

Palm Springs, CA
Expo: November 16 & 17
Palm Springs Convention Center

CAHF 2026 ANNUAL EXPO

Exhibitor and Sponsorship Opportunities

LEGACY PARTNER



PREMIER PARTNERS



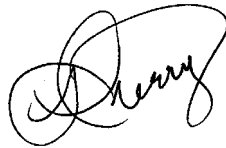
Welcome to the 2026 CAHF Expo

Connecting Leaders in Long-Term Care & Innovation

We invite you to exhibit and be part of our vibrant marketplace, where over 700 long-term care professionals gather to discover innovative products, services, and partnerships.

In addition to prime booth space, amplify your visibility with targeted expo hall sponsorships—such as our exciting new Puppy Park, Main Lounge Entertainment, Afternoon Drinks & Light Bites, or Resident DJ—placing your brand front and center.

Your support helps create a thriving space for innovation and collaboration. Let's partner for success—details and reservation info inside!



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

LVE
www.lvexpo.com

LVE Customer Service

exhibitorservices@lvexpo.com
Phone (888) 989-EXPO (3976)

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.



Limited booths & sponsorships – reserve early!

Reach 700+ Skilled Nursing Professionals & Decision-Makers

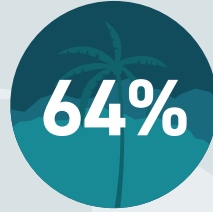
Attendee Insights (2025 stats):



of attendees would recommend the CAHF Expo to others



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



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



of attendees rated their show experience as "excellent"

Attendee Snapshot*

60% are from a multi-facility

39% are administrators

37% are from surrounding areas in Orange County, San Bernardino/Riverside and San Diego

23% are independent owner operators



Exhibitor Snapshot*

81% said the expo met their expectations

35% rate the CAHF Expo as "excellent" 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 2025 evaluations



