



 CALIFORNIA
AMBULANCE
ASSOCIATION

73RD Annual Convention

NEW DATES: OCTOBER 19-22, 2021

Harrahs 
LAKE TAHOE

Exhibitor Prospectus



73RD Annual Convention

NEW DATES: OCTOBER 19-22, 2021

California Ambulance Association

2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833
Toll Free: (877) 276-1410 • Fax: (916) 924-7323 • www.the-caa.org

SPONSORSHIP and EXHIBITOR INFORMATION

The California Ambulance Association's Annual Convention will be held October 19-22, 2021 at Harrah's in Lake Tahoe. We encourage you to market your business by participating as a sponsor and/or an exhibitor, while showing your support of the CAA.

The CAA Marketplace will feature table top displays on Wednesday, October 20, 2021 from 7:30 am - 5:30 pm and on Thursday, October 21, 2021 from 7:30 am to 2:40 pm. The CAA Marketplace will serve as the central convening area for convention delegates.

All sponsors and exhibitors will receive a listing and recognition in the post-convention issue of *The Siren* and the convention program, in addition to

signage displayed throughout the convention. We look forward to your participation.

Exhibit spaces are distributed based on level of sponsorship and date of receipt of contract and payment.

Additional Exhibit Hall passes can be purchased for your company reps for \$200 each. Exhibit hall passes include tickets to the Wednesday and Thursday lunches and Wednesday evening President's Reception.

In order to be recognized on conference signage and printed material, your contract and payment must be received by October 11, 2021.

SPONSORSHIP OPPORTUNITIES

ELITE SPONSORSHIP \$4,500

ITEMS INCLUDE:

- Preferred Location for Exhibit Space (electricity included)
- Recognition Throughout All Days of Conference, Verbally and on Signage (Tuesday-Friday)
- Company logo on hotel room keycards (deadline of July 6, 2021)
- Full Conference Registrations for 3 People
- Exhibit Hall Passes for 2 Additional Representatives
- Opportunity to address all attendees during Wednesday lunch for 10 minutes
- Full Page, Full Color Ad Provided to all Conference Attendees
- Banner Ad on CAA Website for 1 Year
- Opportunity to Add Item to Attendee Tote Bag
- Company Listing in Conference Schedule
- ½ Page Ad in *Siren* magazine for 4 issues

Do you want to see your logo and hear your name at every opportunity for the full four days of the conference? If the answer is yes, then the Elite Sponsorship is for you. The Elite Sponsors get recognized at all of the events available to VIP, Premium and Gold.

V.I.P. SPONSORSHIP \$2,750

OPTIONS:

- President's Reception (Wednesday)
- Keynote Speaker (Wednesday)
- Lunch (Wednesday)
- Lunch (Thursday)
- Keynote Speaker (Thursday)

ITEMS INCLUDED:

- Preferred Location for Exhibit Space (electricity included)
- Recognition During Selected Activity
- Full Conference Registrations for 2 People
- Exhibit Hall Passes for 2 Additional Representatives
- Opportunity to address all attendees during Wednesday lunch for 5 minutes
- Quarter Page Ad in Conference Schedule
- Banner Ad on CAA Website for 6 Months
- Opportunity to Add Item to Attendee Tote Bag
- Company Listing in Conference Schedule
- ½ Page Ad in *Siren* magazine for 2 issues

PREMIUM SPONSORSHIP \$1,750

OPTIONS:

- Golf Tournament (Tuesday)
- Tuesday Evening Social Activity (Tuesday)
- Breakfast (Wednesday)
- Breakfast (Thursday)

ITEMS INCLUDED:

- Exhibit Booth (electricity included)
- Recognition During Selected Activity
- Full Conference Registration for 1 Person
- Business Card Sized Ad in Conference Schedule
- Banner Ad on CAA Website for 3 Months
- Opportunity to Add Item to Attendee Tote Bag
- Company Listing in Conference Schedule

GOLD SPONSORSHIP \$1,250

OPTIONS:

- Golf Tournament Lunch & Beverages (Tuesday)
- Golf Awards/Contest Holes (Tuesday)
- Morning Break (Wednesday)
- Afternoon Break (Wednesday)
- Morning Break (Thursday)
- Afternoon Break (Thursday)
- Breakfast (Friday)
- Lunch (Friday)
- Breakout Session (Wednesday)
- Breakout Session (Thursday)
- Branded Tote Bags For All Attendees

ITEMS INCLUDED:

- Exhibit Space (electricity included)
- Recognition During Selected Activity
- Company Listing in Conference Schedule
- Banner Ad on CAA Website for 1 Month
- Opportunity to Add Item to Attendee Tote Bag

EXHIBIT ONLY \$750 for Members \$1,150 for Non-Members

ITEMS INCLUDED:

- Exhibit Space (one 6' draped table, 2 chairs, wastebasket and electricity)
- Company Listing in Conference Schedule
- Participation In Attendee Passport Program
- Opportunity to Add Item to Attendee Tote Bag
- 2 Exhibit Hall Passes (2 tickets to Wednesday lunch, Wednesday Reception and Thursday lunch included)



