# CAHF 2023 ANNUAL EXPO **EXHIBITOR PROSPECTUS & SHOW SPONSORSHIPS**

YOUR INVITATION TO EXHIBIT PALM SPRINGS - NOVEMBER 13 & 14

#### **LEGACY PARTNER**



#### PREMIER PARTNERS









**59%** of attendees ONLY participate in this industry show

**67%** of attendees vis

of attendees visit the show floor during BOTH days of the expo **97%** of attendees would recommend the CAHF Expo to others

## **WELCOME TO THE 2023 CAHF EXPO**

If you provide products and/or services to long-term care providers, then you should be at this show! Over 1,000 long-term care professionals attend this premier industry event.

#### ATTENDEE SNAPSHOT\*

52% are from a multi-facility

44% rate the show as "excellent"

38% are administrators

37% are from surrounding areas in Long Beach/South Bay, Los Angeles, Pasadena/San Gabriel & San Fernando Valley

33% are independent owner operators

29% spend three hours on the show floor





#### **EXHIBITOR SNAPSHOT\***

98% said the CAHF Expo met their expectations
59% rate the CAHF Expo as "above average"
compared to other shows in which they exhibit
QUALITY of attendees rated six out of seven
QUANTITY of attendees rated five out of seven

\*Data derived from 2022 evaluations

## **IMPORTANT CONTACTS**



#### **SHOW CONTACT**

Sherry Hall, CEM Meeting Coordinator/Expo Manager

Phone (916) 432-5211 shall@cahf.org



## OFFICIAL GENERAL SERVICE CONTRACTOR

Innovative Expo www.innovativeexpo.com

#### **SHOW MANAGEMENT**

California Association of Health Facilities 2201 K Street Sacramento, CA 95816-4922

Phone (916) 441-6400 www.cahf.org

#### **CUSTOMER SERVICE**

service@innovativeexpo.com Phone (760) 343-2555 Fax (760) 343-2533

#### **ABOUT CAHF**

Founded in 1950, the California Association of Health Facilities is a non-profit professional organization representing 900 skilled nursing facilities and 420 intermediate care facilities for individuals with intellectual disabilities. Each year, more than 139,000 caregivers provide short term rehabilitation, long-term care, end of life assistance and habilitative nursing services for 350,000 individuals. CAHF is the largest provider of continuing education for long-term care professionals in California, facilitating continuous quality improvement for providers and improved outcomes for residents.

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Attendee List







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## **FLOOR PLAN & SHOW HOURS**

# PALM SPRINGS CONVENTION CENTER OASIS EXHIBIT HALLS 1-4



## Monday, Nov 13

**Show Open with Happy Hour Food & Drink Stations** 1:30 p.m. - 4:30 p.m.

## Tuesday, Nov 14

Show Open with Food Stations 11:00 a.m. - 1:00 p.m.



Find available booth space on our interactive floor plan at www.cahf.org

FLOOR PLAN



## **BOOTH SPACE INFO & PRICING**

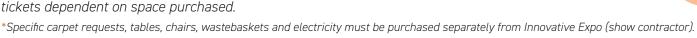
## **BOOTH PRICING INCLUDES...**

- 10' x 10' space with pipe and drape (teal, white & tangerine) and existing exhibit hall carpet (dark grey with multi-colored fleck)\*
- Three (3) booth personnel badges (must be employees of the exhibiting company -- not for general distribution) Note: booths larger than 10' x 10' will receive a fixed number of complimentary badges dependent on space purchased. A maximum of five (5) additional booth personnel badges can be purchased separately.
- Emailed list of attendees sent on a weekly basis starting in early October
- Five (5) hours of "dedicated" exhibit time
- Three (3) Beverage Hut tickets Note: booths larger than 10' x 10' will receive a fixed number of complimentary tickets dependent on space purchased.

