

CAHF 2022 ANNUAL EXPO EXHIBITOR PROSPECTUS & SHOW SPONSORSHIPS

YOUR INVITATION TO EXHIBIT
PALM SPRINGS - NOVEMBER 14 & 15



PREMIER PARTNERS



PointRight

PROVIDER PARTNERS



ENSIGN  GROUP

 **PACS**

SnF Management

WELLNESS PARTNER



VISITOR MANAGEMENT & SAFETY PARTNER



66%

of attendees ONLY
participate in this
industry show

76%

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

98%

of attendees would
recommend the CAHF
Expo to others

*2021 stats

WELCOME TO THE 2022 CAHF EXPO

If you provide products and/or services to long-term care providers, then you should be at this show! Over 1,200 long term care professionals attend this premier industry event.



ATTENDEE SNAPSHOT*

- 57%** are from a multi-facility
- 41%** rate the show as "excellent"
- 39%** spend two hours on the show floor
- 37%** are administrators
- 37%** are from surrounding areas in Long Beach/South Bay, Los Angeles, Pasadena/San Gabriel & San Fernando Valley
- 28%** are independent owner operators



EXHIBITOR SNAPSHOT*

- 80%** 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 **five out of seven**
- QUANTITY** of attendees rated **four out of seven**

*Data derived from 2021 evaluations

IMPORTANT CONTACTS



SHOW CONTACT

Sherry Hall, CEM
Meeting Coordinator/Expo Manager

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

SHOW MANAGEMENT

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

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



OFFICIAL GENERAL SERVICE CONTRACTOR

Innovative Expo
www.innovativeexpo.com

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 14

Show Open with Happy Hour Food & Drink Stations

1:30 pm - 4:30 pm (NEW HOURS!)

