EXHIBITOR REGISTRATION OPENS DECEMBER 1, 2026

CFED CONFERENCE & EXPO 2027

MAY 23-27, 2027



EXHIBITOR Prospectus

www.cfedwest.com



Bringing the Team Together.

CFED Conference & Expo represents the combined energies of California's response community to develop an educational event that delivers timely, affordable continuing education to our constituency, while also providing an interactive forum for product and service exchange.

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About Us

Created by California responders for California responders. CFED is California's premier first responder conference.

REACH MULTIPLE DISCIPLINES

Connect with professionals across fire, EMS, nursing, emergency dispatch, public health, and disaster response.

CONNECT IN THE EXHIBIT HALL

Breakfast and lunch are served in the Exhibit Hall on Tuesday and Wednesday, with a Monday evening reception.

BUILD RELATIONSHIPS

Continue conversations beyond the booth at conference networking events.



70+

Exhibitors

Connect with key decision-makers and showcase your products or services to a targeted audience of first responder professionals.

65

Speakers

Sessions led by industry-leading experts, sharing cutting-edge insights and strategies.

1000+

Attendees

Our diverse attendee group provides unparalleled networking and business development opportunities.

Message from the CEO

Conference:

May 23-27, 2027

Exhibit Hall:

May 24-26, 2027

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.



Michael Antonucci

CEO, Retired Fire Chief, Past President - California Fire Chiefs EMS

The CFED Conference & Expo is dedicated to enhancing the effectiveness and safety of first responders and providing the tools to improve patient care. Our mission is to reduce injuries and fatalities among first responders by providing high-quality, industry-relevant continuing education at competitive prices. We serve various disciplines, including Fire Services, Emergency Medical Services, Emergency Medical Disaster Response, Public Health, Behavioral Health, Law Enforcement, and Emergency Nursing. The participation and support of our business partners are vital to achieving our mission and ensuring the success of our initiatives.

Attendees

The CFED Conference & Expo attracts a diverse group of first responder attendees, providing an unparalleled networking and business development opportunity.

- Fire Service Chief Officers
- Law Enforcement Chief Officers
- EMS Managers/Coordinators
- Commanders/Team Leaders
- DMAT & USAR
- First Responders
- Emergency Dispatchers
- 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

Schedule at-a-Glance

Move-In & Installation

VEHICLE MOVE-IN:
SUNDAY, MAY 23: 8am – 2pm

POVs & GENERAL MOVE-IN:
MONDAY, MAY 24: 8am – 4pm

Exhibitor Check-in

SUNDAY, MAY 23:
12pm – 5pm

MONDAY, MAY 24:
8am – 4pm

Vendor Welcome Reception

MONDAY, MAY 24:
5pm – 7pm

Dismantle & Move-out

WEDNESDAY, MAY 26:
2pm - 6pm

Vendor/Attendee Pool Party

MONDAY, MAY 24:
7pm – 9pm

Exhibit Hall Hours

MONDAY, MAY 24: 4pm – 7pm
TUESDAY, MAY 25: 7am – 2pm
WEDNESDAY, MAY 26: 7am – 2pm

Breakfast and lunch will be provided in the Exhibit Hall on Tuesday and Wednesday, in addition to a Monday evening reception.

Sponsorship Benefits

PLATINUM PLUS - $35,000+

- **Prominent Positioning in All Marketing Campaigns**
- **Prime 20'x 20' Location in Exhibit Hall**
- **Lounge Area Located in General Session Foyer**
  (for networking with decision makers and attendees)
- **Printed Sponsorship Signs in Prime Conference Area**
- **Exclusive Platinum Sponsorship**
  (only 1 per business type)
- **Formal Recognition**
  (to general session attendees and at welcome reception)
- **10 Full Conference Registrations for Invited Guests**
- **10 Full Student Conference Registrations**
  (given out with your partnership donation)
- **4 Booth Staff Registrations**
- **Listing and Digital Ad on Mobile App**



Sponsor & Partner

Exclusive opportunity to be the premier partner and sponsor.



Prominent Positioning

in all marketing campaigns, including print and web communications.



Prime Location

Set up in a 20' x 20' Booth, located in the heart of the Exhibit Hall.