- Three (3) Monday drink station tickets

  Note: booths larger than 10' x 10' will

  receive a fixed number of complimentary
  tickets dependent on space purchased.
- Monday Happy Hour food stations
- Tuesday food stations
- Pre-show promotion to CAHF member facilities
- Online and on-site program listing
- Access to Exhibitor Supply Box
- · Booth ID sign
- Online exhibitor service kit
- Security from move-in to move-out





## **JOIN TO SAVE \$1,200**

Increase business and build long-term relationships by becoming a CAHF Associate Member! For membership information, visit www.cahf.org or email Leyla Taber, Membership/Reimbursement Coordinator at ltaber@cahf.org

## **BRING A FRIEND AND SAVE \$500**

Save \$500 on the cost of your booth for EVERY new company you bring into the 2023 CAHF Expo! Credits will be issued post-show pending "friend's" 2023 show participation.

## 2023 STANDARD PRICING

TYPE OF BOOTH	ASSOCIATE MEMBER	NON-MEMBER
Standard 10' x 10'	\$3,300	\$4,500
Each additional "non-corner" 10′ x 10′	\$1,700	
Corner 10' x 10'	\$3,350	\$4,550
Flamingo Bingo Premium Booth	\$3,450	\$4,650
Super Quad 4 for less than the price of 2! ANY 4 booth configuration	\$5,400	\$6,600
FIRST TIME CAHF Exhibitor Excludes Premium Booths & Super Quads	\$2,700	\$3,900

Note: 2022 Priority Placement exhibitors receive a \$300 discount off the above rates

## SPACE RELEASE DATES & BOOTH RESERVATIONS

## SPACE RELEASE DATES

Space Release #1 - Starting Monday, May 15

Legacy Partner, Convention Premier & Provider Partners, Patrons of the Association and Preferred Products & Services Providers

Space Release #2 - Starting Monday, May 22

2022 exhibitors who submitted a 2023 Priority Placement deposit prior to February 28, 2023

Space Release #3 - Starting Monday, June 12
Associate Members

Space Release #4 - Starting Monday, June 19 2022 non-member exhibitors

Space Release #5 - Starting Monday, June 26 New & returning exhibitors

### **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 above. If reservation status indicates booth may be selected, click on the words "Exhibitor Dashboard" to access the exhibitor portal. If you do not have a login, click the "register" button to create an account.





## **CANCELLATION POLICY**

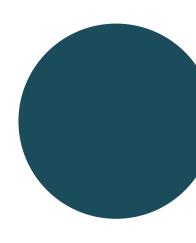
Notification of booth space cancellation or reduction of space must be made in writing. Notice of cancellation should be emailed to Sherry Hall at shall@cahf.org. Any cancellation or reduction of booth space for ANY reason is subject to the following refund schedule and terms:

## WRITTEN NOTIFICATION RECEIVED BY CAHF

#### **AMOUNT RETAINED**

On or before September 29, 2023	\$150 administrative fee
September 30 to October 13, 2023	50% of total booth cost
October 14 to November 14, 2023	100% of total booth cost*

<sup>\*</sup>There will be no refund for exhibitors who for any reason do not exhibit at the 2023 CAHF Expo and have not submitted a written request prior to the deadlines outlined above. In the event the expo is cancelled by CAHF, full refunds will be issued.



## **IMPORTANT DATES & HOTEL INFO**

## **IMPORTANT DATES**

#### **LATE AUGUST**

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

#### **SEPTEMBER 29**

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

#### OCTOBER 12

Deadline for on-site program listing

#### OCTOBER 13

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 booth personnel badges and special event tickets (if applicable)

## **HOTEL INFO**

#### Renaissance Palm Springs (HOST HOTEL)

888 Tahquitz Canyon Way Palm Springs, CA 92262 CAHF Rate: \$235 Cut-Off Date: 10/22/23 (760) 322-6000

#### **Hilton Palm Springs Resort**

400 E. Tahquitz Canyon Way Palm Springs, CA 92262

CAHF Rate: \$184 (2-night minimum)

Cut-Off Date: 10/22/23 (760) 320-6868

#### **NOVEMBER 12**

1:00 p.m. - 6:00 p.m. Exhibitor Move-In & Badge Pick-Up

#### **NOVEMBER 13**

10:00 a.m. - 1:30 p.m. Exhibitor Move-In
10:00 a.m. - 4:30 p.m. Exhibitor Badge Pick-Up
1:30 p.m. - 4:30 p.m. Show Open with Happy Hour Food and Drink Stations

