CAHF 2023 ANNUAL EXPO
EXHIBITOR PROSPECTUS
& SHOW SPONSORSHIPS
YOUR INVITATION TO EXHIBIT
PALM SPRINGS - NOVEMBER 13 & 14

LEGACY PARTNER

PREMIER PARTNERS

LIPPA INSURANCE SERVICES INC.

MEDLINE

Trade Show Executive’s

NEXT 50
Honored as one of the
50 Fastest-Growing
Shows of 2022

59% of attendees ONLY participate in this industry show
67% of attendees visit the show floor during BOTH days of the expo
97% of attendees would recommend the CAHF Expo to others

*2022 STATS
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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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

DEDICATED SHOW HOURS

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.

\*Specific carpet requests, tables, chairs, wastebaskets and electricity must be purchased separately from Innovative Expo (show contractor).

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

<table>
<thead>
<tr>
<th>TYPE OF BOOTH</th>
<th>ASSOCIATE MEMBER</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard 10’ x 10’</td>
<td>$3,300</td>
<td>$4,500</td>
</tr>
<tr>
<td>Each additional “non-corner” 10’ x 10’</td>
<td>$1,700</td>
<td></td>
</tr>
<tr>
<td>Corner 10’ x 10’</td>
<td>$3,350</td>
<td>$4,550</td>
</tr>
<tr>
<td>Flamingo Bingo Premium Booth</td>
<td>$3,450</td>
<td>$4,650</td>
</tr>
<tr>
<td><strong>Super Quad</strong></td>
<td><strong>$5,400</strong></td>
<td><strong>$6,600</strong></td>
</tr>
<tr>
<td>4 for less than the price of 2! ANY 4 booth configuration</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**FIRST TIME CAHF Exhibitor**

Excludes Premium Booths & Super Quads

<table>
<thead>
<tr>
<th>ASSOCIATE MEMBER</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,700</td>
<td>$3,900</td>
</tr>
</tbody>
</table>

*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*

*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

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

CALEDAR 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

REGION 1: 11%
REGION 2: 12%
REGION 3: 6%
REGION 4: 37%
REGION 5: 31%
OUT OF STATE: 3%

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

Administrator: 38%
Director of Nursing: 5%
Executive VP/Director: 6%
VP/Director of Operations: 7%
CEO/President: 10%
CFO/COO: 12%
LVN/RN: 13%
VP/Director of Clinical Services: 5%
Director of Staff Development: 5%

ATTENDEES BY MEMBER TYPE

Agency - ICF/DD & DDH/N/CN: 52%
Non-Proprietary: 33%
Independent Owner/Operator: 12%
Multi-Facility: 3%

2023 CAHF Exhibitor Prospectus | 07
Purchasing Info

- **Gather Information**: 92%
- **Recommend**: 4%
- **Make a Purchase**: 4%

Days Spent at Show

- **Monday AND Tuesday**: 20%
- **Monday Only**: 13%
- **Tuesday Only**: 67%

Hours Spent on Show Floor

- **3 Hours**: 29%
- **2 Hours**: 13%
- **4 Hours**: 29%
- **1 Hour**: 6%
- **5 Hours**: 6%
- **6 Hours**: 3%

Attendance at Other Shows

- **No**: 41%
- **Yes**: 59%

Consortium Attendance

**2017**
- 1,613

**2018**
- 1,799

**2019**
- 1,550

**2020**
- Virtual: 482

**2021**
- 1,273

**2022**
- 1,092

863 leads collected... an average of 46 per exhibitor!*

*Numbers not representative of potential 2023 leads collected

59% of attendees only participate in this industry show

*Numbers not representative of potential 2023 projected attendance
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

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ON-SITE NAME AWARENESS

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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

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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

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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

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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
CAHF IS GRATFUL 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
IntelyCare
Interactive Medical Systems
interface rehab
ISTA Solutions
iTreatMD
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
ObserveSMART
Omnicare
Omn 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

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

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
Welllle America Corp
Wipfli
Wound Healing Care Specialists
Zipline.io