



MEMORANDUM

DATE: May 7, 2010
FROM: Judy Hackler, Executive Director
RE: VALA's 2010 Annual Fall 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 Fall Conference** that is scheduled to be held October 19-20, 2010 at Holiday Inn Virginia Beach-Norfolk Hotel & Conference Center in Virginia Beach, VA.

Listed below is a preliminary agenda of the conference:

PRELIMINARY AGENDA	
Conference times are subject to change without notice.	
Tuesday, October 19, 2010	
9:00 AM – 9:30 AM	<i>Attendee Registration</i>
9:30 AM – 11:00 AM	<i>General Session I</i>
11:10 AM – 12:10 PM	<i>Concurrent Sessions I</i>
12:15 AM – 1:45 PM	<i>Presentation Luncheon</i>
1:50 PM – 2:50 PM	<i>Concurrent Sessions II</i>
1:00 PM – 4:30 PM	<i>Set-up by Conference Sponsors in Exhibition Hall</i>
3:00 PM – 4:30 PM	<i>General Session II</i>
4:35 PM – 6:15 PM	<i>Assisted Living Exhibition & Reception (Door prizes will be awarded at 6:00 PM)</i>
8:00 PM – Until	<i>VALA Bowling Competition (Preregistration Required)</i>
Wednesday, October 20, 2010	
8:00 AM – 9:00 AM	<i>Registration / Continental Breakfast / Assisted Living Exhibition</i>
9:00 AM – 10:00 AM	<i>General Session III</i>
10:00 AM – 10:20 AM	<i>Morning Coffee Break / Assisted Living Exhibition / Networking</i>
10:20 AM – 11:50 AM	<i>Best Practices Roundtable Discussions</i>
11:50 AM – 1:30 PM	<i>Assisted Living Exhibition / Networking / Boxed Luncheon (Door prizes will be awarded at 1:00 PM)</i>
1:30 PM – 2:00 PM	<i>Dismantling by Conference Sponsors in Exhibition Hall</i>
1:30 PM – 2:30 PM	<i>General Session IV</i>
2:30 PM – 3:00 PM	<i>General Membership Meeting</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.



VIRGINIA ASSISTED LIVING ASSOCIATION

2010 ANNUAL FALL CONFERENCE

OCTOBER 19-20, 2010

HOLIDAY INN VIRGINIA BEACH-NORFOLK HOTEL & CONFERENCE CENTER

5655 Greenwich Road, Virginia Beach, VA 23462

Hotel Reservations: Call 800-567-3856

VALA discounted room rate of \$99 plus tax for single/double occupancy will be offered.

SPONSORSHIP APPLICATION FORM

VALA's 2010 Annual Fall Conference provides opportunities to meet with an anticipated 130 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

REPRESENTATIVE NAME AND TITLE (TO BE LISTED IN PROGRAM)

COMPANY NAME

COMPANY ADDRESS

TELEPHONE NUMBER (INCLUDE AREA CODE)

CITY / STATE / ZIP

FAX NUMBER (INCLUDE AREA CODE)

E-MAIL ADDRESS

AMOUNT ENCLOSED

DESCRIPTION OF COMPANY TO BE INCLUDED IN PROGRAM:

NAMETAGS (REFER TO SPONSORSHIP LEVEL FOR NUMBER OF REGISTRATIONS ALLOWED):

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** (Includes 1 exhibit table, 10 minutes to introduce your company during lunch, full page ad in conference program, up to 3 conference registrations)
- _____ **\$2,000 Reception Sponsor** (Includes 1 exhibit table, 10 minutes to introduce your company during reception, full page ad in conference program, up to 3 conference registrations)
- _____ **N/A \$1,000 Breakfast Sponsor** (Includes 1 exhibit table, ½ page ad in conference program, up to 2 conference registrations)
- _____ **\$1,000 Break Sponsor** (Includes 1 exhibit table, ½ page ad in conference program, up to 2 conference registrations)
- _____ **\$1,000 Conference Bag Sponsor** (Includes 1 exhibit table, company name on attendee bags, up to 2 conference registrations)
- _____ **\$1,000 Conference Padfolio Sponsor** (Includes 1 exhibit table, company name on padfolio, up to 2 conference registrations)
- _____ **\$1,000 General Session Speaker Sponsor** (Includes 1 exhibit table, 3 minutes to introduce your company during sponsored general session, up to 2 conference registrations)
- _____ **\$750 Concurrent Session Speaker Sponsor** (Includes 1 exhibit table, 3 minutes to introduce your company during sponsored concurrent session, up to 2 conference registrations)
- _____ **N/A \$750 Nametag Sponsor** (Includes 1 exhibit table, company logo on every attendee nametag, up to 2 conference registrations)
- _____ **\$500 Exhibition Sponsor** (Includes 1 exhibit table, up to 2 conference registrations)
- _____ **\$40 ELECTRICAL OUTLET** (Includes 1 extension cord run to your exhibit table)

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: _____