

CAHF 2024 ANNUAL EXPO EXHIBITOR PROSPECTUS & SHOW SPONSORSHIPS

YOUR INVITATION TO EXHIBIT
PALM SPRINGS - NOVEMBER 18 & 19

Trade Show Executive's
**NEXT
50** Honored as one of the
50 Fastest-Growing
Shows of 2023

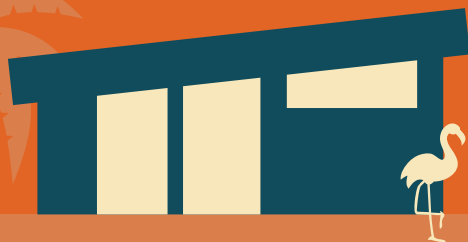
LEGACY PARTNER



PREMIER PARTNERS



LIPPA
INSURANCE SERVICES INC.



93%

of attendees would
recommend the CAHF
Expo to others

67%

of attendees ONLY
participate in this
long-term care show

64%

of attendees visit the show
floor during BOTH days of
the expo

*2023 STATS

WELCOME TO THE 2024 CAHF EXPO

As a provider of products and/or services to the long-term care profession, you can't afford to miss this show! Over 1,400 long-term care professionals attend this premier California event.

ATTENDEE SNAPSHOT*

- 55% rate the show as "excellent"
- 51% are from a multi-facility
- 42% are administrators
- 36% spend three hours on the show floor
- 35% are from surrounding areas in Long Beach/South Bay, Los Angeles, Pasadena/San Gabriel & San Fernando Valley
- 27% are independent owner operators



EXHIBITOR SNAPSHOT*

- 88% said the CAHF Expo met their expectations
- 41% rate the CAHF Expo as "above average" compared to other shows in which they exhibit
- QUALITY** of attendees rated **7 out of 7**
- QUANTITY** of attendees rated **5 out of 7**

**Data derived from 2023 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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FLOOR PLAN & SHOW HOURS

PALM SPRINGS CONVENTION CENTER OASIS EXHIBIT HALLS 1-4



Monday, Nov 18

Show Open with Afternoon Drinks & Snack Stations
1:00 p.m. - 4:00 p.m.

