

EXHIBITOR

REGISTRATION

2023 CALA Conference & Trade Show

FALL: NOVEMBER 6-8 | Renaissance Palm Springs Hotel & Palm Springs Convention Center

EXHIBITOR REGISTRATION INCLUDES

- Two full conference registrations*, including meals (valued in excess of \$1,100)
- Exhibit booth rental – 8 x10 piped and draped booth with 8’ high draped back wall and 3’ high draped side walls
- 7”x 42” company identification sign
- Carpeted exhibit hall
- Program listing and description in conference app
- Exclusive exhibit hours, tentatively set as:
 - Monday, 4:30 - 6:15 pm | Exhibit Hall Wine Tasting
 - Tuesday, 12:00 - 1:45 pm | Luncheon in Exhibit Hall

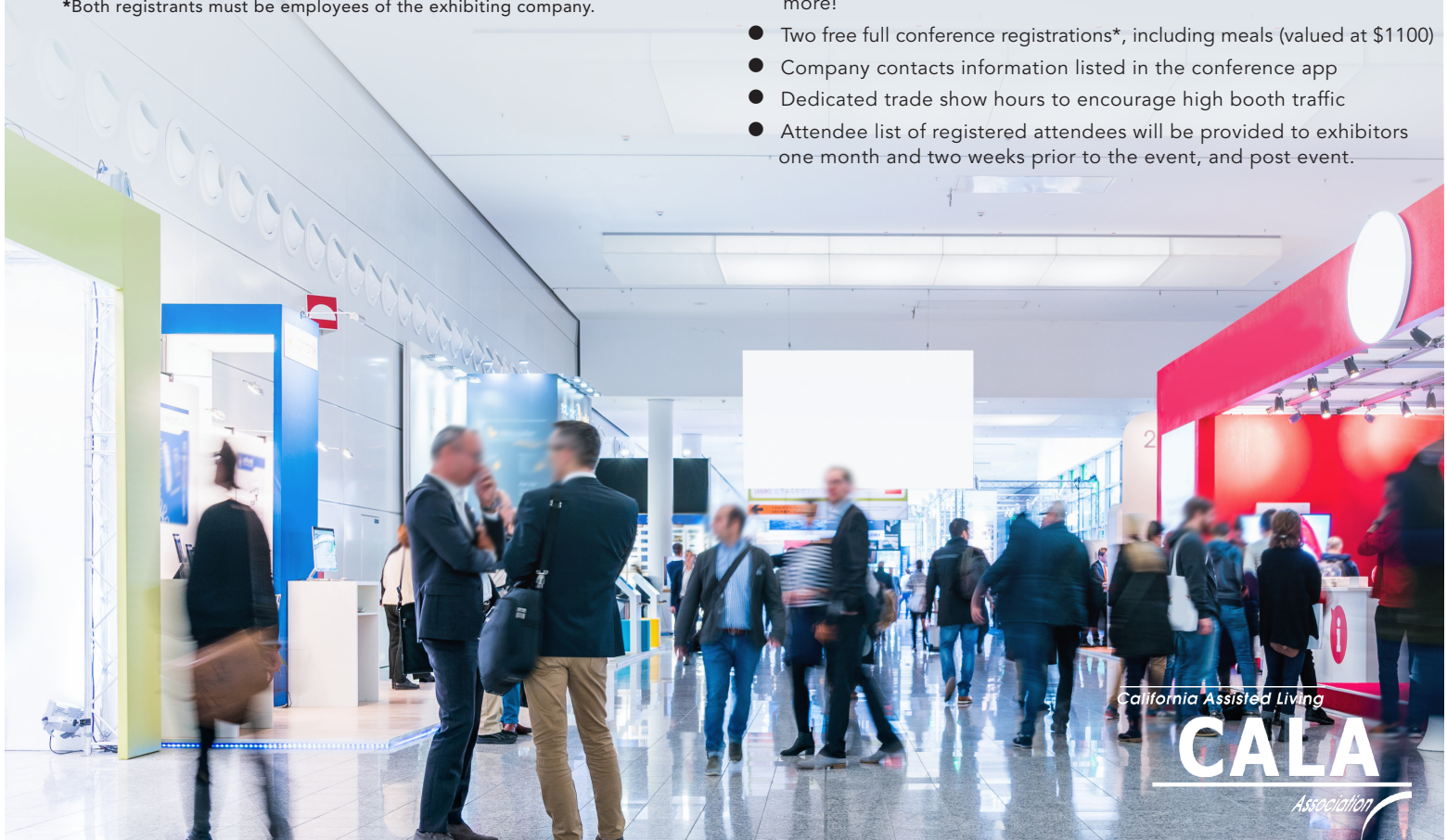
*Both registrants must be employees of the exhibiting company.

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 provider members range from small, independently operated communities to large, multi-national organizations, and from providers that cater to an active lifestyle to ones that specialize in caring for residents with dementia.

