

CAHF 2025 ANNUAL EXPO EXHIBITOR PROSPECTUS & OUTREACH OPTIONS

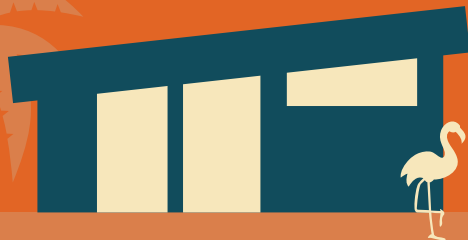
Trade Show Executive's
**NEXT
50** Honored as one of the
50 Fastest-Growing
Shows of 2024

YOUR INVITATION TO EXHIBIT
PALM SPRINGS - NOVEMBER 17 & 18

LEGACY PARTNER



PREMIER PARTNERS



97%

of attendees would
recommend the CAHF
Expo to others

77%

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

64%

of attendees make this the
only long-term care show
they attend

*2024 STATS

WELCOME TO THE 2025 CAHF EXPO

As a key provider of products and/or services in the long-term care marketplace, this is an event you simply can't afford to miss! More than 1,400 professionals in the long-term care sector gather annually at this premier California event.

ATTENDEE SNAPSHOT*

- 58%** are from a multi-facility
- 43%** rate the show as "excellent"
- 37%** are administrators
- 34%** are from surrounding areas in Long Beach/South Bay, Los Angeles, Pasadena/San Gabriel & San Fernando Valley
- 33%** spend three hours on the show floor
- 22%** are independent owner operators



EXHIBITOR SNAPSHOT*

- 71%** said the CAHF Expo met their expectations
- 27%** 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 **five out of seven**

**Data derived from 2024 evaluations*

IMPORTANT CONTACTS



SHOW CONTACT

Sherry Hall, CEM
Meeting Coordinator/Expo Manager
California Association of Health Facilities

