

CAHF/QCHF 2025



Summer Conference Sponsorship Prospectus



Hyatt Regency Long Beach
Long Beach, CA
July 20–23, 2025



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Introduction

The California Association of Health Facilities (CAHF) is excited to invite you to partner with us for the CAHF/QCHF 2025 Summer Conference, taking place on July 20–23 at the Hyatt Regency Long Beach. This event joins professionals from across California’s long-term care community for three days of high-impact learning, collaboration, and networking in a beautiful coastal setting. It’s an excellent opportunity to gain exposure and showcase your company’s commitment to long-term care.

As a sponsor, your company will receive prominent recognition through event signage, digital promotion, and live acknowledgments, as well as access to pre- and post-event attendee lists. Select sponsorships also include speaking opportunities, tabletop exhibits, and branded materials throughout the conference venue.

We are especially excited to introduce RFID-enabled name badges for automatic session tracking this year—streamlining continuing education (CE) compliance and enhancing the overall attendee experience. Sponsors of this innovative feature will be prominently featured at RFID entry points, aligning your brand with efficiency, professionalism, and cutting-edge technology.

Your support makes this event possible, and more importantly, demonstrates your company’s leadership in advocating for and advancing high-quality care for California’s most vulnerable residents.

Please review the enclosed sponsorship opportunities and secure your spot early to ensure full visibility. If you have a unique sponsorship idea or want to customize your involvement, we would be honored to collaborate with you.

We value your support in advancing quality care and innovation across our member facilities, and we look forward to partnering with you for a successful conference.

Thank you for considering this opportunity to connect, engage, and lead alongside CAHF.

See you in Long Beach!

Kelly Rocha
CAHF Director of Meetings and Member Services

Barbara Maciel
QCHF Executive Director





Hotel Information

➔ Location

Hyatt Regency Long Beach
200 South Pine Avenue
Long Beach, California 90802

The special CAHF room rate is \$249
single/ double, plus taxes and fees.

➔ Sponsorship Benefits

CAHF is happy to offer new sponsorship
opportunities for this upcoming
conference.

[Book Your Room Here](#)

Sponsorship Levels

➔ Flagship Premier Partner – \$10,000

➔ Premier Sponsor for the Summer Conference

➔ Three (3) Available

As a Flagship Premier Partner, your company will receive premium recognition across all event materials, including:

- Opportunity to provide or sponsor a speaker (CAHF speaker guidelines apply)
- Introduction for speaker to provide a five (5) minute company presentation
- One (1) complimentary table at tabletop show
- Room host for one (1) breakout session of your choice for a full day
- Sponsor provided promo piece in designated hosted breakout room
- Signage inside and outside of the designated hosted breakout room
- Recognition ribbon for all attendees from your company
- Verbal recognition from the CEO during the event
- Company logo featured prominently on event signage
- Recognition on all promotional materials leading up to the event
- Logo and hyperlink on event website
- Pre- & post conference attendee list
- Recognition award at the Annual Convention in November
- Two (2) complimentary conference registrations (for sponsoring company only)



Sponsorship Levels

➔ Superyacht Sponsor – \$8,000

➔ Exclusive Wi-Fi Sponsor

Set your brand apart by becoming the Wi-Fi sponsor at the CAHF Summer Conference. With your name featured on the login screen and throughout event materials, you'll be at the center of every connection—both digital and personal. It's a unique opportunity to gain visibility and support a seamless experience for all our attendees as they navigate the event. Chart a course for visibility—sponsor the Wi-Fi and be the signal that steers our ship!

