



California Association of
Health Plans

**Exhibitor & Sponsorship
Prospectus 2020**



**California Association of Health Plans
35th Annual Conference
October 19 - 21, 2020
JW Marriott Desert Springs
Palm Desert, California**

Conference Overview

Hotel Information:

JW Marriott Desert Springs
74-855 Country Club Drive
Palm Desert, CA 92260
(760) 341-2211



<https://book.passkey.com/e/50055350>

Guests can also make their reservations via phone by calling our Passkey Reservations at 1-877-622-3140.

Rate-\$259 plus \$5 resort fee

Make your reservations before Thursday, September 25, 2020 to secure these special rates.

The cut-off date is a guideline and does not guarantee availability. All reservations must be accompanied by a first night room deposit, or guaranteed with a major credit card. Reservations canceled within 72 hours of arrival will be charged at one night's room rate.

CAHP has developed a specific reservation process to help ensure the integrity of program costs and rooms in the block. Thank you for not using a travel agency when making your hotel reservations.

Exhibiting Overview

The California Association of Health Plans invites you to exhibit at our 35th Annual Conference, October 19 – 21, 2020 in Palm Desert, CA.

Why Exhibit?

Reach more than 1000 key decision makers in the managed health care industry when you exhibit at the California Association of Health Plans 2020 Annual Conference, October 19 - 21 at the JW Marriott Desert Springs Resort & Spa. Don't miss this opportunity to show your products and services to the majority of California's health plans consisting of the CEO's, CFO's, CIO's, medical directors, pharmacy directors, government relations staff as well as various state agencies.

Trade Show Highlights

The 35th Annual CAHP Conference will offer special events and services to attract added registrants and keep them in the Exhibit Hall longer.

- Unopposed exhibit hall time
- Refreshment breaks served exclusively in the Exhibit Hall
- Breakfast (Tuesday and Wednesday) and Lunch (Tuesday) served at Food Stations located in the Exhibit Hall
- The conference opening event held in the Exhibit Hall– Join us for the Welcome Reception on Monday evening
- Tuesday Night Networking Reception inside the exhibit hall
- In addition to exhibit time, the conference offers numerous networking opportunities: 14th Annual Golf Tournament and two evening receptions

**RESERVE YOUR SPACE AT THIS
PREMIER EVENT TODAY!**

CAHP Member Health Plans:
Aetna Health of California, Inc.
AIDS Healthcare Foundation
Alameda Alliance for Health
Alignment Health Plan
AmericasHealth Plan
Anthem Blue Cross
Aspire Health Plan
Blue Shield of California
Blue Shield of CA Promise Health Plan
CalOptima
CalViva Health
CenCal Health
Central California Alliance for Health
Central Health Medicare Plan
Chinese Community Health Plan
Cigna HealthCare of California, Inc.
Community Care Health
Community Health Group
Contra Costa Health Plan
Gold Coast Health Plan
Health Net of California
Health Plan of San Joaquin
Health Plan of San Mateo
Heritage Provider Network
Inland Empire Health Plan
Inter Valley Health Plan
Kaiser Permanente
Kern Family Health Care
L.A. Care Health Plan
Molina Healthcare of California
On Lok Lifeways
Oscar Health Plan of California
Partnership HealthPlan of California
San Francisco Health Plan
Santa Clara Family Health Plan
SCAN Health Plan
Scripps Health Plan Services
Seaside Health Plan
Sharp Health Plan
SIMNSA Health Plan
Sutter Health Plus
UnitedHealthcare of California
Valley Health Plan
Ventura County Health Care Plan
WellCare
Western Health Advantage

Exhibit Hall Hours

Monday, October 19

Exhibitor Move-In	10:00 am – 4:30 pm
Welcome Reception – Exhibit Hall	6:00 pm – 8:00 pm

Tuesday, October 20

Exhibit Hall Continental Breakfast	8:00 am – 9:00 am
Exhibit Hall Break	10:15 am – 10:45 am
Exhibit Hall Lunch	12:00 pm – 1:00 pm
Exhibit Hall Break	2:15 pm – 2:45 pm
Tuesday Reception	4:00 pm – 6:00 pm

Wednesday, October 21

Exhibit Hall Continental Breakfast	7:30 am – 8:30 am
Exhibitor Move-Out	8:30 am – 11:00 am