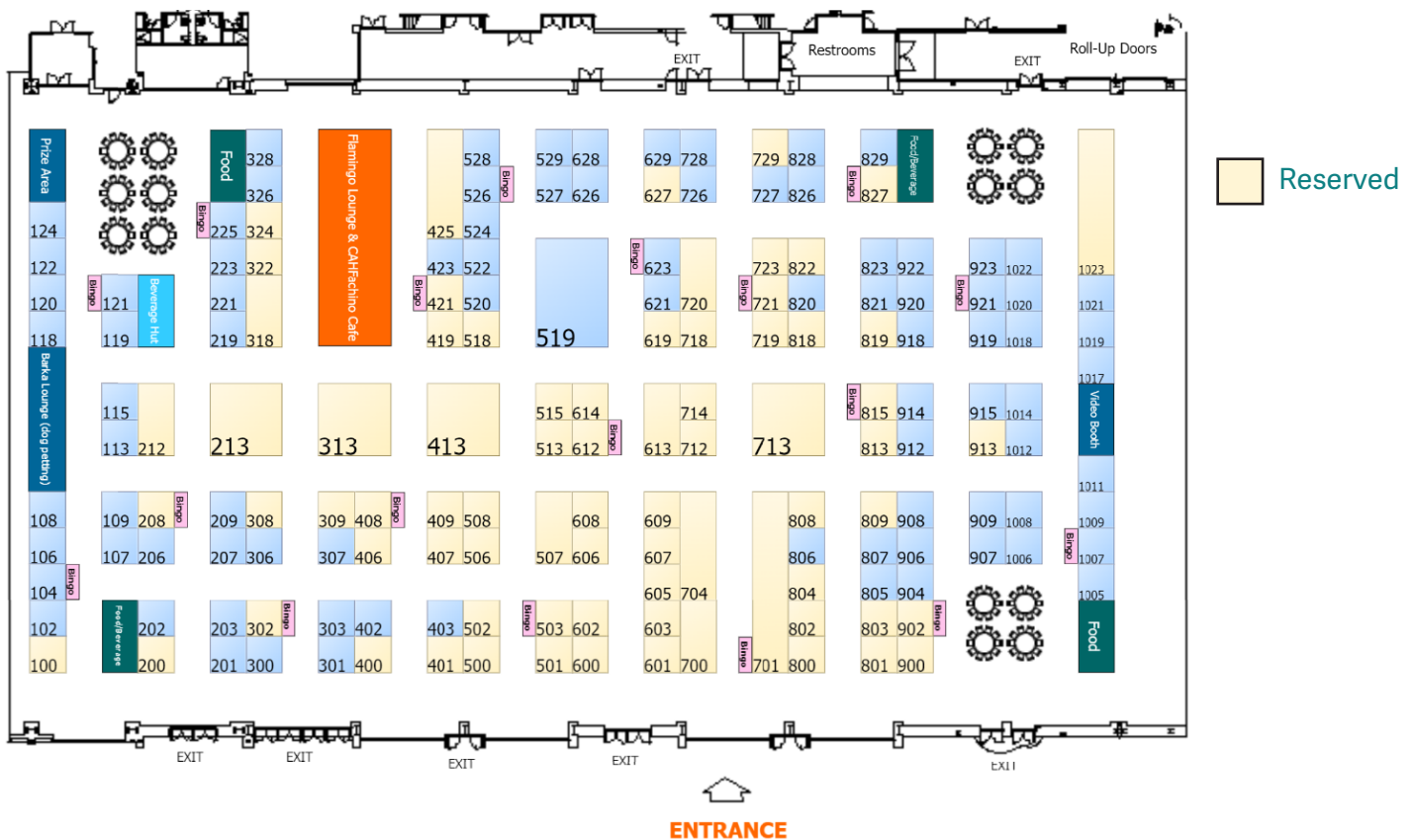
TUESDAY, NOV 15

Show Open with Food Stations

10:30 am - 1:00 pm (NEW HOURS!)

5 1/2
DEDICATED
SHOW HOURS

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



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). Badges DO NOT INCLUDE convention registration, meals or special events. Convention registration can be purchased separately at a discounted rate.** Some special events may require a separate fee. 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.
- **Badge scanner**
- Emailed list of attendees sent on a **weekly basis** starting in early October
- **Five and a half 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

* 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 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 2022 CAHF Expo! Credit will be issued post-show pending "friend's" 2022 show participation.

2022 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 markers on floor plan)	\$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 Excludes Bingo Booths & Super Quads	\$2,500	\$3,700

Note: 2021 Priority Placement exhibitors receive a \$300 discount off the above rates

SPACE RELEASE DATES & BOOTH RESERVATIONS



SPACE RELEASE DATES

Space Release #1 - Starting Monday, June 6

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

Space Release #2 - Starting Monday, June 13

2021 exhibitors who submitted a 2022 Priority Placement deposit prior to February 28, 2022

Space Release #3 - Starting Monday, June 27

Associate Members

Space Release #4 - Starting Monday, July 18

2021 non-member exhibitors

Space Release #5 - Starting Monday, July 25

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 below. 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. It's easy!**

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 30, 2022	\$150 administrative fee
October 1 to October 14, 2022	50% of total booth cost
October 15 to November 15, 2022	100% of total booth cost*

*There will be no refund for exhibitors who for any reason do not exhibit at the 2022 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.

RULES & REGULATIONS

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. Failure to comply with these rules and regulations shall constitute sufficient cause for the California Association of Health Facilities ("CAHF") to require the immediate removal of the exhibit or offending exhibitor. This may result in forfeiture of all fees paid and the opportunity to exhibit at future exhibitions sponsored by CAHF.

CAHF reserves the right, in its sole discretion, to reject any application by a potential Exhibitor to display or exhibit at the 2022 CAHF Expo. CAHF reserves the right to prohibit or evict any specific display or exhibit, or any part of a proposed display or exhibit, which it judges unsuitable, or in accordance with the best interests of CAHF. This includes persons, things, conduct, printed material, or anything of a character that CAHF determines to be objectionable to the exhibit. In the event of such restriction or eviction, CAHF is not liable for any refunds, rentals or other costs or expenses incurred by Exhibitor.

1. Installing and Dismantling of Exhibits

All exhibits must be fully installed by 1:00 pm on Monday, November 14. Space not occupied by 1:00 pm may be forfeited by the Exhibitor for use by CAHF without refund. No displays may be dismantled before the official closing of the exhibits at 1:00 pm on Tuesday, November 15. All exhibits must be fully dismantled and materials removed from the exhibit hall no later than 6:00 pm on Tuesday, November 15. 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 15.