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

INNOVATIVE EXPO 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 17

Show Open with Drinks & Snacks

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

Tuesday, Nov 18

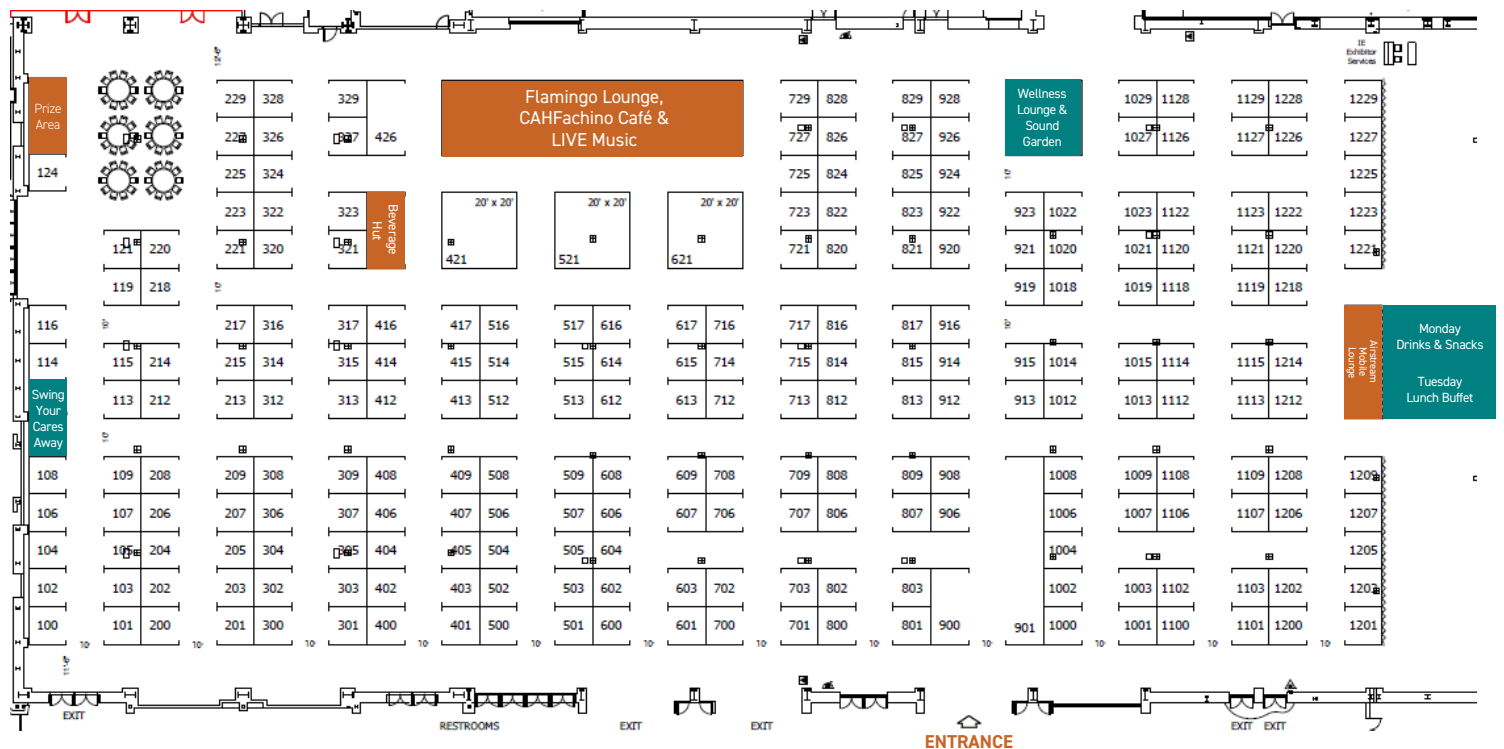
Show Open with Lunch Buffet

10:00 a.m. - 1:00 p.m.



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 4-panel drape (white, gold, hunter green & white) and existing exhibit hall carpet (light gray, light blue & dark gray)***
- **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 providing booth is paid in full and booth personnel are registered
- **Six (6) hours of "dedicated" exhibit time**
- **Two (2) Beverage Hut tickets with each booth personnel badge**
- **Two (2) Monday drink tickets with each booth personnel badge**
- **Monday snacks**
- **Tuesday Lunch Buffet with early access express line**
- 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**

NOT A MEMBER? JOIN TO SAVE \$1,800

Increase business and build long term relationships by becoming a CAHF Associate Member. For membership information, visit www.cahf.org or email Dominique Mask, Membership Coordinator at dmask@cahf.org

2025 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, May 12 at 10:00 am PST

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

SPACE RELEASE #2

Starting Monday, May 19 at 9:00 am PST

2024 exhibitors who submitted a 2025 Priority Placement deposit prior to February 28, 2025

SPACE RELEASE #3

Starting Monday, June 9 at 10:00 am PST

Associate Members

SPACE RELEASE #4

Starting Monday, June 16 at 10:00 am PST

2024 non-member exhibitors

SPACE RELEASE #5

Starting Monday, June 23 at 10:00 am PST

New & returning exhibitors



BOOTH RESERVATIONS

Password and link to access the exhibit space contract and make booth selections will be emailed according to the above schedule. If not currently in our database, please send an email to Sherry Hall at shall@cahf.org with your company contact information and website address. This assures you will be added to either Release #5 or if interested in CAHF Associate Membership, Release #3.



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 26, 2025	\$150 administrative fee
September 27 to October 17, 2025	50% of total booth cost
October 18 to November 18, 2025	100% of total booth cost*

**There will be no refund for exhibitors who for any reason do not exhibit at the 2025 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 26

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

OCTOBER 17

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 18

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

NOVEMBER 7

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

NOVEMBER 16

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

Exhibitor Move-In & Badge Pick-Up

NOVEMBER 17

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 Drinks & Snacks

NOVEMBER 18

8:00 a.m.

2026 Priority Placement Opens (Online Only)

8:00 a.m. - 10:00 a.m.

Exhibitor Access

8:00 a.m. - 1:00 p.m.

Exhibitor Badge Pick-Up

10:00 a.m. - 1:00 p.m.