Exhibiting Opportunities

Platinum Sponsorship – 8 x 10 booth **SOLD** **\$30,000**

- **Exclusive dinner with health plan member CEOs (up to five representatives from your company)**
- Exhibit Booth (8 x 10), skirted table, chair, signage, wastebasket
- Premier location in exhibit hall
- Five complimentary full conference registrations
- Prominently placed company logo on website months prior to event listing you as Platinum Sponsor
- Ad in preconference mailer – 3,500 distribution sent out mid-July
- Full page ad in conference materials
- Full page ad in *CAHP's 2020 Membership Directory*
- Complimentary 2020 Associate Membership
- Recognized as Platinum Sponsor in conference materials & website

Gold Sponsorship – 8 x 10 Booth **Non-Member Rate: \$11,000** **Member Rate: \$10,000**

- Exhibit Booth (8 x 10), skirted table, chair, signage, wastebasket
- Four complimentary full conference registrations
- Prominently place company logo on website months prior to event listing you as Gold Sponsor
- Full page ad in conference materials
- Recognized as Gold Sponsor in conference materials & website

Silver Sponsorship – 8 x 10 Booth **Non-Member Rate: \$8,500** **Member Rate: \$7,500**

- Exhibit Booth (8 x 10), skirted table, chair, signage, wastebasket
- Three complimentary full conference registrations
- Half page ad in conference materials
- Recognized as Silver Sponsor in conference materials and website

Bronze Sponsorship – 8 x 10 Booth **Non-Member Rate: \$6,000** **Member Rate: \$5,000**

- Exhibit Booth (8 x 10), skirted table, chair, signage, wastebasket
- Two complimentary full conference registrations
- Quarter page ad in conference materials
- Recognized as Bronze Sponsor in conference materials and website

Sponsorship Opportunities

Reception Sponsor (2 evenings)

Associate Member Rate:	\$10,000
Non Member Rate:	\$12,000

- Company logo on wine glasses & napkins
- 10% discount on exhibit booth
- Two complimentary registration badges
- Full-page ad in conference materials
- Signage listing your company as the Reception Sponsor

Exhibit Hall Lunch Sponsor - Tuesday

Associate Member Rate:	\$ 9,000
Non-Member Rate:	\$ 10,000

- Company logo on mint tins or gum located on each table
- 10% discount on exhibit booth
- Two complimentary registration badges
- Signage listing your company as the Lunch Sponsor
- Full-page ad in conference materials

Breakfast Sponsor - SOLD

Associate Member Rate:	\$8,000
Non Member Rate:	\$9,000

- Signage listing your company as the Breakfast Sponsor
- Coffee mugs and napkins with company logo
- 10% discount on exhibit booth
- Two complimentary registration badges

Refreshment Break Sponsor

Associate Member Rate:	\$4,000
Non-Member Rate:	\$5,000

- Signage listing your company as the Refreshment Sponsor
- One complimentary registration badge
- 10% discount on exhibit booth
- Napkins with company logo

Caricature Sponsor

Associate Member Rate:	\$5,000
Non-Member Rate:	\$6,000

- Disney-trained caricaturist in exhibit hall Monday & Tuesday
- Signage listing your company as the Caricature Sponsor
- Company logo on bags
- One complimentary registration badge
- 10% discount on exhibit booth

Sponsorship Opportunities (cont.)

Popcorn Sponsor

Associate Member Rate:	\$4,000
Non Member Rate:	\$5,000

- Attendees will be treated to the smell and taste of popcorn throughout the exhibit hall on Tuesday.
- 10% discount on exhibit booth
- One complimentary registration badges
- Signage listing your company as the Popcorn Sponsor

Coffee Service Sponsor - Wednesday

Associate Member Rate:	\$4,000
Non Member Rate:	\$5,000

- Signage listing your company as the Coffee Break Sponsor
- Napkins with company logo
- 10% discount on exhibitor booth

Name Badge Sponsor

Associate Member Rate:	\$8,000
Non-Member Rate:	\$9,000

- Signage at registration table as the Name Badge Sponsor
- Name Badge with company logo
- 10% discount on exhibitor booth
- Two complimentary registration badges

Phone & Tablet Charging Station Sponsor

Associate Member Rate:	\$6,000
Non-Member Rate:	\$7,000

- Charging station charges up to 8 phones/tablets
- Logo decal on charging station (Monday - Wednesday) with logo displayed as screensaver
- 10% discount on exhibitor booth
- Two complimentary registration badges

2020 Legislative Session: Year End Review – Boxed Lunch - Wednesday

Associate Member Rate:	\$5,000
Non-Member Rate:	\$6,000

- Signage listing your company as the boxed lunch sponsor
- Company logo sticker on boxed lunches
- 10% discount on exhibitor booth
- Two complimentary registration badges

Sponsorship Opportunities (cont.)

