





EXPO SPONSOR OPPORTUNITIES



Flamingo-A-Go-Go Sponsorship



Select any expo sponsorship at \$2,500 and above and receive...

-  FREE 10' x 10' standard booth with lead retrieval device & access to CAHF ConnectionsCenter
-  Full-page advertisement in the on-site program
-  Company name and sponsorship listed in the on-site program
-  Signage (if applicable)

Reservation form at the end of the section

PLAN EARLY FOR BEST AVAILABILITY!



We can help you capture the attention of prospective customers before, during and after the convention.

To have a great show experience, you need to be proactive!

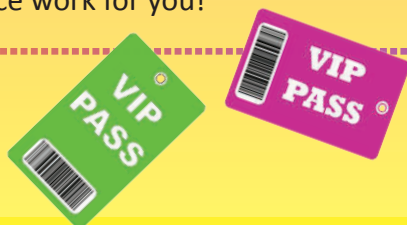
Maximize your show experience by choosing the sponsorship that most closely aligns with your overall goals and objectives.

PRE-SHOW SHOW

Exhibit Hall VIP Passes

Maximize show traffic by inviting hot prospects and top customers to the show! VIP Pass is structured with show information on one side and a free registration on the other. Front side allows for a "visit us first" message. **Look for these VIP passes in early September -- 7 per exhibiting company (\$245 value).** An easy and economical way to treat your best customers and prospects while promoting your show participation. Make the overall show experience work for you!

Cost.....No Charge



CAHFConnectionsCenter powered by DealCenter



**INCLUDES FREE
10' X 10'
STANDARD BOOTH
w/Lead Retrieval!**

Bring buyers and sellers together with our new online appointment system! Attendees and exhibitors schedule one-on-one meetings with other attending prospects, clients and partners leading up to the convention. System users can view one another's names, titles, companies & industry sectors to determine with whom they'd like to meet.

On average, participants arrive on-site with 5 to 20 meetings scheduled prior to the convention. New business potential and increased event ROI are the end result. All meetings are conducted during the course of the show in the CAHFConnectionsCenter (individual meeting rooms on the show floor).

As the exclusive headline sponsor you'll receive...



- premier branding** before, during and after the event
- a branded meeting table** in the CAHFConnectionsCenter
- integrated branding** included on all pages of the online meeting tool, system generated emails, daily meeting invitations, confirmations and on-site meeting reminder text messages
- banner ad, video ad and/or logo and link prominently displayed** on all pages of the online meeting tool, before, during & after the event
- logo included on all emails** promoting the use of the CAHFConnectionsCenter
- logo displayed on all meeting room tables** in the CAHFConnectionsCenter
- ability to advertise via signs/banners** in the CAHFConnectionsCenter (signs/banners provided by sponsor)
- ability to distribute promotional items**, such as notepads, pens, mints, etc. on meeting tables in the CAHFConnectionsCenter (items provided by sponsor)
- personal tutorial session** from the DealCenter team on how to best use the system to pre-plan meetings for the event



**Reservation
deadline:
Friday,
July 8**

**Shared sponsorship includes all of the above
excluding a branded meeting table, integrated
branding & video ad.**

EXCLUSIVE Sponsorship.....\$8,925

**Shared Sponsorship.....\$4,462.50 each sponsor
(includes FREE booth for each sponsor)**

CAHFConnectionsCenter powered by DealCenter



Begin networking weeks before the convention! Attendees and exhibitors schedule one-on-one meetings with other attending prospects, clients and partners leading up to the convention. System users can view one another's names, titles, companies & industry sectors to determine with whom they'd like to meet. On average, participants arrive on-site with 5 to 20 meetings scheduled prior to the convention. New business potential and increased event ROI are the end result. All meetings are conducted during the course of the show in the CAHFConnectionsCenter (individual meeting rooms on the show floor). Miss connecting with someone on-site? No problem. Post-event networking is available. Increase contacts and schedule meetings with the right people!

Cost.....No Charge

PRE-SHOW ATTENDEE LIST

Once “advance” registration closes, a list of buyers will be available for pre-show marketing. After the convention, a complete list of buyers including all on-site registrants will be available for post-show follow-up. Due to the influx of last minute registrants, list will be e-mailed approximately 2 weeks prior to convention. Number of list registrants is 500 - 600 depending on pre-registration patterns.

Cost.....No Charge

ON-SITE

TRAFFIC BUILDERS!



FLAMINGO BINGO

Popular bingo game returns! Strategically designed to move traffic, these **limited premium booths** will drive attendees your way. All attendees receive a Flamingo Bingo card and must visit each participant for a special validation sticker. CAHF provides all cards and stickers. Attendees drop validated card in raffle drum and are **eligible to win a Dell Inspiron Duo** – 2 drawings Monday or an **Apple iPad** – 2 drawings Tuesday. Must be present to win. A great incentive that will guarantee traffic! **See floor plan for designated booths.**

Investment.....included with purchase of Flamingo Bingo Booth

Allotted on a first-come, first-served basis only.

