



CFED CONFERENCE & EXPO 2026

MAY 17-21, 2026 IN INDIAN WELLS, CA

EXHIBITOR Prospectus

www.cfedwest.com



Bringing the Team Together.

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.

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About Us

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 Fire, Nursing, Disaster, Emergency Dispatchers, 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 involved in the emergency.



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 CEO



**Conference Dates:
May 17-21, 2026 in
Indian Wells, CA**

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 17: 9am – 4pm

POVs & GENERAL MOVE IN:

MONDAY, MAY 18: 8am – 4pm



Exhibitor Registration

SUNDAY, MAY 17:

12pm – 5pm

MONDAY, MAY 18:

8am – 4pm



Vendor Welcome Reception

MONDAY, MAY 18:

5pm – 7pm



Dismantle & Move-out

WEDNESDAY, MAY 20:

2p-6p



Vendor/Attendee Pool Party

MONDAY, MAY 18:

7pm – 9pm



Exhibit Hall Hours

MONDAY, MAY 18: 4pm – 7pm

TUESDAY, MAY 19: 7am – 2pm

WEDNESDAY, MAY 20: 7am – 2pm

***Breakfast and Lunch will be served Tuesday and Wednesday in the Exhibit Hall, as well as a Monday Night reception/party**

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**
 - **10 Full Student Conference Registration**
(given out with your partnership donation)
 - **Listing and Digital Ad on Mobile App**
 - **Logo on Conference Badges**



Sponsor & Partner

Exclusive opportunity to be the premiere partner and sponsor of CFED



Prominent Positioning

in all marketing campaigns, including print and web as a Sponsor & Partner



Prime Location

Setup 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**
 - **Listing and Digital Ad on Mobile App**
 - **Logo on Conference Badges**



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 Conference Registrations**
(for your invited decision makers)
- **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 Conference Registrations**
(for your invited decision makers)
- **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 Conference 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 Conference Registration
- 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
(Includes all Exhibitor Benefits)

EVENT SPONSORSHIPS

Sponsor any one of the nightly networking

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



Vendor Reception Monday, 5/18

\$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!

Lawn Games Tuesday, 5/19

\$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.

Pool Party Monday, 5/18

\$5,500

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

Casino Night Wednesday, 5/19

\$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 WIFI 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.

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.

MOBILE APP PROMOTIONS

\$300-500

Keep your brand top of mind throughout the event with a rotating banner ad or a custom promotional push notification inside the CFED 2026 mobile app.

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. Advertised as your company sponsoring the event.

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

EXPOSURE TO THE **LARGEST** CONCENTRATION OF PURCHASING DECISION-MAKERS NATIONWIDE

- 10'x 10' Location in Exhibit Hall, which includes:
 - 8' draped backdrop
 - Electrical Power
 - One waste basket
- Single line exhibitor company ID sign
 - Exhibitor Conference Pass
 - One 6-foot table
 - Two chairs
- Listing on mobile app



10x10 Booth

Early bird Pricing:
\$1,895

On or after March 1st:
\$2,295



10x20 Booth

Early bird Pricing:
\$3,690

On or after March 1st:
\$4,290



20x20 Booth

Early bird Pricing:
\$5,985

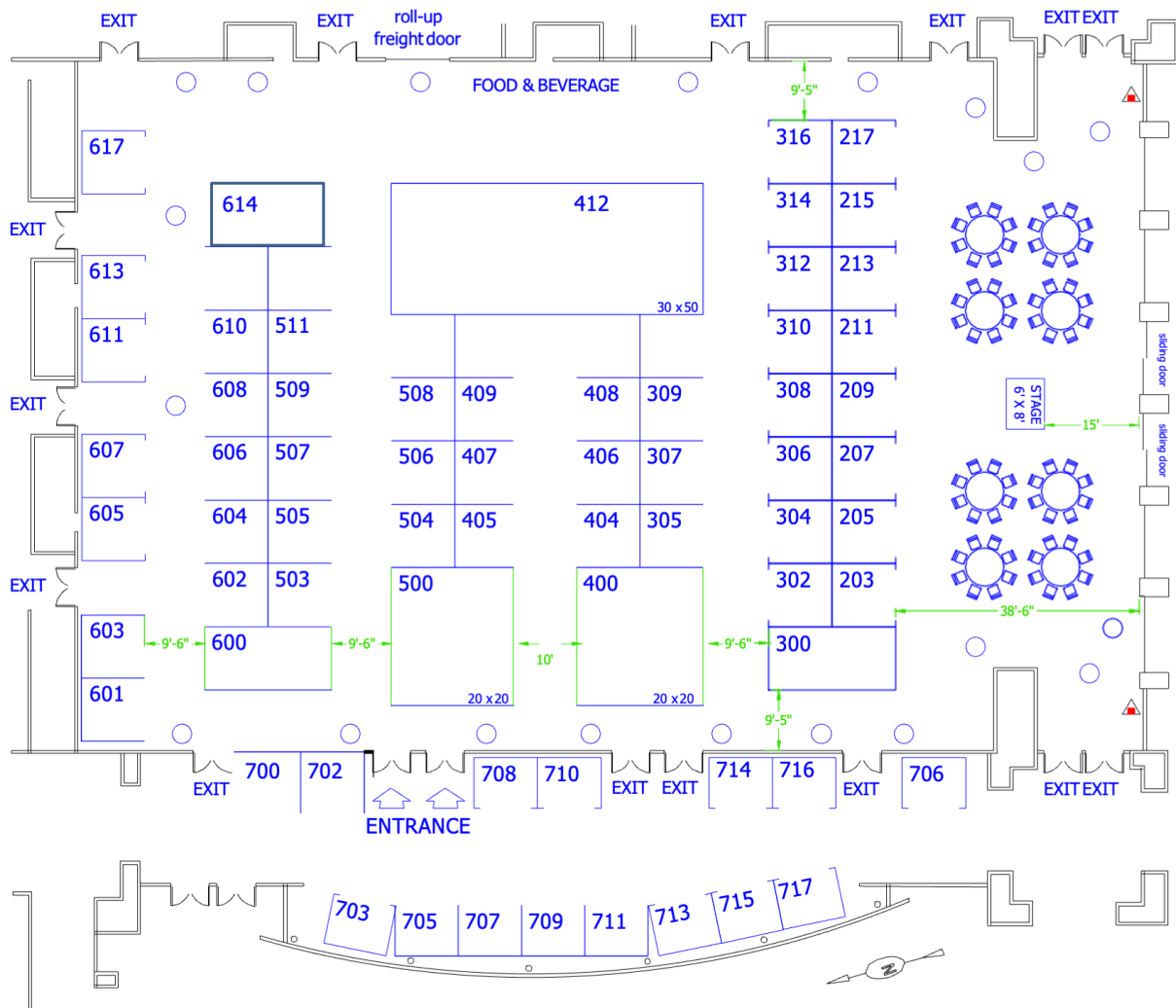
On or after March 1st:
\$6,385

*Over 20x20 booths: \$20.00 per sq. ft.

Refunds cannot be granted after February 16, 2026

(Three months prior to move-in); No refunds will be issued after this date, as booth construction and space commitments are finalized at this time

CFED 2026 BOOTH MAP





CFED
2026



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

Register online www.cfedwest.com