WiFi Sponsor

Associate Member Rate:	\$9,000
Non Member Rate	\$10,000
<ul style="list-style-type: none">• Company logo on landing page.• 10% discount on exhibit booth• Two complimentary registration badges• Signage listing your company as the WiFi Sponsor	

Mobile App Sponsor

Associate Member Rate:	\$9,000
Non Member Rate:	\$10,000
<ul style="list-style-type: none">• App home page banner – logo clickable to your website• Two complimentary badges• Signage and listing• 10% discount on exhibitor booth	

Massage Station Sponsor

Associate Member Rate:	\$5,000
Non-Member Rate:	\$6,000
<ul style="list-style-type: none">• Attendees will be treated to neck and back massages by certified therapists in the exhibit hall on Tuesday• Signage• 10% discount on exhibitor booth• One complimentary registration badge	

Conference Bag Sponsor

Associate Member Rate:	\$10,000
Non-Member Rate:	\$12,000
<ul style="list-style-type: none">• 10% discount on exhibitor booth• Two complimentary registration badges	

Lanyards with Logo

Associate Member Rate:	\$8,000
Non-Member Rate:	\$9,000
<ul style="list-style-type: none">• 10% discount on exhibitor booth• One complimentary registration badge	

Room Key Sponsor

Associate Member Rate:	\$5,000
Non-Member Rate:	\$6,000
<ul style="list-style-type: none">• 10% discount on exhibitor booth• One complimentary registration badge	

Advertising Opportunities

Conference Advertising

Full-page black & white ad in conference book

Associate Member Rate	\$1,000
Non-Member Rate	\$1,200

Half-page black & white ad in conference book

Associate Member Rate	\$500
Non-Member Rate	\$600

Quarter-page black & white ad in conference book

Associate Member Rate	\$250
Non-Member Rate	\$300

Exhibitor / Sponsor Contract

Company Name: _____

Pre-conference Contact Name: _____ Email: _____

Booth Attendee: _____ Title: _____ Email: _____

2nd Attendee: _____ Title: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Company E-mail: _____ Website: _____

Sponsor Levels

Please indicate your level of sponsorship:

- | | | | |
|--|-------------------|-------------|---------------------------------|
| <input type="checkbox"/> Platinum Sponsorship | \$30,000 | SOLD | |
| <input type="checkbox"/> Gold Sponsorship | \$10,000 (member) | | \$11,000 (nonmember) |
| <input type="checkbox"/> Silver Sponsorship | \$7,500 (member) | | \$8,500 (nonmember) |
| <input type="checkbox"/> Bronze Sponsorship | \$5,000 (member) | | \$6,000 (nonmember) |
| <input type="checkbox"/> Reception Sponsor | \$10,000 (member) | | \$12,000 (nonmember) |
| <input type="checkbox"/> Exhibit Hall Lunch | \$9,000 (member) | | \$10,000 (nonmember) |
| <input type="checkbox"/> Breakfast Sponsor | \$8,000 (member) | | \$9,000 (nonmember) SOLD |
| <input type="checkbox"/> Refreshment Break Sponsor | \$4,000 (member) | | \$5,000 (nonmember) |
| <input type="checkbox"/> Coffee Service Sponsor | \$4,000 (member) | | \$5,000 (nonmember) |
| <input type="checkbox"/> Year End Review Lunch | \$5,000 (member) | | \$6,000 (nonmember) |
| <input type="checkbox"/> Popcorn Sponsor | \$4,000 (member) | | \$5,000 (nonmember) |
| <input type="checkbox"/> Conference Bag Sponsor | \$10,000 (member) | | \$12,000 (nonmember) |
| <input type="checkbox"/> Phone Charging Sponsor | \$6,000 (member) | | \$7,000 (nonmember) |
| <input type="checkbox"/> Caricature Sponsor | \$5,000 (member) | | \$6,000 (nonmember) |
| <input type="checkbox"/> Name Badge Sponsor | \$8,000 (member) | | \$9,000 (nonmember) |
| <input type="checkbox"/> Lanyards Sponsor | \$8,000 (member) | | \$9,000 (nonmember) |
| <input type="checkbox"/> Room Key Sponsor | \$5,000 (member) | | \$6,000 (nonmember) |
| <input type="checkbox"/> WiFi Sponsor | \$9,000 (member) | | \$10,000 (nonmember) |
| <input type="checkbox"/> Mobile App Sponsor | \$9,000 (member) | | \$10,000 (nonmember) |
| <input type="checkbox"/> Massage Station Sponsor | \$5,000 (member) | | \$6,000 (nonmember) |

