Springs Hotel, CAHF show management and employees or representatives of these bodies, will not be held liable for injuries to any person or for any loss or damage to property owned or controlled by the Exhibitor which claims for damage or injuries may be incident to, arise from, or be in any way connected with the Exhibitor's display. The Exhibitor shall indemnify and hold the California Association of Health Facilities, the management of the Association and the owners of the Palm Springs Convention Center harmless against all claims. If any legal action is necessary to enforce the terms of this contract, the prevailing party shall be entitled to reasonable attorney's fees in addition to any other relief to which he/she may be entitled.

Exhibitors desiring to insure their merchandise and display materials against loss of any kind must do so at their own expense. **The Association suggests that such Exhibitors contact their insurance brokers who will secure exhibit rider policies which will provide all risk insurance covering their exhibit property and merchandise while they are absent from their home premises for exhibition purposes.**

Exhibitors will be responsible for any damage done to the building by them or their employees. Nails, tacks, or screws must not be driven into walls, floors, or woodwork.

14. Official General Service Contractor

Innovative Expo is the official general service contractor. Arrangements for furnishings, additional carpet, wastebaskets, special booth decorations, signs or services may be made with them as well as storage of exhibit equipment, transportation, packaging, etc. All such services are at the Exhibitor's expense. A link to the Innovative Expo online Exhibitor Service Kit will be e-mailed in late September/early October. The contractor will have a manager on-site during installation and exhibit hours.

15. Exhibitor Appointed Contractors

Exhibitors utilizing Exhibitor Appointed Contractors (EACs) agree to submit a completed Non-Official Contractor Form by October 13, 2017. Non-Official Contractor Forms are contained in the Innovative Expo Exhibitor Service Kit. A copy must be submitted to Innovative Expo as well as CAHF.

Exhibitors utilizing EACs agree to indemnify and hold harmless CAHF and the Palm Springs Convention Center, from any and all liability, including attorney's fees, which may arise due to the EAC's presence or actions.

All EACs must maintain the following General Liability Insurance Coverage: (1) General Liability, broad form: one million dollars; (2) Automobile Liability, any auto: one million dollars; (3) Workers' Compensation as required by the State of California; and (4) Employers' Liability: one-hundred thousand dollars. Umbrella Form Excess Liability may be used to bring coverage levels up to these requirements. In addition, the policy name as additionally insured: CAHF, the Palm Springs Convention Center and Innovative Expo. **ONLY EACs ABLE TO PRODUCE A CERTIFICATE OF INSURANCE COMPLETED WITH APPROPRIATE COVERAGE AND ADDITIONAL INSURED WILL BE ABLE TO WORK IN THE EXPO. ALL OTHERS WILL FORFEIT THEIR WORK TO INNOVATIVE EXPO.**

16. Union Regulations

To assist the Exhibitor in planning for the 2017 CAHF Expo, the Exhibitor should be aware that union labor can be REQUIRED for certain aspects of exhibit handling. Jurisdiction of various unions is as follows:

Sign, Display & Allied Crafts Union

Members of this union claim jurisdiction over all set-up and dismantling of exhibits, including signs and laying of carpet. This does not apply to the unpacking and placement of merchandise. **Exhibitors may set-up their exhibit display if one (1) person can accomplish the task in less than 1/2 hour (30 minutes) WITHOUT the use of tools. If this is not possible, UNION LABOR CAN BE REQUIRED.**

Innovative Expo is responsible for maintaining in and out traffic schedules at the expo site. Even local Exhibitors should clear all movements of exhibit materials through Innovative Expo as they will have priority at the unloading area at all times.

Materials Handling (Drayage) and Storage (Teamsters Union)

This local claims jurisdiction on the operation of all materials handling equipment, all unloading and reloading, and handling of empty containers. As the Official General Service Contractor, Innovative Expo will move all freight from the docks to the exhibitor's booth. **An Exhibitor may move material that is hand-carried by one (1) person in one (1) trip, WITHOUT the use of dollies, hand trucks or other mechanical equipment. If this is not possible, UNION LABOR CAN BE REQUIRED.**

CRITICAL DATES & HOTEL INFORMATION

Critical Dates

September 29

Last day to cancel or reduce exhibit space with \$150 administrative fee withheld.