2. Space Rental/Assignment

Reservations for exhibit space should be submitted online at www.cahf.org. CAHF will try to make assignments in the requested area(s) but cannot guarantee your preferred choices. Assignment of space by CAHF is considered accepted unless Exhibitor otherwise notifies CAHF in writing. CAHF makes no representations or warranties with respect to the demographic nature and/or number of exhibitors and/or attendees. Should CAHF be unable to fulfill space requested, it 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. 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 assigned booth space, nor permit any other party to exhibit therein. In other words, **no two or more Exhibitors or companies may share a booth.**

4. Cancellation

In the event an Exhibitor finds it necessary to cancel its participation in the 2022 CAHF Expo, 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. If an Exhibitor rents a booth, pays in full, but does not attend the 2022 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. In the event the expo is cancelled by CAHF, full refunds will be issued.

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 planned 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 reserves the right to require compliance and take corrective action if necessary, including potential eviction of the Exhibitor without refund.

6. Photography

Picture taking by other Exhibitors (with the exception of CAHF's official convention photography) is prohibited during set-up, dismantlement, 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. **Plan promotional drawings so attendees know the time(s) prizes will be given away.** A Booth Prizes bulletin 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 in the business of selling 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 beverages must purchase items from the Palm Springs Convention Center's exclusive caterer, Savoury's. **Call Lynne Toles, Director of Catering at (760) 322-8432 or email ltoles@palmspringscc.com for approval.**

9. Exhibit Personnel

Company roster will populate the Booth Personnel section of the Exhibitor Portal once booth has been paid in full. BOOTH PERSONNEL MUST BE CURRENT EMPLOYEES OF EXHIBITING 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 three (3) complimentary name badges will be furnished by CAHF. 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. **Badges DO NOT INCLUDE convention registration, meals or special events.** Convention registration can be purchased separately at a discounted rate.

10. COVID-19 Safety Protocols

CAHF requires all attendees and booth personnel to show proof that they are fully vaccinated or have a *negative COVID-19 PCR test within 72 hours of attendance (24 hours for antigen test). All individuals in attendance are required to wear face masks at all times while inside (except during meals). We will continually review this policy and may make changes at any time as circumstances dictate or allow.

*The following is acceptable for proof of negative COVID-19 test and results: PCR and antigen tests, including rapid tests, are all acceptable. **Test results must be from a test provider or laboratory** and show the patient's name, type of test performed, date of test and negative test result. Acceptable proof of a negative COVID-19 viral test result: a printed document (from the test provider or laboratory) showing test result or an electronic test result (email, text message, or mobile application record) displayed on attendee's phone or mobile device. **Self-administered rapid tests are not acceptable.**

11. 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.

12. 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.

13. Security

Official uniformed guards will be provided by CAHF beginning at 1:00 pm on Sunday, November 13, 2022 through move-out at 1:00 pm on Tuesday, November 15, 2022. However, Exhibitors are advised to carefully review the "hold harmless" agreement stated under the Liability section of the Rules and Regulations. **Each Exhibitor should have applicable theft insurance or accept the risk at its own expense.**

14. Liability

CAHF, host organizations, Palm Springs Convention Center, Renaissance Palm Springs Hotel, CAHF 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 incident to, arising from, or in any way connected with the Exhibitor's display. The Exhibitor shall indemnify and hold CAHF, the Palm Springs Convention Center, and each of their employees, directors, officers, agents, managers and representatives harmless against any such losses or damages. If any legal action is necessary to enforce the terms of these rules and regulations, the prevailing party shall be entitled to reasonable attorneys' fees in addition to any other relief to which he/she/it 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 or representatives. Nails, tacks, or screws must not be driven into walls, floors, or woodwork.

15. Force Majeure

Neither party shall be held responsible for delays or non-performance caused by activities or factors beyond its reasonable control, including without limitation, war, weather, pandemics, strikes, lockouts, fires, acts of God, terrorism, cancellation of the expo, or any other activities or factors beyond its control that makes it inadvisable, commercially impractical or impossible to hold the expo, whether similar or dissimilar to any of the foregoing. If the expo is cancelled through no negligence or malfeasance of Exhibitor, Exhibitor shall be entitled to a full refund of any booth fees paid.

16. 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 emailed in late September/early October. A manager of Innovative Expo will be on-site during installation and exhibit hours.