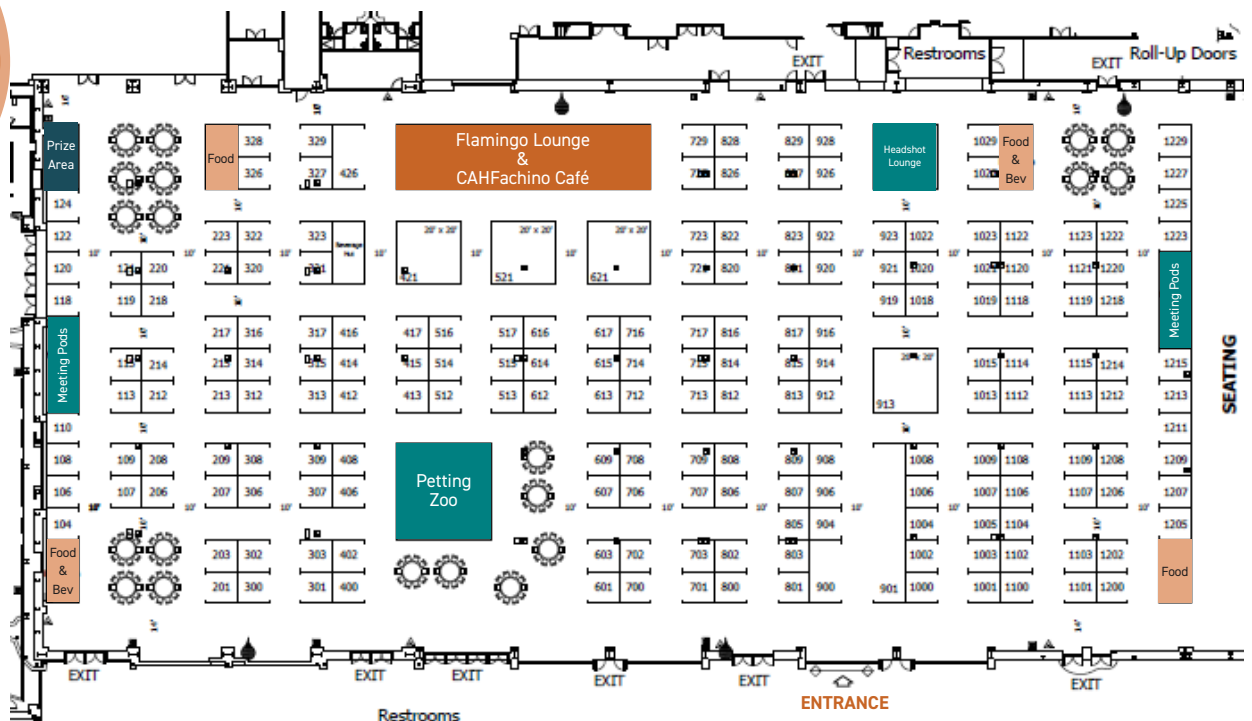
Tuesday, Nov 19

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

5
DEDICATED
SHOW HOURS

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 (gold, peach, 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 Afternoon Drinks & Snack Stations**
 - **Tuesday Chat 'n' Chew Food Stations**
 - Pre-show promotion to CAHF member facilities
 - Website and app listing
 - Access to Exhibitor Supply Box
 - Booth ID sign
 - Online exhibitor service kit
 - Security from move-in to move-out
- *Specific carpet requests, tables, chairs, wastebaskets and electricity must be purchased separately from Innovative Expo (show contractor).*

SAVE MONEY



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 Kelly Rocha, Director of Meetings & Member Services at krocha@cahf.org

BRING A FRIEND AND SAVE \$500

Save \$500 on the cost of your booth for EVERY new company you bring into the 2024 CAHF Expo! Credits will be issued post-show pending "friend's" 2024 show participation.

2024 CAHF EXPO STANDARD PRICING

TYPE OF BOOTH	ASSOCIATE MEMBER	NON-MEMBER
Standard 10' x 10'	\$3,300	\$5,100
Each additional "non-corner" 10' x 10'		\$1,700
Corner 10' x 10'	\$3,350	\$5,150
Flamingo Bingo Premium Booth	\$3,450	\$5,250
Super Quad 4 for less than the price of 2! ANY 4 booth configuration	\$5,400	\$7,200
FIRST TIME CAHF Exhibitor Excludes Premium Booths & Super Quads	\$2,700	\$4,500

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

SPACE RELEASE DATES & BOOTH RESERVATIONS

SPACE RELEASE DATES

Space Release #1 - Starting Monday, July 22

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

Space Release #2 - Starting Monday, July 29

2023 exhibitors who submitted a 2024 Priority Placement deposit prior to February 29, 2024

Space Release #3 - Starting Monday, August 12

Associate Members

Space Release #4 - Starting Monday, August 19

2023 non-member exhibitors

Space Release #5 - Starting Monday, August 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 27, 2024	\$150 administrative fee
September 28 to October 18, 2024	50% of total booth cost
October 19 to November 19, 2024	100% of total booth cost*

**There will be no refund for exhibitors who for any reason do not exhibit at the 2024 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 27

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

OCTOBER 18

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 19

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

NOVEMBER 8

Deadline for booth personnel badges and special event tickets (if applicable)

NOVEMBER 17

1:00 p.m. - 6:00 p.m.

Exhibitor Move-In & Badge Pick-Up

NOVEMBER 18

9:30 a.m. - 1:00 p.m.

Exhibitor Move-In

9:30 a.m. - 4:00 p.m.

Exhibitor Badge Pick-Up

1:00 p.m. - 4:00 p.m.

Show Open with Afternoon Drinks & Snack Stations

NOVEMBER 19

8:00 a.m.

2025 Priority Placement
(Online for Associate Members 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 19

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

NOVEMBER 26

Post-show list of registered attendees emailed to exhibitors

HOTEL INFO



Renaissance Palm Springs (HOST HOTEL)

888 Tahquitz Canyon Way
Palm Springs, CA 92262

CAHF Rate: **\$239**

Cut-Off Date: 10/27/24
(760) 322-6000

Hilton Palm Springs Resort

400 E. Tahquitz Canyon Way
Palm Springs, CA 92262

CAHF Rate: **\$189**

Cut-Off Date: 10/27/24
(760) 320-6868

Courtyard by Marriott Palm Springs

1300 E. Tahquitz Canyon Way
Palm Springs, CA 92262

CAHF Rate: **\$179**

Cut-Off Date: 10/27/24
(760) 322-6100

hotelZOSO

150 S. Indian Canyon Dr.
Palm Springs, CA 92262

CAHF Rate: **\$189**

Cut-Off Date: 10/27/24
(760) 325-9676

CALENDAR THESE DATES!