As the Superyacht Sponsor, you will have exclusive branding of the Summer Conference Wi-Fi. In addition to exclusive branding of the Wi-Fi, you will also receive:

- One (1) complimentary table at tabletop show
- Logo and hyperlink on event website
- Company logo on signage at the event
- Recognition on all promotional materials leading up to the event
- Pre- & post conference attendee list
- Two (2) complimentary conference registrations (for sponsoring company only)



Sponsorship Levels

➔ Regatta Club Patron – \$5,000

➔ Three Available

As a Regatta Club Patron, you will receive recognition as a Patron of the Association (members only) at our annual House of Delegates session in addition to the following:

- Opportunity to provide breakout session speaker (topic to be determined and/or approved by CAHF)
- Five (5) minute company presentation and speaker introduction during one (1) breakout session
- Recognition ribbon for all attendees from your company
- Pre- & post conference attendee list
- Recognition on all promotional materials leading up to the event
- Company name and hyperlink on event website
- One (1) complimentary conference registration (for sponsoring company only)



Introducing RFID Scanning



Automatic
Attendance
Tracking

Improved
Accuracy and
Integrity

Real-Time Data
Collection

Efficient CE
Credit Allocation

RFID Scanning for CEs

Integrating RFID (Radio Frequency Identification) technology into attendee name badges provides a seamless and reliable method for tracking session attendance during conferences, especially when participants are seeking continuing education (CE) credits. Here's how it works and why it's effective:

➔ Automatic Attendance Tracking

RFID-enabled badges automatically register when attendees enter and exit specific session rooms equipped with RFID readers. This eliminates the need for manual check-ins or paper sign-in sheets, ensuring accurate time-stamping of participation.

➔ Real-Time Data Collection

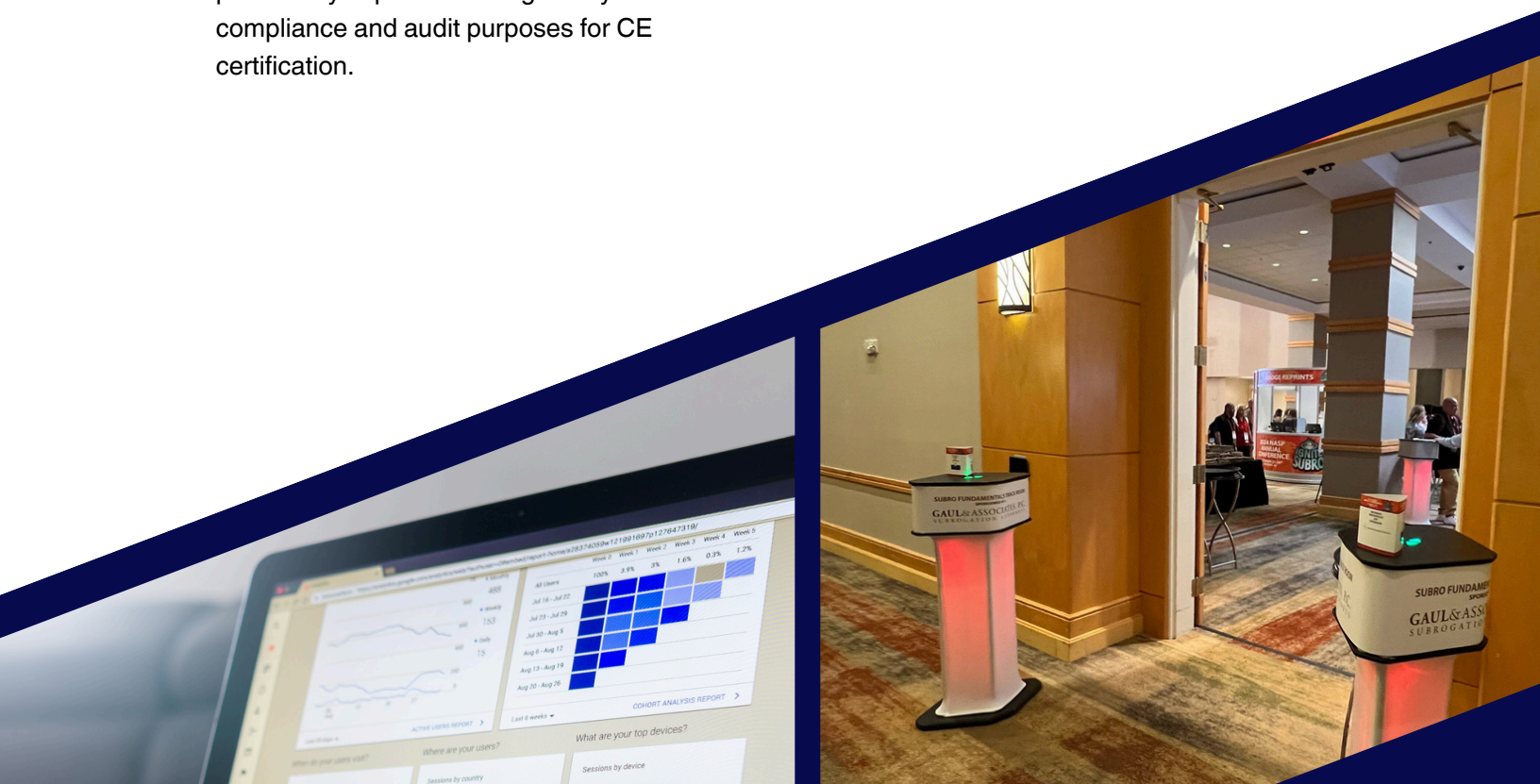
Organizers can monitor attendance in real time, allowing for better session management and instant verification of CE eligibility. This is especially useful for large conferences with multiple breakout sessions happening simultaneously.