17. Exhibitor Appointed Contractors

Exhibitors utilizing Exhibitor Appointed Contractors ("EACs") agree to submit a completed Non-Official Contractor Form by October 14, 2022. 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 attorneys' 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.**

18. Union Regulations

To assist the Exhibitor in planning for the 2022 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 union 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.**

IMPORTANT DATES & HOTEL INFO

IMPORTANT DATES

September 30

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

Late September/Early October

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

October 7

Deadline for on-site program listing

October 14

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 15

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

November 4

Deadline for booth personnel name badges and purchasing convention registration and/or special event tickets (if applicable).

November 13

1:00 pm - 6:00 pm

Exhibitor Move-In

1:00 pm - 6:00 pm

Exhibitor Badge Pick-Up

November 14

10:00 am - 1:00 pm

Exhibitor Move-In

10:00 am - 4:30 pm

Exhibitor Badge Pick-Up

1:30 pm - 4:30 pm

Show Open with Happy Hour

Food and Drink Stations (NEW HOURS!)

November 15

8:30 am

Exhibitor Access

9:00 am

2023 Priority Placement (Online Only)

8:30 am - 1:00 pm

Exhibitor Badge Pick-Up

10:30 am - 1:00 pm

Show Open with Food Stations (NEW HOURS!)

Exhibitors may not begin to dismantle their exhibit display or materials before **1:00 pm** on Tuesday, November 15.

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

November 22

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: \$230 (single/double)

Cut-Off Date: 10/23/22

(760) 322-6000

HYATT PALM SPRINGS

285 N. Palm Canyon Drive
Palm Springs, CA 92262

CAHF Rate: \$172 (single/double)

Cut-Off Date: 10/23/22

(760) 322-9000

HILTON PALM SPRINGS RESORT

400 E. Tahquitz Canyon Way
Palm Springs, CA 92262

CAHF Rate: \$175 (single/double)

Cut-Off Date: 10/23/22

(760) 320-6868

CALENDAR THESE DATES!

FUTURE CAHF ANNUAL CONVENTIONS

Renaissance Palm Springs & the Palm
Springs Convention Center

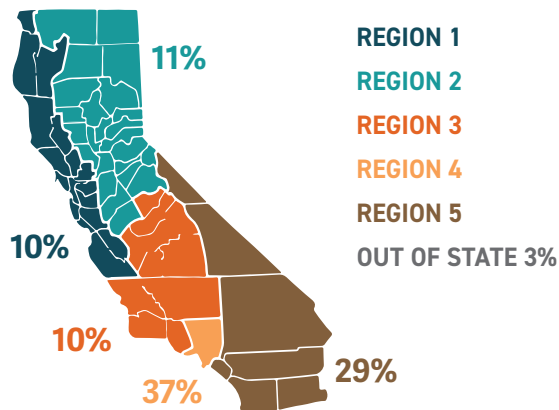
November 12-15, 2023

November 17-20, 2024



AUDIENCE PROFILE 2021

REGISTRATION BY REGION



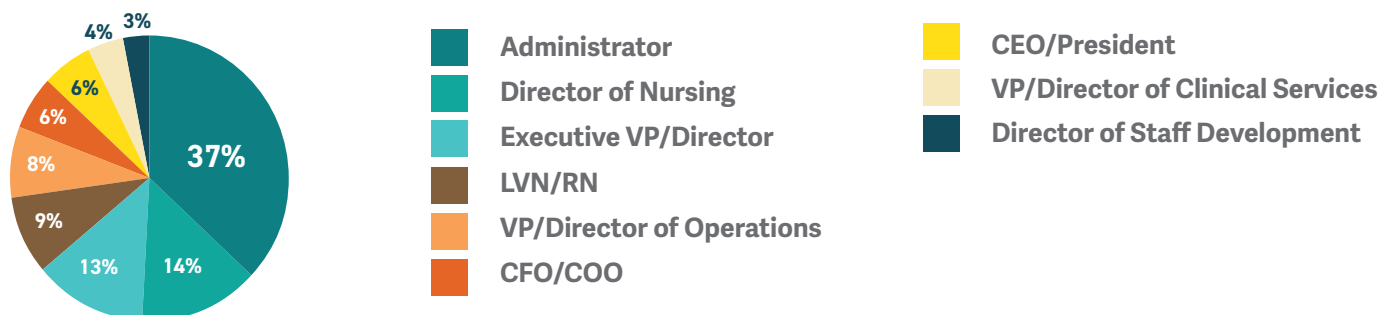
2021 Professional attendance (excludes exhibit personnel): 703*
2021 Total attendance (includes exhibit personnel): 1,273*
All data extracted from 2021 Palm Springs evaluations
*Numbers not representative of 2022 projected attendance



