

2017

CALA CONFERENCE & TRADE SHOWS

exhibitor registration

SPRING: JUNE 5-7 | HYATT REGENCY BURLINGAME

FALL: NOVEMBER 6-8 | WESTIN MISSION HILLS GOLF RESORT AND SPA, RANCHO MIRAGE



EXHIBITOR REGISTRATION INCLUDES

- Two full conference registrations, including meals (valued at \$970)
- Exhibit booth rental – 8x10 piped and draped booth with 8' high draped back wall and 3' high draped side walls
- Company identification sign
- Carpeted exhibit hall
- Program listing and description
- Exclusive exhibit hours, tentatively set as:

Monday, 4:45 - 6:15 pm | Exhibit Hall Wine Tasting
Tuesday, 12:00 - 1:30 pm | Luncheon in Exhibit Hall

WHO ATTENDS

CALA conferences are attended by top decision makers including: CEOs, CFOs, COOs, executive directors, clinical staff, marketing professionals and more!

ABOUT CALA

The California Assisted Living Association (CALA) is the only association solely representing the state's Residential Care Facilities for the Elderly, which encompass Assisted Living, Memory Care, and Continuing Care Retirement Communities. Our members have access to a wealth of tools and resources to support day-to-day operations and quality care for residents, as well as the opportunity to participate in successful, ongoing advocacy efforts to help shape policy and clarify regulations.

California Assisted Living

CALA

Association

registration form

- EXHIBITOR INFORMATION -

Company Name:

Product or Service:

Address:

City, State, Zip:

Phone:

Fax:

Trade Show Contact (for billing & coordination)

Name:

Title:

Email:

contact address same as company address

Address:

City, State, Zip:

Phone:

Fax:

- EXHIBITOR REGISTRANTS -

1st exhibitor registrant:

Name:

Title:

Email:

2nd exhibitor registrant:

Name:

Title:

Email:

- RATES -

2017 CONFERENCE DATES:

SPRING: June 5-7 | Hyatt Regency in Burlingame

FALL: November 6-8 | Westin Mission Hills Golf Resort and Spa, Rancho Mirage



SPRING **FALL**

***Early Bird** - Full payment must be received by February 6, 2017 for the spring, or July 3, 2017 for the fall to receive the discount.

	Regular Rates	*Early Bird Rates
NON-Members:	<input type="radio"/> \$1295	<input type="radio"/> \$1230*
Industry Partners:	<input type="radio"/> \$1100	<input type="radio"/> \$1045*
Supporting Partners:	<input type="radio"/> \$1035	<input type="radio"/> \$984*
Sustaining Partners:	<input type="radio"/> \$650	<input type="radio"/> \$615*



***Early Bird** - Full payment must be received by March 17, 2017 for both the spring and fall to receive the discount.

	Regular Rates (rate is per show)	*Early Bird Rates (rate is per show)
NON-Members:	<input type="radio"/> \$1165	<input type="radio"/> \$1100*
Industry Partners:	<input type="radio"/> \$990	<input type="radio"/> \$935*
Supporting Partners:	<input type="radio"/> \$932	<input type="radio"/> \$880*
Sustaining Partners:	<input type="radio"/> \$582	<input type="radio"/> \$550*

NOTE: Both shows must be purchased together in order to qualify for two show pricing. Early bird rates must be paid in full by March 17, 2017. Two show rates are for 2017 Spring and Fall.

- BOOTH SELECTION -

SPRING:
1st Choice 2nd Choice

FALL:
1st Choice 2nd Choice

payment

Spring: \$ Fall: \$

TOTAL : \$ **Check** **Credit Card** (Visa, MC, Amex)

.....
Card Number Exp. Date

.....
Card Holder Name (please print)

.....
Card Holder Signature

Cancellation policy: A \$200 cancellation fee per show will be applied to cancellations received in writing by March 16, 2017 (Spring) or August 11, 2017 (Fall). All cancellations after these dates are non-refundable.