➔ Improved Accuracy and Integrity

Since RFID tracking is automated and cannot be easily manipulated, it helps maintain the integrity of attendance records. This is particularly important for regulatory compliance and audit purposes for CE certification.

➔ Efficient CE Credit Allocation

After the event, RFID data can be used to generate accurate reports of which sessions each attendee participated in and for how long.



RFID Sponsorships

NEW!

➔ RFID Session Scanning (General Session) Sponsor – \$3,000

➔ Exclusive sponsor for tracking continuing education at the General Sessions

As part of our commitment to providing a seamless conference experience, we're integrating RFID-enabled name badges to automatically track session attendance for Continuing Education (CE) credits. This cutting-edge technology ensures accurate, real-time attendance data, simplifies compliance for accreditation bodies, and prevents fraud, all while enhancing the attendee experience. Sponsors will have the opportunity to align their brand with innovation and efficiency, while contributing to a streamlined and professional CE credit process that supports both attendees and event organizers.

As a RFID Session Scanning sponsor, you will receive the following:

- Company logo surrounding the top of each RFID portal
- Company name and hyperlink on event website

NEW!

➔ RFID Session Scanning (Breakout Session) Sponsor – \$2,000

➔ Sponsor for tracking continuing education at the Breakout Sessions

➔ Four (4) Available

As a RFID Session Scanning sponsor, you will receive the following:

- Company logo surrounding the top of each RFID portal
- Company name and hyperlink on event website

Specialty Sponsorships



Early Morning Run/Walk Sponsor – \$3,000

Exclusive Wellness Sponsor

Company logo on water bottles
Pre- & post conference attendee list
Company name and hyperlink on event website



Portside Supporter – \$1,000

General Event Supporter

Company name and hyperlink on event website
Pre- & post conference attendee list
Recognition ribbon for all attendees from your company



Tabletop Show – \$700

Limited to 40

Includes:

Six (6) ft. draped table with 2 chairs
Two (2) name badges for (2) company representatives
Pre- & post conference attendee list



Awards Luncheon Sponsor – \$500

Support a key moment in the event with your company's branding during the CAHF Awards Luncheon:

Company logo on signage
Pre- & post conference attendee list

A La Carte Sponsorships

all sponsorships include pre- & post attendee list

➔ Welcome Bags – \$5,000

Be the first brand attendees see! As the exclusive Welcome Bag sponsor, your organization will be prominently featured on bags distributed at check-in at the CAHF Registration Desk. Each bag includes useful conference essentials and a few thoughtful surprises. Sponsors also receive recognition as a Patron of the Association (members only) at our annual House of Delegates session in November.