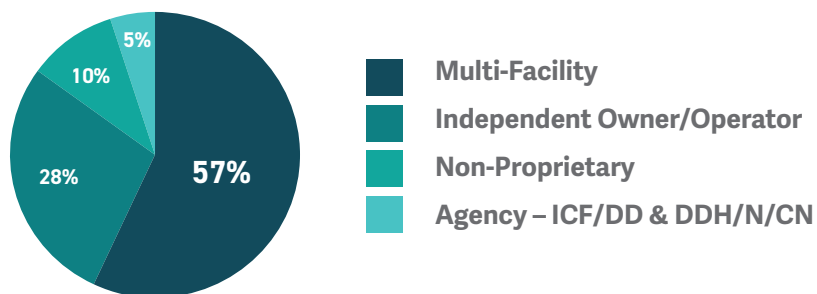
"CAHF is by far one of the leading skilled nursing associations in the country. They attract top executives to attend their statewide events because of the effectiveness of the association. If you want to meet key players in senior living in CA, CAHF is the place to be."

Tiffany Karlin
Principal, Healthcare Consulting
Wipfli
Irvine, CA

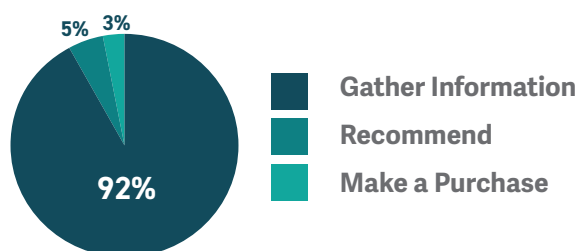
ATTENDEES BY PROFESSIONAL DISCIPLINE



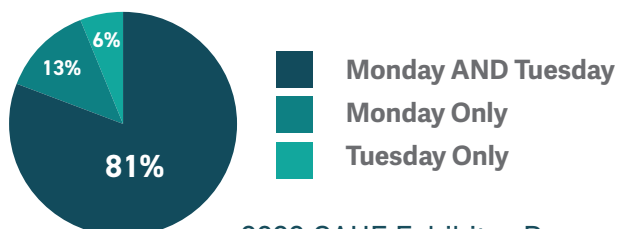
ATTENDEES BY MEMBER TYPE



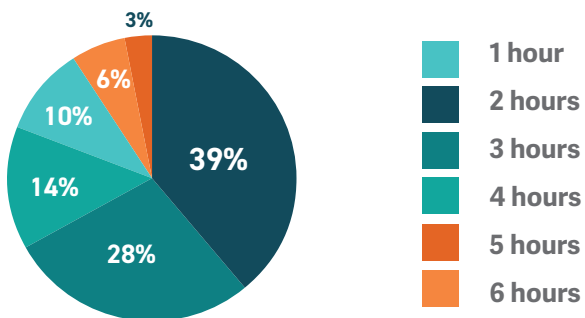
PURCHASING INFO



DAYS SPENT AT SHOW



HOURS SPENT ON SHOW FLOOR

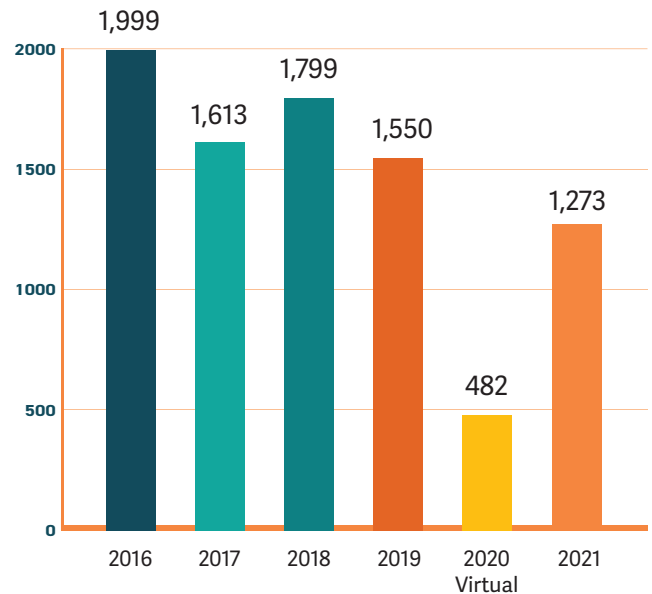


768 LEADS COLLECTED... AN AVERAGE OF 56 PER EXHIBITOR!*

**Numbers not representative of potential 2022 leads collected*

CONVENTION ATTENDANCE

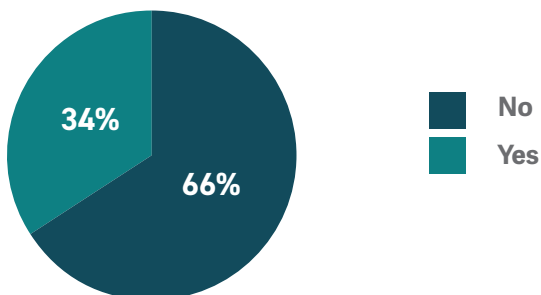
(INCLUDES EXHIBITING PERSONNEL)*



**Numbers not representative of potential 2022 projected attendance*



ATTENDANCE AT OTHER SHOWS



66% OF ATTENDEES ONLY PARTICIPATE IN THIS INDUSTRY SHOW



"Coming out of the COVID pandemic, and a virtual CAHF show in 2020, it was amazing to be back in person in 2021 and see our valued customers as well as potential new customers. Being a vendor at the show as we have been for over 30 years now, we look forward to some normality and a bigger and better show!!!"

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



EXPO MARKETING OPPORTUNITIES

PRE-SHOW TRAFFIC BUILDERS



EMERGING TECHNOLOGY NEW!

Got something new that can be shown in an interactive/experiential fashion? If so, **simply 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 2022.

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: \$1,500 per pkg of 30 floor clings

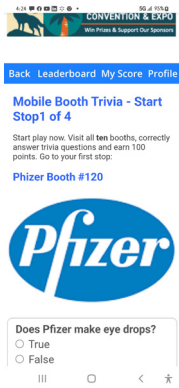
Sponsored by Dairy King Milk Farms



RANDOM ACTS OF KINDNESS NEW!

Surprise attendees and generate booth traffic! Attendees will be chosen at random to receive a special branded ticket. Tickets are then redeemed at your booth for either an Amazon or Starbucks gift card.

