

CAHF 2025 Annual Convention and Expo Sponsorship Prospectus

Renaissance Palm Springs & Palm Springs Convention Center

November 16 – 19



YEAR ANNIVERSARY



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Introduction

The California Association of Health Facilities (CAHF) invites you to join us as a valued partner for the CAHF 2025 Annual Convention and Expo, taking place on November 16–19, at the Renaissance Palm Springs Hotel. As CAHF's largest and most influential gathering of the year, this event brings together long-term care professionals from across the state for four days of dynamic education, meaningful networking, and industry-leading insights all set against the stunning desert backdrop of Palm Springs.

The Annual Conference is the premier platform to showcase your company's commitment to quality care and innovation in California's long-term care landscape. Sponsors receive high-visibility recognition through onsite signage, digital marketing, and real-time acknowledgments. Select sponsorships offer enhanced engagement through exhibit opportunities, branded materials, speaking roles, and exclusive access to pre- and post-event attendee lists.

We're also excited to continue using RFID-enabled name badges, allowing for automatic session tracking, streamlined CE compliance, and a smoother overall attendee experience. RFID sponsors will be prominently featured at access points throughout the venue - positioning your brand at the intersection of technology and excellence in care.

Your support is critical - not only to the success of the conference, but to CAHF's mission of supporting high-quality services for California's most vulnerable populations.

We encourage you to explore the sponsorship opportunities included and confirm your participation early to maximize your visibility. If you have creative ideas for how your company would like to engage, we welcome the opportunity to collaborate.

Thank you for your commitment to the long-term care community. We look forward to connecting with you in Palm Springs!



Kelly Rocha

CAHF Director of Meetings and Member Services



Hotel Information

📍 Location

Renaissance Palm Springs Hotel
888 E. Tahquitz Canyon Way
Palm Springs, CA 92262

The special CAHF room rate is \$244 single/double, plus taxes and fees.

📍 Sponsorship Benefits

CAHF is happy to offer new sponsorship opportunities for this upcoming conference.

[Book Your Room Here](#)

Diamond Sponsor

➔ Premier Partner – \$10,000

➔ Premier Sponsor for the Annual Convention

➔ Three Available

As a Diamond Premier Partner, your company will receive premium recognition across all event materials, including:

- Opportunity to provide or sponsor a speaker (CAHF speaker guidelines apply)
- Introduction for General Session speaker to provide a five minute company presentation
- One complimentary 10x10 booth at the Expo (selection in Group 1)
- Two complimentary convention registrations (for sponsoring company only)
- Room host for one breakout session of your choice for a full day
- Sponsor provided promo piece in designated hosted breakout room
- Signage inside and outside of the designated hosted breakout room
- Recognition ribbon for all attendees from your company
- Pre- and post-convention attendee list
- Logo placement on event materials
- Logo and hyperlink on event website
- Public and verbal recognition
- Recognition award presented at the 2nd House of Delegates session



Sponsorship Levels

➔ Platinum Sponsor – \$8,000

➔ Exclusive Wi-Fi Sponsor (Renaissance Hotel Only)

Set your brand apart by becoming the Wi-Fi sponsor at the 2025 CAHF Annual Convention. With your name featured on the login screen and throughout event materials, you'll be at the center of every connection, both digital and personal. It's a unique opportunity to gain visibility and support a seamless experience for all our attendees as they navigate the event.

As the Platinum Sponsor, you will have exclusive branding of the Renaissance Hotel Wi-Fi. In addition to exclusive branding of the Wi-Fi, you will also receive:

- One complimentary 10x10 booth at the Expo (selection in Group 1)
- Logo and hyperlink on event website
- Company logo on signage at the event
- Pre- and post conference attendee list
- Two complimentary convention registrations (for sponsoring company only)



Introducing RFID Scanning



Automatic
Attendance
Tracking

Improved
Accuracy and
Integrity

Real-Time Data
Collection

Efficient CE
Credit Allocation

RFID Scanning for CEs

Integrating RFID (Radio Frequency Identification) technology into attendee name badges provides a seamless and reliable method for tracking session attendance during conferences, especially when participants are seeking continuing education (CE) credits. Here's how it works and why it's effective:

➔ Automatic Attendance Tracking

RFID-enabled badges automatically register when attendees enter and exit specific session rooms equipped with RFID readers. This eliminates the need for manual check-ins or paper sign-in sheets, ensuring accurate time-stamping of participation.

