



**MEMORANDUM**

**DATE:** January 25, 2010  
**TO:** VALA Annual Spring Conference Potential Sponsors  
**FROM:** Judy Hackler, Executive Director  
**RE:** VALA's 2010 Annual Spring Conference

Actively representing more than 130 assisted living providers from throughout the Commonwealth of Virginia, we are very excited about the Virginia Assisted Living Association's upcoming 2010 **Annual Spring Conference** that is scheduled to be held April 19-21, 2010 at The Homestead in Hot Springs, VA.

Listed below is a preliminary agenda of the conference:

<b>PRELIMINARY AGENDA</b>	
Sessions and times are subject to change without notice.	
<b>Monday, April 19, 2010</b>	
12:30 PM – 1:30 PM	<i>Attendee Registration</i>
1:30 PM – 3:00 PM	<i>General Session I: Retention of Staff Members</i>
3:15 PM – 4:15 PM	<i>Concurrent Sessions I</i>
4:30 PM – 5:30 PM	<i>General Session II</i>
<b>5:30 PM – 7:00 PM</b>	<b><i>Assisted Living Exhibition &amp; Reception (with heavy hors d'oeuvres)</i></b>
7:00 PM – 9:00 PM	<i>Dinner On Your Own</i>
9:00 PM until	<i>ALF Bowling Competition (Preregistration Required – registration information will be sent out with conference confirmation)</i>
<b>Tuesday, April 20, 2010</b>	
<b>8:00 AM – 8:30 AM</b>	<b><i>Registration / Continental Breakfast / Assisted Living Exhibition</i></b>
8:30 AM – 10:00 AM	<i>General Session III</i>
<b>10:00 AM – 10:30 AM</b>	<b><i>Morning Coffee Break / Assisted Living Exhibition / Networking</i></b>
10:30 AM – 11:30 AM	<i>Concurrent Sessions II</i>
<b>11:30 AM – 1:00 PM</b>	<b><i>Assisted Living Exhibition / Networking / Carry Out Lunch</i></b>
1:00 PM – 6:00 PM	<i>Recreational Time On Your Own</i>
6:00 PM – 8:00 PM	<i>VALA Diamond Awards Presentation Dinner – Best Practices in Assisted Living</i>
<b>Wednesday, April 21, 2010</b>	
8:00 AM – 8:30 AM	<i>Registration / Continental Breakfast</i>
8:30 AM – 10:00 AM	<i>General Session IV</i>
10:15 AM – 11:15 AM	<i>Concurrent Sessions III</i>
11:30 AM – 12:30 PM	<i>General Session V</i>

- **Door prizes** – There are two times allotted for door prize drawings for the attendees who are present at the time of the drawing. Sponsors may collect names of attendees as they visit their booths, or sponsors may draw from VALA's collection of attendees' names.
- **Registrations** – Each sponsor level is allocated a specific number of conference registrations. Please contact Judy Hackler if you need to register additional individuals.
- **Confirmations** will be sent out via facsimile, so please provide your **fax number** on the registration form.
- **Booth space** – 8 ft. x 8 ft. booth with the following services provided for each registered exhibitor:
  - One 7" x 44" booth ID Sign with Company Name
  - Piping, draping, side rails
  - One 2' x 6' skirted table with two chairs
  - One wastebasket

**Booth space is limited in the exhibit area, so return the enclosed Sponsorship Application Form with payment as soon as possible.** If you have questions or need additional information, please contact Judy Hackler at 804-332-2111 or [jhackler@valainfo.org](mailto:jhackler@valainfo.org).



VIRGINIA ASSISTED LIVING ASSOCIATION
2010 ANNUAL SPRING CONFERENCE
APRIL 19-20, 2010

THE HOMESTEAD

7696 Sam Snead Highway, Hot Springs, VA 24445
Hotel Reservations: Reservation Forms will be sent with exhibition confirmation
VALA discounted room rate of \$125 for single/double occupancy will be offered.

SPONSORSHIP APPLICATION FORM

VALA's 2010 Annual Spring Conference provides opportunities to meet with an anticipated 150 assisted living owners, administrators, regional directors, and caregivers from throughout Virginia in one central location. Confirmation of your sponsorship will be sent via facsimile.

SPACE IS LIMITED - RETURN FORM AS SOON AS POSSIBLE

Form fields for: REPRESENTATIVE NAME AND TITLE, COMPANY NAME, COMPANY ADDRESS, TELEPHONE NUMBER, CITY / STATE / ZIP, FAX NUMBER, E-MAIL ADDRESS, AMOUNT ENCLOSED, DESCRIPTION OF COMPANY TO BE INCLUDED IN PROGRAM, NAMETAGS

SPONSORSHIP LEVELS

(PLEASE SELECT ONE LEVEL OF SPONSORSHIP - ALL LEVELS INCLUDE A LISTING OF ATTENDEES)

THERE ARE A LIMITED NUMBER OF CERTAIN SPONSORSHIPS. SUBMIT YOUR COMPLETED APPLICATION EARLY TO CONFIRM YOUR CHOICE OF SPONSORSHIP.

- \$2,500 Luncheon Sponsor
\$2,000 Reception Sponsor
\$1,000 Breakfast Sponsor
\$1,000 Break Sponsor
\$1,000 Conference Bag Sponsor
\$1,000 General Session Speaker Sponsor
\$750 Concurrent Session Speaker Sponsor
\$750 Nametag Sponsor
\$500 Exhibition Sponsor
\$40 ELECTRICAL OUTLET

PLEASE DONATE A DOOR PRIZE: YES NO DOOR PRIZE DONATED (IF KNOWN):

IF PAYING BY CREDIT CARD, ONLY VISA, MASTERCARD, AND DISCOVER ARE ACCEPTED.

CC #: Exp. Date: Billing Zip Code: Authorized Signature: Security Code:

Please remit application with payment to: VALA, PO Box 6266, Richmond, VA 23230
VALA Phone: 804-332-2111 VALA Fax: 804-632-8411
VALA E-mail: information@valainfo.org

Hold Harmless Clause: The sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of sponsor's activities on the Hotel premises and will indemnify, defend, and hold harmless VALA, the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Signature: Date: