

# 17<sup>th</sup> Annual Conference



**Our Strength  
is our  
Flexibility:  
We're  
Redefining  
Aging**

**Thursday  
March 1, 2012**

**Crowne Plaza  
100 Berlin Rd  
Cromwell, CT**

**8:00- 4:00 pm**

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

## *Come join us for the 17th Annual Hartford Courant CALA Conference - register today!*

Dear CALA Sponsor/Vendor Exhibitor:

It is time again for The Hartford Courant Annual CALA Conference & Trade Show. Our 17th Annual Conference, "**Our Strength is our Flexibility: We're Redefining Aging**" will be held on **Thursday, March 1, 2012** 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: have satisfied customers leave our 2012 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 still 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, CALA Conference Manager at (860) 745-4649, [mturner@ctassistedliving.com](mailto:mturner@ctassistedliving.com) or Christopher Carter, CALA President at (860) 434-5760, [cpcarter@ctassistedliving.com](mailto:cpcarter@ctassistedliving.com) should you have any questions.

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

### **2012 CALA Conference Committee Chairchairs**

Perry Phillips, Co-Chair

Barbara Newland, Co-Chair

#### **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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## Exhibitor and Sponsorship Registration

**Please return by Jan. 31, 2012. Booth space is on a 'first come' basis.**

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

### Exhibitor Information:

Set-up 7:00 am - March 1, 2012  
 Set-up night before - February 29, 2012 is available

### Exhibitor Information:

Includes: 8'x8' Booth, (1) 6' Skirted Table, (2) Chairs  
 Breakfast, Breaks, Lunch for (2) exhibitors

### 1. Booth Only: \$750

Name of Person No. 1 \_\_\_\_\_  
 Staffing Booth \_\_\_\_\_  
**E-mail of Primary Person Staffing Booth**  
 \_\_\_\_\_

Name of Person No. 2 \_\_\_\_\_  
 Staffing Booth \_\_\_\_\_  
 Additional Staff \$75 ea.

### 2. Sponsorship Opportunities (attached page describes sponsorship benefits)

- Primary Sponsor (\$7500) includes booth
- Major Sponsor (\$5,000) includes booth
- Contributing Sponsor (\$2,500) includes booth
- Keynote Speaker (\$2500) includes booth
- Lunch (\$2500) includes booth
- Sponsor (\$1,000) includes booth
- CALA Associate (\$500)
- CALA Support (\$200)

### 3. Advertising Opportunities

- \$500 Full Page (8.5 x 11")
- \$350 Half Page (8.5 x 5.5" Portrait or Horizontal)
- \$300 Quarter Page (4 x 5.5")

**Please send artwork by February 10, 2012**  
**E-Mail PDF File to** [mturner@ctassistedliving.com](mailto:mturner@ctassistedliving.com)

### Payment Enclosed:

1. Booth Only	\$	_____
Additional Staff \$75 ea.	\$	_____
110 Outlet \$50 ea.	\$	_____
2. Sponsorship	\$	_____
3. Advertising	\$	_____
<b>Total Payment Enclosed:</b>	<b>\$</b>	<b>_____</b>

### Payment Options:

- Check Enclosed     MasterCard     Visa  
 Discover     AMEX

Credit Card #: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_

### If paying by check:

Complete form & mail with payment to:  
 CALA - 7 Meadow Road - Enfield, CT 06082

### If paying by credit card:

Complete form & fax to:  
 Mary Ann Turner - (860) 745-6360 Fax

### Questions:

Mary Ann Turner - (860) 745-4649 - [mturner@ctassistedliving.com](mailto:mturner@ctassistedliving.com)

**Directions:** Crowne Plaza, 100 Berlin Road, Cromwell, CT 06416:  
 Exit 21 off I-91 North or South.  
 Take left at traffic light. Hotel will be on left - 1 block.



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## Sponsorship Opportunities

### Primary Sponsor - \$7,500

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

### Major Sponsor - \$5,000

- Sponsor of Breakfast
- Exhibitor booth with choice of location + 2 admissions
- Half page advertisement in program
- Listing on banner at conference entrance
- Listing on back cover of program indicating level of support
- Listing in program by business category
- Listing on sponsor boards
- Prominently located on website and newsletter for one year

### Contributing Sponsor - \$2,500

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

### Keynote Speaker Sponsor - \$2,500

- Sponsor of Keynote Speaker
- Exhibitor booth + 2 admissions
- Listing on back cover of program indicating level of support
- Listing in program by business category
- Listing on sponsor boards
- Acknowledgment on website and newsletter for one year

### Lunch Sponsor - \$2,500

- Sponsor of Lunch
- Exhibitor booth + 2 admissions
- Listing on back cover of conference program
- Listing in program by business category
- Listing on sponsor boards
- Acknowledgment on website and newsletter for one year

### Sponsor - \$1,000

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

### CALA Associate - \$500

- Listing on back cover of program indicating level of support
- Listing in program by business category
- Acknowledgment on website and newsletter for one year

### CALA Supporter - \$200

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

**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 \_\_\_\_\_