FUTURE CAHF ANNUAL CONVENTIONS

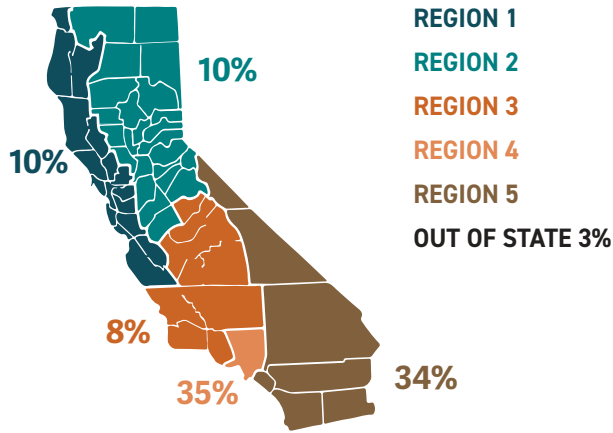
Renaissance Palm Springs & the Palm Springs
Convention Center

November 16-19, 2025

November 15-18, 2026

AUDIENCE PROFILE 2023

REGISTRATION BY REGION

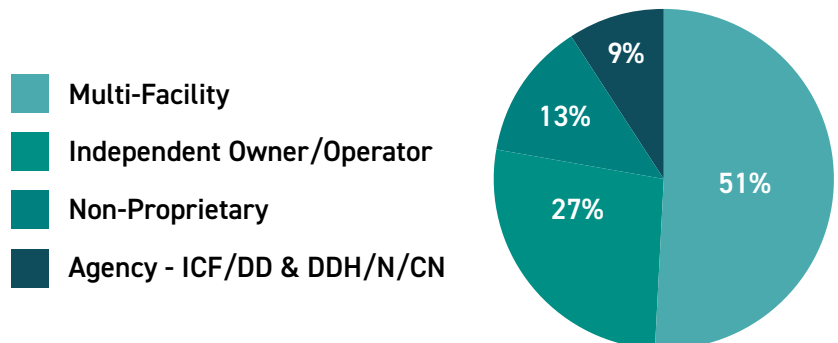


2023 Professional attendance (excludes exhibit personnel): 848
 2023 Total attendance (includes exhibit personnel): 1,420
 All data extracted from 2023 Palm Springs evaluations