Various Sponsors: Choose your level! \$2,000 (100) \$10 Starbucks gift cards or \$3,500 (100) \$25 Amazon gift cards



MOBILE BOOTH TRIVIA NEW!

Attendees click a link to register and compete for prizes. Exhibitor supplies one question with multiple choice or true and false answers. Attendees must visit ALL ten (10) participating booths and correctly answer *each* trivia question. Attendees with the top five highest point totals will be eligible for cool prizes. Additional points are awarded for visiting various show floor activities and specialty areas.

Various Sponsors: \$650. Space is limited to (10) companies and available on a first-come, first-served basis.



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 eighteen (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 \$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.



BOOMERANG ANIMATED VIDEO BOOTH NEW!

(includes early space selection and recognition as a Patron of the Association – for members only)

Maximize your marketing potential with the latest technology in photo entertainment! Gather leads, create excitement with fun props and immersive branding and encourage guests to share their video on social media. **Attendees receive a special ticket and must visit your booth for validation to participate. Includes sponsor mobile trivia fun! Enhance this promotion by selecting your booth space near the video booth (see floor plan).**

EXCLUSIVE Sponsorship: \$5,000

AVAILABLE



HAVE A DRINK ON US!

Put the “happy” in happy hour by distributing complimentary adult beverage, water or soda tickets good for the first day of the show. **Participation promoted in on-site program and with booth signage.**

Various Sponsors: \$350 for 50 drink tickets



IN-BOOTH FOOD & BEVERAGE OFFERINGS

Encourage attendees to visit your booth by offering food and/or beverages on one or both days of the show. **Participation promoted via totebag insert.** Various Sponsors: Packages range from \$800 - \$1,800 and will be available in the Exhibitor Service Kit and convention website (late September/early October)



BARKA LOUNGE NEW!

