

CAHF EXPO EXHIBITOR PROSPECTUS & SHOW SPONSORSHIPS



“The CAHF Annual Convention is by far one of the most prestigious and well-run tradeshow/conferences I have attended. The staff do a tremendous job of keeping everything organized and address issues immediately. If you have never exhibited, you should give it a try. You won’t regret it!”

- Babak Amali, Optima Healthcare Solutions,
Elk Grove, CA

ANNUAL CONVENTION & EXPO

PALM SPRINGS

NOVEMBER 11-14, 2018

94% of attendees would recommend the CAHF Expo to others

74% of attendees visit the show floor BOTH show days

62% of attendees do not participate in ANY OTHER industry show

Welcome to the 2018 CAHF Expo

Attendee Snapshot

- 51% are from a multi-facility
- 45% rate the show "above average"
- 40% are administrators
- 40% make the show a "must-see"
- 38% are from surrounding areas in Orange County, San Diego, San Bernardino & Riverside
- 32% are independent owner operators
- 26% spend at least three hours on the show floor

Exhibitor Snapshot

- 61% rate their overall success "above average"
- 48% rate the CAHF Expo "above average" compared to other shows in which they exhibit
- 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

Teresa Velin, Customer Service
Phone: 760.343.2555
Fax: 760.343.2533
teresa@innovativeexpo.com

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Expo Marketing Opportunities

Pre-Show Traffic Builders

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Pre-Show Attendee List
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Interactive Floor Plan Advertising **NEW!**
CAHF Special Issue/Nightly Emails
CAHF Meets

On-Site Traffic Builders

Follow the Flip Flops
Treasure Hunt
Expo Hall Advertising Banners **NEW!**
End of Show Mega Cash Giveaway
Renaissance Key Cards
Snack Boxes
Entrance Greeters
Flamingo Bingo
Pop-Up Margarita Bar **NEW!**
Wellness Oasis Health Profiles **NEW!**
Wellness Oasis Oxygen Bar with Mobile Chargers **NEW!**
Party in a Booth **NEW!**

On-Site Increase Name Recognition

Hand Sanitizer Stations
Hydration Stations
Wellness Oasis Infused Water Bar **NEW!**
Entertainment by Eric Berdon
CAHFachino Cafe
Solutions Showcase
Wellness Oasis Snacks **NEW!**
Flamingo Lounge
Beverage Hut
Chat 'n Chew Lunch
Munch 'n Mingle Lunch

On-Site Increase ROI

Badge Scanner

Post-Show Increase ROI

Post-Show Attendee List

Floor Plan & Expo Hours



Palm Springs Convention Center Oasis Exhibit Halls 1-5

7 
TOTAL SHOW FLOOR TIME
HOURS

Dedicated Exhibit Hours

Monday, Nov 12 10:00 AM - 2:00 PM

Tuesday, Nov 13 11:00 AM - 2:00 PM

To Exhibit, see page 5



 Flamingo Bingo Booths

Booth Space Info & Pricing

Booth Pricing Includes

- **10' x 10' space with pipe and drape (white, forest green, lime green & white) 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**

2018 Standard Pricing

Type of Booth	ASSOCIATE Member	NON Member
Standard 10' x 10'	\$3,100	\$4,300
Each additional "non-corner" 10' x 10'	\$1,500	
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 <i>Excludes Bingo Booths & Super Quads</i>	\$2,500	\$3,700

NOTE:

2018 Priority Placement exhibitors receive a \$300 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 2018 CAHF Expo. Credits will be issued post-show pending "friend's" 2018 show participation.

Booth Reservations & Space Release Dates

Booth Reservations

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

Space Release Dates

Space Release #1 - Starting Monday, June 18

2017 Patrons of the Association, Preferred Products & Services Providers plus 2018 Convention Premier Sponsor(s)

Space Release #2 - Starting Monday, June 25

2017 exhibitors who submitted a 2018 Priority Placement deposit prior to February 28, 2018

Space Release #3 - Starting Monday, August 6

Associate Members

Space Release #4 - Starting Monday, August 20

2017 non-member exhibitors

Space Release #5 - Starting Monday, Sept 17

New & returning exhibitors



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 28, 2018	\$150 administrative fee
September 29 to October 12, 2018	50% of total booth cost
October 13 to November 13, 2018	100% of total booth cost*

**There will be no refund for exhibitors who for any reason do not exhibit at the 2018 CAHF Expo and have not submitted a written request prior to the deadlines outlined above.*

Rules & Regulations

CAHF reserves the right, in its sole discretion, to reject any application by a potential Exhibitor to display or exhibit at the 2018 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 12 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 13. All exhibits must be fully dismantled and materials removed from the exhibit hall no later than 6:00 pm on Tuesday, November 13. 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 13.