Late September/Early October

Innovative Expo online Exhibitor Service Kit available for shipping, badge scanner, chair and table rental, additional carpet, electrical, Internet, union regulations, etc.

October 6

Deadline for on-site program listing.

October 13

FULL PAYMENT DUE FOR EXHIBIT SPACE

Invoice e-mailed upon booth assignment.

All early bookings must be paid in full by this time.

Last day to cancel or reduce exhibit space with 50% of total booth cost retained.

October 14

NO REFUNDS for exhibit space cancellations or space reduction. 100% of total booth cost retained.

November 3

Deadline for submitting special event requests online.

November 12

Exhibitor Move-In: **1:00 - 6:00 pm**

Exhibitor Registration: **1:00 - 6:00 pm**

November 13

Exhibitor Move-In: **6:30 - 9:30 am**

Exhibitor Registration: **6:30 am - 2:00 pm**

Expo Open: **10:00 am - 2:00 pm**

November 14

2018 Priority Placement opens online

Exhibitor Registration: **9:00 am - 2:00 pm**

Expo Open: **11:00 am - 2:00 pm**

NEW HOURS with lunch!

Exhibitors and all materials MUST be removed from exhibit hall by 6:00 pm.

December 8

Post-show list of registered attendees e-mailed to exhibitors (does not include e-mail addresses).

Hotels

Renaissance Palm Springs (HOST HOTEL)

888 Tahquitz Canyon Way

Palm Springs, CA 92262

CAHF Rate: \$196 single/double

(760) 322-6000

Hilton Palm Springs Resort

400 E Tahquitz Canyon Way

Palm Springs, CA 92262

CAHF Rate: \$155 single/double

(760) 320-6868

Hyatt Palm Springs

285 N Palm Canyon Drive

Palm Springs, CA 92262

CAHF Rate: \$156 single/double

(760) 322-9000

Hard Rock Hotel Palm Springs

150 South Indian Canyon Drive

Palm Springs, CA 92262

CAHF Rate: \$159 single/double

(760) 325-9676

Calendar These Dates!