➔ Badge & Lanyard – \$4,000

Ensure your brand is seen by all attendees as they wear their conference badges with your company's logo on the badge and lanyard. This sponsorship guarantees continuous visibility throughout the event, as attendees will carry their badges with them everywhere. A link to the photos with mention of your generosity will be shared with attendees post-event.

➔ Tote Bags – \$3,700

Sponsor the highly visible convention tote bags, which will be given to every attendee at registration. Your logo will be prominently displayed on the bags, offering consistent visibility throughout the event and beyond as attendees use the bags for their conference materials and daily needs.

➔ Photographer – \$3,000

Sponsor the official conference photographer who will capture key moments throughout the event. A link to the photos with mention of your generosity will be shared with attendees post-event. This is a great way to associate your company with the conference's most memorable moments.

➔ Hotel Keycards – \$3,000

Sponsorship of the Hyatt Regency Long Beach keycards provides your company with exclusive branding on the room keys distributed to all attendees. Every time attendees access their hotel room, your brand will be front and center, providing continuous exposure throughout the event. This is an excellent opportunity to keep your company top-of-mind during the entire conference stay.

A La Carte Sponsorships

all sponsorships include pre- & post attendee list

➡ Continental Breakfasts – \$3,000

Three (3) Available

Sponsor one of three continental breakfasts, offering prime branding opportunities during a high-traffic time of the day. Your company's name and logo will be displayed prominently in the breakfast area, ensuring maximum exposure as attendees enjoy their morning meal and prepare for the day's sessions.

➡ Wine at HPSI Presents: "Smooth Sailing: A Yacht Rock Welcome" – \$1,000

Sponsor the Sunday night wine bar at the welcome reception sponsored by HPSI. Your brand will be showcased prominently at the bar, and attendees will receive a branded glass as a keepsake, providing long-term visibility as they take the glass home.

**Do you have an idea for a
sponsorship? Let us know
what you have in mind!**

Secure your sponsorship today to ensure exposure. For more information or to reserve your sponsorship, please

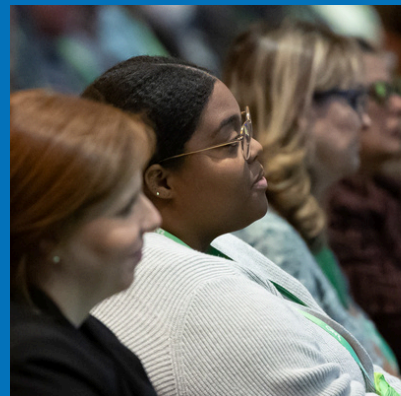
contact:

Kelly Rocha at krocha@cahf.org.



Why Sponsor?

- ➔ Increased visibility among key decision-makers in the long-term care sector.
- ➔ Networking opportunities with industry leaders.
- ➔ A chance to showcase your company's commitment to advocacy and healthcare improvements.



Administrative Details

➡ Terms and Conditions

By registering as a sponsor or exhibitor for the CAHF/QCHF 2025 Summer Conference, participants agree to follow the conference's official policies, including conduct expectations, payment terms, liability waivers, security policies, COVID-19 risk assumptions, and venue rules. Full terms will be provided upon registration.

➡ Damage to Conference Premises

The sponsor is liable for any damages to the venue caused by its employees or agents, including defacement. Employees are prohibited from driving nails or using damaging decorations, adhesives, or tapes. No alterations to the premises are allowed.

➡ Force Majeure

CAHF is not liable for any loss, damage, or delays caused by natural disasters, epidemics, strikes, government actions, civil unrest, or other uncontrollable factors.



Become a Sponsor

Register for the Tabletop Show