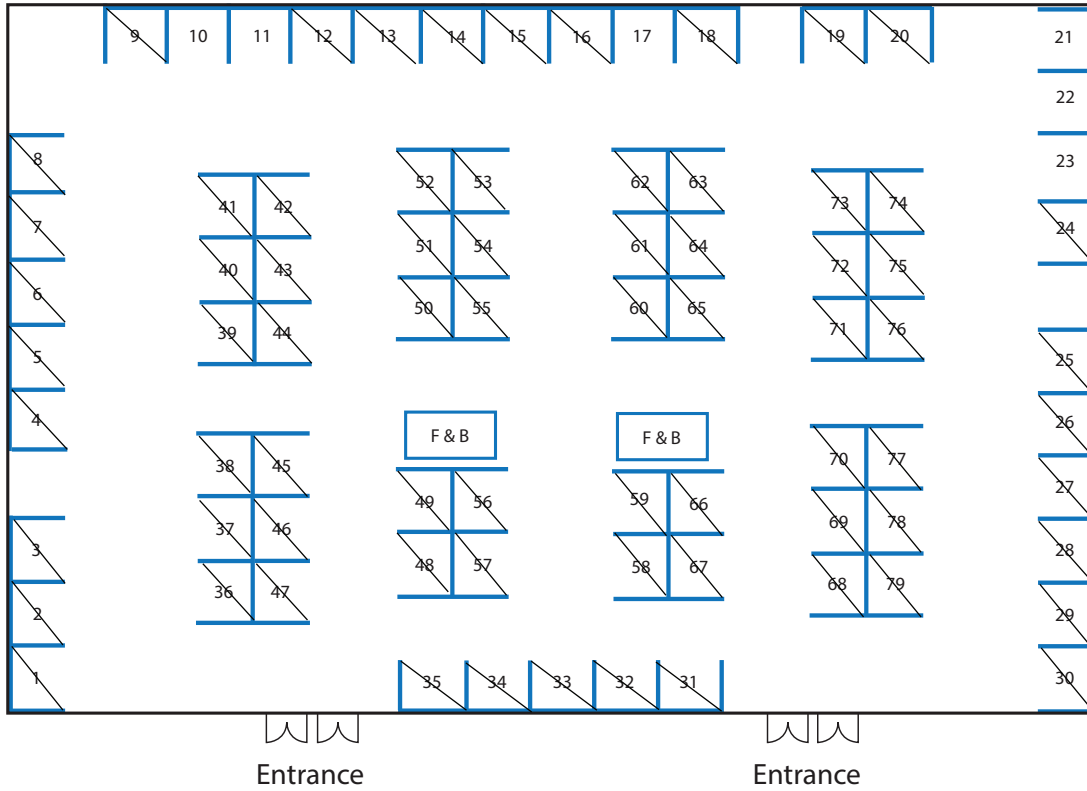
Exhibit Decorator: The official service contractor is Rossi Expositions, Inc. You will receive an exhibitor packet directly from Rossi.

Please read the following pages carefully, fill out the entire form completely, and return pages 2 and 4 to CALA. Thank you.

exhibit hall maps

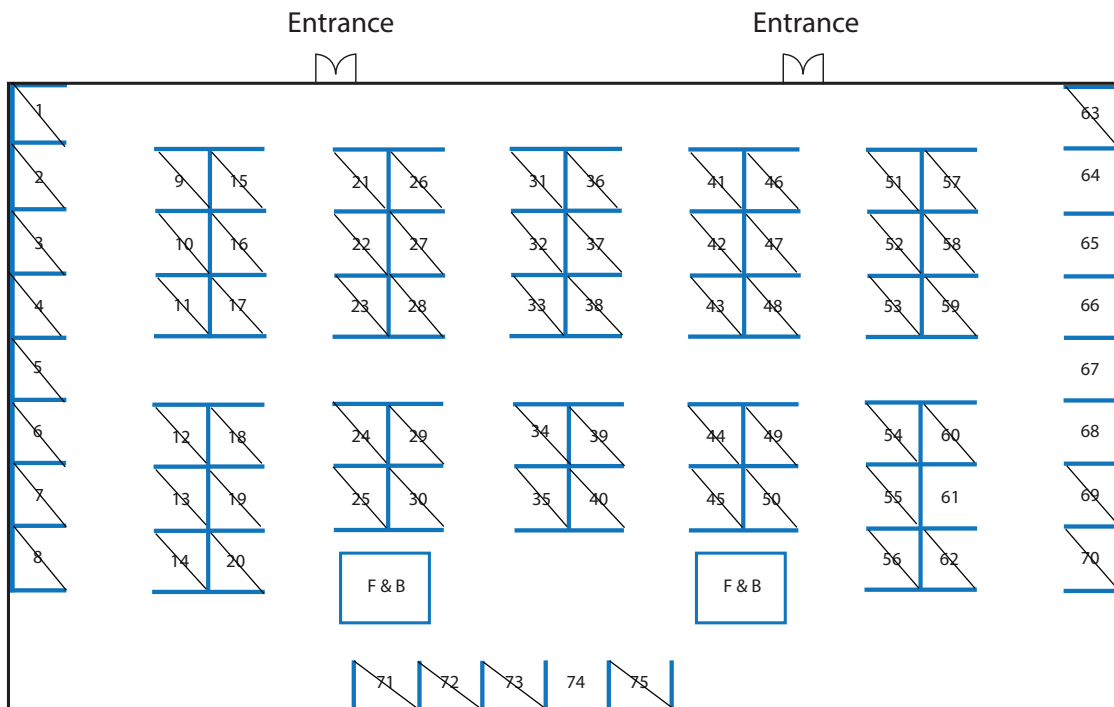
- SPRING CONFERENCE -

June 5-7 | Hyatt Regency in Burlingame



- FALL CONFERENCE -

November 6-8 | Westin Mission Hills Golf Resort and Spa, Rancho Mirage



trade show rules & regulations

Please read the following rules and regulations carefully before registering to exhibit at the CALA trade show.
This form must be signed and returned along with your registration.