Please pick your top 3 exhibit space choices: 1) _____ 2) _____ 3) _____

Major Competitors: _____ Product or Service: _____

How did you hear about us?: _____

Payment Information

September 4, 2020 Signed contract due in order to appear in attendee conference materials

****Total payment due within 30 days of receipt of invoice****

Check enclosed (make payable to CAHP) CAHP Tax ID #95-3825285

Please Read and Sign Below

The undersigned, designated as exhibitor representative, hereby contracts with the California Association of Health Plans for exhibit space in the 2020 CAHP Annual Conference. Exhibitor agrees to abide by the Exhibit Display Rules & Regulations. This contract is subject to the terms and conditions that accompany this contract.

Authorized Signature: _____ Title: _____

Name (Print): _____ Date: _____

Please sign and return to:

CAHP Attn: Geri O'Neil

1415 L Street #850 Sacramento, CA 95814

(916) 558-1548 Fax: (916) 443-1037 goneil@calhealthplans.org

Contract Terms and Conditions

AGREEMENT TO CONDITIONS. Each exhibitor ("Exhibitor") agrees to abide by these conditions during the CAHP 2020 Annual Conference ("Exhibition"), it being understood and agreed that the sole control of the exhibit hall rests with the California Association of Health Plans (CAHP).

ASSIGNMENT OF SPACE. Upon receipt of signed contract and payment, notification of booth assignment and the Exhibit Display Rules and Regulations will be mailed to Exhibitor. Space is assigned on a first-come, first-served basis. If spaces selected are taken, CAHP has the right to assign the next best available space. **NO MORE THAN 2 EXHIBITING COMPANIES PER BOOTH.**

EXHIBIT FEE. Exhibit fee for 8 deep x 10 wide booths includes pipe & drape (8' back wall & 3' side wall in black), 6' draped table, 2 side chairs, wastebasket and a sign showing booth number and company name. The exhibit hall is carpeted; therefore booth carpet is not required.

TRADESHOW SERVICES

Innovative Expo is the official general exhibit services contractor for the CAHP Conference. Innovative Expo offers many options including furniture, electrical, logistics and signage. These options will be outlined in the Exhibitor kit to be released online by July 1, 2020.

PAYMENT POLICY

Exhibitor's signed contract is due immediately in order to hold the booth space. Payment in full is due within 30 days of receipt of invoice. CAHP reserves the right to cancel an exhibit space for non-payment or for misrepresentation of products to be displayed.

CANCELLATION OF EXHIBIT SPACE BY EXHIBITOR. All booth cancellations must be submitted to CAHP in writing. In the event of an exhibitor canceling booth space, the following cancellation policy will apply:

- Cancellations made on or before July 1, 2020: An amount equal to 50% of the total booth fee will be retained by CAHP.
- Cancellations received after July 1, 2020: No refunds will be given on cancellations received after July 1, 2020, even if CAHP is able to resell the space.

USE OF EXHIBIT SPACE. Exhibit space is assigned on the express understanding that it is to be used solely for the display of the Exhibitor's products and services that are either directly related to the managed health care industry or are approved by CAHP if not directly related to the managed health care industry.

CARE OF EXHIBIT SPACE. The exhibit floor will be cleaned daily, and all rubbish should be placed in the aisles at the close of the Exposition each day. Exhibitor must not place any refuse, or any material, which will endanger public safety or cause inconvenience to other exhibitors, on the floor during exhibit hours. Booths must be in order before opening hour of each exposition day. Exhibitor shall not injure, mar, mark, paint or in any manner deface the hall; or use nails, hooks, pins, screws, Scotch tape or masking tape on the building. Exhibitor is liable for any and all damages which it may cause to the building, or otherwise in connection with its exhibit.