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. 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 2018 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 2018 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@palmsspringscc.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 11, 2018 through move-out at 2:00 pm on Tuesday, November 13. 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 12, 2018. 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 2018 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

September 28

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 5

Deadline for on-site program listing.

October 12

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

October 13

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

November 2

Deadline for submitting special event requests online.

November 11

Exhibitor Move-In **1:00 - 6:00 PM**
Exhibitor Registration **1:00 - 6:00 PM**

November 12

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 13

2019 Priority Placement opens online **9:00 AM - 2:00 PM**
Exhibitor Registration **9:00 AM - 2:00 PM**
Expo Open **11:00 AM - 2:00 PM**

Exhibits 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: \$206 single/double
<https://tinyurl.com/yao4qot2>
(760) 322-6000

Hilton Palm Springs Resort

400 E Tahquitz Canyon Way
Palm Springs, CA 92262

CAHF Rate: \$158 single/double
(760) 320-6868

Hyatt Palm Springs

285 N Palm Canyon Drive
Palm Springs, CA 92262

CAHF Rate: \$159 single/double
(760) 322-9000

Courtyard Palm Springs

1300 Tahquitz Canyon Way
Palm Springs, CA 92262

CAHF Rate: \$183 single/double
(760) 322-6100



Calendar These Dates!

2019 & 2020

CAHF Annual Convention & Expo

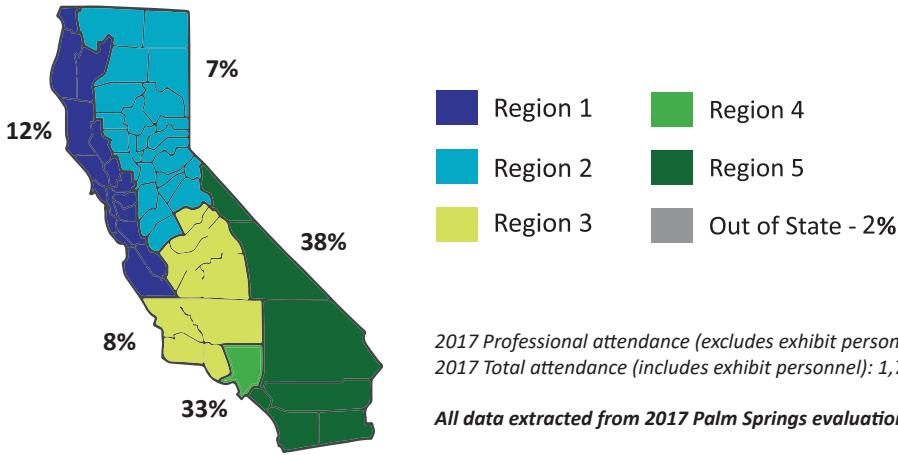
**Renaissance Palm Springs & the
Palm Springs Convention Center**

