

2023 CONFERENCE & TRADE SHOWS

EVENT

SPONSORSHIP

SPRING: JUNE 5-7

HYATT REGENCY SACRAMENTO AND SAFE CREDIT UNION CONVENTION CENTER

FALL: NOVEMBER 6-8

RENAISSANCE PALM SPRINGS HOTEL AND PALM SPRINGS CONVENTION CENTER



California Assisted Living

CALA

Association

SPONSORSHIPS ARE MORE THAN FINANCIAL SUPPORT. THEY TRULY ARE PARTNERSHIPS... A SHARED COMMITMENT TO SUCCESS!

● OPENING GENERAL SESSION \$4,500

Fall
SOLD

1. Sponsoring company will introduce speaker (script provided)
2. Signage and verbal recognition at Opening General Session
3. 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
 - CALA Updates sent weekly prior to the conference

● EXHIBIT HALL WINE TASTING \$3,700

Spring
SOLD

Fall
SOLD

1. Signage at Wine Tasting
2. 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
 - CALA Updates sent weekly prior to the conference

● LANYARDS \$4,200

Spring
SOLD

Fall
SOLD

1. Your company logo along with CALA logo placed on lanyards
2. 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
 - CALA Updates sent weekly prior to the conference

● TRADE SHOW LUNCHEON \$3,700

1. Signage at entrance to trade show and next to buffet
2. 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
 - CALA Updates sent weekly prior to the conference

● AWARDS CELEBRATION LUNCHEON \$3,900

Spring
SOLD

Fall
SOLD

1. Signage and verbal recognition at Wednesday Luncheon
2. 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
 - CALA Updates sent weekly prior to the conference

● ROOM KEYS \$2,700

Spring
SOLD

Fall
SOLD

1. Your company logo along with CALA logo placed on attendee hotel room keys
2. 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
 - CALA Updates sent weekly prior to the conference

● TUESDAY NIGHT EVENT \$3,700

Spring
SOLD

Fall
SOLD

1. Meet and greet attendees at a social evening event
2. 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
 - CALA Updates sent weekly prior to the conference

● CONFERENCE APP \$2,500

Spring
SOLD

Fall
SOLD

1. Company logo recognition on the home page of the conference app
2. 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
 - CALA Updates sent weekly prior to the conference

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.

● NAME BADGES \$2,300

Spring
SOLD

Fall
SOLD

1. Company logo placed on all attendee badges
2. 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
 - CALA Updates sent weekly prior to the conference

● DESSERT BREAKS \$1,400 (MON OR TUES)

Spring
SOLD

1. Signage next to dessert buffet
2. Small table next to buffet to display company materials
3. 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
 - CALA Updates sent weekly prior to the conference

● NAME BADGE KIOSK \$2,300 (2 AVAILABLE)

Attendees will check-in through centrally located kiosks to print and retrieve their badges. Your company name and logo will be visible from near and far with placement on these "must visit" stations.

1. Company logo on the front and side panel of the kiosk check in screen
2. 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
 - CALA Updates sent weekly prior to the conference

● INFORMATION COUNTERS \$2,300 (2 AVAILABLE)

1. Logo and tag line placed on a CALA Registration Counter
2. 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
 - CALA Updates sent weekly prior to the conference

● BREAKFAST \$2,300 (TUES OR WED)

1. Signage next to breakfast buffet
2. Small table next to buffet to display company materials
3. 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
 - CALA Updates sent weekly prior to the conference

HOW TO sign up

PLEASE COMPLETE THE FORM
ON THE BACK AND EMAIL TO
NANCY@CAASSISTEDLIVING.ORG





SPONSORSHIP SIGN UP FORM

SELECT FROM THE FOLLOWING

SPRING ~~FALL~~

- | | | | |
|----------------------------------|----------------------------------|--|--------|
| <input type="radio"/> | <input checked="" type="radio"/> | Opening General Session | \$4500 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Lanyards | \$4200 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Awards Celebration Luncheon | \$3900 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Tuesday Night Event | \$3700 |
| <input type="radio"/> | <input type="radio"/> | Trade Show Luncheon | \$3700 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Exhibit Hall Wine Tasting | \$3700 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Room Keys | \$2700 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Conference App | \$2500 |
| <input checked="" type="radio"/> | <input checked="" type="radio"/> | Name Badges | \$2300 |
| <input type="radio"/> | <input type="radio"/> | Name Badge Kiosk | \$2300 |
| <input type="radio"/> | <input type="radio"/> | Information Counters | \$2300 |
| <input type="radio"/> | <input type="radio"/> | Breakfast | \$2300 |
| | | <input type="checkbox"/> Tues <input type="checkbox"/> Wed | |
| <input checked="" type="radio"/> | <input type="radio"/> | Dessert Break | \$1400 |
| | | <input type="checkbox"/> Mon <input type="checkbox"/> Tues | |

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 _____

Direct Phone _____ Cell Phone* _____

E-mail _____

*Individual cell numbers are required for registration and for printing your badge at event check-in and will not be used for any other use.

DEADLINES, DETAILS, AND IMPORTANT INFORMATION:

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

DEADLINE: For preliminary electronic brochure: March 31, 2023

Please complete the form and email to nancy@CAassistedliving.org