2018, 2019 & 2020

CAHF Annual Convention & Expo

Renaissance Palm Springs & the Palm Springs Convention Center

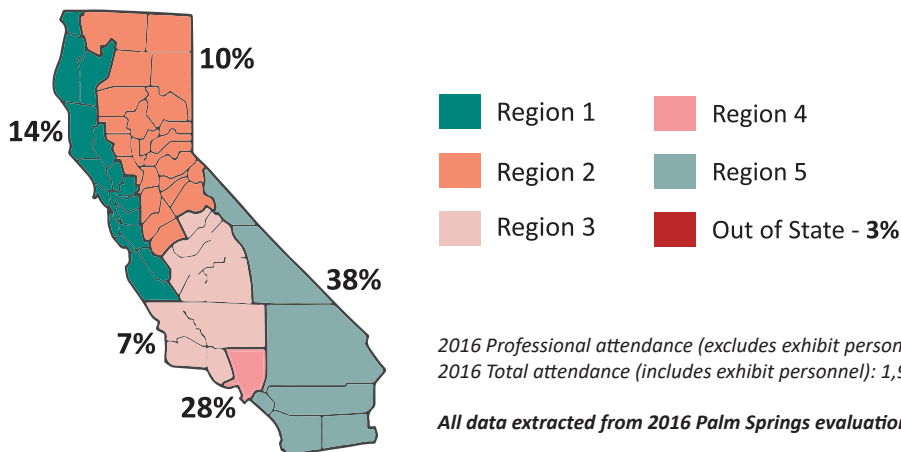
November 11-14, 2018

November 10-13, 2019

November 15-18, 2020

AUDIENCE PROFILE 2016

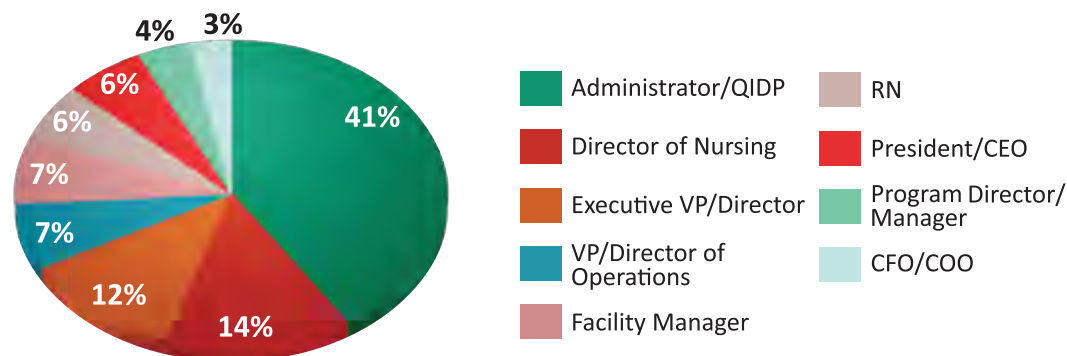
REGISTRATION BY REGION



"It's always great to see the volume of attendees that come to this show."

Jim Santa, General Manager
Consonus Pharmacy
Vacaville, CA

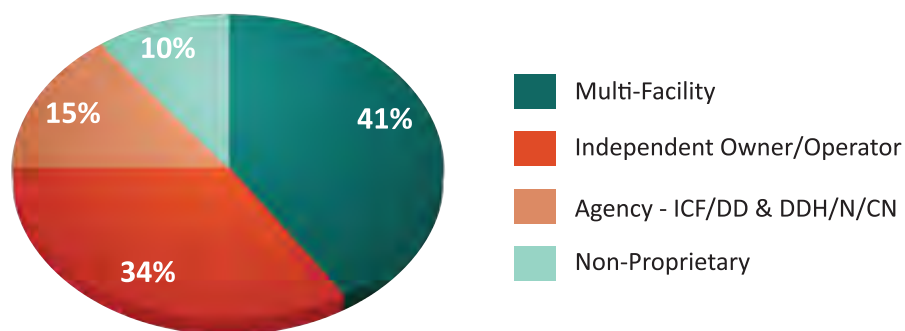
ATTENDEES BY PROFESSIONAL DISCIPLINE



"CAHF is always one of the best shows we do! We speak to a number of quality attendees. It's definitely a great investment for us."

Tricia Boudreau, Marketing Manager
Broda Seating
St. Louis, MO

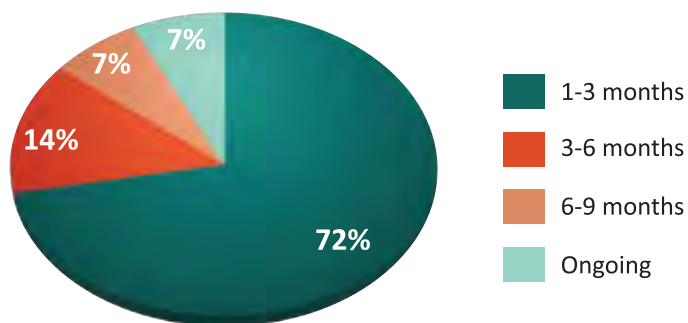
ATTENDEES BY MEMBER TYPE



"This show is a great venue for our industry. Being a member of CAHF for over 30 years now has been a win-win for our company and we're glad to have partners that do so much for the long term care community."

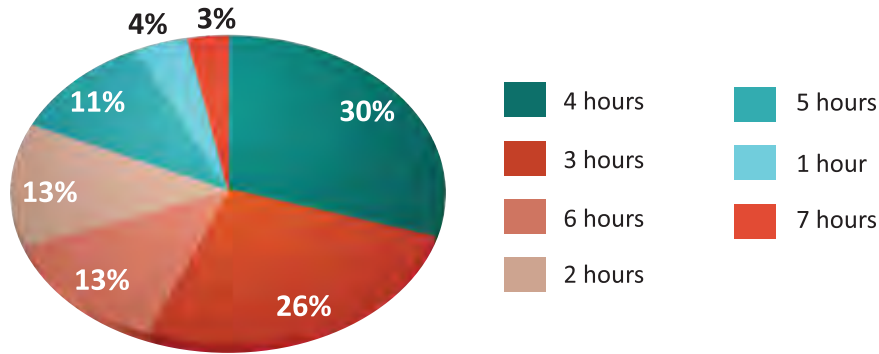
Joey Goldstein, Corporate President
Dairy King Milk Farms
Whittier, CA