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Floor Plan & Show Hours

PALM SPRINGS CONVENTION CENTER

OASIS EXHIBIT HALLS 1-4

Monday, Nov 16

Show Open with Drinks & Light Bites

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

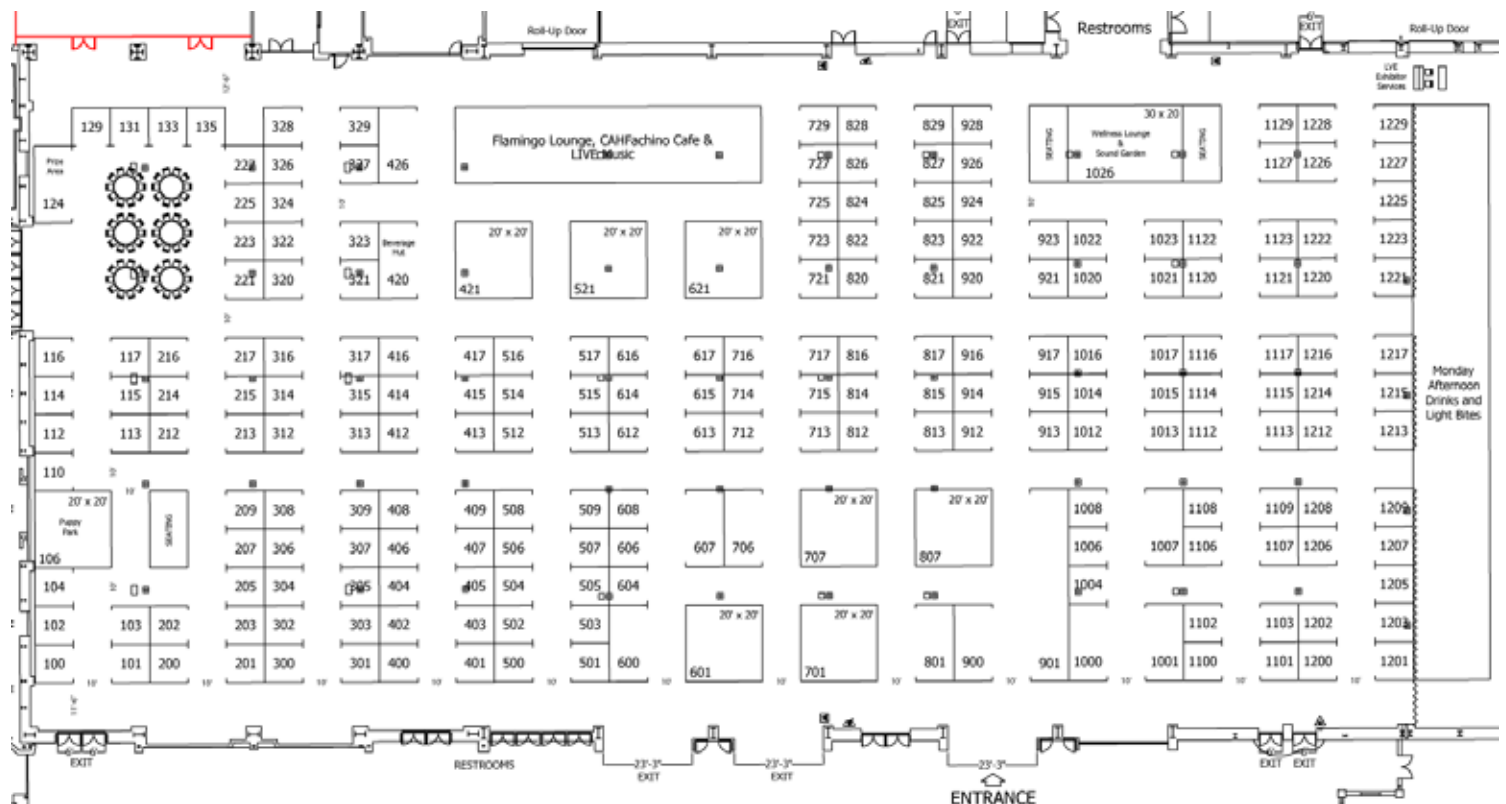
Tuesday, Nov 17

Show Open with... Puppies!

10:00 a.m. - noon



View our interactive floor plan at www.cahf.org for booth availability



Booth Space Info & Pricing

Booth Pricing Includes...

- **10' x 10' space with pipe and 5-panel drape (teal, tangerine, off-white, tangerine & teal) and existing exhibit hall carpet (light gray, light blue & dark gray)***
- **Four (4) 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 beginning in early October providing booth is paid in full and booth personnel badges have been assigned
- **Two (2)** Beverage Hut tickets with each booth personnel badge
- **Two (2)** Monday drink tickets with each booth personnel badge

* Specific carpet requests, tables, chairs, wastebaskets and electricity must be purchased separately from LVE (show contractor).

- **Five (5)** hours of "unopposed" exhibit time
- **Monday afternoon light bites**
- 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
- Priority Placement eligibility for next year's expo

Not a member? Join to save \$1,700!

Increase business and build long-term relationships by becoming a CAHF Associate Member. For membership information, visit www.cahf.org or email Sherry Hall, Meeting Coordinator/Expo Manager at shall@cahf.org



2026 CAHF Expo Standard Pricing

Type of Booth	ASSOCIATE Member	NON Member
Standard 10 x 10	\$3,500	\$5,200
Each additional "non-corner" 10 x 10	\$1,750	\$1,750
Corner 10 x 10	\$3,550	\$5,250
Flamingo Bingo Premium Booth	\$3,650	\$5,350
Super Quad Less than the price of 2 corners! (any 4 booth configuration)	\$5,600	\$7,300
FIRST TIME CAHF Exhibitor (excludes Premium Booths & Super Quads)	\$2,975	\$4,675

Pricing includes booth personnel badges dependent on space purchased plus food & beverages

Note: Priority Placement exhibitors receive a \$400 discount off the above rates



Space Release Dates & Booth Reservations

Space Release Dates

Space Release #1

Starting Monday, May 18 at 10:00 a.m. PDT

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

Space Release #2

Starting Tuesday, May 26 at 9:00 a.m. PDT

2025 exhibitors who submitted a 2026 Priority Placement deposit prior to February 27, 2026

Space Release #3

Starting Monday, June 8 at 10:00 a.m. PDT

Associate Members

Space Release #4

Starting Monday, June 15 at 10:00 a.m. PDT

2025 non-member exhibitors

Space Release #5

Starting Monday, June 22 at 10:00 a.m. PDT

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 25, 2026

\$150 administrative fee

September 26 to October 16, 2026

50% of total booth cost

October 17 to November 17, 2026

100% of total booth cost*

**There will be no refund for exhibitors who for any reason do not exhibit at the 2026 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

LVE online Exhibitor Service Kit link emailed for shipping info, chair and table rental, additional carpet, electrical, Internet, union regulations, etc.