(includes early space selection and recognition as a Patron of the Association – for members only)

Wagging tails, fluffy fur and unconditional love. Who wouldn't want to be associated with that? As attendees enter the lounge, stress will melt away and smiles will appear. Lounge features stress therapy dogs, handlers, scripted brand ambassadors, sponsor banner, survey collection via iPad survey kiosks and all necessary supplies. **Includes sponsor mobile trivia fun! Enhance this promotion by selecting your booth space near the lounge (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 Healthcare Resource Services

ON-SITE NAME AWARENESS



CONVENTION PROGRAM ADVERTISING

Advertise in the on-site convention program and reach your target market! Approximately 1,000 programs distributed. High resolution artwork in .pdf, .tif, .png or .jpg format is **due no later than October 7, 2022.**

Various Advertisers: \$800 per placement



SHOW ENTRANCE DJ NEW!

(includes recognition as a Patron of the Association – for members only)

Get everyone pumped for the big show! Our show entrance DJ will keep the beats coming one half hour before the show and during show hours each show day. **Includes sponsor mobile trivia fun and branded signage.**

EXCLUSIVE Sponsorship: \$5,000

AVAILABLE

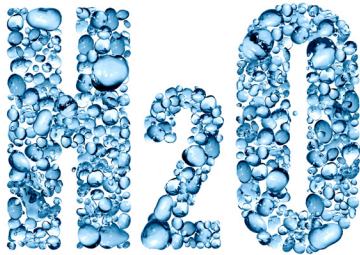


HAND SANITIZER ADVERTISING KIOSKS

Hand sanitizer is here to stay. Now more than ever, show attendees that their health is of the utmost importance. **Branded sanitizers** will be placed throughout the show floor.

EXCLUSIVE Sponsorship: \$3,500

Sponsored by interface rehab



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

Returning to the Flamingo Lounge is Galo Pacheco, vocalist and musician well known for his Los Angeles based "Acoustic Rock Parties," and who has written and recorded with David Foster, Jean Michele Byron (Toto), and Delious Kennedy (All4One). Galo has been fronting the house band for Harvey Levin's celebrity events since 2015 (TMZ - TV show), and can also be found performing solo on a weekly basis throughout Southern California.

EXCLUSIVE Sponsorship: \$3,000

Sponsored by the Orange County Chapter of CAHF

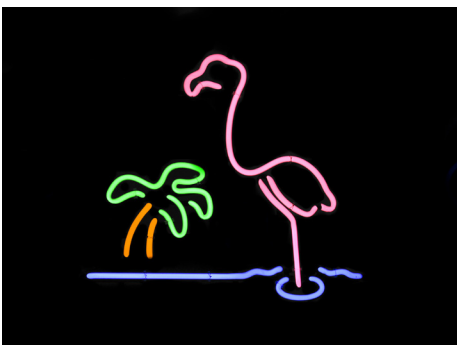


CAHFACHINO CAFÉ

Our popular specialty coffee service returns to the Flamingo Lounge. **Includes branded coffee sleeve** placed on beverage upon ordering and **sponsor mobile trivia fun**. Enhance this promotion by selecting your booth space near café (see floor plan).

EXCLUSIVE Sponsorship: \$3,500

Sponsored by South Pacific Rehab Services



FLAMINGO LOUNGE

(includes early space selection and recognition as a Patron of the Association – for members only)

Sponsor our main lounge -- a relaxing place to visit with colleagues, listen to live music or have a latte. **Includes décor, floral, branded lounge corners and sponsor mobile trivia fun**. Enhance this promotion by selecting your booth space near lounge.

EXCLUSIVE Sponsorship: \$5,000

Ancillary Provider Services & Skilled Nursing Pharmacy



BEVERAGE HUT

(includes early space selection and recognition as a Patron of the Association – for 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 and sponsor mobile trivia fun.