PLATINUM - $25,000+

- **Prominent Positioning in All Marketing Campaigns**
- **Prime 20'x 20' Location in Exhibit Hall**
- **Printed Sponsorship Signs in Prime Conference Area**
- **Exclusive Platinum Sponsorship**
  (only 1 per business type)
- **Formal Recognition**
  (to general session attendees and at welcome reception)
- **10 Full Conference Registrations for Invited Guests**
- **4 Booth Staff Registrations**
- **Listing and Digital Ad on Mobile App**





GOLD - $15,500

- **Prominent Positioning in All Event Marketing**
(including print and web advertising as a Sponsor)
- **Prime 20’x 10’ Location in Exhibit Hall**
- **Printed Sponsorship Signs in Prime Conference Area**
- **7 Full Conference Registrations for Invited Guests**
- **3 Booth Staff Registrations**
- **Listing and Digital Ad on Website and Mobile App**

SILVER - $11,000

- **Prominent Positioning in All Event Marketing**
(including print and web advertising as a Sponsor)
- **10’x 10’ Location in Exhibit Hall**
- **Printed Sponsorship Signs in Prime Conference Area**
- **5 Full Conference Registrations for Invited Guests**
- **2 Booth Staff Registrations**
- **Listing and Digital Ad on Website and Mobile App**





BRONZE - $8,000

- Limited Positioning in All Event Marketing
- Prime 10'x 10' Location in Exhibit Hall
- 3 Full Conference Registrations for Invited Guests
- 2 Booth Staff Registrations
- Listing on our Website and Mobile App

DIAMOND - $5,800

- Limited Positioning in All Event Marketing
- 10'x 10' Location in Exhibit Hall
- 1 Full Conference Registration for Invited Guest
- 2 Booth Staff Registrations
- Listing on our Website and Mobile App

CONFERENCE TRACK - $5,000

- Exclusive Track sponsor for one of the educational tracks
- Logo on the website, onsite signage, and listing on Mobile App
- Distribution of literature at track sessions
- 10'x10 Booth
- 2 Booth Staff Registrations

EVENT SPONSORSHIPS

Sponsor any one of the nightly networking events

- 10'x10' Booth + 2 Booth Staff Registrations (Includes all Exhibitor Benefits)
- Company logo displayed in marketing materials
- Company logo displayed for the evening event



Vendor Reception Monday, May 24

$5,500

Sponsor evening appetizers and alcohol. You will receive recognition and an opportunity to mingle with the attendees and tell them about your company. Shine as our exclusive vendor reception sponsor!

Pool Party Monday, May 24

$5,500

Exclusive logo placement and recognition during an evening of live music, cocktails, and networking, ensuring high visibility and engagement with attendees.

Lawn Games Tuesday, May 25

$5,500

Showcase your company logo during our annual cornhole tournament, complete with live music and food trucks, offering a fun way to connect with attendees.

Casino Night Wednesday, May 26

$5,500

Highlight your company logo during an evening of exciting casino games, entertainment, and raffle prizes, offering a high-visibility opportunity.

ADDITIONAL SPONSOR OPPORTUNITIES

Please note these **do not include an exhibitor booth or registration.**

ON-SITE WI-FI PASSWORD

$6,000

Sponsor the exclusive onsite Wi-Fi password for the event, offering high visibility as attendees connect, ensuring your brand is front and center throughout the event.

COFFEE BREAK SPONSOR

$5,000

Keep attendees refreshed with coffee during conference breaks. Your company logo will be featured on branded napkins, coffee cup sleeves, and coffee station signage.

MOBILE APP TITLE SPONSOR

$5,000

Exclusive branding opportunities within the conference's official app, giving your company prominent exposure to attendees through in-app banners and push notifications.

HOTEL ROOM KEYS

$5,000

Exclusive branding with your company logo prominently displayed on the room keys of all attendees.

PARAMEDIC COMPETITION

$2,000

The competition will challenge current paramedics or students to test their skills and knowledge against professionals in the field of EMS. Your company will be recognized as a competition sponsor.

ATTENDEE BADGE ARTWORK

$2,000

Feature your company logo on attendee badges. Continuous visibility throughout the conference - attendees wear your brand during sessions and events.

Exhibitor Benefits

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BRING YOUR SOLUTIONS TO THE FRONT LINES

- **10'x 10' Location in Exhibit Hall, which includes:**
- **(2) Booth Staff Registrations**
- **8' draped backdrop**
- **Electrical Power**
- **One wastebasket**
- **Single-line exhibitor company ID sign**
- **One 6-foot table**
- **Two chairs**
- **Listing on mobile app**

10' x 10' Booth

Early Bird Pricing:
$1,895
Starting March 1, 2027:
$2,295

10' x 20' Booth

Early Bird Pricing:
$3,690
Starting March 1, 2027:
$4,290

20' x 20' Booth

Early Bird Pricing:
$5,985
Starting March 1, 2027:
$6,385

***Booths larger than 20'x20': $20.00 per sq. ft.**

INCLUDED BOOTH STAFF REGISTRATIONS

- 10' x 10' Booth: 2 booth staff registrations
- 10' x 20' Booth: 3 booth staff registrations
- 20' x 20' Booth: 4 booth staff registrations

