

CALIFORNIA ASSISTED LIVING ASSOCIATION

ASSOCIATE MEMBERSHIP



California Assisted Living

CALA

Association

ABOUT CALA

The California Assisted Living Association (CALA) is the only statewide association representing over 650 leading Assisted Living providers who serve over 50,000 residents throughout the state. CALA members range from small independently operated communities to those that specialize in caring for residents with dementia, to large campuses with multiple levels of care.

Associate Members join CALA with the intention of fostering valuable connections between their products and services and the foremost Assisted Living providers across California. While the substantial marketing and fiscal advantages of corporate membership for both your organization and CALA are duly recognized, our primary focus lies in the essence of nonprofit involvement that enriches and bolsters the industry pertinent to the operating company or organization. This approach underscores the idea that supporting CALA stands as a distinct and inherently rewarding endeavor, replete with benefits for the Associate Member, the profession at large and the individuals who are recipients of the profession's dedicated service.

WHAT CALA CAN DO FOR YOU!

- ▶ Elevate your company's profile as a dedicated advocate in Assisted Living, garnering invaluable exposure and recognition.
- ▶ Stay updated on pivotal matters influencing the Assisted Living landscape, ensuring you remain well-informed and proactive.
- ▶ Unlock significant savings on trade shows and advertising, optimizing your marketing budget effectively.
- ▶ Amplify your brand's reach through exclusive advertising and sponsorship prospects, strategically connecting you with your desired audience for maximum visibility.

MEMBERSHIP LEVEL

CALA offers four levels of membership for your marketing efforts. The more you participate, the higher your return!



BE KNOWN
AS AN INVOLVED PARTICIPANT
JOIN CALA TODAY!

MEMBERSHIP LEVELS

INDUSTRY
PARTNER:

\$895

- ▶ Listing on CALA Associate Member page, with link to company website
- ▶ Subscriptions for individuals in the company to:
 - *CALA News & Views* digital magazine
 - *CALA Update* e-newsletter
 - Updates from DSS and CALA news
- ▶ 15% discount on CALA's digital publications, *CALA News & Views* magazine, and *CALA Update* e-newsletter.
- ▶ Annual Conference benefits
 - Membership rate for conference attendance
 - 15% discount on exhibit space
- ▶ Associate Member thank you (2x per year) on social media with link to Associate Member page
- ▶ Use of Associate Member indicia
- ▶ Sponsorship opportunities

SUPPORTING
PARTNER:

\$1995

Includes all the benefits of Industry Partner membership, plus:

- ▶ 25% discount on CALA advertising in magazine, newsletter and website
- ▶ Annual Conference benefits
 - 25% discount on exhibit space
- ▶ Enhanced listing on Associate member page on CALA website with logo and link to company website
- ▶ Use of the Supporting Partner indicia
- ▶ CALA membership list

SUSTAINING
PARTNER:

\$4895

Includes all the benefits of Industry Partner membership, plus:

- ▶ 50% discount on CALA advertising in magazine, newsletter and website
- ▶ Annual Conference benefits
 - Premier selection of exhibit space
 - 50% discount on 1 exhibit space per conference
- ▶ Premier listing on Home Page and Associate member page on CALA website with logo and link to company website
- ▶ One annual listing on the Solutions Spotlight resources webpage
- ▶ Use of the Sustaining Partner indicia
- ▶ Company logo and link listed in *CALA Update* e-newsletter 6 times a year
- ▶ Complimentary banner ads in *CALA Update* e-newsletter (2x per year)
- ▶ CALA membership list

PREMIER
PARTNER:

\$9895

Includes all the benefits of Industry Partner membership, plus:

- ▶ 1 complimentary full-page ad in *CALA News & Views* Magazine 1 time per year
- ▶ 50% discount on CALA advertising in magazine, newsletter and website
- ▶ Annual Conference benefits
 - Premier selection of exhibit space
 - 2 complimentary exhibit spaces per year; 1 per conference
 - Recognition during General Sessions at *CALA Elevate* annual conferences
- ▶ Premier listing on Home Page and Associate member page on CALA website with logo and link to company website
- ▶ One annual listing on the Solutions Spotlight resources webpage
- ▶ Use of the Premier Partner indicia
- ▶ Social media recognition 2 times per year as well as recognition with all Associate members 2 additional times per year
- ▶ Company logo and link listed in *CALA Update* e-newsletter 12 times a year.
- ▶ Complimentary banner ads in *CALA Update* e-newsletter (4x per year)
- ▶ CALA membership list

MEMBERSHIP APPLICATION

CONTACT INFORMATION

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Work Phone _____ Fax _____

Email Address _____

Website _____

Please provide a 25-word description of your company:

MEMBERSHIP LEVEL

INDUSTRY PARTNER - \$895

SUPPORTING PARTNER - \$1,995

SUSTAINING PARTNER - \$4,895

PREMIER PARTNER - \$9,895

Please choose **ONLY** one company category:

- | | |
|--|---|
| <input type="radio"/> Ancillary Services | <input type="radio"/> Hospice Services |
| <input type="radio"/> Architecture/Design Services | <input type="radio"/> Imaging Services |
| <input type="radio"/> Assisted Living Software | <input type="radio"/> Insurance Services |
| <input type="radio"/> Chemical/Supplies | <input type="radio"/> Legal Services |
| <input type="radio"/> Cleaning Services | <input type="radio"/> Management Services* |
| <input type="radio"/> Communication Services | <input type="radio"/> Marketing/Operations Consulting |
| <input type="radio"/> Contracting/Construction Services | <input type="radio"/> Medical Services |
| <input type="radio"/> Education/Training | <input type="radio"/> Pharmacy Services |
| <input type="radio"/> Emergency Call/Resident Monitoring Systems | <input type="radio"/> Public or Government Relations |
| <input type="radio"/> Emergency Preparedness Services | <input type="radio"/> Real Estate |
| <input type="radio"/> Energy Conservation Services | <input type="radio"/> Referral Services |
| <input type="radio"/> Equipment/Furnishing Suppliers | <input type="radio"/> Staffing/Human Resources |
| <input type="radio"/> Financial/Tax Services | <input type="radio"/> Technology |
| <input type="radio"/> Flooring Services | <input type="radio"/> Transportation |
| <input type="radio"/> Food Services | <input type="radio"/> TV/Internet Services |
| <input type="radio"/> Funeral Services | <input type="radio"/> Veteran Services |
| <input type="radio"/> Group Purchasing | <input type="radio"/> Water Services |
| <input type="radio"/> Health/Medical Supplies | <input type="radio"/> Wellness Services |
| <input type="radio"/> Home Care Services | |

**Management companies are not eligible to join as associate members without also causing the facilities they manage to join CALA.*

PAYMENT

Total Amount Due: _____ Check Enclosed (Make Payable to CALA) Credit Card (Amex, Visa, MC)

Card Number _____ Exp. Date _____

Cardholder Name (please print) _____ Cardholder Signature _____

Please fax this form to (916) 448-1659 or mail to 455 Capitol Mall, Suite 222, Sacramento, CA 95814.

I understand that by providing my mailing address, email address, telephone number, and fax number(s), my company consents to receive communications by or on behalf of CALA duly authorized agents or designees, via postal mail, fax, email and/or telephone. Any communications from CALA are intended for members only and not to be distributed.

Company Representative Signature