

2017

CONFERENCE & TRADE SHOWS

SPRING: JUNE 5-7 | HYATT REGENCY IN BURLINGAME

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

event sponsorship

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.

California Assisted Living

CALA

Association

Keynote Speaker

\$3,500

1. Sponsoring company will introduce speaker (script provided)
2. Company flyer distributed on the chair of each attendee
3. Signage and verbal recognition at Opening General Session
4. Listed in Conference Program distributed to every attendee
5. Sponsor ribbons worn on badges
6. Sponsorship recognition included in:
 - 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
 - Email updates sent every other week

Tote Bags

\$2,900

1. Your company logo along with the CALA logo placed on tote bags.
2. Listed in Conference Program distributed to every attendee
3. Sponsor ribbons worn on badges
4. Sponsorship recognition included in:
 - 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
 - Email updates sent every other week

Luncheon Speaker

\$2,800

1. Company flyer distributed on the chair of each attendee
2. Signage and verbal recognition at Wednesday Luncheon
3. Listed in Conference Program distributed to every attendee
4. Sponsor ribbons worn on badges
5. Sponsorship recognition included in:
 - 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
 - Email updates sent every other week

Exhibit Hall Wine Tasting

\$2,600

1. Signage at Wine Tasting
2. Listed in Conference Program distributed to every attendee
3. Sponsor ribbons worn on badges
4. Sponsorship recognition included in:
 - 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
 - Email updates sent every other week

Trade Show Luncheon

\$2,200

1. Signage at entrance to trade show and next to buffet
2. Listed in Conference Program distributed to every attendee
3. Sponsor ribbons worn on badges
4. Sponsorship recognition included in:
 - 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
 - Email updates sent every other week

Tuesday Special Event

\$2,000

1. Meet and greet attendees at a social evening event
2. Listed in Conference Program distributed to every attendee
3. Sponsor ribbons worn on badges
4. Sponsorship recognition included in:
 - 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
 - Email updates sent every other week

Room Key

\$1,800

1. Your company logo along with CALA logo placed on attendee hotel room keys
2. Listed in Conference Program distributed to every attendee
3. Sponsor ribbons worn on badges
4. Sponsors
 - 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
 - Email updates sent every other week

Lanyards

\$1,700

1. Your company logo along with CALA logo placed on lanyards
2. Listed in Conference Program distributed to every attendee
3. Sponsor ribbons worn on badges
4. Sponsorship recognition included in:
 - 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
 - Email updates sent every other week

Conference App
\$1,500

1. Company logo recognition on the home page of the conference app
 2. Listed in Conference Program distributed to every attendee
 3. Sponsor ribbons worn on badges
 4. Sponsorship recognition included in:
 - 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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Computer Corner
\$1,500

1. Signage at "Computer Corner"
 2. Company logo as desktop wallpaper and screen saver
 3. Listed in Conference Program distributed to every attendee
 4. Sponsor ribbons worn on badges
 5. Sponsorship recognition included in:
 - 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
 - Email updates sent every other week

Onsite Conference Program
\$1,400

1. Full-page ad on back cover of conference program
 2. Listed in Conference Program distributed to every attendee
 3. Sponsor ribbons worn on badges
 4. Sponsorship recognition included in:
 - 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
 - Email updates sent every other week

Name Badges
\$1,300

1. Company logo placed on all attendee badges
 2. Listed in Conference Program distributed to every attendee
 3. Sponsor ribbons worn on badges
 4. Sponsorship recognition included in:
 - 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
 - Email updates sent every other week

Continental Breakfast (Tues or Wed)
\$1,000

1. Signage next to breakfast buffet
 2. Small table next to buffet to display company materials
 3. Listed in Conference Program distributed to every attendee
 4. Sponsor ribbons worn on badges
 5. Sponsorship recognition included in:
 - 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 (Mon or Tues)
\$850

1. Signage next to dessert buffet
 2. Small table next to buffet to display company materials
 3. Listed in Conference Program distributed to every attendee
 4. Sponsor ribbons worn on badges
 5. Sponsorship recognition included in:
 - 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
 - Email updates sent every other week

Breakout Session
\$750

1. Signage at session
 2. Small table at session entrance to display company material
 3. Listed in Conference Program distributed to every attendee
 4. Sponsor ribbons worn on badges
 5. Sponsorship recognition included in:
 - 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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TO SIGN UP

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

sign up form

PAYMENT

SELECT FROM THE FOLLOWING

SPECIAL EVENTS

SPRING FALL

- | | | | |
|----------------------------------|----------------------------------|---------------------------|--------|
| <input type="radio"/> | <input checked="" type="radio"/> | Keynote Speaker | \$3500 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Luncheon Speaker | \$2800 |
| <input type="radio"/> | <input checked="" type="radio"/> | Exhibit Hall Wine Tasting | \$2600 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Tuesday Special Event | \$2000 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Conference App | \$1500 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Computer Corner | \$1500 |

PRINT SPONSORSHIPS

- | | | | |
|----------------------------------|----------------------------------|----------------------------|--------|
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Tote Bags | \$2900 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Lanyards | \$1700 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Room Key | \$1800 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | On-Site Conference Program | \$1400 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Name Badges | \$1300 |

MEAL SPONSORSHIPS

- | | | | |
|----------------------------------|-----------------------|--|--------|
| <input checked="" type="radio"/> | <input type="radio"/> | Trade Show Luncheon | \$2200 |
| <input type="radio"/> | <input type="radio"/> | Continental Breakfast | \$1000 |
| | | Spring: <input checked="" type="radio"/> Tues <input type="checkbox"/> Wed | |
| | | Fall: <input type="checkbox"/> Tues <input type="checkbox"/> Wed | |
| <input type="radio"/> | <input type="radio"/> | Afternoon Dessert Break | \$850 |
| | | Spring: <input type="checkbox"/> Mon <input checked="" type="radio"/> Tues | |
| | | Fall: <input type="checkbox"/> Mon <input type="checkbox"/> Tues | |

BREAKOUT SESSIONS

- | | | | |
|-----------------------|-----------------------|--------------------------------|-------|
| <input type="radio"/> | <input type="radio"/> | Individual Breakout Session(s) | \$750 |
|-----------------------|-----------------------|--------------------------------|-------|

Please indicate session title(s):

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 _____

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

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 brochure: Spring: March 13 | Fall: July 24

For on-site program: Spring: April 14 | Fall: September 25