November 10-13, 2019

November 15-18, 2020

Audience Profile 2017

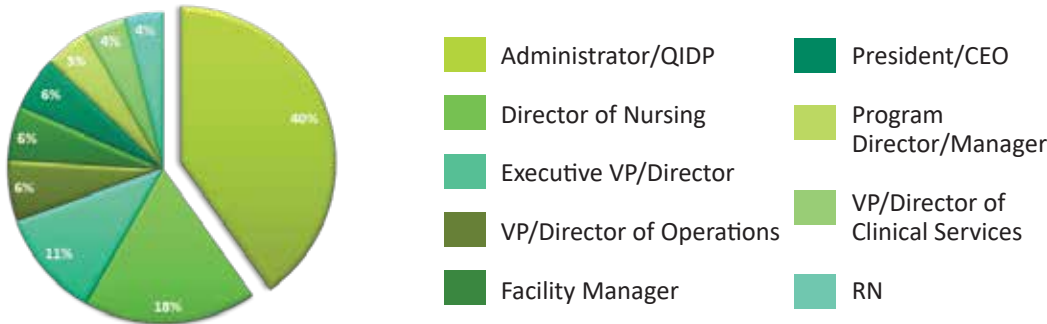
REGISTRATION BY REGION



“The CAHF Exposition is a fabulous event where attendees learn about new services and technologies that benefit patient care. Our company always looks forward to reconnecting with our customers and meeting new ones. Thank you CAHF!”

Rosalie Evans
 Accelerated Care Plus Inc.
 Corona Del Mar, CA

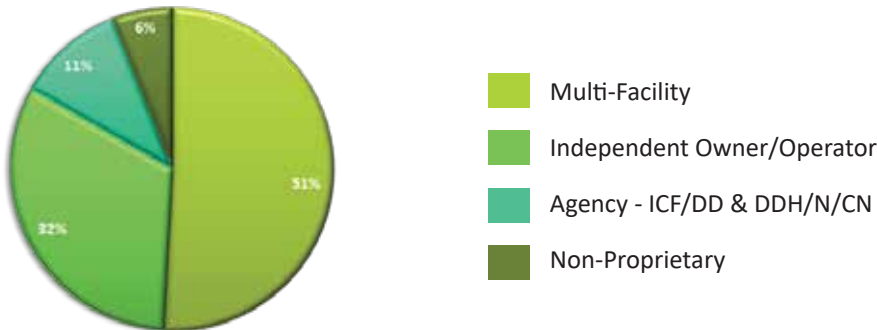
ATTENDEES BY PROFESSIONAL DISCIPLINE



“Congratulations CAHF on another successful show! We continue to be an active supplier and are happy to continuously see the quality of decision makers attending this show.”

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

ATTENDEES BY MEMBER TYPE



PURCHASING INFO

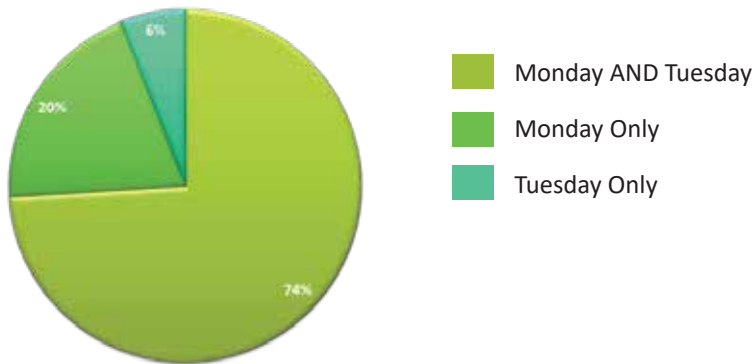


“Great trade show and you can’t beat the location. Attendees were really looking for our products!”

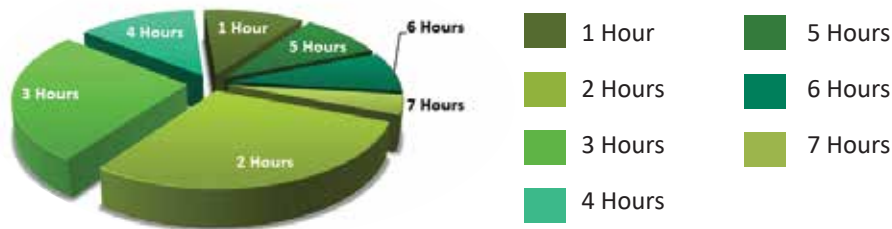
Ted Algaier, Vice President of Sales
 J. Brasch Group
 Lincoln, NE