SHOW OPEN with Lunch Buffet

Exhibitors may not begin to dismantle their exhibit display or materials before **1:00 p.m.** on Tuesday, November 18

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

NOVEMBER 25

Final list of verified attendees emailed to exhibitors

HOTEL INFO

Renaissance Palm Springs (HOST HOTEL)

888 Tahquitz Canyon Way
Palm Springs, CA 92262
CAHF Rate: \$244
Cut-Off Date: 10/27/25
(760) 322-6000

Hilton Palm Springs Resort

400 E. Tahquitz Canyon Way
Palm Springs, CA 92262
CAHF Rate: \$195
Cut-Off Date: 10/27/25
(760) 320-6868

hotelZOSO

150 S. Indian Canyon Dr.
Palm Springs, CA 92262
CAHF Rate: \$199
Cut-Off Date: 10/27/25
(760) 325-9676



CALENDAR THESE DATES!

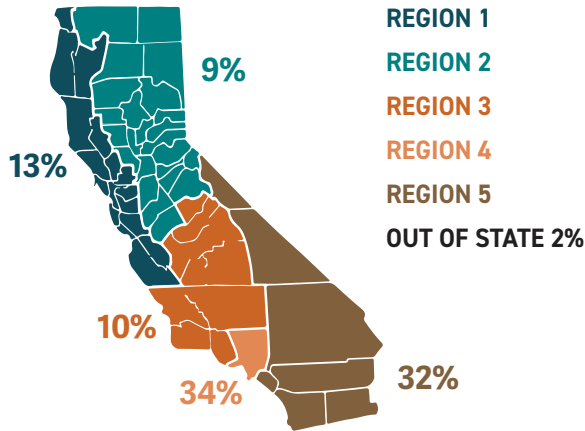
FUTURE CAHF ANNUAL CONVENTIONS
Renaissance Palm Springs & the Palm Springs
Convention Center

