



CALIFORNIA FIRE EMS DISASTER

CONFERENCE & EXPO

2017

EXHIBITOR PROSPECTUS

WWW.CFEDWEST.COM | INFO@CFEDWEST.COM





> BRINGING THE TEAM TOGETHER. <
FIRE EMS DISASTER NURSING LAW ENFORCEMENT

DEAR 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 21-25, 2017.

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, Law Enforcement, and Emergency Nursing. Participation of our business partners is key to the success of our mission.

-Michael Antonucci

Conference Chair & San Bernardino County Emergency Manager

Fire Chief, Retired

Past President California Fire Chiefs EMS

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 - MAY 2017

MOVE-IN & INSTALLATION

Vehicle Move-in

21st – Sunday ~ 9am – 4pm

POVs & General Move-in

22nd – Monday ~ 8am – 4pm

EXHIBITOR REGISTRATION

21st - Sunday ~ 3pm – 5pm

22nd – Monday ~ 8am – 4pm

WELCOME RECEPTION

22nd – Monday ~ 5pm – 7pm

EXHIBITS OPEN TO ATTENDEES

22nd – Monday ~ 4pm – 7pm

23rd – Tuesday ~ 7am – 2pm

24th – Wednesday ~ 7am – 2pm

DISMANTLING & MOVE- OUT

24th – Wednesday ~ 2pm – 6pm

(No early move out allowed unless prearranged by exhibit coordinator or executive staff)

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

ATTENDEES

Fire Service Chief Officers

Law Enforcement Chief Officers

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

SPONSORSHIP BENEFITS



PLATINUM PLUS PARTERSHIP – 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)

Exposure on our Mobile App

(logo and digital ad displayed on mobile app during target times)

Guest Room Keys Feature Sponsor's Logo



PLATINUM LEVEL SPONSORSHIP – 25,000+

Prominent Positioning in All Marketing Campaigns

(including print and web advertising as a Sponsor)

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

Exposure on our Mobile App

(Logo and digital ad displayed on mobile app during target times)



15,000

GOLD LEVEL SPONSORSHIP

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)

Exposure on our Mobile App
(logo and digital advertisement)

7 Full Conference Registrations
(for your invited decision makers)



7,500

BRONZE LEVEL SPONSOR

Limited Positioning in All Marketing Campaigns

Prime 20' x 20' Location in Exhibit Hall

Exposure on our Mobile App

1 Printed Banner
(hung in the Conference Area)

2,500

Welcome Reception

- Simlab sponsors will host the Welcome Reception
- Designated space in SimLab
- Participate in learning sessions with attendees alongside simulation products
- 10' by 10' Booth in Exhibit Hall
- Company logo displayed in marketing materials



10,000

SILVER LEVEL SPONSORSHIP

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

Prime 30' x 30' Location in Exhibit Hall

1 Printed Banner
(hung in Conference Area)

5 Full Conference Registrations
(for your invited decision makers)

Exposure on our Mobile App
(logo and digital advertisement)



5,000

DIAMOND LEVEL SPONSOR

Limited Positioning in All Marketing Campaigns

20' x 20' Location in Exhibit Hall

Exposure on our Mobile App

1 Printed Banner
(hung in the Conference Area)

- Company logo displayed at event (banner, table displays, etc.)
(Provided by sponsor)
- Appetizers for Welcome Reception provided by this sponsorship
- 20 drink coupons for Welcome Reception *(to be distributed by Sponsor)*
- Ability to address the attendees and demo products at Welcome Reception

4,000

Entertainment Sponsor *(Limit 1)*

- Sponsor Casino Event
- 10' by 10' Booth
(Includes all Exhibitor Benefits)
- Company logo displayed in marketing materials
- Company logo displayed for the evening event *(banner, table displays, etc.)*
- 50 drink coupons for that evening *(to be distributed by Sponsor)*
- Ability to address the attendees at the event

2,500

Mobile Application Marketing

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 x 10 Booth
(Includes all Exhibitor Benefits)
- One (1) Complimentary Conference Registration

1,000 Value

Lanyards

Sponsor will provide a minimum of 1000 lanyards with company text or logo for distribution to attendees and exhibitors at registration and will be worn during the duration of the conference.

(Lanyards must be delivered to CFED no later than May 15, 2017.)

700 Value

Conference Bags

Sponsor will provide a minimum of 700 bags that will be distributed to attendees at registration and will be seen by attendees throughout the conference.

(Bags must be delivered to CFED no later than May 15, 2017.)

CUSTOMIZE YOUR SPONSORSHIP

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



EXHIBITOR BENEFITS

EXPOSURE TO THE LARGEST CONCENTRATION OF PURCHASING DECISION MAKERS NATIONWIDE.



10' BY 10' BOOTH *Which includes:*

- 8' draped backdrop
- Electrical power
- One waste-basket
- Single line exhibitor company ID sign
- One 6-foot table
- Two chairs
- Listing with description on CFED Mobile App



BREAKFAST AND LUNCH

(served Tuesday and Wednesday in the Exhibit Hall)



THREE BOOTH PERSONNEL PASSES *(per each 100 SQ. FT)*



INTERNET *(available for an additional charge)*

COST TO EXHIBIT

EARLY BIRD PRICING

(Before March 1, 2017)

10 x 10 Booths \$1495

10 x 20 Booths \$2800

20 x 20 Booths \$4485

REGULAR PRICING

(On or after March 1, 2017)

10 x 10 Booths \$1595

10 x 20 Booths \$3190

20 x 20 Booths \$4785

Larger than 20 x 20 \$15.95 / SQ FT

*processing fees apply to sponsor & exhibitor registrations

SPONSOR CONTACT

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EXHIBITOR CONTACT

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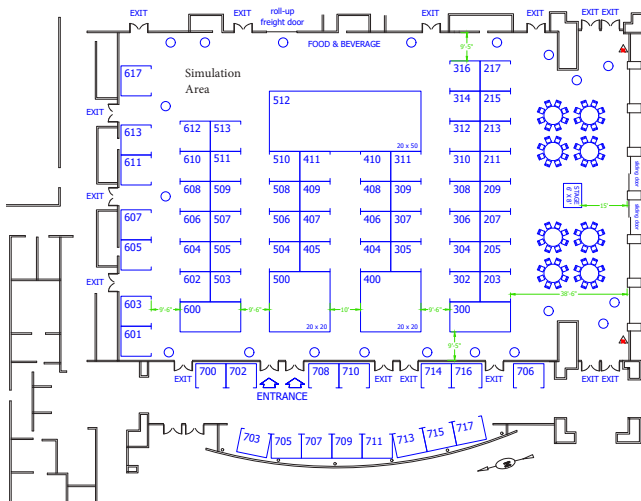
SIMLAB CONTACT

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Register Online @ www.cfedwest.com

Terms and conditions available online.

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2017 CFED BOOTH MAP

Exact Floor Plan Available Online

**Floor plan subject to change*