September 25

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

October 16

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 17

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

November 6

Deadline to assign booth personnel badges and purchase special event tickets (if applicable)

November 15

1:00 p.m. - 6:00 p.m. Exhibitor Move-In & Badge Pick-Up

November 16

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 17

8:00 a.m. 2027 Priority Placement Opens (Online Only)
8:00 a.m. - 10:00 a.m. Exhibitor Access
8:00 a.m. - noon Exhibitor Badge Pick-Up
10:00 a.m. - noon SHOW OPEN with... Puppies!

Exhibitors may not begin to dismantle their exhibit display or materials before **noon** on Tuesday, November 17.

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

November 24

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: **\$249**
Cut-Off Date: 10/23/26
(760) 322-6000

Hilton Palm Springs Resort

400 E. Tahquitz Canyon Way
Palm Springs, CA 92262
CAHF Rate: **\$198**
Cut-Off Date: 10/24/26
(760) 320-6868

hotelZOSO

150 S. Indian Canyon Dr.
Palm Springs, CA 92262
CAHF Rate: **\$199**
Cut-Off Date: 10/31/26
(760) 325-9676



Calendar These Dates!

Future CAHF Annual Conventions

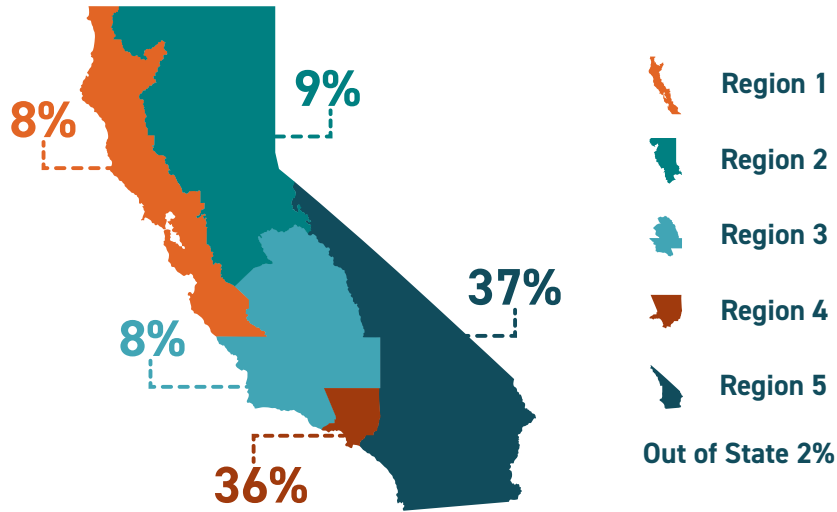
Renaissance Palm Springs & the Palm Springs
Convention Center
November 14-17, 2027