RESTRICTIONS. All displays, demonstrations and personnel, including those in the act of distributing product literature, must be confined to the individual Exhibitor's own leased exhibit area and must not interfere, obstruct or otherwise unduly affect the operation of others.

BOOTH TEAR DOWN. Exhibitor will not dismantle its display prior to the closing of the show. No exhibit or any part thereof may be removed during Exhibition. There is a \$1,000 penalty for early dismantling which must be paid before Exhibitor may select space for future shows. Exhibitors should make travel and staffing arrangements accordingly.

COPYRIGHT POLICY. Exhibitor represents and warrants that it has procured all permissions to use any copyrighted work that is performed, broadcast, or displayed by Exhibitor during the Exhibition. Exhibitor will indemnify and hold CAHP harmless from and against any and all claims and damages arising in connection with the Exhibitor's use of copyrighted works.

EXHIBITOR APPOINTED CONTRACTORS. Exhibitor agrees to notify CAHP, in writing, if utilizing the services of an outside contractor (an "Appointed Contractor") at any time during the exposition. Appointed Contractors must conform to all exposition regulations, including proof of insurance. Exhibitor will be solely liable for the actions and omissions of its Appointed Contractor(s). Exhibitor will indemnify and hold CAHP harmless in connection with any and all claims and damages, losses, costs or expenses arising in connection with its Appointed Contractor(s).

INSURANCE. Exhibitor may insure its property but must do so at its own expense. Exhibitor further acknowledges that insurance covering its exhibit and/or property against damage and business interruption losses are the sole responsibility of Exhibitor. It is recommended that Exhibitor has representatives in attendance at all times when its exhibit is open, and especially when exhibits are being set up or dismantled, to protect against loss.

LIABILITY. CAHP will not be liable to Exhibitor or Exhibitor's Appointed Contractor(s), agents or employees, for any acts or omissions in connection with this contract, unless such acts or omissions constitute gross negligence. CAHP shall be indemnified and held harmless by Exhibitor from and against any and all claims and damages of every kind, for injury to or death of any person or persons and for damage to or loss of property, arising out of or attributed, directly or indirectly, to the operations or performance of Exhibitor and Exhibitor's Appointed Contractors, agents and employees under this contract, unless caused by CAHP's gross negligence. It is expressly understood and agreed, and Exhibitor agrees by accepting these rules, that he/she will make no claim of any kind against CAHP, or any of its members, its employees, or hired service contractors for any loss, damage to or destruction of goods, or for any injury that may occur to himself or his employees while at Exhibition, or for any damage of any nature or character whatsoever, unless such claim arises from CAHP's gross negligence. **IN NO EVENT SHALL CAHP BE LIABLE FOR ANY SPECIAL, INCIDENTAL, INDIRECT, PUNITIVE, OR CONSEQUENTIAL DAMAGES OF ANY KIND (including but not limited to lost profits) IN CONNECTION WITH THIS AGREEMENT, EVEN IF INFORMED IN ADVANCE OF THE POSSIBILITY OF SUCH DAMAGES.**

CONDITIONS OF CONTRACT. CAHP reserves the right to alter locations of exhibitors or of booths shown on the floor plan if deemed to be in the best interest of the Exhibition. This contract is subject to all rules and regulations of CAHP, and to all conditions under which space at the JW Marriott Desert Springs is made available to CAHP. Exhibitor agrees to abide by all applicable fire, utility and building codes. Exhibitors are responsible for knowing and abiding by the Exhibit Display Rules and Regulations. Innovative Expo reserves the right to make such reasonable changes, amendments and additions to the Exhibit Display Rules and Regulations as may be considered necessary.

AMENDMENTS TO CONTRACT. All points not covered herein are subject to settlement by CAHP, and CAHP reserves the right to make such changes, amendments and additions to this contract.

If legal action is required to enforce this contract, the prevailing party is entitled to recover reasonable attorney fees, administrative costs, costs of court and any other expenses incurred in enforcing the contract. This contract shall be governed by and construed in accordance with the laws of the State of California. Venue for any action under this contract shall be in Sacramento, California