BENEFITS OF EXHIBITING

- Meet with senior living top decision makers including CEOs, CFOs, COOs, executive directors, clinical staff, marketing professionals and more!
- Two free full conference registrations*, including meals (valued at \$1100)
- Company contacts information listed in the conference app
- Dedicated trade show hours to encourage high booth traffic
- Attendee list of registered attendees will be provided to exhibitors one month and two weeks prior to the event, and post event.



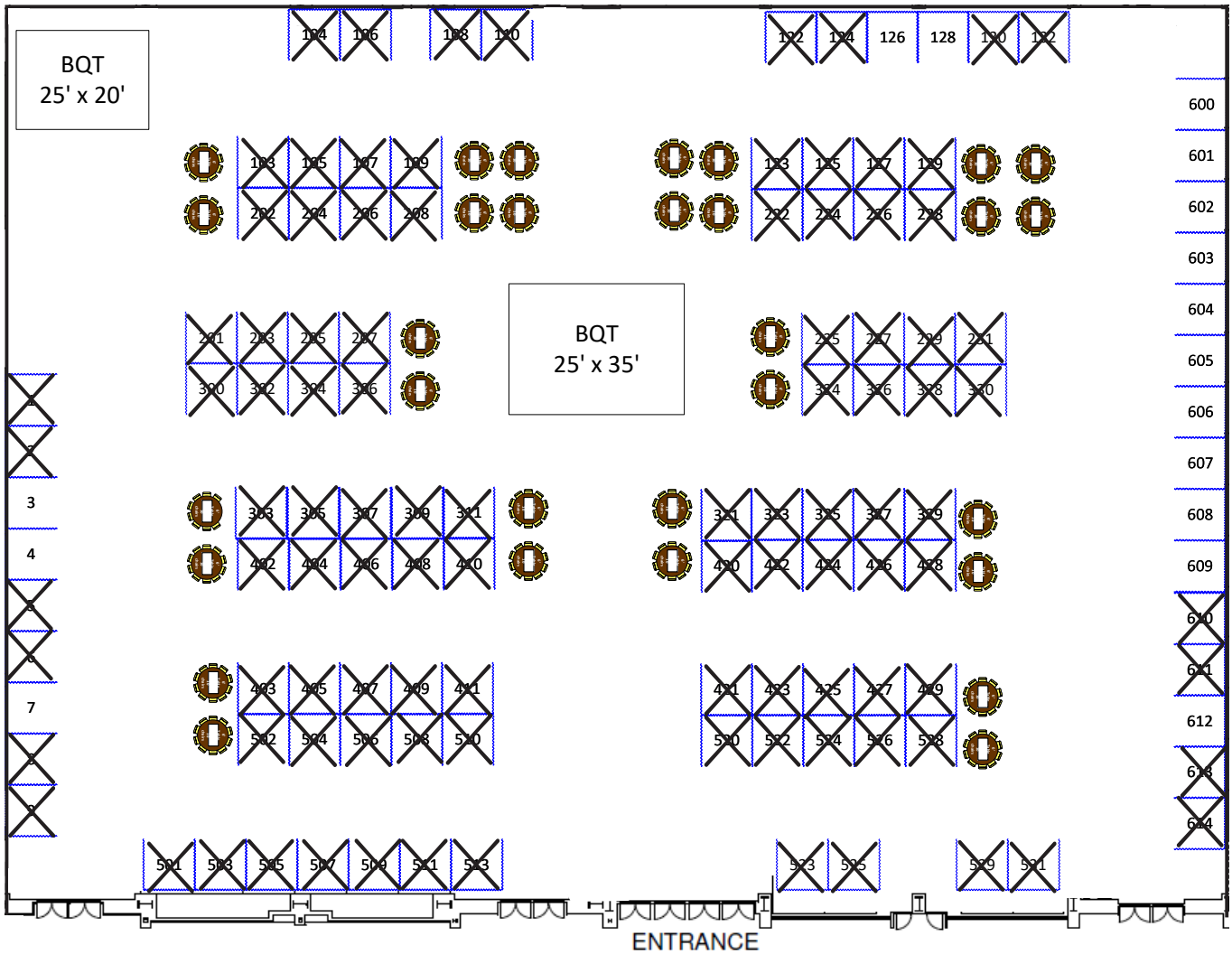
California Assisted Living

CALA

Association

EXHIBIT HALL MAP

FALL: NOVEMBER 6-8
Palm Springs Convention Center



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 August 18, 2023. 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.

The two complimentary attendee registrations included with the exhibitor registration must be employees of the exhibiting company.

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 Sacramento Convention Center and/or The Palm Springs Convention Center (hereinafter referred to as "the trade show site(s)") and shall indemnify and hold harmless CALA, its agents and subcontractors, 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.

On-site CALA Photographer – Please be advised that a CALA photographer will be taking photos at the conference. As a registered participant, you agree to be included in photographs that may be used for future publicity or marketing materials.

CALA Contact - All registered attendees agree to receive CALA correspondence via e-mail or phone

.....
Trade Show Contact Signature

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