November 15-18, 2026

November 14-17, 2027

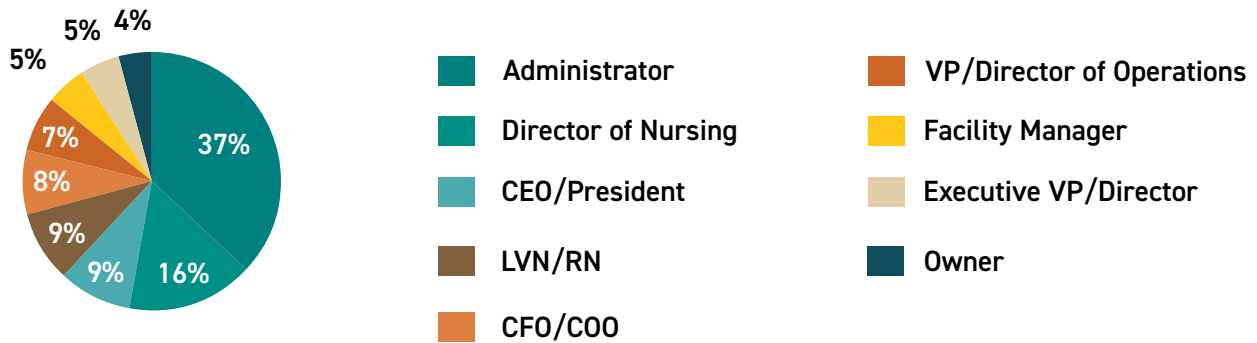
AUDIENCE PROFILE 2024

REGISTRATION BY REGION

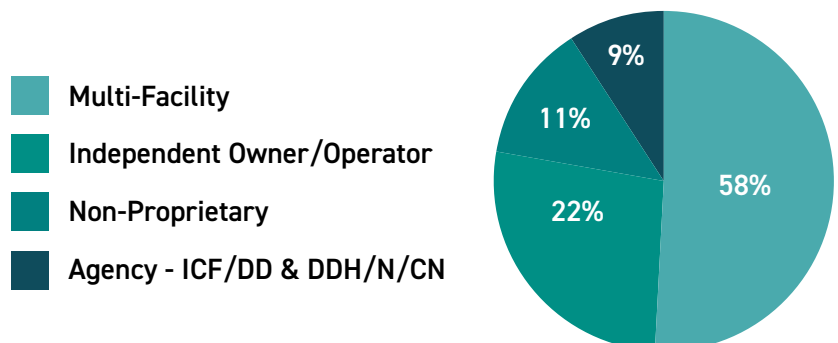


2024 Professional attendance (excludes exhibit personnel): 774*
 2024 Total attendance (includes exhibit personnel): 1,444*
 *All data extracted from 2024 Palm Springs evaluations

