



California Association of
Health Plans

**Exhibitor & Sponsorship
Prospectus 2026**



**California Association of Health Plans
40th Annual Conference
October 19-October 21, 2026
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



Guests can make their reservations via phone by calling Passkey Reservations at 1-877-622-3140 or online by clicking this link:

<https://book.passkey.com/e/51153929>

Rate \$319 per night plus \$20 resort fee

Make your reservations before Thursday, September 24, 2026, to secure the group rate.

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 a 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.

Exhibit Hall Hours

Monday, October 19

Exhibitor Move-In	10:00 am – 4:00 pm
Welcome Reception – Exhibit Hall	5:00 pm – 7:00 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 - Exhibit Hall	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

***All booth spaces are 8ft deep x 10ft wide**

Platinum Sponsorship – 8 x 10 booth

SOLD \$35,000

- **Exclusive dinner with health plan member CEOs (up to five representatives from your company)**
- Exhibit Booth (8 x 10), 6-foot skirted table, 2 chairs, signage, wastebasket
- Premier location in exhibit hall
- Logo in lights on wall in foyer area of the conference
- Five complimentary full conference registrations
- Prominently placed company logo on website months prior to event listing you as Platinum Sponsor
- Full page ad in *CAHP's 2025 Membership Directory* (if secured before Jan. 30th when directory goes to print)
- Complimentary 2026 Associate Membership
- Recognized as Platinum Sponsor in conference materials & website & highlighted on signage at conference

Gold Sponsorship – 8 x 10 Booth

Non-Member Rate: \$11,000 Member Rate: \$10,000

- Exhibit Booth (8 x 10), 6-foot skirted table, 2 chairs, signage, wastebasket
- Four complimentary full conference registrations
- Prominently place company logo on website months prior to event listing you as Gold Sponsor
- Recognized as Gold Sponsor in conference materials, website and on signage at conference

Silver Sponsorship – 8 x 10 Booth

Non-Member Rate: \$8,500

Member Rate: \$7,500

- Exhibit Booth (8 x 10), 6-foot skirted table, 2 chairs, signage, wastebasket
- Three complimentary full conference registrations
- Recognized as Silver Sponsor in conference materials, website and on signage at conference

Bronze Sponsorship – 8 x 10 Booth

Non-Member Rate: \$7,000

Member Rate: \$6,000

- Exhibit Booth (8 x 10), 6-foot skirted table, 2 chairs, signage, wastebasket
- Two complimentary full conference registrations
- Recognized as Bronze Sponsor in conference materials, website and on signage at conference

Sponsorship Opportunities

Reception Sponsor

SOLD

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
- Signage listing your company as the Reception Sponsor
- Mobile app acknowledgement to all attendees

Exhibit Hall Lunch Sponsor

Associate Member Rate:	\$ 9,000
Non-Member Rate:	\$ 12,000

- 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
- Mobile app acknowledgement to all attendees

Breakfast Sponsor

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
- Mobile app acknowledgement to all attendees

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
- Mobile app acknowledgement to all attendees

Caricature Sponsor

SOLD

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 – if you have a booth, artist can be placed in your booth and extra signage and mobile app notifications will be sent driving traffic to your booth

Sponsorship Opportunities

Popcorn Sponsor

SOLD

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
- Logo on popcorn bags
- 10% discount on exhibit booth
- One complimentary registration badge
- Signage listing your company as the Popcorn Sponsor
- Mobile app acknowledgement to all attendees

Coffee Service Sponsor - Wednesday

SOLD

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

- Signage listing your company as the Coffee Break Sponsor
- Napkins with company logo
- One complimentary registration badge
- 10% discount on exhibitor booth
- Mobile app acknowledgement to all attendees

Name Badge Sponsor

SOLD

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

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

Registration Sponsor

SOLD

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

- Gobo – Company logo in lights on wall in main registration area
- Logo on digital header of all registration marketing as well as on event brochure
- Logo on Large Registration Conference Welcome Banner
- Logo on Registration Digital Screen at Main Registration Desk
- 6ft table to setup your own company materials/signage in main registration area
- Two complimentary registration badges
- Signage and listing in conference materials

