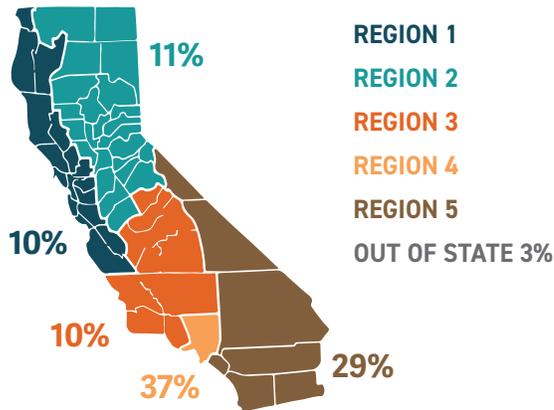


AUDIENCE PROFILE 2021

REGISTRATION BY REGION



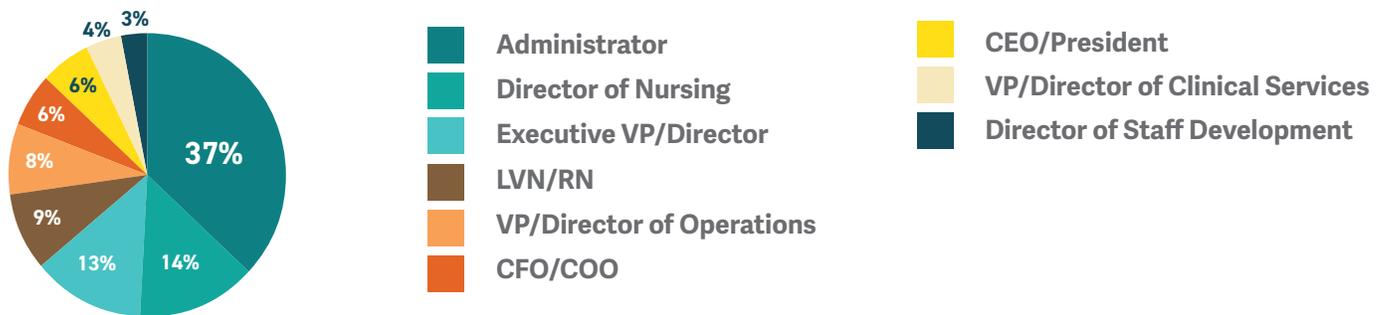
2021 Professional attendance (excludes exhibit personnel): 703*
 2021 Total attendance (includes exhibit personnel): 1,273*
 All data extracted from 2021 Palm Springs evaluations
 *Numbers not representative of 2022 projected attendance



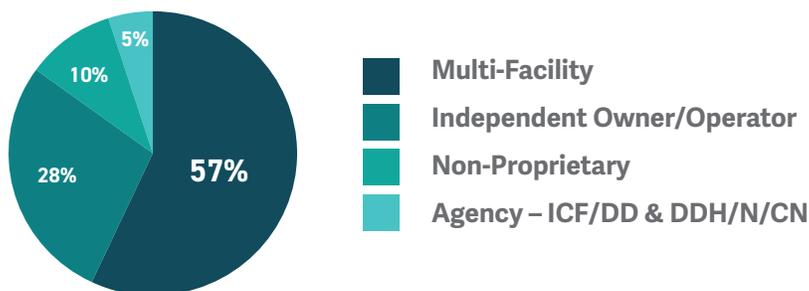
"CAHF is by far one of the leading skilled nursing associations in the country. They attract top executives to attend their statewide events because of the effectiveness of the association. If you want to meet key players in senior living in CA, CAHF is the place to be."

Tiffany Karlin
 Principal, Healthcare Consulting
 Wipfli
 Irvine, CA

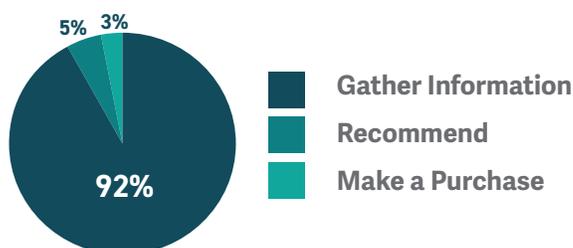
ATTENDEES BY PROFESSIONAL DISCIPLINE



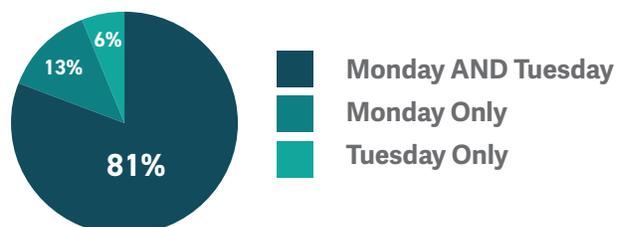
ATTENDEES BY MEMBER TYPE



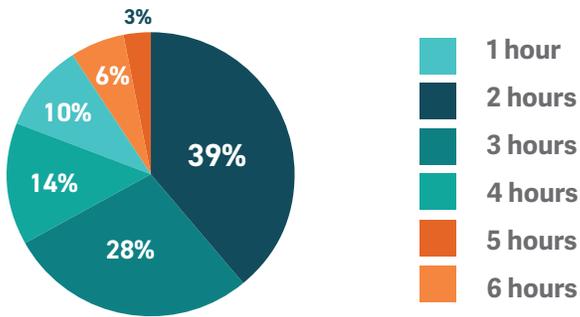
PURCHASING INFO



DAYS SPENT AT SHOW



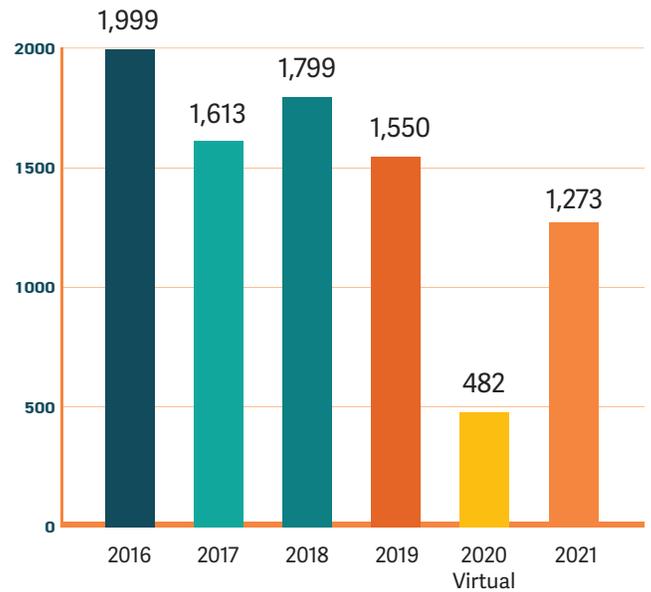
HOURS SPENT ON SHOW FLOOR



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

*Numbers not representative of potential 2022 leads collected

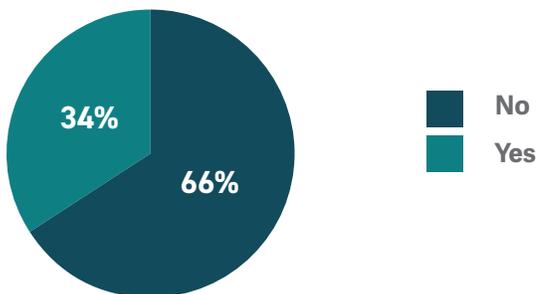
CONVENTION ATTENDANCE (INCLUDES EXHIBITING PERSONNEL)*



*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 normalcy and a bigger and better show!!!"

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

