



**CONFERENCE & EXPO**

*May 22-25, 2022*

**EXHIBITOR  
PROSPECTUS**

[CFEDWEST.COM](http://CFEDWEST.COM)

[INFO@CFEDWEST.COM](mailto:INFO@CFEDWEST.COM)

# ESTEEMED BUSINESS PARTNERS,

On behalf of the California state emergency response community, we wish to invite your organization to become a sponsor/exhibitor at the upcoming California Fire, EMS, and Disaster (CFED) Conference & Expo at the Renaissance Indian Wells Resort and Spa. The conference dates are May 22-25, 2022.

With a mission of enhancing the delivery of first response as well as the curtailing of first responder deaths and injuries, CFED Conference & Expo provides relevant industrial continuing education at sub-competitive pricing to the following disciplines: Fire, Emergency Medical Services, Emergency Medical Disaster, Public Health, Behavior Health, Law Enforcement, and Emergency Nursing. Participation of our business partners is key to the success of our mission. If you are a returning partner, we are excited to WELCOME you back!!

## Michael Antonucci

Conference CEO

Fire Chief, Retired Past President California Fire Chiefs EMS



CALIFORNIA FIRE EMS DISASTER  
CONFERENCE & EXPO

*CFED Conference & Expo represents the comingled energies of California's response community to develop an educational event that delivers timely, affordable continuing education to our constituency, as well as provide an interactive forum for product and service exchange.*

*Created by California responders for California responders, CFED is California's lone first responder conference. Our "bottom-up" multi-disciplined approach in educational delivery ensures relevance and significant attendance from Law Enforcement, Fire, Nursing, Disaster, Public Health, and Emergency Medical communities.*

*Our continuing theme "Bringing the Team Together" still stands out as the focus of our conference. CFED is the place to come and interact with all the disciplines that will be involved in the emergency.*

# AT A GLANCE EVENT SCHEDULE



CFED Conference 2022

## MOVE IN & INSTALLATION

### VEHICLE MOVE-IN

Sunday May 22: 9am – 4pm

### POVs & GENERAL MOVE-IN

Monday May 23: 8am – 4pm

## EXHIBITS OPEN TO ATTENDEES

Monday May 23: 4pm – 7pm

Tuesday May 24: 7am – 2pm

Wednesday May 25: 7am – 2pm

## EXHIBITOR REGISTRATION

Sunday May 22: 3pm – 5pm

Monday May 23: 8am – 4pm

## DISMANTLING & MOVE-OUT

Wednesday May 25: 2pm – 6pm

*\*No early move out allowed unless prearranged by exhibit coordinator or executive staff*

## EMERGING TECHNOLOGIES

### WELCOME RECEPTION

Monday May 23: 5pm – 7pm



**Breakfast and Lunch will be served Tuesday and Wednesday in the Exhibit Hall.**

## ATTENDEES

- *FireServiceChiefOfficers*
- *LawEnforcementChiefOfficers*
- *EMS Managers/Coordinators*
- *Commanders/Team Leaders*
- *DMAT&USAR*
- *First Responders*
- *EMS Administrators/Educators*
- *Military Representatives (All Levels)*
- *Disaster Managers*
- *EMTs & Paramedics*
- *Firefighters*
- *Directors of Private Transportation Companies*
- *Law Enforcement Officers*
- *Public Health Officers/Staff*
- *ED Nurse Managers/Nurses*
- *Behavioral Health Clinicians*

# SPONSORSHIP BENEFITS

## PLATINUM PLUS Partnership - 30,000+

**Prominent Positioning in All Marketing Campaigns**  
*(including print and web advertising as both a Sponsor and as a Partner)*

**Prime 60'x 60' Location in Exhibit Hall**

**Lounge Area Located in General Session Foyer**  
*(for networking with decision makers and attendees)*

**Printed Banners Hung in Prime Conference Area**

**Exclusive Platinum Sponsorship**

**Formal Recognition**  
*(to general session attendees and at welcome reception)*

**10 Full Conference Registrations**

**20 Full Student Conference Registration**  
*(given out with your partnership donation)*

**Listing and Digital Ad on Mobile App**

**Guest Room Keys Feature Sponsor's Logo**

## PLATINUM Partnership - 25,000+

**Prominent Positioning in All Marketing Campaigns**  
*(including print and web advertising as both a Sponsor and as a Partner)*