Sponsorship Opportunities

Phone & Tablet Charging Station Sponsor

Associate Member Rate:	\$6,000
Non-Member Rate:	\$7,000
<ul style="list-style-type: none">• Charging station charges up to 8 phones/tablets• Logo decal or your custom designed ad on charging station (Monday - Wednesday)<ul style="list-style-type: none">▪ Email mking@calhealthplans.org for sample designs/photos• 10% discount on exhibitor booth• Two complimentary registration badges	

2026 Legislative Session: Year End Review – Boxed Lunch - Wednesday

Associate Member Rate:	\$6,000
Non-Member Rate:	\$7,000
<ul style="list-style-type: none">• Signage listing your company as the boxed lunch sponsor• Company logo sticker on boxed lunches• 10% discount on exhibitor booth• Two complimentary registration badges	

WiFi Sponsor

SOLD

Associate Member Rate:	\$9,000
Non-Member Rate:	\$10,000
<ul style="list-style-type: none">• Hyperlink to company website on landing page.• 10% discount on exhibit booth• Two complimentary registration badges• Signage listing your company as the WiFi Sponsor• Mobile app and pre-event email acknowledgement to all attendees as well as listed on event brochure	

Mobile App Sponsor

SOLD

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<ul style="list-style-type: none">▪ You can have an ad designed and submit to have uploaded on app• Two complimentary badges• Signage and listing• 10% discount on exhibitor booth• Mobile app and pre-event email acknowledgement to all attendees as well as listed on event brochure	

Conference Bag Sponsor

SOLD

Associate Member Rate:	\$10,000
Non-Member Rate:	\$12,000
<ul style="list-style-type: none">• Logo printed on conference bags that are handed out to all attendees at registration• 10% discount on exhibitor booth• Two complimentary registration badges	

Sponsorship Opportunities

Photo Wall Sponsor

SOLD

Associate Member Rate:

\$15,000

Non-Member Rate:

\$17,000

- Sponsor of the conference branded photo wall with large letters setup for photo opps to post to social media outlets
- Signage to include your logo
- CAHP to include information of this sponsorship direct to all attendees to ensure it is promoted
- Two high-boy tables setup near area for your marketing materials/space for one standing sign
- Opportunity to staff the area and offer to take photos for attendees with their phones and engage as they arrive
- 10% discount on exhibitor booth
- Three complimentary registration badges

Lanyards with Logo

SOLD

Associate Member Rate:

\$10,000

Non-Member Rate:

\$11,000

- Logo printed on all lanyards
- 10% discount on exhibitor booth
- Two complimentary registration badges

Room Key Sponsor

SOLD

Associate Member Rate:

\$6,000

Non-Member Rate:

\$7,000

- Logo printed on all room keys
- 10% discount on exhibitor booth
- Two complimentary registration badges

Luggage Check Sponsor

Associate Member Rate:

\$5,000

Non-Member Rate:

\$6,000

- Sponsor logo on Claim Tickets
- Opportunity to provide promotional items to guests (luggage tags, etc.)
- Acknowledged on CAHP website, push notification on mobile app to all event attendees, and acknowledged on event signage

Transportation Sponsor

Associate Member Rate:

\$3,000

Non-Member Rate:

\$4,000

- For those transportation companies that would like to hand out Uber vouchers or gift cards to attendees, we will do a direct mobile app notification to all attendees to direct them to your booth for their vouchers (vouchers or gift cards are provided by your company)
- Signage in registration area listing your Booth# for attendees to pick-up vouchers
- Pre-event email advertising the Uber vouchers listing your Booth #
- 10% discount on exhibitor booth
- One complimentary registration badge
- Mobile app and pre-event email acknowledgement to all attendees as well as listed on event brochure

Exhibitor / Sponsor Contract

Company Name: _____

(Please list company name exactly how you would like it to appear on signage and on materials)