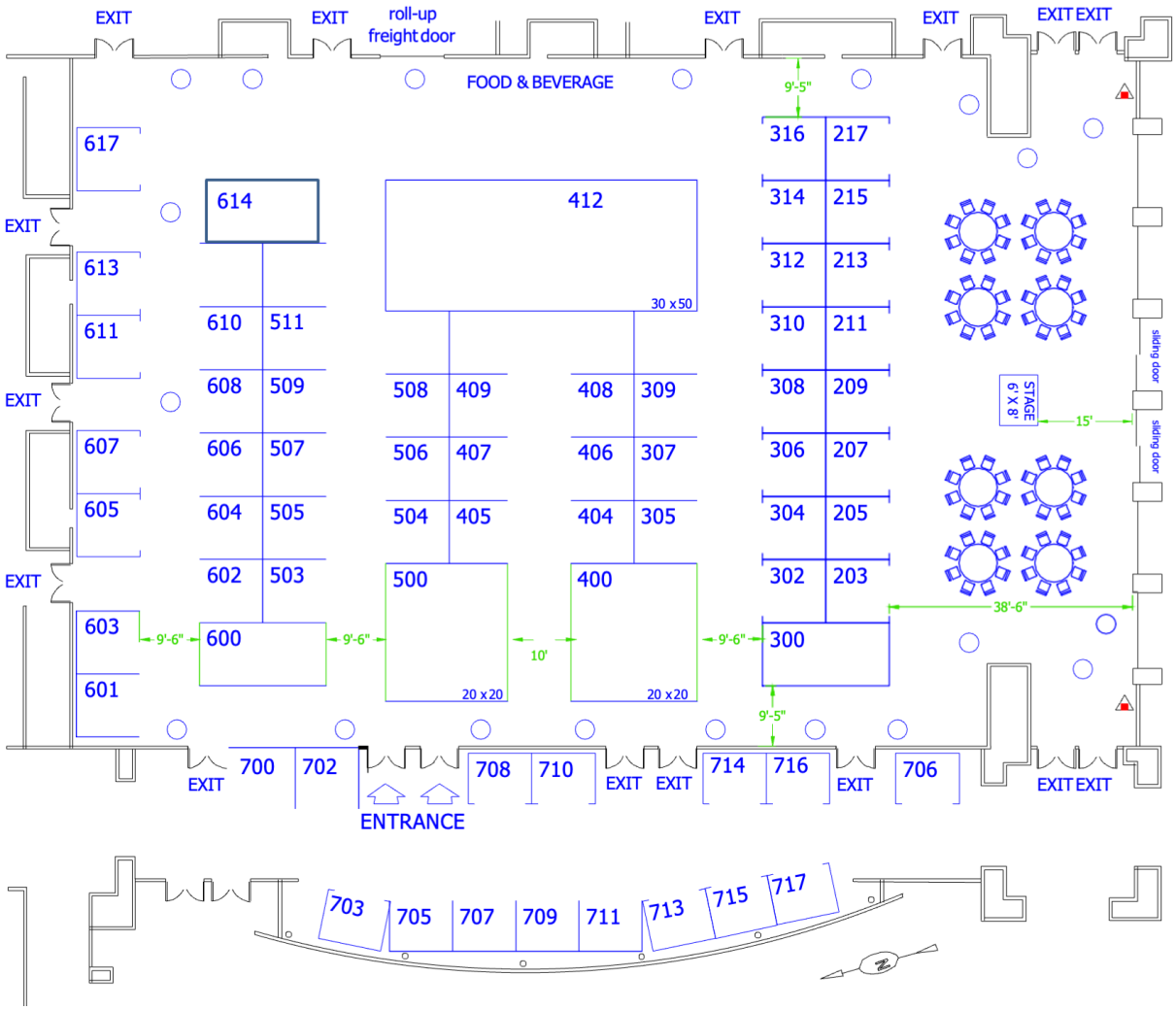
Additional booth staff may be added by purchasing a Companion Pass.

PLANNING TO DISPLAY A VEHICLE?

Contact Rob Sandberg to discuss space options and pricing.

rob@cfedwest.com | 951.906.5138

CFED 2027 BOOTH MAP



Refunds cannot be granted after February 16, 2027

No refunds will be issued after this date, as booth construction and space commitments are finalized at this time.

CFED

2027



Contact

PO Box 893912

Temecula, CA 92589

Sponsor Contact:

Michael Antonucci | mike@cfedwest.com | 909.660.9745

Exhibitor Contact:

Rob Sandberg | rob@cfedwest.com | 951.906.5138

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EXHIBITOR DETAILS & REGISTRATION >

WWW.CFEDWEST.COM