➔ Improved Accuracy and Integrity

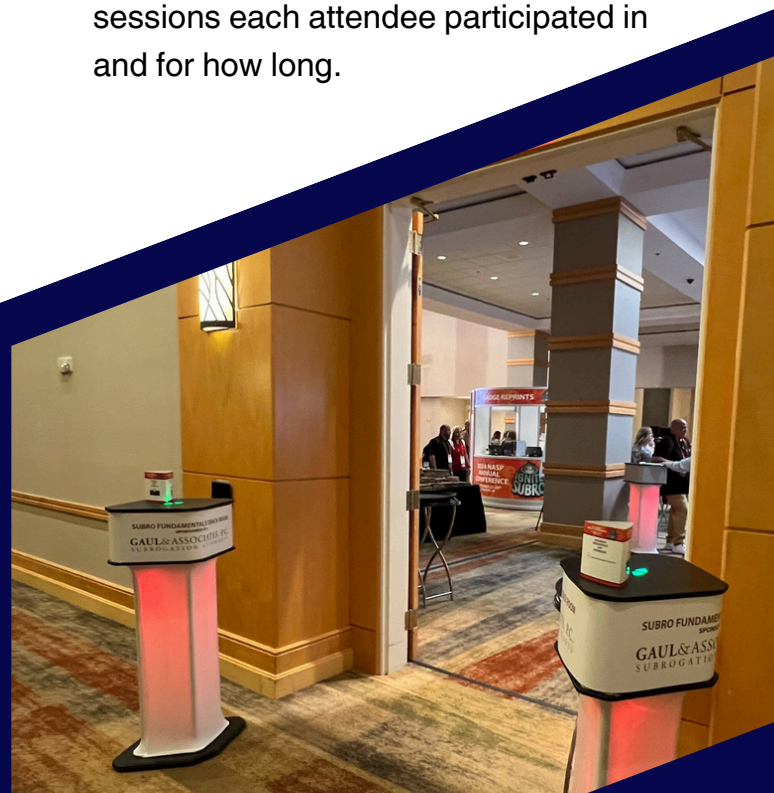
Since RFID tracking is automated and cannot be easily manipulated, it helps maintain the integrity of attendance records. This is particularly important for regulatory compliance and audit purposes for CE certification.

➔ Real-Time Data Collection

Organizers can monitor attendance in real time, allowing for better session management and instant verification of CE eligibility. This is especially useful for large conferences with multiple breakout sessions happening simultaneously.

➔ Efficient CE Credit Allocation

After the event, RFID data can be used to generate accurate reports of which sessions each attendee participated in and for how long.



RFID Sponsorships

NEW!

➔ RFID Session Scanning (General Session) Sponsor – \$5,000

➔ Exclusive sponsor for tracking continuing education at the General Sessions

As part of our commitment to providing a seamless conference experience, we're integrating RFID-enabled name badges to automatically track session attendance for Continuing Education (CE) credits. This cutting-edge technology ensures accurate, real-time attendance data, simplifies compliance for accreditation bodies, and prevents fraud, all while enhancing the attendee experience. Sponsors will have the opportunity to align their brand with innovation and efficiency, while contributing to a streamlined and professional CE credit process that supports both attendees and event organizers.

As a RFID Session Scanning sponsor, you will receive the following:

- Company logo surrounding the top of each RFID portal
- Company name and hyperlink on event website

NEW!