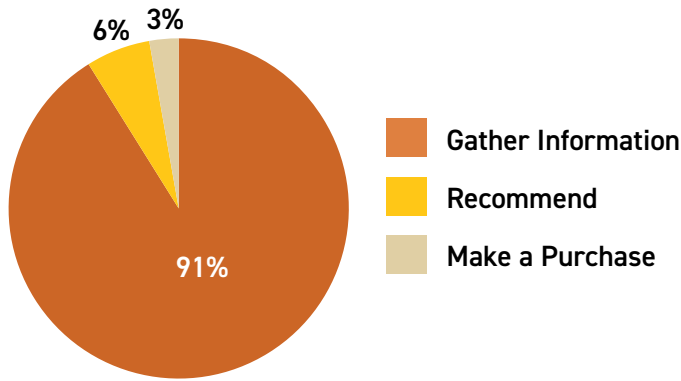
ATTENDEES BY PROFESSIONAL DISCIPLINE



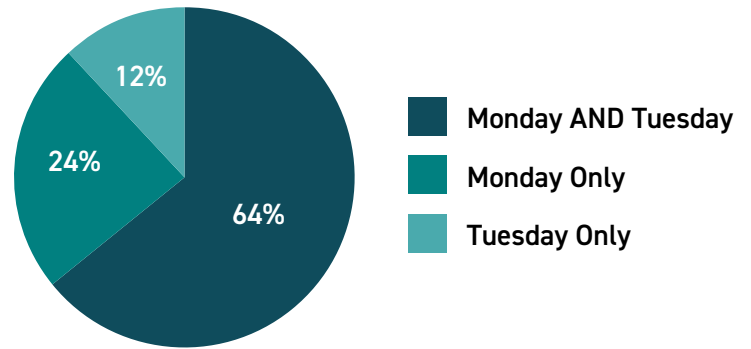
ATTENDEES BY MEMBER TYPE



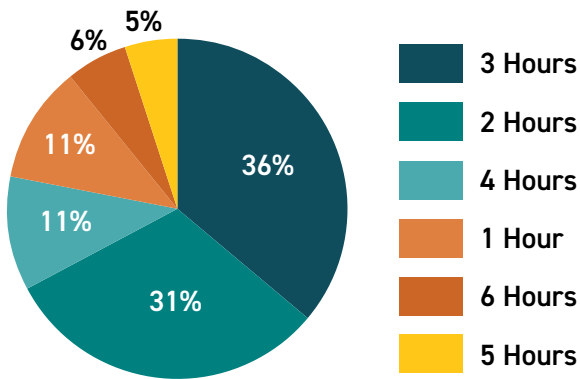
PURCHASING INFO



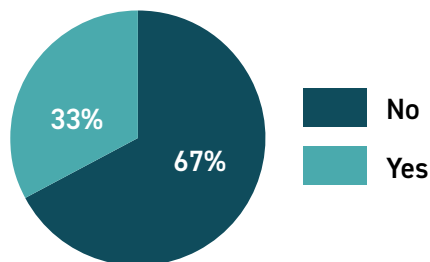
DAYS SPENT AT SHOW



HOURS SPENT ON SHOW FLOOR

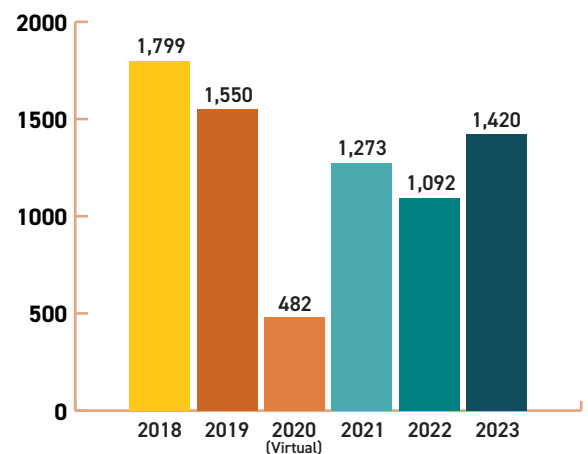


ATTENDANCE AT OTHER SHOWS



67% OF ATTENDEES ONLY PARTICIPATE IN THIS LONG-TERM CARE SHOW

CONVENTION ATTENDANCE



EXPO MARKETING OPPORTUNITIES

PRE-SHOW TRAFFIC BUILDERS



EMERGING TECHNOLOGY

Got something new that can be shown in an interactive way?

If so, respond to the Emerging Technology email coming your way in September. Listing on the convention website, app (rotating banner), and special floor decal for front of booth 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.

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 app. 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



SEMI-PRIVATE MEETING PODS **NEW!**

These semi-private, comfortable, full-featured meeting spaces are the perfect place to conduct business or simply provide a place for attendees to chill. Pods come equipped with desktop power, wireless charging, whiteboard with markers and overhead lighting. Sponsor provided branding on the table leg and side of each bench seat can drive traffic to your booth or website. Increase visibility by selecting your booth space near your pod (see floor plan). Create a lasting impression!

Various Sponsors: \$3,000 per pod. Space is limited (6 pods total) and available on a first-come, first-served basis.



HEADSHOT LOUNGE **NEW!**

Includes early space selection and recognition as a Patron of the Association (members only) at our annual House of Delegates session

Provide attendees with magazine-quality headshots! Lounge is "brand immersion" at its best as each guest spends an average of 10 minutes in the lounge. Entire attendee experience is scripted from lounge entry, to guest survey, to mini-makeover and final photo shoot. **Attendees receive a special ticket and must visit your booth for validation to participate. Each participant walks away with a branded 4 x 6 print and ability to upload/download high-resolution images. Also includes branded lounge signage, branded kiosks, branded email and post-event ROI report. Enhance this promotion by selecting your booth space near the lounge (see floor plan). Your booth, your brand and your sponsorship will be remembered!**

EXCLUSIVE Sponsorship: \$5,000

AVAILABLE



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.