EXCLUSIVE Sponsorship: \$5,000

Sponsored by F & W Foodservices



MONDAY HAPPY HOUR MUNCHIES & MORE

(includes recognition as a Patron of the Association – for members only)

Provide some light fare and adult beverages for the first day of the show. Various 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

Sponsored by Meraki Rehab Partners



TUESDAY CHAT 'N CHEW FOOD STATIONS

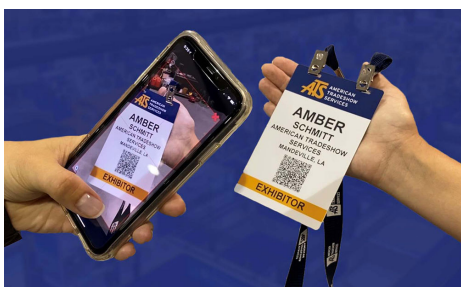
(includes recognition as a Patron of the Association – for members only)

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 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 email 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: email addresses included if provided by attendee at time of registration.**

Cost: included with booth

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



2021 EXHIBITORS

CAHF IS GRATEFUL TO THESE COMPANIES FOR THEIR SUPPORT AND PARTICIPATION IN THE 2021 EXPO!

ACADIA Pharmaceuticals
Accelerated Care Plus
Accushield
Advantage Surgical & Wound Care
Align Senior Care
AlixRx
Allied USA
Alta Hospital System
American HealthTech
American Medical Technologies (AMT)
AmeriWound
Ancillary Provider Services
Anderson Health Information Systems
Apex Medical Corporation
Apploi
Arthur J. Gallagher, Senior Living Practice (FNA Boldt Risk Management Solutions)
AstraZeneca Pharmaceuticals
Avanir Pharmaceuticals
Basic American Medical Products
Beecan Health
Brand New Day
Burger Rehabilitation
Cal401k & Facility Insurance
California Wound Healing Medical Group
Cardinal Health
care.ai
Cervey
CHE Behavioral Health Services
CMP Pharma
Commercial Connect TV
Compligent
Consolidated Billing Services
Consonus Healthcare
Dairy King Milk Farms
Davey Coach Sales
Draeger Medical Systems
Drive DeVilbiss Healthcare
Drylock Technologies
Edgewood Healthcare Advisors
Encore Rehabilitation Services
Essity HMS North America
F & W Foodservices
First Choice Mobile Radiology Services
First Quality Products
Fusion Medical Staffing
Gentell
Geri-Care Pharmaceuticals
GOJO Industries
Golden Age Dental Care
Greenwich Biosciences
Hansen Hunter & Co
Harmony Healthcare International
Hatch Compliance
HCSG
HD Supply Facilities Maintenance
Health Resource Services of Virginia Mason Franciscan Health
Healthcare Resource Services
HealthPRO Heritage
Hireology
HPSI Purchasing Services
Hub International
iN2L
Infinity Rehab
IntelyCare
interface rehab
Lippa Insurance Services
LTC Consulting
Lument
McKesson
Medico Healthcare Linen Service
Medline
Med-Plus Pharmacy LTC
MedSupply
Mix Solutions
MTMC
National Datacare
National Health Rehabilitation Physiatry
Navigator Group Purchasing
Nexus Therapy Management
Nutricia North America
ONR
Pacific West Pharmacy
Paycor
PES Enrollments
PharMerica
Pinnacle Quality Insight
PointClickCare
Premier Healthcare Staffing Solutions
Premier Pharmacy Services
Prodigy Rehab Group
Quest Healthcare, A Division of Quest Products
Quick Recovery
Red Tape Advisors
Rehaste Harvey Wilson & Salamoff
Reliant Rehabilitation
Repticity
RESTORE Skills
RingRx
Select Rehabilitation
Shomer Insurance Agency
Silver Med Healthcare
SimpleLTC
SimplyThick
Skilled Nursing Pharmacy
Skilled Wound Care
Smith & Nephew
SNF Management
SNF Payroll & HR
SNF Wound Care
So CA Association of Activity Professionals
Sound Physicians
Spectrum Medical
SRX
STAR Pharmacy
Sternshein Legal Group
Strategic Healthcare Programs
SunPharma
Synergy Healthcare Resources & Solutions Group
TekTone Healthcare Communications
Teva Pharmaceutical Industries
The Joint Commission
The Wipery
TKO Medical
Town & Country Diagnostics
TRIDENTCARE
Urovant Sciences
Vertex Healthcare Solutions
VIC the PICC
VirtuSense
VITAS Healthcare
VOHRA Wound Physicians
We Care Psychology Affiliates
Wipfli/Mueller Prost
Wound Healing Care Specialists
Xchive Business Intelligence

**You'll be in good company when you exhibit at the
2022 CAHF Expo!**

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