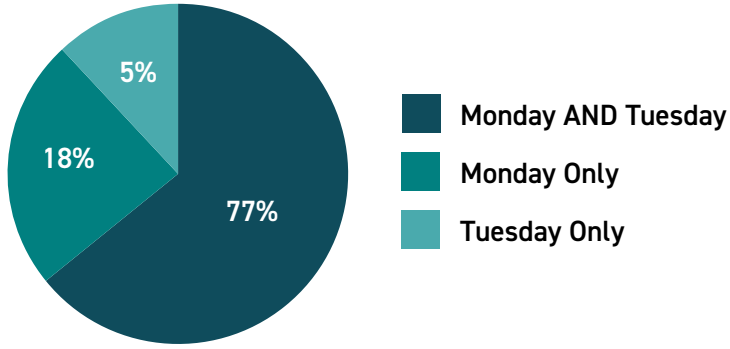
ATTENDEES BY PROFESSIONAL DISCIPLINE



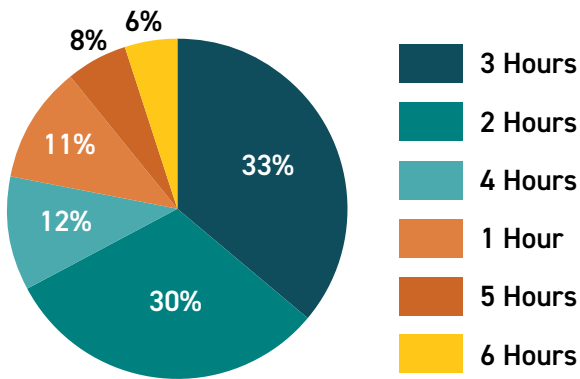
ATTENDEES BY MEMBER TYPE



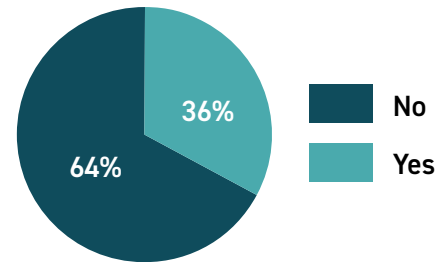
DAYS SPENT AT SHOW



HOURS SPENT ON SHOW FLOOR

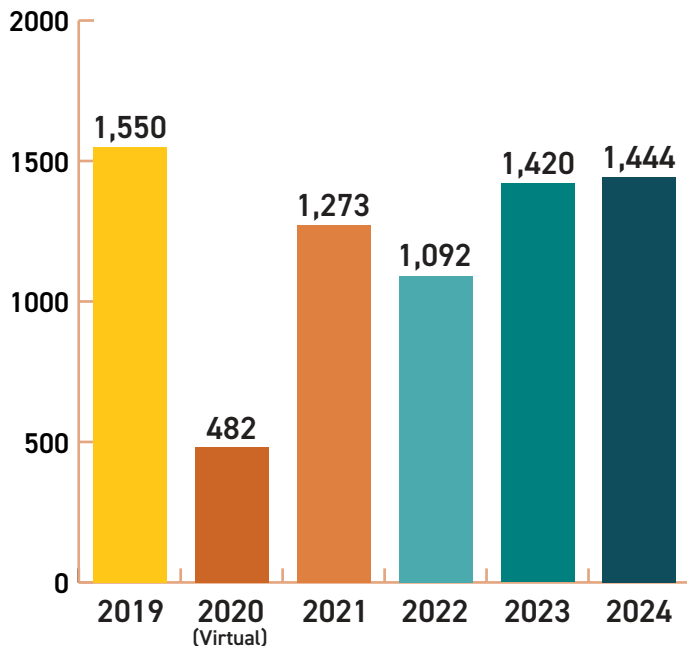


ATTENDANCE AT OTHER SHOWS



64% OF ATTENDEES MAKE THIS THE ONLY LONG-TERM CARE SHOW THEY ATTEND

CONVENTION ATTENDANCE (INCLUDES EXHIBITING PERSONNEL)



EXPO OUTREACH OPTIONS

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 and app plus special floor decal for front of booth will promote your participation.

Cost: \$275



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. List will be sent to booth contact providing booth is paid in full and booth personnel are registered.

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 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 your prize announcement cards.

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



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: \$2,500 per pkg of 30 floor clings



WELLNESS LOUNGE & SOUND GARDEN **NEW!**

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

Associate your brand with wellness and attendee care! Equipped with massage chairs and a waiting area with comfortable seating and foot massage units, the lounge will provide attendees with a welcomed break. Licensed massage therapists will offer short, targeted sessions focusing on the neck, shoulders, back, and hands. Attendees will also be provided with wireless headsets complete with rejuvenating music. Sponsorship includes branded 10 ft x 20 ft backwall. 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



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!

VARIOUS Sponsors: \$3,450 (member); \$5,250 (non-member)

See online interactive floor plan for designated booths. Space is limited and available on a first-come, first-served basis.



END OF SHOW MEGA CASH GIVEAWAY

Be part of our largest prize giveaway! Attendees receive a special card and must visit your booth for validation. Once validated, attendees drop card 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

ON-SITE NAME AWARENESS



SWING YOUR CARES AWAY NEW!

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

Create a one-of-a-kind branded relaxation space where attendees unwind, connect, and engage—all while experiencing your brand in a unique, memorable setting. Sponsorship includes branded 10 ft x 20 ft backwall, branded swings, branded plantable coasters and opportunity to distribute promotional materials in the lounge. Enhance this promotion by selecting your booth space near the lounge (see floor plan). Align your brand with relaxation, innovation, and connection!

EXCLUSIVE Sponsorship: \$5,000



SHOW ENTRANCE DJ

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

Promote your company and booth location to all who enter the show! With over a decade in high-end events, Tim Lacatena has DJ'd for Super Bowl LVII, Google, Gucci, BMW, Adidas, IBM Think 2024, New Orleans Jazz Fest (Sazerac House), NEOM Saudi Arabia, Dreamforce, The Emmys, and opened for Alanis Morissette as DJ/saxophonist. Music starts one half hour before the show opens and continues during show hours each day. Includes high-visibility branded 80" x 40" counter located at the show entrance. Amplify your brand's reach!

EXCLUSIVE Sponsorship: \$5,000



HYDRATION STATIONS

Thirsty attendees will thank you when they refresh themselves at any of the seven (7) 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



LIVE ENTERTAINMENT

Making a return engagement to the Flamingo Lounge and roaming the hall will be Colombian-born singer/songwriter/producer Keith Chagall. Keith's exotic blend of Latin tropical rhythms, classic pop and Spanish guitar driven vocals provide the perfect vibe for all in attendance. 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 10 ft x 20 ft backwall.

EXCLUSIVE Sponsorship: \$3,500



CAHFACHINO CAFÉ

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

EXCLUSIVE Sponsorship: \$3,500



AIRSTREAM MOBILE LOUNGE **NEW!**

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

Sponsor this chic lounge area that beckons guests to relax and unwind. With plush furnishings, ambient lighting, music and a welcoming atmosphere, this mobile lounge becomes the perfect retreat by creating an oasis of comfort within the busyness of the show floor. Sponsorship includes branded signage, furnishings, interior backwall graphic, branded coasters and opportunity to distribute promotional materials in the lounge. Enhance this promotion by selecting your booth space near the lounge (see floor plan). Seize this unique opportunity to showcase your brand in a sophisticated, high-visibility setting that enhances attendee engagement!