Town & Country Resort, San Diego
November 13-16, 2028



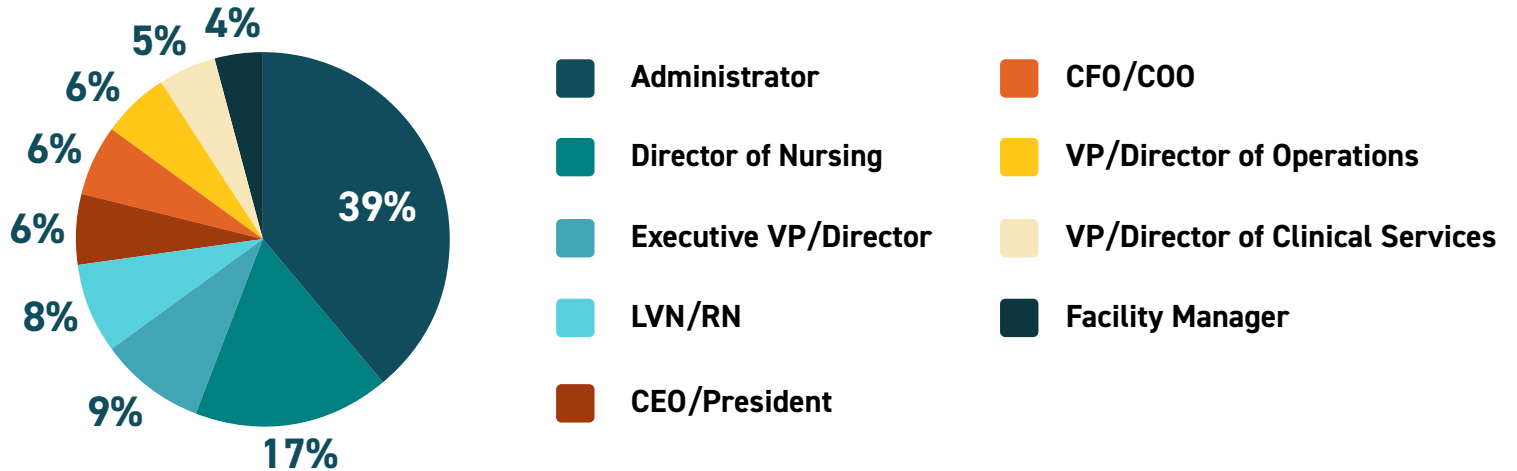
Audience Profile 2025

Registration by Region

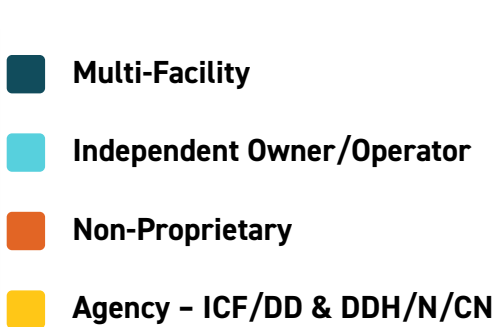


2025 Professional attendance (excludes exhibit personnel): 766*
 2025 Total attendance (includes exhibit personnel): 1,471*
 All data extracted from 2025 Palm Springs evaluations