#### **NOVEMBER 14**

8:00 a.m. 2024 Priority Placement (Online Only)

9:00 a.m. - 11:00 a.m. Exhibitor Access
9:00 a.m. - 1:00 p.m. Exhibitor Badge Pick-Up
11:00 a.m. - 1:00 p.m. Show Open with Food Stations

Exhibitors may not begin to dismantle their exhibit display or materials before 1:00 p.m. on Tuesday, November 14

Exhibits and all materials MUST be removed from the exhibit hall by 6:00 p.m.

#### **NOVEMBER 21**

Post-show list of registered attendees emailed to exhibitors

#### **Courtyard by Marriott Palm Springs**

1300 E. Tahquitz Canyon Way Palm Springs, CA 92262 CAHF Rate: \$169 Cut-Off Date: 10/20/23 (760) 322-6100

#### **Hotel Zoso**

150 S. Indian Canyon Dr. Palm Springs, CA 92262 CAHF Rate: \$179 Cut-Off Date: 10/23/23 (760) 325-9676

## **CALENDAR THESE DATES!**

#### **FUTURE CAHF ANNUAL CONVENTIONS**

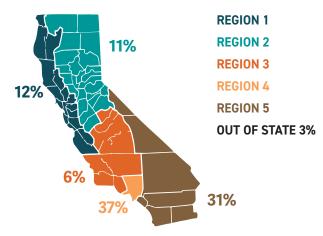
Renaissance Palm Springs & the Palm Springs Convention Center

November 17-20, 2024 November 16-19, 2025



## **AUDIENCE PROFILE 2022**

## REGISTRATION BY REGION



2022 Professional attendance (excludes exhibit personnel): 645\*
2022 Total attendance (includes exhibit personnel): 1,092\*
All data extracted from 2022 Palm Springs evaluations
\*Numbers not representative of 2023 projected attendance

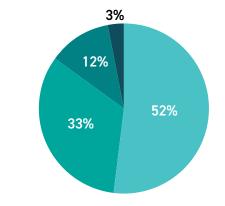


## ATTENDEES BY PROFESSIONAL DISCIPLINE

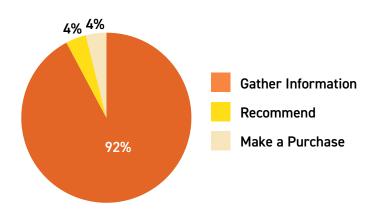


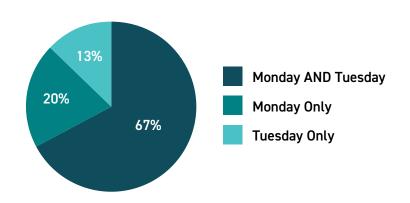
## ATTENDEES BY MEMBER TYPE





## PURCHASING INFO — DAYS SPENT AT SHOW



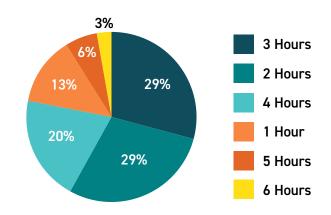


## HOURS SPENT ON SHOW FLOOR





\*Numbers not representative of potential 2023 leads collected

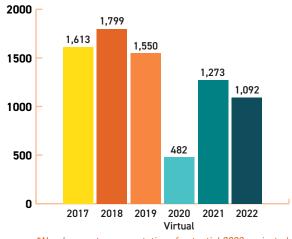


## ATTENDANCE AT OTHER SHOWS

## No 41% 59% Yes

**59%** OF ATTENDEES ONLY **INDUSTRY SHOW** 

## **CONVENTION ATTENDANCE**



\*Numbers not representative of potential 2023 projected attendance

2023 CAHF Exhibitor Prospectus | 08

## **EXPO MARKETING OPPORTUNITIES**

## PRE-SHOW TRAFFIC BUILDERS •



## **EMERGING TECHNOLOGY**

Got something new that can be shown in an interactive/experiential fashion? If so, respond to the Emerging Technology email coming your way in September. Listing on the convention website, special floor decal for front of booth and highlighted name in on-site program will promote your participation.