PURCHASING TIMETABLE

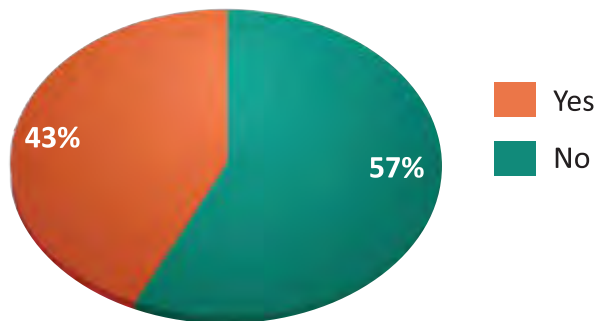


AUDIENCE PROFILE 2016

HOURS SPENT ON THE SHOW FLOOR



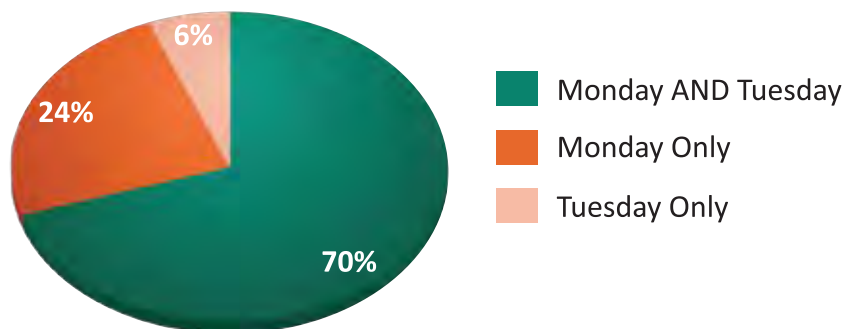
ATTENDANCE AT OTHER SHOWS



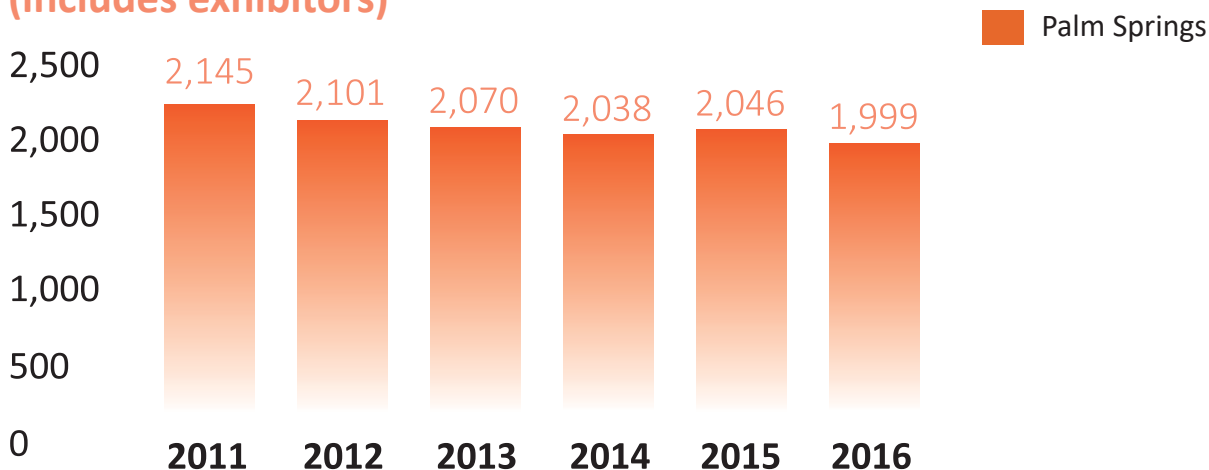
**“One of the most organized shows!
Lots of hand holding before, during
and after!”**

Anant Desai, President
interface rehab
Placentia, CA

DAYS SPENT AT SHOW



CONVENTION ATTENDANCE (includes exhibitors)



EXPO MARKETING OPPORTUNITIES

Plan early to get what you want!

Pre-Show TRAFFIC BUILDERS

Pre-Show Attendee List

A pre-show attendee list will be e-mailed on a weekly basis beginning in early October. **Please note: list does not include e-mail addresses.** Number of list registrants is 500 - 600 depending on pre-registration patterns.