PETTING ZOO WITH SELFIE PHOTO BOOTH **NEW!**

Includes early space selection and recognition as a Patron of the Association (*members only*) at our annual House of Delegates session

Promote wellness by sponsoring our new Petting Zoo! Interacting with animals, even for a short period, can have therapeutic benefits by reducing stress and anxiety levels. Zoo features a variety of friendly animals that attendees can interact with and photograph along with wranglers that engage and educate. Animals will include miniature horses along with such animals as a pot belly pig, Barbados sheep, Nigerian goat and mini bunnies. In providing medicinal benefits such as stress reduction and improved mood, mini horses are now being deployed at hospitals and retirement homes nationwide. This brand immersive experience includes signage, survey collection, branded photo overlay, scripted wranglers and literature distribution. Enhance this promotion by selecting your booth space near the zoo (see floor plan).

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

EXPO HALL WI-FI

Includes early space selection and recognition as a Patron of the Association (*members only*) at our annual House of Delegates session

Attendees will appreciate the ease of navigating the show floor, connecting with others and posting on the event app all while using your complimentary Wi-Fi.

Includes company logo on Wi-Fi splash page.

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

AVAILABLE



SHOW ENTRANCE DJ

Includes early space selection and recognition as a Patron of the Association (*members only*) at our annual House of Delegates session

Returning to get everyone pumped for the big show is Tim Lacatena! 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 Super Bowl LVII Official Eagles VIP Pre-Game Party. Music starts one half hour before the show and during show hours each day. Includes high-visibility branded counter located just outside the show entrance.

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: \$1,500

Sponsored by Quick Recovery



LIVE ENTERTAINMENT RETURNING ARTIST!

Making a return engagement 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. Appearances include *The Real Housewives of Beverly Hills*, world famous Dolby Theatre, The Four Seasons, Baccara Santa Barbara, Disney's Dorothy Chandler Pavilion and The Peninsula Beverly Hills. **Sponsorship includes branded backwall.**

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

Sponsored by Hansen Hunter & Company/Axiom



FLAMINGO LOUNGE

Includes early space selection and recognition as a Patron of the Association (members only) at our annual House of Delegates session

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)* at our annual House of Delegates session

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 AFTERNOON DRINKS & SNACK STATIONS

Includes early space selection and recognition as a Patron of the Association *(members only)* at our annual House of Delegates session

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



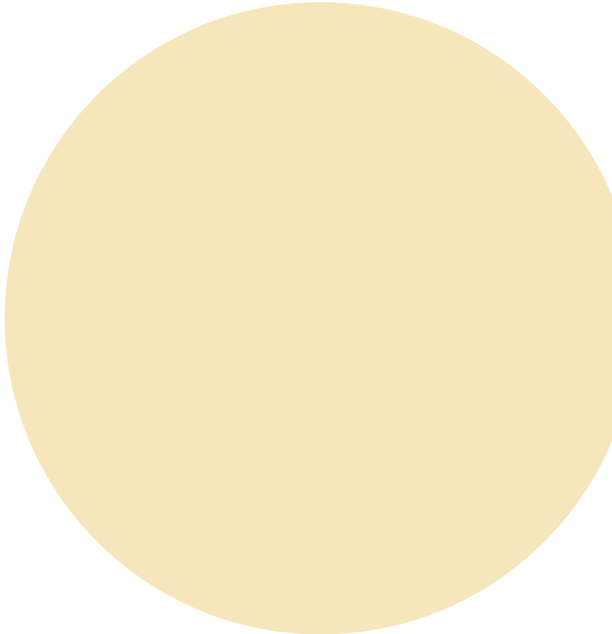
TUESDAY CHAT 'N CHEW FOOD STATIONS

Includes early space selection and recognition as a Patron of the Association *(members only)* at our annual House of Delegates session

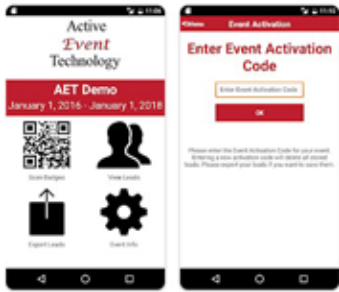
Who says there's no such thing as a free lunch? This grab 'n go lunch provides good grub throughout the hall. Rejuvenate attendees for touring the exhibits on this final day of the show! Branded sign will be placed next to each station.