➔ RFID Session Scanning (Breakout Session) Sponsor – \$4,000

➔ Sponsor for tracking continuing education at the Breakout Sessions

➔ Four Available

As a RFID Session Scanning sponsor, you will receive the following:

- Company logo surrounding the top of each RFID portal
- Company name and hyperlink on event website

Sponsorship Levels

➔ Gold Patron – \$5,000

➔ Three Available

As a Gold Patron, you will receive recognition as a Patron of the Association (members only) at our annual House of Delegates session in addition to the following:

- Sponsor one breakout session, including speaker introduction and five minute company presentation
- One complimentary convention registration (for sponsoring company only)
- Recognition ribbon for all attendees from your company
- Pre- and post-convention attendee list
- Company name placement on event materials
- Company name and hyperlink on event website
- Public and verbal recognition
- Recognition award presented at the Second House of Delegates session



Specialty Sponsorships

NEW!**Check-In Kiosk Sponsor – \$4,000***Sponsor for the check-in kiosk provided by AMS Technology*

Our kiosk flow simplifies the entry process by eliminating lines while setting the tone for a memorable event experience.

**Early Morning Run/Walk Sponsor – \$3,000***Exclusive Wellness Sponsor*

Company logo on water bottles
Pre- and post conference attendee list
Company name and hyperlink on event website

Silver Patron – \$1,000*Twelve Available*

Company name placement on event materials
Company name and hyperlink on event website
Recognition at convention
Recognition ribbon for all attendees from your company

**Crystal Patron – \$500***General Event Supporter*

Recognition at convention
Recognition ribbon for all attendees from your company

Sapphire A La Carte Sponsorships

all sponsorships include pre- and post attendee list

⊕ Opening Keynote Speaker	\$10,000	⊕ Tuesday Night Entertainment	\$8,000
⊕ Closing Keynote Speaker	\$10,000	⊕ Confirmation Email	\$2,000
⊕ Sunday Night Specialty Bar	\$7,000	⊕ Tuesday Night Champagne Toast	\$2,000
⊕ Sunday Night Entertainment	\$2,000	⊕ Badge & Lanyard	\$6,000
⊕ Associate Council Meeting Snack	\$3,000	⊕ Photographer	\$5,000
⊕ Renaissance Key Cards	\$3,500	⊕ Continental Breakfast*	\$4,000
⊕ Facility Super Stars Giveaway	\$3,500	⊕ Emailed Confirmations	\$1,000

**Three Available*

Sapphire A La Carte Sponsorships

all sponsorships include pre- and post attendee list

➔ Opening Keynote Speaker – \$10,000

Become the exclusive sponsor of the Opening Keynote Speaker, the first major event of the conference. Your company will be recognized in the opening remarks and throughout the keynote session, providing your brand with maximum visibility to all attendees at the start of the conference.

➔ Closing Keynote Speaker – \$10,000

The closing keynote is one of the most impactful moments of the entire conference, and as the sponsor, your company will be recognized at the final session. This is a premium opportunity for your brand to leave a lasting impression on attendees as they wrap up their conference experience.

➔ Sunday Night Specialty Bar – \$7,000

Sponsor the Sunday Night Specialty Bar and create a signature drink for the event. Your brand will be showcased prominently at the bar, and attendees will receive a branded glass as a keepsake, providing long-term visibility as they take the glass home.

➔ Sunday Night Entertainment – \$2,000

Kick off the conference with sponsored entertainment on Sunday night! This sponsorship includes branding at the event, plus opportunities for you to engage attendees during a fun and casual social gathering.

➔ Associate Council Meeting Snack – \$3,000

Sponsor the refreshments provided during the Associate Council Meeting, offering you a unique opportunity to engage with a select group of decision-makers. Your branding will be prominently displayed in the meeting space, and your company will be recognized in relation to the event.

Sapphire A La Carte Sponsorships

all sponsorships include pre- and post attendee list

➔ Badge & Lanyard – \$6,000

Ensure your brand is seen by all attendees as they wear their conference badges with your company's logo and message on the lanyard. This sponsorship guarantees continuous visibility throughout the event, as attendees will carry their badges with them everywhere.

➔ Convention Tote Bags – \$5,000

Sponsor the highly visible convention tote bags, which will be given to every attendee at registration. Your logo will be prominently displayed on the bags, offering consistent visibility throughout the event and beyond as attendees use the bags for their conference materials and daily needs.