EXCLUSIVE Sponsorship: \$5,000



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 (see floor plan).

EXCLUSIVE Sponsorship: \$5,000



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 near the Beverage Hut (see floor plan). Includes branded signage and branded drink tickets.

EXCLUSIVE Sponsorship: \$5,000



MONDAY DRINKS & SNACKS

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

Provide some light fare and adult beverages on the first day of the show. Attendees will appreciate the opportunity to grab a quick bite and unwind. Includes branded signage and branded drink tickets.

EXCLUSIVE Sponsorship: \$5,000



TUESDAY LUNCH BUFFET

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

The return of our seated lunch provides good grub and a way for those in attendance to get off their feet and relax with their peers. Rejuvenate attendees for touring the exhibits on this final day of the show! Includes branded signage.

EXCLUSIVE Sponsorship: \$5,000



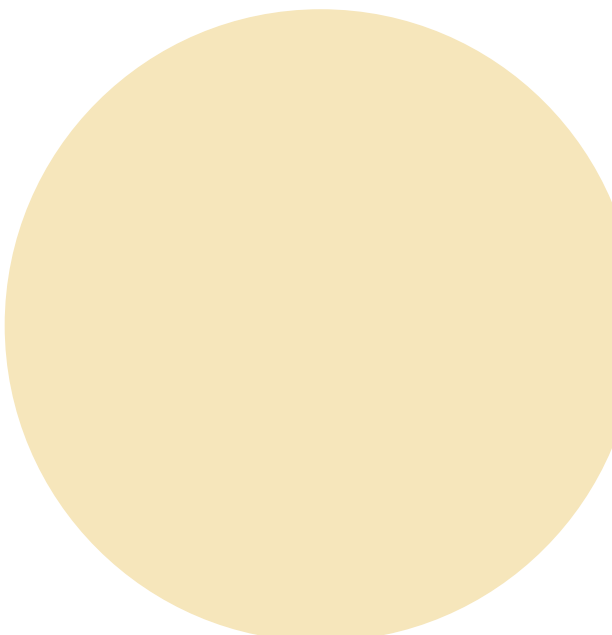
EXPO HALL WI-FI

Includes 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



ON-SITE ROI



BADGE SCANNING

Get the most out of your investment! Utilize your personal device with the ATS (American Tradeshow Services) LeadsPlus™ App. It's compatible with iPhone®, iPad® and Android® phones. No network connectivity is necessary for scanning badges. App includes custom qualifiers, note-taking capabilities, and real-time lead management software. Leads upload in real-time with internet availability. The option for a wireless handheld scanner will also be available. **Attendees will receive an email with exhibitors visited and link to each company website.**

Remember... capturing leads are not limited to exhibit hours and your booth space. Attendee badges can be scanned at networking events, during sessions or even chance encounters in the hallways. ATS 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: \$150 (Order form provided in the Exhibitor Service Kit available late August)

POST-SHOW ROI



ATTENDEE LIST

Why exhibit if you don't follow up? Thank attendees for visiting your booth and the show. List emailed November 25.

Cost: included with booth

2024 EXHIBITORS

CAHF extends its gratitude to the following companies for their support and participation in the 2024 expo!

180 Health Services
A1 American
ACADIA Pharmaceuticals
Accelerated Care Plus
Advantage Surgical & Wound Care
Affiliated Dialysis California
AHCA
ALCO Sales & Service Company
AlixarX
Allied USA
Alta Hospital System
AmeriWound
Ancillary Provider Services
Answer Care
Applio
ARKRAY USA
AssuredPartners
Athena Healthcare Products
Back2Life Pain Management
Boosted Analytical Services
BradyPLUS
Braun Linen Service
Brio Clinical
BSD Builders
California Wound Healing Medical Group
Cardinal Health
Care Partners Medicine
Carefeed
CareLinx by Sharecare
CBIZ
Cleanwaste Medical
Clearpol
CMP Pharma
Commercial Connect TV
Compliagent
Consolidated Billing Services
Consonus Healthcare
Crescent Wound Care
Crocus Medical
Curitec
Dairy King Milk Farms
Davey Coach
Dean Distributors
Direct Supply/TELS
Donovan-Tift Consulting
Drive DeVilbiss Healthcare
Drylock Technologies
Eide Bailly
Embrace Progressive Therapy
Emerald Supply
ESHYFT



