



**CONFERENCE & EXPO**

*May 19-23, 2024*

---

[New Mailing Address](#)

*P.O. Box 893912 Temecula, CA 92589*

**EXHIBITOR  
PROSPECTUS**

**CFEDWEST.COM**

**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 19-23, 2024.

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 FireChiefs EMS

CFED Conference & Expo represents the commingled 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 2024

## MOVE IN & INSTALLATION

### VEHICLE MOVE-IN

Sunday, May 19: 9am – 4pm

### POVs & GENERAL MOVE-IN

Monday, May 20: 8am – 4pm

## EXHIBITOR REGISTRATION

Sunday, May 19: 3pm – 5pm

Monday, May 20: 8am – 4pm

## VENDOR WELCOME RECEPTION

Monday, May 20: 5pm – 7pm

## EXHIBITS OPEN TO ATTENDEES

Monday, May 20: 4pm – 7pm

Tuesday, May 21: 7am – 2pm

Wednesday, May 22: 7am – 2pm

## DISMANTLING & MOVE-OUT

Wednesday, May 22: 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, as well as a Monday Night reception/party**

## 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
- EMT's
- Firefighters / Engineers
- Directors of Private Transportation Companies
- Law Enforcement Officers
- Public Health Officers/Staff
- ED Nurse Managers/Nurses
- Behavioral Health Clinicians
- 9-1-1 Dispatchers
- Paramedics
- Air Medical
- Physicians

# SPONSORSHIP BENEFITS

## PLATINUM PLUS Partnership - 30,000+

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

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

**Prime 20'x 20' 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 20'x 20' 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  
\$15,000

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

**Prime 20'x 20' 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 Event Marketing** *(including print and web advertising as a Sponsor)*

**20'x 20' 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 Event Marketing**

**Prime 10'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 Event Marketing**

**10'x 10' 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

\$4,900

**Exclusive Track sponsor for one of the educational tracks**

Fire/Clinical/Emergency Management/Leadership/Behavioral Health

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

**Distribution of literature at track sessions**

## ENTERTAINMENT SPONSOR

\$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**

## VENDOR RECEPTION SPONSOR

\$3,500

**Welcome Night Vendor Reception hosted by you!**

Evening appetizers are part of this sponsorship. You will be highlighted and given an opportunity to greet the attendees and tell them about your company.

**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**

---

**Welcome Back**

# 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
- Exhibitor Conference Pass
- One 6-foot table
- Two chairs
- Listing on 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, 2024)*

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, 2024)*

10 x 10 Booths: \$1,895  
10 x 20 Booths: \$3,592  
20 x 20 Booths: \$5,385  
20 x 20+: \$17.95 sq. 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) | (951) 906-5138

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

New Mailing Address:  
CFED | PO BOX 893912 Temecula, CA 92589

# REGISTER ONLINE

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