Cost: \$200



#### **ATTENDEE LIST**

A pre-show attendee list will be emailed on a weekly basis beginning in early October. Number of list registrants is typically 500 – 600 depending on pre-registration patterns. However, we anticipate these numbers to be slightly less for 2023.

Cost: included with booth

NOTICE: Companies may contact CAHF convention exhibitors and attendees claiming to offer our attendee list for sale. This is a common occurrence among large association conferences and trade shows. It is CAHF's policy to NEVER sell attendee lists to any third party.



#### **BOOTH PRIZE PROMOTION**

Booth prizes 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 prize. 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

## **ON-SITE ENGAGEMENT**



#### 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.

**EXCLUSIVE Sponsorship: \$3,500** 

Sponsored by Consolidated Billing Services



#### **FOLLOW THE FLIP-FLOPS**

Make a splash! Branded flip-flop floor decals lead the way from attendee registration to the show entrance. Lead attendees to the show and...your booth! EXCLUSIVE Sponsorship: \$1,700 per pkg of 30 floor clings Sponsored by Dairy King Milk Farms



#### CALIFORNIA BOOTH BUS NEW!

Includes early space selection and recognition as a Patron of the Association (members only)

Maximize your marketing potential with California's premier mobile photo booth built into a vintage 1973 VW Bus! This high-end photo booth comes complete with bus branding, custom props, high-def camera, touch screen, vanity light ring, music, professional photo printer and instant digital sharing. Attendees must visit your booth for a branded token in order to participate in the photo experience. Enhance this promotion by selecting your booth space near the bus (see floor plan).

**EXCLUSIVE Sponsorship: \$5,000** Sponsored by TapestryHealth



#### 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 of the 18 participating exhibitors for a special validation sticker. CAHF provides cards, stickers and cash prizes. Once validated, attendees submit completed card for a chance to win cash prizes ranging from \$300 - \$600. A great incentive that will guarantee traffic! See online interactive floor plan for designated booths. Space is limited and available

on a first-come, first-served basis.



#### BARKA LOUNGE DOG EXPERIENCE

Includes early space selection and recognition as a Patron of the Association (members only)

Wagging tails, fluffy fur and unconditional love. Who wouldn't want to be associated with that? As attendees enter the lounge, stress melts away and smiles appear. Lounge features stress therapy dogs, handlers, scripted brand ambassador, sponsor signage, survey collection via iPad survey kiosks and all necessary supplies. Enhance this promotion by selecting your booth space near the lounge (see floor plan). An average of 350 interactions and 1,050 advertising impressions were generated in 2022. **EXCLUSIVE Sponsorship: \$5,000** 

**AVAILABLE** 



#### END OF SHOW MEGA CASH GIVEAWAY

Be part of our largest prize giveaway! Attendees receive a special ticket and must visit your booth for validation. Once validated, attendees drop ticket in raffle drum and are eligible to win \$1,000 cash. Cash prize awarded during final hour of show on Tuesday.

EXCLUSIVE Sponsorship: \$2,000 Sponsored by Dairy King Milk Farms

## **ON-SITE NAME AWARENESS**



# CONVENTION GUIDE TO SPONSORS & EXHIBITORS

Advertise in this on-site guide and reach your target market! Approximately 700 guides distributed. High resolution artwork in .pdf, .tif or .png format is due no later than October 12, 2023.

Various Advertisers: \$800 per placement



#### **EXPO HALL WI-FI NEW!**

Includes early space selection and recognition as a Patron of the Association (members only)

Provide attendees with complimentary Wi-Fi! Our new event app will enable attendees to navigate the show floor, connect with others and post on the social timeline. **Includes company logo on Wi-Fi splash page.** 

LIMITED Sponsorship: (2) available at \$7,000 each AVAILABLE



#### SHOW ENTRANCE DJ NEW ARTIST!

Includes early space selection and recognition as a Patron of the Association (members only)