Essity HMS North America
Essity Professional Hygiene
F & W Foodservices
First Choice Mobile Radiology Services
Gallagher
Gentell
Golden Age Dental Care
Graham-Field
Hansen Hunter & Co/Axiom
HD Supply Facilities Maintenance
Healthcare Interactive
Healthcare Services Group
HealthPRO Heritage
HPSI Purchasing Services
HUB International
Incite Strategic Partners
Independent Living Systems
Infinium Healthcare
Innova Health
Innovative Products Unlimited
Integra Scripts
Interactive Medical Systems
interface rehab
ISN Global Enterprises
Java Group Programs
Joerns Healthcare
K & T Diagnostic
KENT PRECISION FOODS GROUP
Kevala
KEY MEDICAL SUPPLY & CORE GPO
King Medical Supply
Lippa Insurance Services
LTC Consulting
MatrixCare
MCKEE FOODS CORPORATION



McKesson
 MealSuite
 Med One Group
 MedElite
 Medi-Cal Consulting Services
 Medico Healthcare Linen Services
 Medline
 MedSupply
 MedTrainer
 Megadata Health Systems
 Mix Solutions
 MTMC
 Myndfull Care
 National Datacare
 Navigator Group Purchasing
 Net Health
 Neurocrine Biosciences
 NewPoint Real Estate Capital
 Nursa
 ObservSMART
 Omni Wound Physicians
 Omnicare
 Open Healthcare US
 Otsuka America Pharmaceutical
 Pacific Therapy Management
 Pacific West Pharmacy
 Pharmacy Data Solutions
 PharMerica
 Phoenix Textile Corporation
 Pivotal Consulting Services
 PointClickCare
 Polaris Pharmacy Services
 Powerback Rehabilitation
 Precision Pain and Rehabilitation Management
 Premier | Innovatix
 Prime Care Technologies
 Prime Source
 Prodigy Rehabilitation Group
 Quality Care Health Foundation
 Quality Management Solutions

Quick Recovery
 Red Tape Advisors
 Reliant Rehabilitation
 Relic Care
 Reside Admissions
 Retractable Technologies
 RF Technologies
 SAIVA AI
 SchedulePop
 Schraders' Medical Supply
 Senior Sign
 Shamrock Foods
 Shoes For Crews
 Shomer Insurance Agency
 SimpleLTC
 Sinai Labs
 SisuCare Education
 Skilled Nursing Pharmacy
 Skilled Wound Care
 Smartlinx
 Smith & Nephew
 SNFclinic
 SNF Payroll & HR
 SNF Wound Care
 Sonoma Pharmaceuticals
 South Pacific Rehab
 Southern CA Association of Activity Professionals
 Span, a division of Savaria
 Sternshein Legal Group
 Strategic Healthcare Programs
 Sumitomo Pharma America
 SunPharma
 SUPPLYLINE
 Tapestry Health
 TekTone Healthcare Communications
 TELS/Direct Supply
 Teva Pharmaceutical Industries
 Total Contact Prosthetics and Orthotics
 TrackNow
 TRIDENTCARE
 TwinMed
 UCI Health
 UI Medical
 Unitek Learning
 Viatrix
 VIC the PICC
 VistaRx
 VOHRA Wound Physicians
 Wellell America Corp
 WellSky
 Wilson Salamoff
 Wipfli
 wissner-bosserhoff (LINET Americas)
 Wound Healing Care Specialists

**Join a vibrant community of industry
 professionals at the 2025 CAHF Expo!**

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

916-441-6400
www.cahf.org