Audience Profile 2017

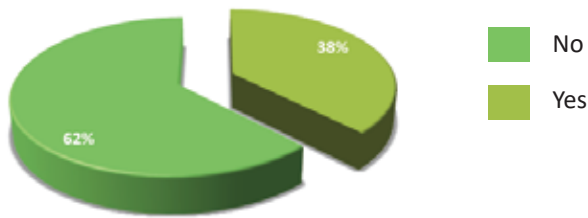
DAYS SPENT AT SHOW



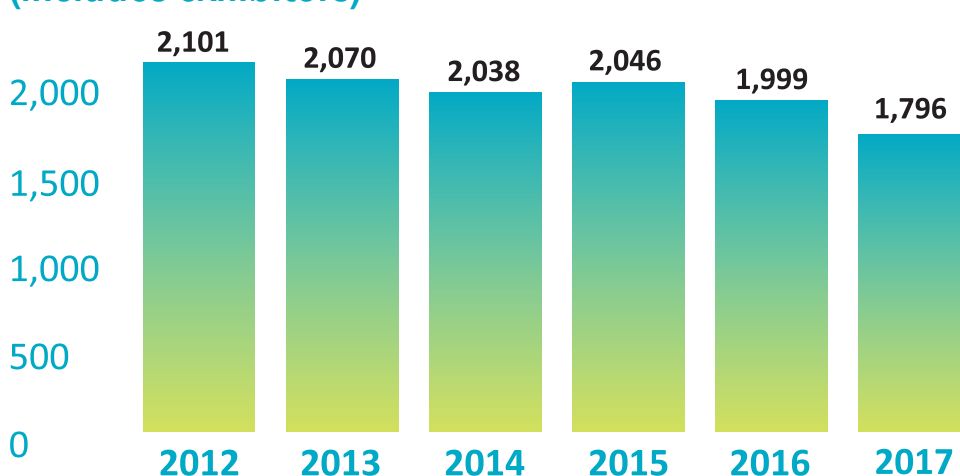
HOURS SPENT ON SHOW FLOOR



ATTENDANCE AT OTHER SHOWS



CONVENTION ATTENDANCE (includes exhibitors)



 Palm Springs

“The CAHF Annual is by far one of the most robust and dynamic conferences I attend every year. The conference continues to be a valuable tool for me and my company in our quest to grow our business and have access to important resources.”

Tiffany Karlin, Partner & Director of Healthcare
Mueller Prost
Irvine, CA

Expo Marketing Opportunities

Plan early to get what you want!

Pre-Show TRAFFIC BUILDERS

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

Interactive Floor Plan Advertising **NEW!**

Enhance your visibility before, during and after the convention. When attendees choose which booths to visit, seek additional information or refer colleagues, your company will be one they see and remember. **Includes logo with link to company website.**

Various Sponsors.....\$200

CAHF Special Issue/Nightly Emails

The CAHF News Special Issue is emailed to registered conference attendees on the Thursday 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

CAHF Meets

The digital focal point of our Annual Convention and Expo, CAHF Meets is our web-based app that 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

Expo Marketing Opportunities

On-Site TRAFFIC BUILDERS

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



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 booths 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.

Expo Hall Advertising Banners NEW!

You create it, we hang it! Got something new to show? Want to drive traffic to your booth? Then this is the vehicle! Suspended from the ceiling of the expo hall, your message will be displayed for all to see. Specifications: 6” pocket on the top and bottom; grommets every 2’ under the top pocket seam.

Various Sponsors.....\$900



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 ticket in raffle drum and are **eligible to win \$1,000 cash**. Cash prize awarded during final hour of show on Tuesday.

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

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

Expo Marketing Opportunities



Snack Boxes

Provide attendees with a healthy and fun snack in their tote bag! 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



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

Flamingo Bingo

Popular bingo game returns! Strategically designed to move traffic throughout the hall, these **limited premium booths** will 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 prizes ranging from \$500 - \$700**. 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.