Cost.....included with booth

Exhibitor Giveaways

Exhibitor giveaways will be listed on the convention website and in the on-site program. **You will be contacted in mid-September and asked to state your giveaway.** Winners may be drawn at the donating exhibitors' discretion any time during the expo and the winning names written on the cards provided in your exhibitor registration packet. A bulletin board will be provided in the Prize Area for posting winning names.

Cost.....included with booth

CAHF Meets

The digital focal point of our Annual Convention and Expo, CAHF Meets, our web-based app, provides schedules, maps and a list of exhibitors with links to their websites. It also has a link to the course evaluation pages (which must be filled out for attendees to receive CE credits.) CAHF Meets gives our sponsors a way to reach engaged LTC decision makers at the right time and place. Sponsorship includes logo/link placements in the app, as well as sponsor credits in other CAHF event materials and publications. Contact Matt Bryant - mbryant@cahf.org for more information.

Cost.....packages start at \$2,500

CAHF Special Issue/Nightly Emails

The CAHF News Special Issue is emailed to registered conference attendees on the Wednesday before the Convention. This issue is focused entirely on the Convention and Expo and features articles on the events and experiences occurring over our four days in Palm Springs. This is paired with four nightly emails during the Convention and Expo that provide a schedule for the day ahead and other event-related messaging. The CAHF News Special Issue/Nightly Emails sponsorship is available as a bundle featuring the sponsor's logo/link featured prominently throughout these publications, as well as sponsor credits in other CAHF event materials. Contact Matt Bryant - mbryant@cahf.org for additional details.

Cost.....packages start at \$1,500

On-Site TRAFFIC BUILDERS

Registration

What's the one thing EVERYONE does at convention? They pick up their name badge of course! Sponsor our FastTrack Registration with your **company name, booth number and message (optional) on EVERY badge printer** located at all three registration areas (attendee, exhibitor and show only).

EXCLUSIVE Sponsorship.....\$2,000

EXPO MARKETING OPPORTUNITIES

Show Entrance Greeters

Welcome attendees to the show (and your booth) both show days! Sponsorship includes placement for up to four company reps at the show entrance all with the opportunity to distribute promotional literature. Get out in front of the crowd!

EXCLUSIVE Sponsorship.....\$3,000

Attendee Tote Bag Snack Box

Provide attendees with a healthy and fun snack! These great tasting, ready-to-eat boxed meals feature all-natural & organic ingredients. No refrigeration or heating required. **Branding includes company name/logo and booth number on each box.**

EXCLUSIVE Sponsorship.....\$2,500

Follow the Flip Flops

Make a splash! Branded flip flop floor clings lead the way from attendee registration to the show entrance. Lead attendees to the show and...your booth!

EXCLUSIVE Sponsorship.....\$600 per pkg of 30

Show Entrance Floor Advertising

Be seen front and center! **Branding includes company logo, booth number and message on a 10 ft wide floor cling positioned at the show entrance.**

EXCLUSIVE Sponsorship.....\$1,300

Renaissance Key Cards

Did you know that the average hotel guest uses their room key eight times a day? Have your company name and booth number, or anything else you want to say, on every CAHF key card provided by the Renaissance Palm Springs during the convention.

EXCLUSIVE Sponsorship.....\$1,900

RESERVED by Consolidated Billing Services

End of Show Mega Cash Giveaway

Be part of our largest prize giveaway - cold, hard cash! Help attendees find their way to this pot of gold and your booth. Attendees receive a special ticket and must visit your booth for validation. CAHF provides validation stamp. Attendees drop validated tickets in a raffle drum and are **eligible to win \$1,000 cash**. Cash prize awarded during final hour of show on Tuesday.

EXCLUSIVE Sponsorship.....\$1,600

EXPO MARKETING OPPORTUNITIES

Head Shot Lounge *NEW!*

Includes 10' x 10' booth

One of the best traffic drivers on the planet. Period. With magazine-quality portraits (we're talking cover shots!) that make attendees look fantastic, you'll look fantastic as well by sponsoring this amazing, luxury experience. Plus, integrated lead capture software puts the customer data YOU care about instantly at your fingertips. No makeup...no Photoshop...no retouching...just your guests. Looking their best. Will attendees remember who sponsored the totebag? No. But they'll definitely remember who provided the experience that produced their new professional portrait. **Attendees receive a special ticket and must visit your booth for validation to participate.** CAHF provides validation stamp. **Each participant walks away with a branded print and ability to download high-res images.** Enhance this promotion by selecting your booth space near activity (see floor plan).