Reservation deadline: Friday, October 14. LIMITED SPACES AVAILABLE

EXHIBIT HALL TREASURE HUNT



The ever-popular treasure hunt returns! Each attendee has a game card with questions and corresponding exhibitors. Attendees must answer exhibitor-designed questions then visit booths to collect signatures. Attendees submit cards to win valuable exhibitor-donated prizes displayed on the show floor. Attendees “choose” from prizes displayed. Number of cards drawn is based on number of prizes received. Must be present to win. (SEE ENCLOSED FORM)

Investment.....

Reservation deadline: Space is limited and available on a first-come, first-served basis.

Questions due: Monday, October 31

\$395

ATTENDEE TOTE BAG PRIZE LIST

Exhibitor prizes will be listed on the “Prize List” page in the on-site program. You’ll be contacted in mid-September and asked to state your prize. 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 for posting winning names.

Cost.....No Charge

Reservation deadline for insertion in tote bags: Friday, October 12

END OF SHOW MEGA CASH GIVEAWAY

Be part of our largest prize giveaway – cold, hard, cash! Help attendees find their way to this pot of gold and your booth! All attendees receive a gold ticket and must visit your booth for validation. CAHF provides punch stamp and places gold tickets in badge holders. Attendees drop validated ticket in raffle drum and are **eligible to win \$1,000 cash**. Cash prize awarded during final hour of show on Tuesday. Must be present to win!



EXCLUSIVE Sponsorship.....\$1,575
Shared Sponsorship.....\$787.50 each sponsor

**Reservation
deadline:
Friday,
October 14**

MAP YOURSELF

Make sure buyers know where you are and what you sell! Purchase a 10' x 20' booth or larger and have your company name printed on the floor plan in the on-site program. Company names may be abbreviated due to space limitations.

Cost.....**No Charge**

**Reservation
deadline: Friday,
October 12**

INCREASE NAME RECOGNITION

WI-FI ACCESS FOR ALL



Support complimentary Wi-Fi access at the Palm Springs Convention Center during both show days. Totebag insert and signage will inform attendees of your generous support.

**INCLUDES FREE
10' X 10'
STANDARD BOOTH
w/Lead Retrieval!**

EXCLUSIVE Sponsorship.....\$3,525
Shared Sponsorship (excludes free booth).....\$1,762.50 each sponsor

POWER2GO™ CHARGING STATION



Retain a captive audience! Since today's attendees generally travel with at least one mobile device, help them stay connected 24/7 with this high visibility charging kiosk. Unit provides maximum branding with 4 sides for advertising (2 LCD displays and 2 backlit graphic panels - 2 sides per company (if shared sponsorship) plus plenty of counter space for brochures or product sheets. Graphics assistance provided at no additional charge.

**INCLUDES FREE
10' X 10'
STANDARD BOOTH
w/Lead Retrieval!**

EXCLUSIVE Sponsorship.....\$4,625
Shared Sponsorship (excludes free booth).....\$2,312.50 each sponsor



FANTASY COVERS

**INCLUDES FREE
10' X 10'
STANDARD BOOTH
w/Lead Retrieval!**

Keep your brand in front of current and future customers while creating on-site excitement! Attendees choose between three different magazine covers and have their picture taken alone or with a friend. **Covers are imprinted with your company logo and event name.** Enhance this promotion by selecting your booth space near activity (see floor plan for optimum placement).



EXCLUSIVE Sponsorship.....\$5,575

Shared Sponsorship (includes FREE booth)..\$2,787.50 each sponsor



SOLUTIONS PAVILION EXPRESSWAY

**INCLUDES FREE
10' X 10'
STANDARD BOOTH
w/Lead Retrieval!**

Sponsor our ever-popular educational pavilion! Show attendees the way with aisle carpet **covering the length of the exhibit hall** and 6 giant double-sided column signs with custom graphics and floral bases. Placement of carpet and signs begin at the show entrance and end at the Solutions Pavilion.

EXCLUSIVE Sponsorship.....\$3,725

Shared Sponsorship (excludes free booth).....\$1,862.50 each sponsor



**RESERVED
Care West
Insurance Risk
Management**



DANCEHEADS

Be the hit of the show with this unique crowd stopping spectacle! Not just lip-synching, not just karaoke, this interactive activity super-imposes participant's heads on professional dancers' bodies while they sing along to some of the greatest pop hits of all time. **Each participant walks away with a custom DVD imprinted with your company logo and information,** compliments of your company. Enhance this promotion by selecting your booth space near activity (see floor plan for optimum placement).

**INCLUDES FREE
10' X 10'
STANDARD BOOTH
w/Lead Retrieval!**

EXCLUSIVE Sponsorship.....\$2,975

Shared Sponsorship (excludes free booth).....\$1,487.50 each sponsor

SHOW SEGWAY

Advertise the mobile way! On the move throughout the show, the Show Segway will roam the floor from show entrance to the Solutions Pavilion. Sponsorship includes your company logo & booth location on a full color wrap surrounding the Segway. Make a lasting impression!