Attendees by Professional Discipline

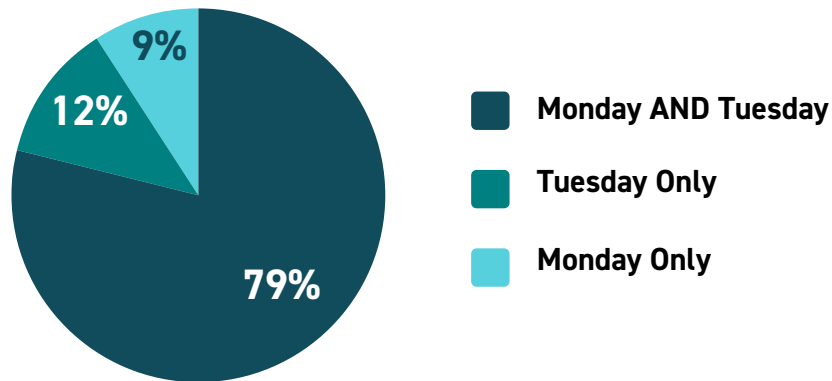


Attendees by Member Type

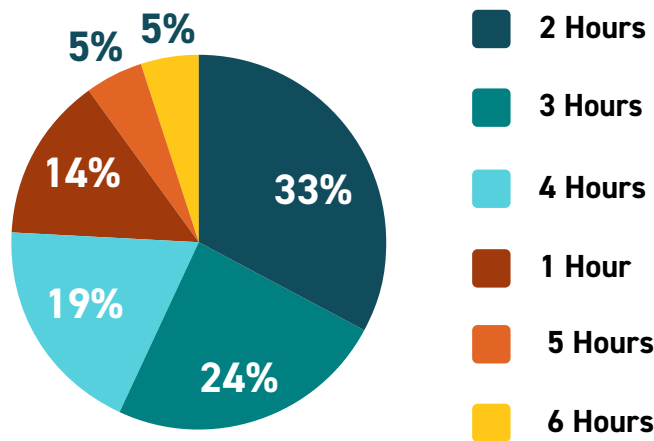


Audience Profile 2025

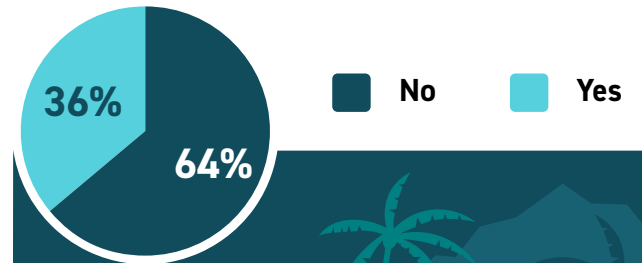
Days Spent at Show



Hours Spent on Show Floor

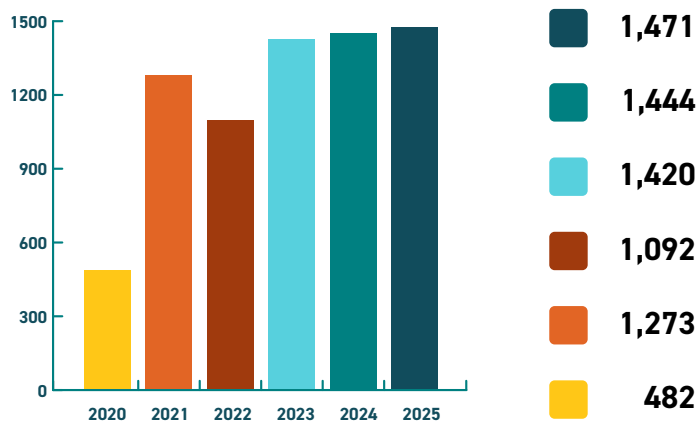


Attendance at Other Shows



64% of attendees make this the only long-term care show they attend

Convention Attendance (Includes exhibiting personnel)



Expo Sponsorship Opportunities

PRE-SHOW TRAFFIC BUILDERS



Emerging Technology

Have an innovative new technology or solution to demonstrate interactively? If so, **respond to the Emerging Technology invitation email arriving in mid-September.** Listing on the convention website and mobile app plus special floor decal placed at front of booth will promote your participation and maximize visibility. Highlight cutting-edge solutions and engage attendees -- spots are limited!

Cost: \$300

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 badges have been assigned.

Complimentary 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

Boost traffic to your booth by offering a prize drawing! Participating exhibitors will have their prizes featured on the convention website and mobile app. **In mid-September, you'll receive an email requesting details about your prize.** You may draw winners at your discretion anytime during expo hours. Use the notification cards provided in your exhibitor registration packet to record winning names. A central bulletin board in the Prize Area will display all winners for easy visibility and excitement. Drive attendees to your booth and create buzz throughout the expo – participation is free and encouraged!

Complimentary 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: \$3,800



Expo Sponsorship Opportunities



Follow the Flip-Flops

Make a splash! Branded flip-flop floor decals lead the way from attendee registration to the show entrance. Help attendees get to the show and... your booth!

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

Wellness Lounge & Sound Garden

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, self-care, and attendee appreciation with the return of this popular recharge zone. Lounge features massage chairs and foot massage units, comfortable seating and waiting area, short, targeted sessions from licensed massage therapists (neck, shoulders, back, hands), and wireless headsets with rejuvenating music for a peaceful break. **Sponsorship includes branded 10 ft x 20 ft backwall. Booth will be positioned adjacent to the lounge area (see floor plan).** This high-traffic, memorable spot ensures your sponsorship – and booth – will be prominently featured and remembered.

EXCLUSIVE Sponsorship: \$5,000



Puppy Park NEW!

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

Bring instant joy and stress relief to attendees with our charming Puppy Park: an enclosed zone featuring adorable, adoptable puppies (or small dogs) for gentle petting and cuddles. Busy long-term care pros get a quick, heartwarming break – plus Puppy Love™ donates 20% of all proceeds to local animal rescue partners – a true win for everyone! **Sponsorship includes branded 10 ft x 20 ft backwall. Enhance this promotion by selecting your booth space near the park (see floor plan).** Align your brand with compassion, wellness and the healing power of animals!

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!