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 SOLD | \$35,000 | |
| <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 | \$6,000 (member) | \$7,000 (nonmember) |
| <input type="checkbox"/> Reception Sponsor SOLD | \$10,000 (member) | \$11,000 (nonmember) |
| <input type="checkbox"/> Exhibit Hall Lunch | \$9,000 (member) | \$10,000 (nonmember) |
| <input type="checkbox"/> Breakfast Sponsor | \$8,000 (member) | \$9,000 (nonmember) |
| <input type="checkbox"/> Refreshment Breaks | \$4,000 (member) | \$5,000 (nonmember) |
| <input type="checkbox"/> Coffee Service Sponsor SOLD | \$4,000 (member) | \$5,000 (nonmember) |
| <input type="checkbox"/> Year End Review Lunch | \$6,000 (member) | \$7,000 (nonmember) |
| <input type="checkbox"/> Popcorn Sponsor SOLD | \$4,000 (member) | \$5,000 (nonmember) |
| <input type="checkbox"/> Conference Bag Sponsor SOLD | \$10,000 (member) | \$12,000 (nonmember) |
| <input type="checkbox"/> Phone Charging Sponsor | \$6,000 (member) | \$7,000 (nonmember) |
| <input type="checkbox"/> Caricature Sponsor SOLD | \$5,000 (member) | \$6,000 (nonmember) |
| <input type="checkbox"/> Name Badge Sponsor SOLD | \$9,000 (member) | \$10,000 (nonmember) |
| <input type="checkbox"/> Lanyards Sponsor SOLD | \$10,000 (member) | \$11,000 (nonmember) |
| <input type="checkbox"/> Room Key Sponsor SOLD | \$6,000 (member) | \$7,000 (nonmember) |
| <input type="checkbox"/> WiFi Sponsor SOLD | \$9,000 (member) | \$10,000 (nonmember) |
| <input type="checkbox"/> Mobile App Sponsor SOLD | \$9,000 (member) | \$10,000 (nonmember) |
| <input type="checkbox"/> Transportation Sponsor | \$3,000 (member) | \$4,000 (nonmember) |
| <input type="checkbox"/> Registration Sponsor SOLD | \$9,000 (member) | \$10,000 (nonmember) |
| <input type="checkbox"/> Photo Wall Sponsor SOLD | \$15,000 (member) | \$17,000 (nonmember) |
| <input type="checkbox"/> Luggage Check 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 21, 2026 – Signed contract due in order to appear in attendee conference materials

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

Invoice will be sent - **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 2026 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: Marjorie King 1415 L Street #850 Sacramento, CA 95814 (530) 491-8349 mking@calhealthplans.org

Contract Terms and Conditions

AGREEMENT TO CONDITIONS. Each exhibitor (“Exhibitor”) agrees to abide by these conditions during the CAHP 2026 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 June 1, 2026.

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, 2026: An amount equal to 50% of the total booth fee will be retained by CAHP.
- Cancellations received after July 1, 2026: No refunds will be given on cancellations received after July 1, 2026, 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.