Get everyone pumped for the big show! From Villa Medici in Rome to tech conferences in Silicon Valley, Tim Lacatena's goal as a DJ is to make audiences feel good. With over 10 years of experience in the event world, Tim has DJ'd internationally for the likes of Google, The Emmys, BMW, Toyota and most recently, Super Bowl LVII Official Eagles VIP Pre-Game Party. Music aside, Tim trained as a ballet dancer and actor in his early years, later appearing in various films and television shows. Music starts one half hour before the show and during show hours each day. Includes branded counter for all to see! EXCLUSIVE Sponsorship: \$5,000

AVAILABLE



#### HAND SANITIZER ADVERTISING KIOSKS

Includes early space selection and recognition as a Patron of the Association (members only)

Hand sanitizer is here to stay. Specifically designed for conferences and sponsorship programs, these specialty kiosks provide advertising on both the header and base plate. A total of 10 branded sanitizers will be placed throughout the show floor.

**EXCLUSIVE Sponsorship: \$5,000** 

AVAILABLE



#### 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 expo registration area. Branded sign will be placed next to each cooler.

**EXCLUSIVE Sponsorship: \$1,000** Sponsored by Quick Recovery



#### LIVE ENTERTAINMENT NEW ARTIST!

New to the Flamingo Lounge this year is multi-instrumentalist Joe Cardillo. Joe has toured the country with a setlist of over 800 cover songs and opened for such international acts as Sister Hazel, Everclear, Eric Martin (Mr. Big), and Phil Solem (The Rembrandts). He has also performed for such clients as Kaiser Permanente, Intuit, HG Fenton, Lockheed Martin, Booking.com and Reef. We welcome Joe to the CAHF Expo! Includes branded signage.

**EXCLUSIVE Sponsorship: \$3,500** 

**AVAILABLE** 



### 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 café (see floor plan).

**EXCLUSIVE Sponsorship: \$3,500** 

AVAILABLE



#### FLAMINGO LOUNGE

Includes early space selection and recognition as a Patron of the Association (members only)

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. Enhance this promotion by selecting your booth space near lounge.

**EXCLUSIVE Sponsorship: \$5,000** 

Sponsored by Ancillary Provider Services & Skilled Nursing Pharmacy



#### **BEVERAGE HUT**

Includes early space selection and recognition as a Patron of the Association (members only)

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: \$5,000

Sponsored by F&W Foodservices



## **MONDAY HAPPY HOUR MUNCHIES & MORE**

Includes early space selection and recognition as a Patron of the Association (members only)

Provide some light fare and adult beverages for the first day of the show. Stations offer the opportunity to grab a quick bite and unwind. **Branded sign will be placed next to each station. Includes branded drink tickets.** 

EXCLUSIVE Sponsorship: \$5,000 AVAILABLE



### TUESDAY CHAT 'N' CHEW FOOD STATIONS

Includes early space selection and recognition as a Patron of the Association (members only)

Who says there's no such thing as a free lunch? This grab 'n go lunch provides good grub throughout the hall. Rejuvenate attendees for touring the exhibits on this final day of the show! Branded sign will be placed next to each station.

**EXCLUSIVE Sponsorship: \$5,000** 

Sponsored by Agathos Support Service

#### **ON-SITE ROI** •



#### **BADGE SCANNING**

Not every attendee is a lead for your company. With the **Active Leads Mobile App** (available for iPhones & Androids), you can scan attendee badges with your smartphone to capture pertinent information. Notes and other information can be easily added to the lead record. Then with a click of a button, leads can be exported to an Excel spreadsheet and emailed to your corporate office, sales manager, or yourself.

Remember... capturing leads are not limited to exhibit hours and your booth space. Attendee badges can be scanned at social events, during sessions, or even chance encounters in the hallways. AET (Active Event Technology) staff will be available for technical support throughout the show. Note: email addresses included if provided by attendee at time of registration

Cost: \$125

## POST-SHOW ROI -



#### **ATTENDEE LIST**

Why exhibit if you don't follow up? Thank attendees for visiting your booth and the show. List emailed in late November.