Pop-Up Margarita Bar **NEW!**

Includes 10' x 10' booth

It's five o'clock somewhere! Open during the last two hours of each show day, attendees can stop by for a refreshing regular or strawberry margarita. **Attendees must first visit your booth to obtain a drink token.** CAHF provides tokens. **Enhance this promotion by selecting your booth space near the bar (see floor plan).**

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

RESERVED



Wellness Oasis Health Profiles **NEW!**

Includes 10' x 10' booth

A live branding experience that promotes good health and positive living. Attendees will receive a "Passport to Health" at registration complete with your company name, brand message and booth number. **To qualify for a health screening, the "Passport to Health" must be brought to your booth for validation.** Attendees will then sit down for a complete 10-minute health screening which tests cholesterol, glucose and blood pressure. **Company banner will span Health Profiles area.**

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

RESERVED

Expo Marketing Opportunities



Wellness Oasis Oxygen Bar with Mobile Chargers

NEW! Includes 10' x 10' booth

Drive traffic and promote good health! Oxygen bars are “people magnets” at trade shows and conventions. So why not offer attendees a real “pick-me-up” as they breathe in pure oxygen scented with lovely fragrances such as Lavender, Vanilla, Ocean Breeze and Zen. **Attendees must first visit your booth to obtain a bar token.** CAHF provides tokens. **Branding includes company name on front of counter.**

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

Party in a Booth **NEW!**

Includes 10' x 10' booth

Attendees will have a blast as they step foot into a photo booth unlike any other photo booth. This luxurious beast of a booth features professional portrait studio lighting, a professional photographer and customer service specialist to make sure attendees have the best possible experience plus a smorgasbord of entertaining props. Participants will receive access to their digital images via a post-event online gallery. Photos are beautiful, high-res, non-watermarked individual photos - not your usual branded boring photo strips. **Attendees receive a special ticket and must visit your booth for validation to participate.** CAHF provides validation stamp. **Enhance this promotion by selecting your booth space near activity (see floor plan).**

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

On-Site INCREASE NAME RECOGNITION

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

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.....\$1,000

RESERVED

Wellness Oasis Infused Water Bar **NEW!**

Staying hydrated by drinking plenty of water every day is a must. But sometimes it tastes so...boring. Luckily, there's an alternative. Offer attendees a simple, healthy and delicious refreshment without the added sugars and calories.

EXCLUSIVE Sponsorship.....\$1,500

RESERVED

Expo Marketing Opportunities

Live Entertainment

New this year to the Flamingo Lounge and roaming the hall will be singer-songwriter-producer Keith Chagall. Keith's infectious and exotic blend of Latin tropical rhythms, classic pop and Spanish guitar driven vocals create a truly joyous atmosphere.

EXCLUSIVE Sponsorship.....\$2,100



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

Solutions Showcase

Sponsor and speak! The Solutions Showcase provides an additional opportunity for attendees to acquire continuing education while also visiting the show floor. Presentations are strictly educational and *may not* include advertising for a product or service. **Includes one speaking slot and branded directional floor clings.** Sessions range in size from 50-200 attendees. Share your expertise and...reach a valuable audience!

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

Wellness Oasis Snacks **NEW!**

Includes 10' x 10' booth

Provide attendees with healthy snacks as they partake in the Wellness Oasis activities. **Includes branded snack tickets.**

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



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



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

Expo Marketing Opportunities

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.....\$4,500

RESERVED



Munch 'n Mingle Lunch

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

Badge Scanner

Get the best return on your investment! Wireless handheld scanner offers an easy-to-read color display for efficient note taking and qualifying plus...real-time online lead management. **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 included if provided by attendee at time of registration.**

Cost.....included with booth

Scanner reservation form included 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

2017 Exhibitors

CAHF is grateful to these companies for their support and participation in the CAHF 67th Annual Convention & Expo!