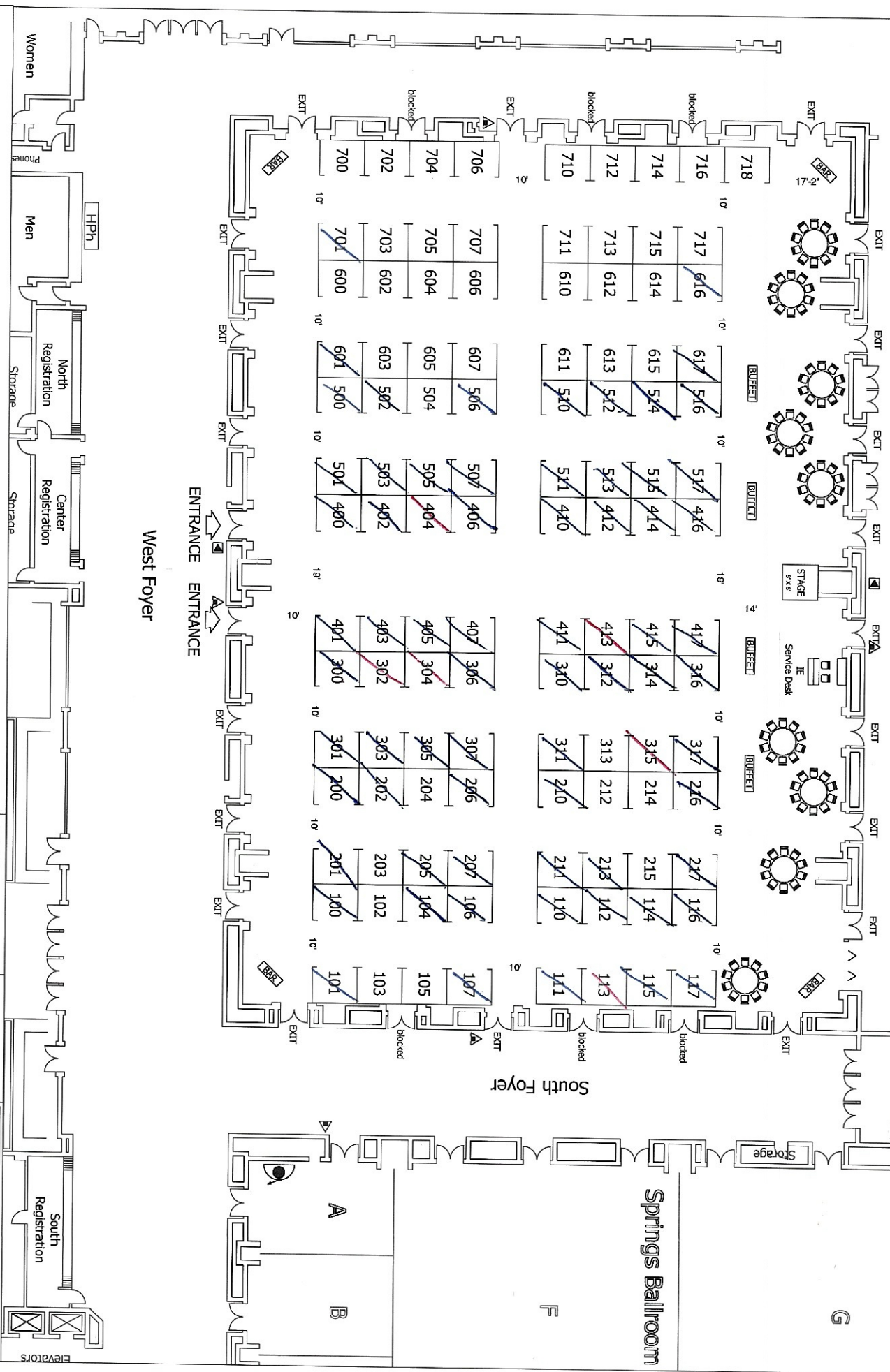
LIABILITY. CAHP will not be liable to Exhibitor or Exhibitor’s Appointed Contractor(s), agents or employees, for any acts or omissions in connection with this contract, unless such acts or omissions constitute gross negligence. CAHP shall be indemnified and held harmless by Exhibitor from and against 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 in Palm Desert, CA 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.

Service Corridor



40th Annual California Assn. of Health Plans Conference - Oct 19-21, 2026
JW Marriott Desert Springs Resort & Spa, Palm Desert, CA - Sinatra Ballroom

113 8x10 booths, 10' minimum aisle width
 Occupied exhibit space dimensions 192' x 122' = 23,424 sq ft.
 Floorplan subject to Fire Marshall approval.

LEGEND:

- Fire Strope Light
- Fire Alarm
- Fire Extinguisher
- Fire Hose Cabinet
- Fire Alarm Pull Station

REVISIONS:

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