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 (Can order when making booth selections)

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

2023 EXHIBITORS

CAHF IS GRATEFUL TO THESE COMPANIES FOR THEIR SUPPORT AND PARTICIPATION IN THE 2023 EXPO!

A1 American
ACADIA Pharmaceuticals
Accelerated Care Plus
Accushield
Advanced Entry
Advantage Surgical & Wound Care
Agility Recovery
ALCO Sales & Service Company
Align Senior Care
AlixarX
Allied USA
Alta Hospital System
American HealthTech
AmeriWound
Ancillary Provider Services
ARKRAY USA
AssuredPartners
Aya Healthcare
Beecan Health
BSD Builders
Burger Rehabilitation
CAC Specialty
California Wound Healing Medical Group
Canyon Oaks Foot and Ankle
Cardinal Health
Care West Insurance
Carefeed
Cleanwaste Medical
Clearpol
Commercial Connect TV
Compliagent
connectRN
Consolidated Billing Services
Consonus Healthcare
Crescent Wound Care
Critical Control
Dairy King Milk Farms
Davey Coach Sales
Del's Pharmacy 1
Direct Supply
Donovan-Tift Consulting
Drive DeVilbiss Healthcare
Drylock Technologies
Eide Bailly
Elements Pharmacy
EmpowerMe Wellness
Envoy Solutions
ESHYFT
Essity HMS North America
Essity Professional Hygiene
Evoke Health



EZ-ERC
F & W Foodservices
First Choice Mobile Radiology Services
Fusion Medical Staffing
Futuro Health
Gallagher
Gentell
Golden Age Dental Care
Graham-Field
Guided Care
Hansen Hunter & Co/Axiom
Hanson Bridgett
HD Supply Facilities Maintenance
Healthcare Interactive
Healthcare Services Group
Hearing Heal
HPSI Purchasing Services
Incite Strategic Partners
Infinity Rehab
Infinium Healthcare
Innovative Products Unlimited
Integra Scripts
Interactive Medical Systems
interface rehab
Joerns Healthcare
Key Medical Supply
Lifework Education
Lippa Insurance Services
LTC Consulting
Manchester Mills
MatrixCare
McKesson
MealSuite
MedaCure
Medely



Medi-Cal Consulting Services
 Medline
 MedSupply
 MedSupply Mobility-Hoveround
 MedTrainer
 Mix Solutions
 Model 1 Commercial Vehicles
 Myndfull Care
 National Datacare
 Navigator Group Purchasing
 Net Health
 Neurocrine Biosciences
 NewPoint Real Estate Capital
 Nursa
 Omni Wound Physicians
 Omnicare Pharmacy
 OnShift
 Otsuka America Pharmaceutical
 Pacific Therapy Management
 Pacific West Pharmacy
 PharMerica
 Phoenix Textile Corporation
 PointClickCare
 Polaris Pharmacy Services
 Premier | Innovatix
 Prime Care Technologies
 Prime Source Healthcare Solutions
 Prodigy Rehabilitation Group
 Professional Wound Specialists
 Quick Recovery
 Red Tape Advisors
 Reliant Rehabilitation
 Reside Admissions
 RestorixHealth
 RingRx
 Rodeo Lending
 SAIVA AI
 Select Rehabilitation
 Select Risk Insurance

Semler Scientific
 Shomer Insurance Agency
 SimpleLTC
 SisuCare Education
 Skilled Nursing Pharmacy
 Skilled Wound Care
 Smith & Nephew
 SNFClinic
 SNF Payroll & HR
 SNF Wound Care
 SoCal Medical Mobile Services
 Southern California Association Of Activity Professionals
 Span, a division of Savaria
 Sternshein Legal Group
 Strategic Healthcare Programs
 Strategic Tax Planning
 Sumitomo Pharma America
 Synergy Healthcare Resources & Solutions Group
 Tapestry Health
 TekTone Healthcare Communications
 TKO Medical
 Total Contact Prosthetics & Orthotics
 TRIDENTCARE
 TwinMed
 UCI Health
 UI Medical
 VertiSource HR
 Viatrix
 VIC the PICC
 VistaRx
 Vitas Healthcare
 Viventium
 VOHRA Wound Physicians
 Welllell America
 Wilson Salamoff
 Wipfli
 Wound Healing Care Specialists



You'll be in good company when you exhibit at the 2024 CAHF Expo!

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

916-441-6400
www.cahf.org