SCHEDULE OF EVENTS

TUESDAY, OCTOBER 19, 2021

- 9:40 am..... **Ray Lim/Jim McNeal Memorial Golf Tournament**
- 12:00pm - 4:00 pm..... **Registration Open**
- 12:00pm - 4:00 pm..... **Exhibitor Set Up**
- 6:00 pm - 8:00 pm..... **Opening Reception - Edgewood Tahoe Resort**

WEDNESDAY, OCTOBER 20, 2021

- 6:30 am - 7:30 am..... **Exhibit Set-up**
- 7:30 am - 5:00 pm **Registration Open**
- 7:30 am - 5:00 pm **CAA Marketplace (Exhibit Hall)**
- 7:30 am - 8:15 am..... **Continental Breakfast**
- 8:00 am - 10:00 am **Welcome / Keynote**
- 10:05 am - 10:55 am **Breakout Sessions**
- 10:55 am - 11:15 am..... **Break in the CAA Marketplace**
- 11:15 am - 12:10 pm..... **General Session**
- 12:10 pm - 1:25 pm..... **Lunch**
- 1:30 pm - 2:20 pm **Breakout Sessions**
- 2:20 pm - 2:45 pm **Break in the CAA Marketplace**
- 2:45 pm - 3:35 pm **Breakout Sessions**
- 3:40 pm - 4:30 pm **General Session (CAASE Awards Presentations)**
- 4:30 pm - 5:30 pm **Break in the CAA Marketplace**
- 5:30 pm - 7:00 pm **President's Reception & Stars of Life Recognition**

THURSDAY, OCTOBER 21, 2021

- 7:30 am - 8:30 am..... **Continental Breakfast**
- 7:30 am - 2:40 pm **CAA Marketplace (Exhibit Hall)**
- 7:30 am - 4:00 pm **Registration Open**
- 8:30 am - 9:45 am **Keynote / General Session**
- 9:45 am - 10:15 am..... **Break in the CAA Marketplace**
- 10:15 am - 11:05 am..... **Breakout Sessions**
- 11:10 am - 12:15 pm..... **General Session**
- 12:15 pm - 1:15 pm..... **Lunch**
- 1:20 pm - 2:10 pm..... **Breakout Sessions**
- 2:10 pm - 2:40 pm **Break in CAA Marketplace & Raffle**
- 2:45 pm - 4:00 pm **General Session**

FRIDAY, OCTOBER 22, 2021 *(COMMITTEE & BOARD MTGS)*

- 8:00 am..... **CAAPAC Committee**
- 8:30 am..... **Education Committee**
- 9:00 am..... **Membership Development & Services Committee**
- 9:30 am..... **Human Resources Collaborative**
- 10:30am **IFT Committee**
- 11:00am **Payer Issues Committee**
- 11:30 am **Legislative & Agency Relations Committee**
- 12:30 pm..... **Board of Directors**



73RD Annual Convention

This agreement will constitute the entire understanding of our company's participation of California Ambulance Association Annual Convention to be held October 19-22, 2021 at Harrah's Lake Tahoe. I have reviewed the document titled "Sponsor and Exhibitor Information" and understand the benefits that will be provided to our company in return for the sponsorship and the obligations of our company as a participant.

If paying by credit card, please register online.

If paying by check, please fill out the form below and mail along with your check to the address below.

Company Name: _____

Street Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ E-Mail: _____

Contact: _____ Signature: _____

Attendee Names: _____

PLEASE CHECK YOUR SELECTION:

- Elite Sponsorship – \$4,500**
- V.I.P. Sponsorship – \$2,750 (select one option below)**
 - President's Reception w/ Stars of Life Recognition (Wednesday)
 - Lunch (Thursday)
 - Lunch (Wednesday)
 - Keynote Speaker (Wednesday)
 - Branded Tote Bags For All Attendees
- Premium Sponsorship – \$1,750 (select one option below)**
 - Golf Tournament (Tuesday)
 - Breakfast (Thursday)
 - Evening Social Activity (Tuesday)
 - Breakfast (Wednesday)
- Gold Sponsorship – \$1,250 (select one option below)**
 - Golf Tourn. Lunch & Drinks (Tues.)
 - Afternoon Break (Wednesday)
 - Breakfast (Friday)
 - Breakout Session (Thursday)
 - Golf Awards / Contest Holes (Tuesday)
 - Morning Break (Thursday)
 - Lunch (Friday)
 - Morning Break (Wednesday)
 - Afternoon Break (Thursday)
 - Breakout Session (Wednesday)
- Exhibit Space Only – \$750/members or \$1,150/non-members**
- Additional Items**

	Quantity	Total	Name
<input type="radio"/> Additional Exhibit Hall Pass (\$200 each)	_____	\$_____	_____
<input type="radio"/> Golf Tournament (\$175/member; \$200/non-member)	_____	\$_____	_____
<input type="radio"/> Tuesday Reception (\$60/member; \$90/non-member)	_____	\$_____	_____

MAKE CHECK PAYABLE TO CALIFORNIA AMBULANCE ASSOCIATION

Total Amount Enclosed: _____

PLEASE COMPLETE AND RETURN TO:

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