360 Healthcare Staffing
A1 Rehab & Recruitment
ACADIA Pharmaceuticals
Accelerated Care Plus
Advance Textiles of California
Advanced Detection Solutions
Advantage Wound Care
Aegis Therapies
Affiliated Dialysis Centers
AFFIRMA Rehab
ALCO Sales & Service
AlixaRx
All's Well Health Care Services
Allied Medical Waste
Alta Hospital System
American HealthTech
American Medical Technologies
AmeriWound
AMGtime
Ancillary Provider Services
Anderson Health Information Systems
Arthur J Gallagher & Co Insurance Brokers
Ascension Benefits & Insurance Solutions
Axiom Healthcare Group
Basic American Medical Products
Biodex Medical Systems
Biomed Specialty Group
Bliss Marc International
Boldt Risk Management Solutions
Bolton & Company
Burger Rehab Systems
California Department of Veterans Affairs
California Mobile X-Ray
California Wound Healing Medical Group
Calmoseptine
Cantata Health
Cardinal Health
Care1st Health Plan
Catalyst/Cambridge Healthcare Finance
CHE Behavioral Health Services
CipherHealth
Clean Harbors
Clinical Compliance Concepts
Compliant
CompWest Insurance
COMS Interactive
Consolidated Billing Services
Consonus Healthcare
Continuity Care Home Nurses
Dairy King Milk Farms - Food Service
Davey Coach Sales
Diagnostic Labs/Schryver Medical
Direct Supply
Disaster Management Systems
Drive DeVilbiss Healthcare
Drylock Technologies
EarlySense
Endevis
Essential Consulting
Essity HMS North America
Evolve Med Tech
EZ Way
F & W FoodServices
First Choice Mobile Radiology
First Quality
Forbo Flooring
Genesis Rehab Services
GS Innovations
Hamilton Insurance Agency
Hanson Bridgett
Harbor Linen
HARBRO Emergency Services & Restoration
hc1.com
Healthcare Services Group
High Tech Security
Hill-Rom
HPSI Purchasing Services
Hub International
Hudson View Network
Humanity
InLight Risk Management
Innovatix
Intalere
Integro Insurance Brokers
Interactive Medical Systems
interface rehab
Intergrero Rehab Services
Interior Images
Invacare Continuing Care
ISN Global Enterprises
J Brasch
JCH Consulting Group
Joerns Healthcare
King Medical Supply
King-Pak Food Services
Kronos for Post-Acute & Senior Living
Lancaster Pollard
Landmark Connect (Division of Landmark Health)
LightBridge Hospice & Palliative Care
LTC Consulting - Reimb Specialists
Madeline Fry, Recruiting Services
Magnolia LTC Management Svcs
MatrixCare
McKesson
Meals for All
Med Trust
Med-Plus Pharmacy LTC
Medi-Cal Consulting Services
Medico Professional Linen
Medline Industries
MITY Healthcare (BRODA/Holsag)
Mix Solutions
Mueller Prost
National Datacare
Nations Bus Sales
Navigator Group Purchasing
Novaerus
NRC Health
Omnicare, a CVS Health Company
ONR
Optima Healthcare Solutions
Pacific West Pharmacy
PharMerica
Pinnacle Quality Insight
PointClickCare
PointRight
Polaris Group
Premier Pharmacy Services
Pro-Clean Environmental Services
PROPAC PAYLESS Pharmacy
Quality Medical Imaging & Laboratories
Quick Recovery
Rehab Support Systems
RehabCare
Reliant Rehabilitation
Relias
ReNew Health Group
reputation.com
Ritz Flooring
RxRelief
Salient Networks
Sanders Rehaste Sternshein & Harvey
Sanofi Pharmaceuticals
Santa Margarita Ford
Senior Care Pharmacy Services
Senior Rehab Solutions
Shomer Insurance Agency
Siemens Industry
SimpleLTC
Skilled Nursing Pharmacy
Skilled Wound Care
Smith & Nephew Biotherapeutics
SNF Wound Care
Southern CA Assn of Activity Professionals
Stafficiency
STAHL'S' Hotronix
Stanley Healthcare
Star Pharmacy
Straightaway Health Careers
Sunovion Pharmaceuticals
Sysco
Team TSI Corporation
TechCare Massagers
The BuddyGuard
Therapy Specialists
Theraworx
TKO Medical
Tooti Enterprise
Town & Country Diagnostics
TwinMed
UC Irvine Pathology & Radiology Services
UIMedical
US Foods
VCPI
VIC the PICC
VitalCare America
VITAS Health Care
Vuity
VOHRA Post-Acute Physicians
WAXIE Sanitary Supply
Wound Care Education Institute

You'll be in good company when you exhibit at the 2018 CAHF Expo!



CAHF 2018 EXPO Treasure Hunt

November 12-13
Deadline: October 31

Direct buyers to your booth with the **TREASURE HUNT** at the 2018 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 _____
<i>Signature</i> _____	<i>Date</i> _____

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

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

<input type="checkbox"/> Credit Card	<input type="checkbox"/> 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. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |