

// 78TH ANNUAL CONFERENCE · SEPTEMBER 22-24, 2026



CAAACON 2026

WESTIN ANAHEIM RESORT | ANAHEIM, CALIFORNIA
Sponsor & Exhibitor Prospectus

BUILT FOR 2026

01 // **THE NEXT SHIFT: ADAPT & INNOVATE.**

Rethink and Deliver. Reflect and Design. Reimagine and Deploy. Results and Direction.

The California Ambulance Association 78th Annual Conference lands in Anaheim September 22–24, 2026 — and we are stepping fully into THE NEXT SHIFT: ADAPT & INNOVATE. This is the year EMS providers, innovators, and policy leaders embrace change and shape the future of pre-hospital care — with artificial intelligence, automation, and connected technology at the center. From AI-assisted dispatch and predictive deployment to next-generation billing, fleet, and clinical decision support — The Next Shift is where the future of California EMS gets built. Be part of it. #CAACON26

WHY_EXHIBIT()**Get in front of EMS decision-makers.**

The CAA Marketplace puts your brand at the center of California's EMS community — the agency owners, executives, and field leaders shaping purchasing for 2026 and beyond.

- Network with industry leaders
- Learn from expert speakers
- Innovate for the future of EMS
- Collaborate and share solutions
- Gain brand exposure across the full program
- Build lasting partner relationships

WHY_SPONSOR()**Align with the leading voice for California EMS.**

Sponsoring CAACON26 places your brand alongside the trusted organization shaping ambulance industry policy, education, and innovation across the state.

- Premium recognition before, during & after the event
- Direct access to agency owners and field leaders
- Visibility tied to a Future-of-EMS theme attendees want to be near
- Year-round digital exposure across CAA channels
- Support the mission of California EMS
- Help shape The Next Shift in pre-hospital care

TRAFFIC BOOSTERS

Dedicated CAA Marketplace Hours | Complimentary Lunch With Attendees | President's Reception (Wed) | Anchor & Restore Lounge |

// REGISTER

SPONSOR & EXHIBIT AT CAACON26**REGISTER NOW**Details & registration: the-caa.org/annual-conference #CAACON26

02 // **SPONSORSHIP OPPORTUNITIES**

Elite & VIP—top-tier visibility across CAACON26 - TheNextShift.

// TIER.01

ELITE SPONSOR**\$6,000**

Stand out at every turn. As an Elite Sponsor, your brand is embedded throughout the entire conference — with premium recognition across multiple touchpoints before, during, and after the event.

BENEFITS

- Four (4) Full Conference Registrations
- Comprehensive recognition: verbal acknowledgment, app notification, signage, event webpage & CAA social media
- 5-Minute speaking opportunity at Wednesday Luncheon
- CAACON App listing
- On-site program listing with logo placement
- Full-page, full-color on-site program ad
- CAA website advertisement: (1) year
- ½-Page advertisement in (4) CAA Siren Magazine issues
- Tote bag insert (item provided by sponsor)

ELITE OPTIONS • CHOOSE ONE

- Exclusive Lanyard Sponsor: your logo on every attendee lanyard worn throughout the event.
- Exclusive WIFI Sponsor: branded WIFI network & password used by attendees on-site.
- Hotel Key Card Sponsor: your logo on official Westin Anaheim room key cards (must sponsor by Aug 1, 2026).
- Keynote Speaker Sponsor: premium visibility before, during & after the keynote session.

PREMIUM EXHIBITOR TABLE UPGRADE • \$1,500

Available only to Elite and VIP Member Sponsors who have already purchased an exhibit booth.

- Prime exhibit location with enhanced attendee traffic

Only six (6) Premium Exhibitor Tables are available and will be assigned on a first-come, first-served basis. Secure your preferred location early to maximize your exposure at the California Ambulance Association's 78th Annual Conference

// TIER.02

VIP SPONSOR**\$5,000**

The VIP Sponsorship delivers high-impact visibility and direct engagement across the conference experience — a perfect fit for partners ready to take the stage in 2026.

BENEFITS

- Three (3) Full Conference Registrations
- Prominent recognition: app notification, signage, event webpage & CAA social media
- CAACON App listing
- On-site program listing with logo placement
- Half-page, black and white on-site program ad
- CAA website advertisement: (6) months
- ½-Page advertisement in (2) CAA Siren Magazine issues
- Tote bag insert (item provided by sponsor)

VIP OPTIONS • CHOOSE ONE

- President's Reception (Wednesday): recognition on reception signage and verbal acknowledgment.
- Luncheon Sponsor (Wed & Thu): high-visibility logo exposure during peak attendee gatherings.
- Exclusive Tote Bag Sponsor: your logo on every attendee tote bag — lasting take-home visibility.
- Anchor & Restore Lounge (Day 1 / Day 2): sponsor a calm recharge space — aligns your brand with wellness & care.
- Exclusive CAACON App Sponsor: exclusive branding throughout the official CAACON mobile app.

PREMIUM EXHIBITOR TABLE UPGRADE • \$1,500

Available only to Elite and VIP Member Sponsors who have already purchased an exhibit booth.

- Prime exhibit location with enhanced attendee traffic

Only six (6) Premium Exhibitor Tables are available and will be assigned on a first-come, first-served basis. Secure your preferred location early to maximize your exposure at the California Ambulance Association's 78th Annual Conference

03 // PREMIUM, GENERAL, EXHIBITOR & GOLF

Premium, General, Exhibitor , and Golf add-ons.

// TIER.03

PREMIUM SPONSOR

\$4,000

Prominent visibility and recognition throughout the conference — strong mid-tier reach.

BENEFITS

- Two (2) Full conference Registrations
- App notification, signage, webpage & social
- CAACON App listing
- Logo placement in on-site program
- Quarter-page B&W on-site program ad
- CAA website ad: (3) months
- Tote bag insert

OPTIONS • CHOOSE ONE

- Day 2 Keynote Sponsor
- Welcome Reception (Tue Eve)
- Continental Breakfast (Wed/Thu)
- Morning & Afternoon Breaks
- Session Sponsor
- ASTL / PreCon Workshop (Tue)

// TIER.04

GENERAL SPONSOR

\$3,000

Significant brand recognition throughout CAACON26 — the smartentry point for new partners.

BENEFITS

- One (1) Full conference Registration
- Logo recognition: signage & event webpage
- CAACON App listing
- Logo placement in on-site program
- CAA website ad: (1) month
- Tote bag insert

ADD-ONS

- Available for selection at registration — first-come, first-served.

GOLF ADD-ONS

- Golf Sponsor — \$1,500
- Golf Contest Sponsor — \$500
- Golf Tee Sign Sponsor — \$500

BENEFITS

- Two (2) Golf Registrations
- Website Recognition
- CAACON App listing
- On-site program company listing

// EXHIBIT

EXHIBITOR

\$1,600 - CAA MEMBER

\$2,000 - NON-MEMBER

A dedicated space to showcase your products to a highly engaged EMS audience.

BENEFITS

- One (1) Full Exhibitor Registration
- 8' wide x 6' deep exhibit space
- 6-ft draped table, two chairs, wastebasket
- CAACON App listing with logo, attendees & contact details
- On-site program company listing
- Tote bag insert (item provided by exhibitor)

PREMIUM EXHIBITOR . **\$1,500**
TABLE UPGRADE

Available only to Elite and VIP Member Sponsors who have already purchased an exhibit booth.

- Prime exhibit location with enhanced attendee traffic

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04 // GENERAL INFORMATION

Venue, host hotel, schedule, ad sizes, and exhibitor logistics.



// CONFERENCE VENUE • HOST HOTEL

THE WESTIN ANAHEIM RESORT

AAA Four-Diamond Resort
Adjacent to Anaheim Conference Center

ADDRESS

1030 West Katella Avenue
Anaheim, CA 92802

PHONE

(657) 279-9786

GROUP RATE

Discounted CAA rate available — booking link to follow.

ADDITIONAL REGISTRATIONS

Each sponsor or exhibitor package includes complimentary registrations. Extra team members may be added for \$400 per person, including full programming, meals, and networking access.

EXHIBIT SPACE PRIORITY

- 1st Priority: Conference Sponsors
- 2nd Priority: CAA Commercial Members
- 3rd Priority: All Exhibitors

First-come, first-served within each tier.

EXHIBITOR SCHEDULE

PRECON & MOVE IN

Tue, Sept 22 | 12:00 PM – 5:00 PM

Wed, Sept 23 | 6:30 AM – 7:30 AM

MARKETPLACE

Wed, Sept 23 | 7:30 AM – 6:30 PM

Thu, Sept 24 | 7:30 AM – 3:00 PM

MOVE OUT

Thu, Sept 24 | 3:00 PM – 4:00 PM

ADVERTISING SIZES

Sponsors & exhibitors paid by Sept 1, 2026 will be included in the printed conference Program.

CAA WEBSITE AD

2.5" x 2.5"

PROGRAM • FULL PAGE

8.75" x 5.75" (w/bleed)

PROGRAM • HALF PAGE

4" x 5"

PROGRAM • QUARTER

4" x 2.5"

SIREN • HALF PAGE

7.25" x 4.5" or 3.5" x 9.25"

// QUESTIONS? CONTACT US

CALIFORNIA AMBULANCE ASSOCIATION

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<THE NEXT SHIFT/>

ADAPT & INNOVATE · Embracing Change. Shaping the Future.

STRONGER TOGETHER.



Join the California Ambulance Association.

Drive the future of EMS in California—along side the agencies, leaders, and innovators shaping it.

[**LEARN MORE ABOUT MEMBERSHIP**](#)