TERMS AND CONDITIONS

Exhibitors agree to abide by all terms and conditions as set forth in these rules and regulations, which forms a part of this agreement between exhibitor and CALA. Failure to abide by show regulations may result in removal of the exhibit and exhibitor from trade show floor and/or prohibition from exhibiting with CALA in the future.

EXHIBIT SPACE LOCATION

CALA shall use its best efforts to locate the booth in one of the locations designated by the Exhibitor on the booth layout map to provide physical separation of the booths of those competitors from whom Exhibitor has requested such separations. Notwithstanding the above, CALA reserves the right to change location assignments at any time, as in its sole discretion deem necessary.

CANCELLATIONS

A \$200 cancellation fee will be applied to cancellations received in writing by March 16, 2017 (Spring) or August 11, 2017 (Fall). All cancellations after these dates are non-refundable.

EXHIBIT BOOTH SPECIFICATIONS

Each 8d x 10w booth features pipe and drape construction and a 7" x 44" company identification sign. EXHIBIT FEES DO NOT INCLUDE BOOTH FURNISHINGS OR ELECTRICITY. Furniture and electricity are available through Rossi Expositions, Inc. You will receive an order package automatically upon registering with CALA. Order booth furnishings and electricity in advance to receive a discount and to ensure the best service.

EXHIBITOR GUIDELINES

Electrical or other mechanical apparatus must be muffled so that noise does not interfere with other exhibits. Volatile or inflammable oils, gasses, unprotected picture film, other explosive or inflammable matter, or any substance prohibited by city laws or insurance carriers are not permitted on premises.

No exhibit will be permitted to span an aisle by roofing or floor covering. Exposed unfurnished sides of exhibit backgrounds must be draped to present an attractive appearance.

Inspections of the exhibits will be made during the set-up time and an effort will be made to advise exhibitors of any deviation from the exhibit rules. In the event an exhibitor is not available, the decorator, with the approval of CALA, will provide draping deemed necessary (including draping of any unfinished tables) and submit charges to the exhibitor.

Exhibitors will abide by CALA's set-up and tear down times. No booths may be dismantled prior to the end of the trade show.

Exhibitors may supply giveaways and take orders for goods and services only in their designated exhibit spaces. Canvassing or distribution of advertising matter outside the exhibitor's own space will not be allowed. Please note, however, that exhibitors are encouraged to participate fully in the conference, thereby enhancing personal knowledge of the Assisted Living field and establishing personal contacts beyond those made in the exhibit hall.

Any display of literature by non-sponsoring or non-exhibiting entities is strictly prohibited. All such activity is sanctioned solely by CALA. Sublease of exhibit space is not permitted.

LIABILITY

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from injury or damage to exhibit equipment and other property brought upon the premises of The Hyatt Regency San Francisco Airport and/or Westin Mission Hills (hereinafter referred to as "the trade show site(s)") and shall indemnify and hold harmless CALA, its agents and subcontractor, the trade show site(s) and their hotel agents, staff and employees from any and all such losses, damages and claims. Exhibitors shall be fully responsible to pay for any and all damages to property owned by the trade show site(s), its owners or managers, which result from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, the trade show site(s), its owners, managers, officers or directors, agents, employees, subsidiaries and affiliated from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the trade show site(s) or any part thereof. However, the exhibitor holds the responsibility to obtain insurance and to secure materials. CALA and the trade show site(s) do not guarantee or protect the exhibitor against loss or damage of any kind.

UNION REGULATIONS

SIGN, DISPLAY AND ALLIED CRAFTS UNION

In order to conform to union contract rules and regulations, it will be necessary for all exhibitors to utilize union personnel for display and sign hanging work within the show. In addition, all displays that exceed ten (10) feet in any direction, require the use of tools, or more than one person to set up, including laying of carpet, crating and uncrating, must be performed by union personnel.

ELECTRICIANS' UNION

This union has jurisdiction on the installation, placement and connecting of all electrical lines and power outlets, including flood and spot lights.

EXHIBITOR AGREEMENT

By reserving a booth at the CALA trade show, the Exhibitor and all company representatives signify an understanding of the exhibit hall guidelines and agree to follow these guidelines during the CALA trade show.

.....
Trade Show Contact Signature

.....
Trade Show Contact Name (please print)