LIMITED Premium Booths: \$3,650 (member); \$5,350 (non-member)

See online floor plan for designated bingo booths. Available on a first-come, first-served basis.



Expo Sponsorship Opportunities



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

CAHF Resident DJ

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

Energize attendees and kick off each show day with high-energy vibes from Los Angeles-based DJ Tim Lacatena! With more than a decade of experience at elite events worldwide – including Super Bowl LVII, Google, IBM Think, NASA's Space Center Houston, and The Emmys – Tim delivers dynamic crowd-pleasing beats. Music begins 30 minutes prior to show opening and continues throughout expo hours each day, creating an upbeat atmosphere that draws attendees in and keeps the energy high. **Sponsorship includes prominent branded 40" x 80" counter located at the show entrance (only sponsorship permitted at the show entrance).** Make your mark from the moment attendees arrive!

EXCLUSIVE Sponsorship: \$5,000



Hydration Stations

Keep attendees refreshed with seven (7) strategically placed chilled water coolers located throughout the show, in your booth and expo registration area.

Sponsorship includes branded signage at every station – ensuring maximum visibility and repeated brand exposure. Secure this essential attendee perk!

EXCLUSIVE Sponsorship: \$1,500

Main Lounge Entertainment

Making a return engagement to the annual expo is Colombian-born singer/songwriter/producer Keith Chagall. Keith will perform live in the Flamingo Lounge and throughout the hall, delivering an exotic fusion of Latin tropical rhythms, classic pop and Spanish guitar-driven vocals – creating the perfect uplifting vibe during the show. Appearances include *The Real Housewives of Beverly Hills*, *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 prominently featured in the Flamingo Lounge.** Reserve this standout opportunity and set the tone for the entire show!

EXCLUSIVE Sponsorship: \$3,500



Expo Sponsorship Opportunities



CAHFachino Café

Our beloved specialty coffee service returns to the Flamingo Lounge, keeping attendees energized and caffeinated throughout both days of the expo. **Sponsorship includes branded coffee sleeves and signage. Enhance this promotion by selecting your booth space near the café (see floor plan).** Claim this popular, crowd-pleasing opportunity before it's gone!

EXCLUSIVE Sponsorship: \$3,500

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 signature Flamingo Lounge, the go-to spot for relaxation, connecting with colleagues, enjoying live music, or savoring a fresh latte. **Sponsorship includes décor, lighted ficus trees, and branded corner columns. Enhance this promotion by selecting your booth space near the lounge (see floor plan).**

Position your brand at the heart of the expo!

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.

Keep attendees hydrated and happy with our convenient Beverage Hut, offering refreshing drinks throughout the expo. **Sponsorship includes branded signage and branded beverage tickets. Enhance this promotion by selecting your booth space near the Beverage Hut (see floor plan).** Reserve this high-traffic, attendee-favorite perk!

EXCLUSIVE Sponsorship: \$5,000



Afternoon Drinks & Light Bites

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

Give attendees a welcome mid-afternoon lift on the first day of the expo with refreshing adult beverages and light bites – perfect for a quick recharge while networking and exploring the show floor. **Sponsorship includes branded signage and branded drink tickets.** Reserve this appreciated, high-engagement opportunity!

EXCLUSIVE Sponsorship: \$5,000



Expo Sponsorship Opportunities

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. Network connectivity is not necessary for scanning badges. Leads upload in real-time with internet availability. Optional wireless handheld scanner is also available. Scan badges anywhere – networking events, during sessions or even chance encounters in 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. Look for the ATS order form in the LVE Exhibitor Service Kit (link emailed in 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 on November 24.

Complimentary with booth



2025 Exhibitors

CAHF extends its gratitude to the following companies for their support and participation in the 2025 expo!