**Prime 60'x 60' Location in Exhibit Hall**

**Printed Banners Hung in Prime Conference Area**

**Exclusive Platinum Sponsorship**

**Formal Recognition**  
*(to general session attendees and at welcome reception)*

**10 Full Conference Registrations**

**Listing and Digital Ad on Mobile App**

## **GOLD** Sponsorship: 15,500

### **Prominent Positioning in All Marketing Campaigns**

*(including print and web advertising as a Sponsor)*

**Prime 40'x 40' Location in Exhibit Hall**

### **1 Printed Banner**

*(hung in Conference Area)*

### **7 Conference Registrations**

*(for your invited decision makers)*

**Listing and Digital Ad on Mobile App**

## **SILVER** Sponsorship: 10,500

### **Prominent Positioning in All Marketing Campaigns**

*(including print and web advertising as a Sponsor)*

**30'x 30' Location in Exhibit Hall**

### **1 Printed Banner**

*(hung in Conference Area)*

### **5 Conference Registrations**

*(for your invited decision makers)*

**Listing and Digital Ad on Mobile App**

## **BRONZE** Sponsorship: 7,800

### **Limited Positioning in All Marketing Campaigns**

**Prime 20'x 20' Location in Exhibit Hall**

### **1 Printed Banner**

*(hung in Conference Area)*

### **3 Conference Registrations**

**Listing on our Mobile App**

## **DIAMOND** Sponsorship: 5,300

### **Limited Positioning in All Marketing Campaigns**

**20'x 20' Location in Exhibit Hall**

### **1 Printed Banner**

*(hung in Conference Area)*

**Listing on our Mobile App**



**CFED will be happy to customize sponsorship opportunities that will help meet your marketing objectives.**

## CONFERENCE TRACK SPONSOR Sponsorship: 4,900

Be the exclusive Track sponsor for one of the educational tracks at the conference.

Fire/Clinical/Emergency Management/Leadership/Behavioral Health

Logo on the website, onsite signage, and listing on the Mobile App

Distribution of literature at track sessions

## ENTERTAINMENT SPONSOR Sponsorship: 4,500

Sponsor Any One of the Nightly Networking Events!

10'x10' Booth (Includes all Exhibitor Benefits)

Company logo displayed in marketing materials

Company logo displayed for the evening event (banner, table displays, etc.)

Ability to address the attendees at the event

## EMERGING TECHNOLOGIES RECEPTION SPONSOR Sponsorship: 3,500

Welcome Night Emerging Technologies Reception hosted by you! Evening appetizers are part of this sponsorship. You will be given 20 minutes at event to address the attendees and demonstrate products!

10'x10' Booth in Exhibit Hall

Company logo displayed in marketing materials

Company logo displayed in Technologies Reception Event (banner, table displays, etc)

Listed on CFED Mobile App as Sponsor and 1 push notification prior to the Reception

## MOBILE APPLICATION MARKETING Sponsorship: 3,500

The CFED Conference mobile application is the newest method to reach attendees. It is available to all attendees and exhibitors for free download. This mobile application contains the conference schedule, education session descriptions, CE and speaker details, exhibitor floor plan, exhibitor descriptions, locations of activities, sponsor ads, and activity wall for posting pictures and social media.

Sponsor's logo and/or advertisement will appear in rotation at key times

10'x10' Booth (Includes all Exhibitor Benefits)

One (1) Complimentary Conference Registration

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**Welcome Back**

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# EXHIBITOR BENEFITS

Exposure to the **largest** concentration of purchasing decision makers nationwide.

## 10' X 10' BOOTH *Which includes:*

- 8' draped backdrop
- Electrical power
- One waste-basket
- Single line exhibitor company ID sign
- Complimentary Exhibitor Conference Pass
- One 6-foot table
- Two chairs
- Listing on the CFED Mobile App

**BREAKFAST AND LUNCH** *Served Tuesday and Wednesday in the Exhibit Hall*

**COMPLIMENTARY BOOTH STAFF** *2 per 100 SQ. FT.*

**INTERNET** *Available for an additional charge. Push notifications during conference hours available for an additional charge.*

## COST TO EXHIBIT

### Early Bird Pricing

*(Before March 1, 2022)*

10 x 10 Booths: \$1,695  
10 x 20 Booths: \$3,290  
20 x 20 Booths: \$4,985

### Regular Pricing

*(On or after March 1, 2022)*

10 x 10 Booths: \$1,895  
10 x 20 Booths: \$3,592  
20 x 20 Booths: \$5,385  
Larger than 20x20: \$17.95sq. ft.

*Processing fees apply to sponsor & exhibitor registrations*

### Sponsor Contact

Michael Antonucci | [mike@cfedwest.com](mailto:mike@cfedwest.com) | (909) 660-9745

### Exhibitor Contact

Rob Sandberg | [rob@cfedwest.com](mailto:rob@cfedwest.com) | (909) 714-0575

Carly Crews | [carly@cfedwest.com](mailto:carly@cfedwest.com) | (909) 440-0708



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*REGISTER ONLINE*

[www.CFEDwest.com](http://www.CFEDwest.com)

Booth Map CFED 2022