EXCLUSIVE Sponsorship.....\$4,500

Warm Fuzzies *NEW!*

This is one meet and greet attendees will definitely not want to miss. Join non-profit Paws & Hearts Animal Assisted Therapy as they promote the health benefits associated with holding, petting or simply being in the presence of man's best friend. Guaranteed to bring plenty of smiles! **Enhance this promotion by selecting your booth space near activity (see floor plan).**

EXCLUSIVE Sponsorship.....\$2,000

Flamingo Bingo

Popular bingo game returns! Strategically designed to move traffic, these **limited premium booths** drive attendees your way. Attendees receive a Flamingo Bingo card and must visit each participant for a special validation sticker. CAHF provides cards, stickers and prizes. Attendees drop validated card in a raffle drum and are eligible to win **cash or electronics**. A great incentive that will guarantee traffic! **See floor plan for designated booths.**

Space is limited and available on a first-come, first-served basis.

Treasure Hunt

Another attendee favorite returns! Each attendee has a game card with questions and corresponding exhibitors. Attendees must answer exhibitor-designed questions then visit booth to collect signatures. Attendees submit cards to win exhibitor-donated prizes (valued at over \$3,000!) displayed on the show floor. Attendees "choose" from prizes displayed. Number of cards drawn is based on number of prizes received. Participation ranges from 200 to 300 attendees.

SEE BACK PAGE for reservation form.

Space is limited and available on a first-come, first-served basis.

On-Site INCREASE NAME RECOGNITION

Show Segway

Advertise the mobile way! On the move throughout the show, the Show Segway will roam the floor from show entrance to points beyond. **Includes branded full color Segway wrap.** Make a lasting impression!

EXCLUSIVE Sponsorship.....\$1,800

RESERVED by Ancillary Provider Services & Skilled Nursing Pharmacy

EXPO MARKETING OPPORTUNITIES

Hydration Stations

Thirsty attendees will thank you when they refresh themselves at any of the eight water cooler stations located throughout the show, in your booth and registration areas. **Branded sign will be placed next to each cooler.**

EXCLUSIVE Sponsorship.....\$975

RESERVED by Sanders Rehaste Sternshein & Harvey

CAHFachino Café

Our popular specialty coffee service returns to the Flamingo Lounge. **Includes branded coffee sleeve** placed on beverage upon ordering. **Enhance this promotion by selecting your booth space near cafe.**

EXCLUSIVE Sponsorship.....\$2,500

Oasis Charging Station with Lighted Water Wall

Includes 10' x 10' booth

Located in the Flamingo Lounge, this popular 14-seat charging station provides attendees with a place to relax and re-charge (literally!). **Customization includes lighted branded water wall and six branded charging tables.**

EXCLUSIVE Sponsorship.....\$4,500

Entertainment by Eric Berdon

Returning to the Flamingo Lounge with his easy, singer-songwriter style is Eric Berdon. Eric's repertoire includes award-winning originals, classic cover songs and contemporary flavors.

EXCLUSIVE Sponsorship.....\$2,175

RESERVED by the Orange County Chapter of CAHF

Solutions Showcase

Sponsor and speak! The Solutions Showcase provides an additional opportunity for attendees to acquire continuing education while also visiting the show floor. The seven 50-minute presentations are strictly educational and *may not* include advertising for your product or service. Share your expertise and...reach a valuable audience!

EXCLUSIVE Sponsorship.....\$2,500

Flamingo Lounge

Includes 10' x 10' booth

Sponsor our main lounge -- a relaxing place to visit with colleagues, listen to live music or have a latte. Includes décor, floral and branded lounge corners.

EXCLUSIVE Sponsorship.....\$4,500

RESERVED by Ancillary Provider Services & Skilled Nursing Pharmacy

The Palms Lounge

Includes 10' x 10' booth

This special lounge allows attendees to give their feet a break and kickback with colleagues. Includes décor, floral and branded column signs. **Enhance this promotion by selecting your booth space adjacent to or near the lounge.**

EXCLUSIVE Sponsorship.....\$4,500

EXPO MARKETING OPPORTUNITIES

Beverage Hut

Includes 10' x 10' booth

Everyone appreciates a refreshing beverage! Enhance this promotion by selecting your booth space adjacent to or near the Beverage Hut. Includes branded beverage tickets.

