2018
FALL CONFERENCE & TRADE SHOW

event sponsorship

NOVEMBER 5–7
Renaissance Palm Springs Hotel & Palm Springs Convention Center
Sponsorships are more than financial support. They truly are partnerships... a shared commitment to success!

CALA members are committed to their residents, to their association and to their partners, the companies who help them accomplish their goals. This is your opportunity to be part of that commitment. Sponsors provide needed financial support to CALA’s educational events while benefiting from exposure and name recognition.

### KEYNOTE SPEAKER
**$3,900**

1. Sponsoring company will introduce speaker (script provided)
2. Company flyer distributed at the seat of each attendee
3. Signage and verbal recognition at Opening General Session
4. Sponsor ribbons worn on badges
5. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
   - CALA News and Views Magazine
   - Slide presentation during Opening General Session
   - CALA Updates sent bi-weekly two months prior to conference

### TOTE BAGS
**$3,500**

1. Your company logo along with the CALA logo placed on tote bags.
2. Sponsor ribbons worn on badges
3. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
   - CALA News and Views Magazine
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### LUNCHEON SPEAKER
**$3,200**

1. Company flyer distributed at the seat of each attendee
2. Signage and verbal recognition at Wednesday Luncheon
3. Sponsor ribbons worn on badges
4. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
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### EXHIBIT HALL WINE TASTING
**$3,000**

1. Signage at Wine Tasting
2. Sponsor ribbons worn on badges
3. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
   - CALA News and Views Magazine
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   - CALA Updates sent bi-weekly two months prior to conference

### TRADE SHOW LUNCHEON
**$3,000**

1. Signage at entrance to trade show and next to buffet
2. Sponsor ribbons worn on badges
3. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
   - CALA News and Views Magazine
   - Slide presentation during Opening General Session
   - CALA Updates sent bi-weekly two months prior to conference

### TUESDAY SPECIAL EVENT
**$3,000**

1. Meet and greet attendees at a social evening event
2. Sponsor ribbons worn on badges
3. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
   - CALA News and Views Magazine
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### ROOM KEYS
**$2,500**

1. Your company logo along with CALA logo placed on attendee hotel room keys
2. Sponsor ribbons worn on badges
3. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
   - CALA News and Views Magazine
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   - CALA Updates sent bi-weekly two months prior to conference

### LANYARDS
**$2,500**

1. Your company logo along with CALA logo placed on lanyards
2. Sponsor ribbons worn on badges
3. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
   - CALA News and Views Magazine
   - Slide presentation during Opening General Session
   - CALA Updates sent bi-weekly two months prior to conference
**CONFERENCE APP**

$2,000

1. Company logo recognition on the home page of the conference app
2. Sponsor ribbons worn on badges
3. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
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**COMPUTER CORNER**

$2,000

1. Signage at “Computer Corner”
2. Company logo as desktop wallpaper and screen saver
3. Sponsor ribbons worn on badges
4. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
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**REGISTRATION COUNTER**

$1,800

1. Logo and tag line placed on a CALA Registration Counter
2. Sponsor ribbons worn on badges
3. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
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**NAME BADGES**

$1,800

1. Company logo placed on all attendee badges
2. Sponsor ribbons worn on badges
3. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
   - CALA News and Views Magazine
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**ONSITE CONFERENCE PROGRAM**

$1,600

1. Full-page ad on back cover of conference program
2. Sponsor ribbons worn on badges
3. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
   - CALA News and Views Magazine
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**CONTINENTAL BREAKFAST**

$1,500 (TUES OR WED)

1. Signage next to breakfast buffet
2. Small table next to buffet to display company materials
3. Sponsor ribbons worn on badges
4. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
   - CALA News and Views Magazine
   - Slide presentation during Opening General Session
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**DESSERT BREAKS**

$1,000 (MON OR TUES)

1. Signage next to dessert buffet
2. Small table next to buffet to display company materials
3. Sponsor ribbons worn on badges
4. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
   - CALA News and Views Magazine
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**BREAKOUT SESSION**

$750

1. Signage at session
2. Small table at session entrance to display company material
3. Sponsor ribbons worn on badges
4. Sponsorship recognition included in:
   - Conference Program distributed to every attendee
   - The CALA website and conference App
   - Banner at conference
   - Social media with links to company websites
   - CALA News and Views Magazine
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**how to sign up**

Please complete the form on the back and email to ndb@CAassistedliving.org or fax to (916) 448-1659.
### SELECT FROM THE FOLLOWING

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote Speaker</td>
<td>$3900</td>
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<tr>
<td>Tote Bags</td>
<td>$3500</td>
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<tr>
<td>Luncheon Speaker</td>
<td>$3200</td>
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<tr>
<td>Trade Show Luncheon</td>
<td>$3000</td>
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<tr>
<td>Exhibit Hall Wine Tasting</td>
<td>$3000</td>
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<tr>
<td>Tuesday Special Event</td>
<td>$3000</td>
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<tr>
<td>Lanyards</td>
<td>$2500</td>
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<td>Room Key</td>
<td>$2500</td>
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<tr>
<td>Conference App</td>
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<td>Computer Corner</td>
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<tr>
<td>Registration Counter</td>
<td>$1800</td>
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<td>Name Badges</td>
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<td>On-Site Conference Program</td>
<td>$1600</td>
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<tr>
<td>Continental Breakfast</td>
<td>$1500</td>
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<tr>
<td>Afternoon Dessert Break</td>
<td>$1000</td>
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<tr>
<td>Individual Breakout Session(s)</td>
<td>$750</td>
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### PAYMENT

**TOTAL AMOUNT:** $______________

- [ ] Check
- [ ] Credit Card *(Visa, MC, Amex)*

Card Number ____________________________ Exp Date

Cardholder Name (please print) ______________________________________________________________________

Cardholder Signature ________________________________________________________________________________

Contact Name _______________________________________________________________________________________

Title _____________________________________________________________________________________________

Company _________________________________________________________________________________________

Address _________________________________________________________________________________________

City/State/Zip ___________________________________________________________________________________

Phone ______________ Fax ______________

E-mail ___________________________________________________________________________________________

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Please complete the form and email to ndb@CAassistedliving.org or fax to (916) 448-1659.

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**DEADLINES, DETAILS, AND IMPORTANT INFORMATION:**

Please email a high resolution logo in a PC compatible format (pdf, eps, tiff, or jpg) to hap@CAassistedliving.org.

**DEADLINES:**
- **For preliminary electronic brochure:** July 23
- **For on-site program:** September 24