A1 American
ACADIA Pharmaceuticals
Accora
Advanced Entry
Advancis Medical
Advantage Surgical & Wound Care
Affiliated Dialysis California
ALCO Sales & Service Company
AlixarX
Allied USA
Alpha Cognition
Alta Hospital System
American Heart Association
AmeriWound
Ancillary Provider Services
Aploi
AssuredPartners
Athena Healthcare Products
Back2Life Pain Management
Boosted Analytical Services
BradyPLUS
Braun Linen Service
Brio Clinical
California Wound Healing Medical Group
CalMed Medical Supplies
Canyon Oaks Foot and Ankle
Cardinal Health
Care Partners Medicine
Carebility
Carefeed
Clearpol
CMP Pharma
Commercial Connect TV
Commercial Satellite Sales
Compliagent
Consolidated Billing Services
Consonus Healthcare
Crescent Wound Care
Curitec
Dairy King Milk Farms
Dean Distributors
Direct Supply/TELS
Donovan-Tift Consulting
Drive DeVilbiss Healthcare
Drylock Technologies
Dxome CLIA Laboratory
Edan Diagnostics



Elements Pharmacy
Emerald Supply
Essity HMS North America
Essity Professional Hygiene
ExaCare
Exponential
First Choice Mobile Radiology Services
Flax Health
Focal Point Care
Forvis Mazars
Gallagher
GeneID Lab
Gentell
Glendale Community College
Global Health Products
Global Tech Solutions
GOJO Industries
Golden Age Dental Care
Graham-Field
Hansen Hunter
HD Supply Facilities Maintenance
Healthcare Interactive
Healthcare Services Group
Hireology
Hospital Mechanical Service
HPSI Purchasing Services
iCareManager
IMA
Incite Strategic Partners
Incite Workforce Solutions
Infinium Healthcare
Informed Medical
Innovative Products Unlimited
Integrated Health Systems
Interactive Medical Systems
interface rehab
ISN Global Enterprises
Java Group Programs
Jo-Dan
Joerns Healthcare
K&B Specialty Insurance
Kavana Living
KENT PRECISION FOODS GROUP
KEY MEDICAL SUPPLY
LaPortaCare
Lippa Insurance Services
LTC Consulting



2025 Exhibitors

MatrixCare
MCKEE FOODS CORPORATION
McKesson
Medi-Cal Consulting Services
Medline
MedSupply
MedTrainer
Megadata Health Systems
Mix Solutions
Mobilis
Navigator Group Purchasing
Net Health
Neurocrine Biosciences
NewPoint Real Estate Capital
Nursa
Olio
Omni Wound Physicians
Omicare
Onsite Mobile Dental
ONYX Procurement Solutions
Open Healthcare US
Pacific Coast Psychology
Pacific Therapy Management
Pacific West Pharmacy
PARAMOUNT BED USA CORPORATION
PharMerica
Phoenix Textile Corporation
PointClickCare
Polaris Pharmacy Services
PreciseMDS
Premier|Innovativx
Prime Source
Procare HR
Prodigy Rehabilitation Group
Quality Care Health Foundation
Quick Recovery
Reliant Rehabilitation
ReMED Services
Rise AI Solutions
RJ10 Consulting
Robin the Robot
SacValley MedShare
Sanuwave
SchedulePop
Schraders' Medical Supply
Scrubs On Wheels
Shamrock Foods



SHIFTit Corp
Shomer Insurance Agency
Silentia
Simple, a Netsmart solution
SimplyThick
SisuCare Education
Skilled Nursing Pharmacy
Skilled Wound Care
Smartlinx
Smith & Nephew
SNF Payroll & HR
SNF Wound Care
Southern CA Assn of Activity Professionals
Span, a division of Savaria
Specialized Medical Services/Lincare
Sternshein Legal Group
Strategic Healthcare Programs
Suma
Sumitomo Pharma America
SunPharma
SUPPLYLINE
Supportive Wound Care
Tapestry Health
TekTone Healthcare Communications
Teva Medical Affairs
Teva Pharmaceutical Industries
The Designers Group
TKO Medical
Total Contact Prosthetics and Orthotics
Tricura Insurance Group
TRIDENTCARE
TruLab Dx
TwinMed
VIC the PICC
Vidafuel Wellness Protein
Vitoria Pharmacy
VOHRA Wound Physicians
voize
Waypoint Management Consulting
Wilson Salamoff
Wipfli
wissner-bosserhoff (LINET Americas)
Wound Docs
Wound Healing Care Specialists
z-PAX Connect by Zimmet Healthcare

Join a vibrant community of industry professionals at the 2026 CAHF Expo!





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

916-441-6400
www.cahf.org