EXCLUSIVE Sponsorship.....\$4,500

RESERVED by F&W Foodservices

Hand Sanitizer Stations

Keep attendees healthy and sanitized with this unique sponsorship. Branded sanitizers will be placed at the entrance to lunch area.

EXCLUSIVE Sponsorship.....\$500

RESERVED by interface rehab

Chat 'n Chew Lunch

Includes 10' x 10' booth

Who says there's no such thing as a free lunch? This sit down lunch provides good grub and a little time off the feet for both attendees AND exhibitors. Sponsor this buffet lunch and rejuvenate attendees for touring the exhibits!

EXCLUSIVE Sponsorship.....\$4,575

RESERVED by Rollins Nelson Management

Munch 'n Mingle Lunch **NEW!**

Includes 10' x 10' booth

Provide some much needed fuel for the final day of the show. Lunch offers attendees AND exhibitors the opportunity to grab a bite and make new friends.

EXCLUSIVE Sponsorship.....\$4,500

On-Site INCREASE ROI

Attendee Badge Scanner

Get the best return on your investment! Forget about collecting business cards. This battery-operated handheld scanner offers an easy-to-read color display for efficient note taking and qualifying. Post-show, receive a reusable flash memory device with all leads collected. **Attendees receive an e-mail with exhibitors visited and link to each company website.** ATS (American Tradeshow Services) staff will be available for service and technical support throughout the show. *Please note: e-mail addresses only included if provided by attendee at time of registration.*

Cost.....included with booth

See reservation form in the Innovative Expo Exhibitor Service Kit available late September/early October

Post-Show INCREASE ROI

Post-Show Attendee List

Why exhibit if you don't follow up? Thank attendees for visiting your booth and the show. List e-mailed in early December. *Please note: list does not include e-mail addresses.*

Cost.....included with booth

2016 EXHIBITORS

CAHF is grateful to these companies for their support and participation in the CAHF 66th Annual Convention & Expo!

