

15th Annual

The Hartford Courant.



Conference

Maintaining Our Values in a Time of Change

**Thurs. Mar. 4th
Crowne Plaza
Cromwell
Connecticut**

**8:30 am to
4:00 pm**

7 Meadow Road
Enfield, CT 06082
(860) 745-4649
(860) 745-6360 Fax

Dear CALA Sponsor/Vendor Exhibitor:

December, 2009

It is time again for The Hartford Courant Annual CALA Conference & Trade Show. Our 15th Annual Conference, "**Maintaining Our Values in a Time of Change**" will be held on **Thursday, March 4, 2010** at the conveniently located Crowne Plaza Hotel and Conference Center in Cromwell, Connecticut just off Interstate 91 at exit 21.

Each year CALA strives to find ways to format the day's activities to enhance opportunities for decision makers in the Assisted Living field to interact with Conference sponsors and exhibitors.

CALA's goal is simple, and that is to have satisfied customers leave our 2010 Conference & Trade Show with a desire to be involved the following year. For sponsors and exhibitors, this is an opportunity to raise your organization's visibility, reach key decision makers in the Assisted Living field, and generate more targeted leads. As you will note in the accompanying pages, numerous sponsorship opportunities are described that provide year-long visibility for your organization. **And CALA's basic package to exhibit at the Trade Show is priced at \$750.** If you choose to participate as a sponsor, most packages include an exhibitor booth should you wish to utilize it. Some sponsor opportunities are restricted to one sponsor, so act quickly to secure your best option.

Please contact either Mary Ann Turner, Conference Manager at (860) 745-4649, martuner@projectsunltd.com or Christopher Carter, CALA President at (860) 434-5760, cpcarter@ctassistedliving.com should there be questions.

We look forward to your involvement with another successful CALA Conference & Trade Show.

2010 CALA Conference Committee

Chante Drasdis, Co-Chair
Steve Woodward, Co-Chair
Audrey Vinci
Bill Jackson
Barbara Newland
Eleanora Tornatore Mikesh
Heather Berchem, Esq.
Jon Paul Venoit
Laurie Heintz
Rebecca Goodman Olshansky
Diane Denis
Perry Phillips
Karen Sayers

CALA Mission

The mission of the Connecticut Assisted Living Association (CALA) is to enhance the quality of life for those we serve. This shall be accomplished by serving as an active resource for our membership through the proactive development and implementation of continuing educational services and professional development efforts for the membership while supporting and advancing the common business interests of Assisted Living service providers in Connecticut.

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Booth Only Registration Payment MUST be included with registration.

Please return by Jan. 31, 2010. Booth space is on a 'first come' basis.

Exhibit fee includes:

- One 8' x 8' Booth, one 8' skirted table, two chairs,
- Continental breakfast, breaks and lunch for **two (2)** exhibitors.

Contact Person _____

Company _____

Address _____

City _____ St _____ Zip _____

Phone _____ Fax _____

E-mail _____

Name of Person No. 1 Staffing Booth _____

E-mail of Primary Person Staffing Booth _____

Name of Person No. 2 Staffing Booth _____

For additional staff at booth \$75 each .

Name of Person No. 3 Staffing Booth _____

Non-Booth Sponsorship Opportunities*

- Keynote Speaker (\$2500)
- Lunch (\$2500)
- Cocktail Reception (\$3500)

Fees:

Sponsorship Opportunity*		\$ _____
Booth Only	\$750	\$ _____
Additional Staff	\$75 ea.	\$ _____
110 Outlet	\$50 ea.	\$ _____
Total Enclosed		\$ _____

Make check payable to: CALA
 Mail to: CALA Conference
 7 Meadow Road
 Enfield CT 06082
 Ph 860/745-4649
 Fx 860/745-6360
 marturner@projectsunltd.com

Terms and Conditions: CALA reserves the right to allocate space in such a manner as to produce a balanced show in order to enhance its appeal to attendees. Booth assignments will be based on availability of space in the order registrations are received. All exhibits must be set up during the allocated time. No exhibitors may set up or take down their booths during official show hours. Upon the request of show management, exhibitors may be required to rearrange or limit their displays if equipment, tables, etc. cause congestion in the aisles or interfere with other exhibits. Show management reserves the right to restrict the operation of or evict completely any exhibit which, in their opinion, detracts from the general appearance of the exhibition as a whole. Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them. By signature of this contract, the exhibitor also expressly holds CALA harmless from any and all claims for any injury loss or damage that may occur to the exhibitor while on the show site and agrees to secure liability insurance to cover such injuries, accidents and losses.

I have read and understand the above terms and agree to them.

Signature _____

Date _____

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Sponsorship Registration Sponsorship Description on Back

Payment **MUST** be included with registration.

Please return by Jan. 31, 2010. Booth space is on a 'first come' basis.

Contact Person _____
Company _____
Address _____
City _____ St _____ Zip _____
Phone _____ Fax _____
E-mail _____

Sponsorship Opportunities*

- Primary Sponsor (\$7500) includes booth
- Major Sponsor (\$5,000) includes booth
- Contributing Sponsor (\$2,500) includes booth
- Sponsor (\$1,000) includes booth
- CALA Associate (\$500)
- CALA Support (\$200)

Booth includes:

- One 8' x 8' Booth, one 8' skirted table, two chairs,
- Continental breakfast, breaks and lunch for two (2) exhibitors

Name of Person No. 1 Staffing Booth _____

E-mail of Primary Person Staffing Booth _____

Name of Person No. 2 Staffing Booth _____

For additional staff at booth \$75 each .

Name of Person No. 3 Staffing Booth _____

Name of Person No. 4 Staffing Booth _____

Fees:

Sponsorship Opportunity*		\$ _____
Booth Only	\$750	\$ _____
Additional Staff	\$75 ea.	\$ _____
110 Outlet	\$50 ea.	\$ _____
Total Enclosed		\$ _____

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Primary Sponsor - \$7,500

- Sponsor of opening and closing session
- Conference vendor booth with choice of location + 4 admissions
- Headline listing on banner at entrance
- Full page advertisement in program
- Listing on back cover of conference program indicating level of support
- Listing in program by business category
- Listing on sponsor boards
- Prominently located on CALA's website and in CALA electronic newsletter for 1 year

Major Sponsor - \$5,000

- Sponsor of Breakfast*
- Conference vendor booth with choice of location + 2 admissions
- Half page advertisement in program
- Listing on banner at conference entrance
- Listing on back cover of conference program indicating level of support
- Listing in program by business category
- Listing on sponsor boards
- Prominently located on CALA's website and in CALA electronic newsletter for 1 year

*Sponsorship may be shared by communities within a common organization

Contributing Sponsor - \$2,500

- Sponsor of (1) Conference breakout session
- Conference vendor booth + 2 admissions
- Listing on back cover of conference program indicating level of support
- Listing in program by business category
- Listing on sponsor boards
- Acknowledgment on CALA's website and in CALA newsletter for one year

Sponsor - \$1,000

- Conference vendor booth +2 admissions
- Listing on back cover of conference program indicating level of support
- Listing in program by business category
- Listing on sponsor boards
- Acknowledgment on CALA's website and in CALA electronic newsletter for 1 year

CALA Associate - \$500

- Listing on back cover of conference program indicating level of support
- Listing in program by business category
- Acknowledgment on CALA's website and in CALA electronic newsletter for 1 year

CALA Supporter - \$200

- Listing on back cover of conference program indicating level of support
- Listing in program by business category