Cost: included with booth



## **2022 EXHIBITORS**

# CAHF IS GRATEFUL TO THESE COMPANIES FOR THEIR SUPPORT AND PARTICIPATION IN THE 2022 EXPO!

A-Z Bus Sales

A1 American

**ACADIA Pharmaceuticals** 

Accelerated Care Plus

advanced entry

Advantage Surgical & Wound Care

Align Senior Care

AlixaRx

Allied USA

Alpha First Medical Academy

Alta Hospital System

American HealthTech

American Medical Technologies

AmeriWound

**Ancillary Provider Services** 

ARKRAY USA

AssuredPartners

Avellino Lab USA

Axiom/Hansen Hunter

Basic American Medical Products

Beecan Health

Bristol Hospice - Northern Los Angeles

Burger Rehabilitation

California Wound Healing Medical Group

Cambridge Healthcare Services
Capital Insurance Solutions

Cardinal Health
CareConnectMD

CHE Behavioral Health Services

CMP Pharma

Commercial Connect TV

Compliagent

Consolidated Billing Services

Consonus Healthcare

COVR

Dairy King Milk Farms
Davey Coach Sales
Donovan-Tift Consulting
Drive DeVilbiss Healthcare
Drylock Technologies

Dynamic Respiratory Services

eCapital Healthcare Encore Rehabilitation Envoy Solutions

Essity HMS North America

Eugeria

F & W Foodservices

First Choice Mobile Radiology

**FIT Solutions** 

Fusion Medical Staffing

Gallagher



**GEM Enrollments** 

Genomind

Gentell

**GOJO** Industries

Golden Age Dental Care

Handicare

Hanson Bridgett

**HD Supply** 

Health Resource Services of Virginia Mason Franciscan Health

Healthcare Interactive
Healthcare Services Group

HealthPRO Heritage

**HPSI Purchasing Services** 

Independence Rehab

Infinity Rehab

Innovative Products Unlimited Innovative Supply Group

IntelvCare

Interactive Medical Systems

interface rehab ISTA Solutions

i Treat MD

**KB Medical Group** 

Lippa Insurance Services

LTC Consulting - Reimbursement Specialists

MatrixCare McKesson MealSuite

Med-Plus Pharmacy LTC

Medely

Medi-Cal Consulting Services

Medline Industries

MedSupply Mix Solutions

MTMC - MedTechMedCare

National Datacare

National Health Rehabilitation Physiatry

**Navigator Group Purchasing** 

Net Health

Neurocrine Biosciences

**Nutrition Therapy Essentials** 

ObservSMART

**Omnicare** 

Omni Wound Physicians

ONR

Pacific Therapy Management

Pacific West Pharmacy

PharMerica

Pinnacle Quality Insight

PointClickCare

Premier | Innovatix

Premier Pharmacy Services

Prime Care Technologies

**Prodigy Rehabilitation Group** 

Quick Recovery

RABco Payroll Services

Real Time Medical Systems

Recruitment Alley

Red Tape Advisors

Rehaste Harvey Wilson & Salamoff

Reliant Rehabilitation

RingRx

Rodeo Lending

RxCrush

Select Rehabilitation

ShiftMed

Shomer Insurance Agency

SimpleLTC

SimplyThick

SisuCare Online CNA Training





Skilled Nursing Pharmacy

Skilled Wound Care

Smith & Nephew

SNF Payroll & HR

SNF Wound Care

Sound Physicians

Southern California Association of Activity Professionals

Spectrum Medical

SPS Health

SRX

Sternshein Legal Group

Strategic Healthcare Programs

Summit Rehab Services

Synapse Health

Synergy Healthcare Resources & Solutions Group

Tapcheck

Tapestry Health

TekTone Healthcare Communications

Teva Pharmaceutical

The Joint Commission

The Reputation MD

TKO Medical Corporation

**TRIDENTCARE** 

**UCI** Health

**Urovant Sciences** 

**US Foods** 

VIC the PICC

VirtuSense

Vitas Healthcare

Viventium

VOHRA Wound Physicians

Wellell America Corp

Wipfli

Wound Healing Care Specialists

Zipline.io

You'll be in good company when you exhibit at the 2023 CAHF Expo!

California Association of Health Facilities 2201 K Street Sacramento, CA 95816-4922