360 Healthcare Staffing	CompWest Insurance	LG CNS	Quick Recovery
A-C Electric Company	COMS Interactive	LightBridge Hospice	Ramat Medical
Accelerated Care Plus	Consolidated Billing Services	LogistiCare Solutions	Rehab Support Systems
Advance Textiles of California	Consonus Healthcare	LTC Consulting	RehabCare
Advantage Surgical & Wound Care	Constant Care Technology	Madeline Fry, MHA, NHA, Recruiting Services	Relias Learning
Aegis Therapies	Continuity Care Home Nurses	Magnolia LTC	Ritz Flooring
AFFIRMA Rehabilitation	Dairy King Milk Farms	Management Services	Rx relief
Alaska National Insurance Company	Davey Coach Sales	MatrixCare	Sanders Rehaste Sternshein & Harvey
ALCO Sales & Service Company	DermaRite	McKesson Medical-Surgical	Sanofi
AlixaRx	Diagnostic Laboratories	Meals for All	Santa Margarita Ford
Alliance Insurance Group	Direct Supply	Med Trust	SCA
Allied Medical Waste	Dispenser Beverages	MedaCure	Schryver Medical
Allied Powers	Drive DeVilbiss Healthcare	Medi-Cal Consulting Services	Senior Care Pharmacy
All's Well Health Care	Elite Alliance Medical Services	Medical Environmental Technologies	Senior Home Advocates
Alta Hospital System	F & W Foodservices	Medico Professional Linen	Senior Rehab Solutions
American HealthTech	First Choice Medical Supply	Medline Industries	Senova
American Medical Technologies	First Choice Mobile Radiology Services	MedOptions Behavioral Health Services	Shomer Insurance Agency
AmeriWound	First Quality	Med-Plus Pharmacy LTC	SimplyThick
AMG Employee Management	Genesis Rehabilitation Services	MedSupply	Skilled Nursing Pharmacy
Ancillary Provider Services	Gentell	Medtronic	Skilled Wound Care
Anderson Health Information Systems	Global Cash Card	Mix Solutions	Smith & Nephew
ARKRAY USA	Hamilton Insurance Agency	ModernHealth LTC Pharmacy	Southern California Association of Activity Professionals
Ascension Insurance	Hanson Bridgett	Molina Healthcare	STAHL'S Hotronix
AscribeRx America	Harbor Linen	MSD Healthcare Technology	STANLEY Healthcare
Avalon Health Care Group	Har-Bro	Mueller Prost	STAR Pharmacy
Axiom Healthcare Group	Harmony Healthcare International	Mytee Products	Sunset Vans
Basic American Medical Products	Harris Office Products	National Datacare Corporation	Sysco
BD	HD Supply Facilities Maintenance	Nations Bus Sales	The Stahl Companies
Biodex Medical Systems	Healthcare Services Group	Navigator Group Purchasing	Therapy Specialists
Boldt Risk Management Solutions	Hill-Rom	Nor-Cal Vans	Theraworx
Bolton & Company	Holsag Canada	Novaerus	UC Irvine Health Laboratory
Broda Seating	HPSI Purchasing Services	NRC Health	US Foods
Bulk TV & Internet	Hub International, formerly Livermore & Associates	NTT DATA	Val-U-Care
Burgeon Legal Group	InLight Risk Management	Omnicare	VCPI
Burger Rehabilitation	Innovatix	ONR	VIC the PICC
California Mobile X-Ray	Intalere	OnShift	VitalCare
California Wound Healing Medical Group	Integro Insurance Brokers	Optima Healthcare Solutions	VITAS Healthcare
Calmoseptine	Interactive Medical Systems	Pacific West Pharmacy	Waste Management
CalVet Veterans Homes of California	interface rehab	Partner Healthcare	WAXIE Sanitary Supply
Cambridge Realty Capital Companies	Intergro Rehab Services	PharMerica	Windsor
Cardinal Health	Interior Images	Phoenix LTC	Wound Care Education Institute
CareCapture Software	Invacare Continuing Care	PointClickCare	
Cerner Corporation	ISN Global Enterprises/TekTone	Polaris Group	
CHE Health Services	JCH Consulting Group	Premier Pharmacy Services	
CI Solutions	Joerns Healthcare	Presto Absorbent Products	
Clinical Compliance Concepts	Jvion	Prime Care Technologies	
Collegium Pharmaceuticals	Kindred at Home/Gentiva Health Services	Pro-Clean Environmental Services	
Compliagent	King Medical Supply	Procter & Gamble Professional	
	King-Pak Food Services	ProMED Healthcare Financing	
	Kowa American Corporation	QT Medical	
	Kronos Incorporated	Quality Medical Imaging & Laboratories	
	Lancaster Pollard		

You'll be in good company when you exhibit at the 2017 CAHF Expo!



CAHF 2017 EXPO TREASURE HUNT

November 13-14
Deadline: October 31

Direct buyers to your booth with the **TREASURE HUNT** at the 2017 CAHF Expo. Attendees receive a game card at the show entrance and answer fun questions while visiting exhibitor booths to collect signatures. Game cards are then submitted to win valuable prizes. The **TREASURE HUNT** is an exceptional promotional tool for exhibitors to qualify buyers, increase interaction, sales and leads.

If you would like to participate, please provide a trivia style question about your company. (Attendees will need to visit your booth in order to find out the correct answer).

Since we will be giving out multiple prizes throughout the game, please donate three to six exciting gifts, prizes or products so that these can be handed out to the winners. You will want to attach a business card or sticker to your items. (Please - no pens or notebooks)!

Complete and return by EMAIL to monica@eventmarketingconsultants.com
or contact **Mónica Seay** at 205-616-8449.

Company _____ Booth # _____
Contact _____ Phone _____
Address _____ Fax _____
City, State & Zip _____ Email _____
Signature _____ Date _____

By signing, my company agrees to participate in the CAHF Treasure Hunt for only:

☐ \$790 (Day 1 & 2) ☐ \$395 (Day 2 Only)

☐ Credit Card ☐ Invoice (Payment Due Upon Receipt)

Card Number _____ Exp Date _____
Cardholder Name _____
Card Billing Address _____
Card Billing City, State & Zip _____

Questions/Clues for the **TREASURE HUNT** (type or write clearly)

Question _____
Answer _____

I will donate the following three to six prizes for the **TREASURE HUNT**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____