➔ Photographer – \$5,000

Sponsor the official conference photographer who will capture key moments throughout the event. A link to the photos with mention of your generosity will be shared with attendees post-event. This is a great way to associate your company with the conference's most memorable moments.

➔ Continental Breakfast – \$4,000

Three Available

Sponsor one of three continental breakfast sessions, offering you prime branding opportunities during a high-traffic time of the day. Your company's name and logo will be displayed prominently in the breakfast area, ensuring maximum exposure as attendees enjoy their morning meal and prepare for the day's sessions.

➔ Confirmation Email – \$2,000

Ensure your logo is prominently displayed on the event confirmation received by all attendees. This confirmation will include a QR code for expedited badge printing, along with essential continuing education (CE) instructions.

Sapphire A La Carte Sponsorships

all sponsorships include pre- and post attendee list

➔ Tuesday Night Entertainment – \$8,000

Sponsor Tuesday night's entertainment, a fun and high-energy event designed to keep attendees engaged after a busy day of sessions. This sponsorship provides ample opportunities for your brand to be recognized in a lively and engaging setting.

➔ Tuesday Night Champagne Toast – \$2,000

Celebrate the success of the event with a champagne toast on Tuesday evening. Your company will be featured in all branding materials related to the toast, providing exposure during a celebratory moment that everyone will remember.

➔ Hotel Keycards – \$3,000

Sponsorship of the Renaissance Palm Springs keycards provides your company with exclusive branding on the room keys distributed to all attendees. Every time attendees access their hotel room, your brand will be front and center, providing continuous exposure throughout the event. This is an excellent opportunity to keep your company top-of-mind during the entire conference stay.

➔ Confirmation Email – \$2,000

Celebrate the success of the event with a champagne toast on Tuesday evening. Your company will be featured in all branding materials related to the toast, providing exposure during a celebratory moment that everyone will remember.

Secure your sponsorship today to ensure exposure. For more information or to reserve your sponsorship, please

contact:

Kelly Rocha at kr Rocha@cahf.org.



Expo Hall Sponsorships

all sponsorships include pre- and post attendee list

- ➔ Expo Hall Wi-Fi \$7,000
- ➔ Tuesday Lunch Buffet \$5,000
- ➔ Monday Drinks & Snacks \$5,000
- ➔ Beverage Hut \$5,000
- ➔ Flamingo Lounge \$5,000
- ➔ Airstream Mobile Lounge ^{NEW!} \$5,000
- ➔ Swing Your Cares Away ^{NEW!} \$5,000
- ➔ Wellness Lounge & Sound Garden ^{NEW!} \$5,000
- ➔ Show Entrance DJ \$5,000
- ➔ Live Entertainment \$3,500
- ➔ CAHFachino Café \$3,500
- ➔ Follow the Flip-Flops \$2,500
- ➔ End of Show Mega Cash Giveaway \$2,000
- ➔ Hydration Stations \$1,500
- ➔ Emerging Technology \$275

**sponsorships over \$5K include recognition as a Patron of the Association (members only) at our annual House of Delegates session*

Secure your expo sponsorship today to ensure maximum exposure at this exclusive event.

For more information or to reserve your expo sponsorship, please contact:
Sherry Hall at shall@cahf.org

Why Sponsor?

➔ Increased visibility among key decision-makers in the long-term care sector.



➔ Networking opportunities with industry leaders.



➔ A chance to showcase your company's commitment to advocacy and healthcare improvements.





Administrative Details

➡ Terms and Conditions

By registering as a sponsor or exhibitor for the CAHF 2025 Annual Convention & Expo, participants agree to follow the conference's official policies, including conduct expectations, payment terms, liability waivers, security policies, COVID-19 risk assumptions, and venue rules.

➡ Damage to Conference Premises

The sponsor is liable for any damages to the venue caused by its employees or agents, including defacement. Employees are prohibited from driving nails or using damaging decorations, adhesives, or tapes. No alterations to the premises are allowed.

➡ Force Majeure

CAHF is not liable for any loss, damage, or delays caused by natural disasters, epidemics, strikes, government actions, civil unrest, or other uncontrollable factors.



Become a Sponsor Become an Exhibitor