EXCLUSIVE Sponsorship.....\$1,825

Shared Sponsorship.....\$912.50 each sponsor

**RESERVED
Skilled Nursing
Pharmacy/Ancillary
Provider Services**



WATER COOLERZ

Thirsty attendees will thank you when they refresh themselves at any of the 8 water cooler stations located throughout the show, in your booth and near registration at the show entrance. Sign with company name & logo will be placed next to each cooler.

EXCLUSIVE Sponsorship.....\$875
Individual Cooler Sponsorship.....\$146 each cooler



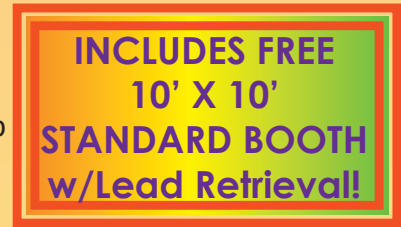
SHOW ENTERTAINMENT ERIC BERDON FRALEY

Back by popular demand will be the acoustic guitar and vocals of Eric Berdon Fraley. Eric performs weekly at different venues in and around Los Angeles in addition to private parties and events across the country. Credits include producing for Grammy-Award nominated artists and numerous rising stars.

EXCLUSIVE Sponsorship.....\$1,975
Shared Sponsorship.....\$987.50 each sponsor

FLAMINGO LOUNGE

Increase company name recognition by sponsoring our main lounge - a relaxing place to visit with colleagues, listen to live music or have a cup of Joe. Sponsorship includes company name on lounge corners (2 corners per company if shared sponsorship) carpeting, inflatable props, oversized seating, cocktail tables, canvas umbrellas, lighted ficus trees and ferns.



EXCLUSIVE Sponsorship.....\$4,125
Shared Sponsorship (excludes free booth).....\$2,062.50 each sponsor

FLAMINGO ROW

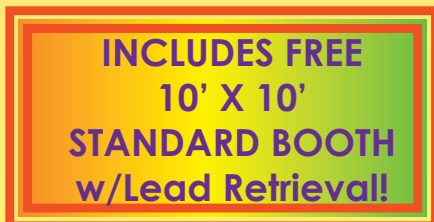
Increase company name recognition by sponsoring our top-of-the-hall lounge! The place to be on Tuesday afternoon, this special lounge allows attendees to kickback with colleagues and enjoy tasty treats. Power2Go Charging Station (located in the center of the row), allows attendees to charge mobile devices. Sponsorship includes company logo on 3 giant double-sided column signs, company logo on giant flamingo props, carpeting, oversized seating, cocktail tables and inflatable props.



EXCLUSIVE Sponsorship.....\$2,925
Shared Sponsorship (excludes free booth).....\$1,462.50 each sponsor

CAHFACHINO CAFE

Increase company name recognition by sponsoring our popular specialty coffee service located in the Flamingo Lounge. Includes **Coffee Sleeve with company logo imprint**. Sleeve will be placed on beverage upon ordering. Enhance this promotion by selecting your booth space near cafe (see floor plan for optimum placement).



EXCLUSIVE Sponsorship.....\$2,525
Shared Sponsorship (excludes free booth).....\$1,262.50 each sponsor



CHAT 'N CHEW HOSTED LUNCH

**INCLUDES FREE
10' X 10'
STANDARD BOOTH
w/Lead Retrieval!**

Who says there's no such thing as a free lunch? CAHF provides lunch in the exhibit hall for ALL attendees AND exhibitors. Sponsor this



outstanding lunch and rejuvenate attendees for touring the exhibits! Company logo & booth number printed on every lunch ticket.

EXCLUSIVE Sponsorship.....\$4,575
Shared Sponsorship (excludes free booth).....\$2,287.50 each sponsor

**INCLUDES FREE
10' X 10'
STANDARD BOOTH
w/Lead Retrieval!**



MID-MORNING POWER BREAK

Attendees will appreciate your thoughtfulness as you help fuel their visits in the exhibit hall with this fun mid-morning break served on Flamingo Row.

EXCLUSIVE Sponsorship.....\$2,625
Shared Sponsorship (excludes free booth).....\$1,312.50 each sponsor

INCREASE ROI!

LEAD RETRIEVAL SERVICES

Get the best return on your investment! Forget about collecting business cards. The battery-operated, hand-held scanner offers an easy to read color display for efficient note taking & qualifying. Post-show, receive a reusable flash memory device with all leads collected. **Attendees receive an e-mail with exhibitors visited and link to each company web site.** ATS (American Tradeshow Services) staff will be available for service and technical support throughout the show.

Investment.....included with purchase of booth

POST-SHOW SHOW

Post-Show Attendee List

Why exhibit if you don't follow-up? Thank attendees for visiting your booth. List e-mailed in early December. No charge to exhibitors.

Need Help?

For additional exhibit hall sponsorship information, contact Sherry Hall

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shall@cahf.org