



VALA

VIRGINIA ASSISTED LIVING ASSOCIATION
"VIRGINIA'S UNIFIED VOICE FOR ASSISTED LIVING"

Virginia Assisted Living
Annual Fall Conference &
Trade Show



"Discovering Natural Treasures"

Trade Show Information Packet

Tuesday, October 22, 2019

Hampton Roads Convention Center

1610 Coliseum Dr

Hampton, VA 23266

Conference Sponsorship Level Options

You are invited to share your products and services with many decision makers from Virginia's assisted living industry at the **2019 Virginia Assisted Living Annual Fall Conference and Trade Show** to be held October 21-23, 2019 at Hampton Convention Center, Hampton, VA. With an expected registration of approximately 180 assisted living providers, who are primarily owners, administrators, and regional directors from throughout Virginia, you could strengthen relationships with current customers and build new ones all in one location!

MOBILE APP SPONSOR* - \$2,500 - 2 1 available

- Mobile Conference App banner ad
- Enhanced company profile in app
- Up to 3 registrations

LEADERSHIP LUNCHEON SPONSOR - \$2,500 - 1 available

- Company logo on table signs during lunch on 10/23
- Sponsor created flyer at each seat
- 1/2 page program ad
- Up to 3 registrations

TRADE SHOW LUNCHEON SPONSOR - \$2,500 - 1 available

- Sign with company name during assigned break
- 1/2 page program ad
- Sponsor created flyer in conference packets
- Up to 3 registrations

PHOTO BOOTH SPONSOR - \$2,000 - 1 available

- Preferred placement next to photo booth
- 1/2 page program ad
- Up to 3 registrations

TECHNOLOGY SPONSOR - \$2,000 - 2 available

- Includes company logo on opening welcome screens
- 1/2 page program ad
- Up to 3 registrations

NETWORKING RECEPTION SPONSOR 10/22* - \$2,000 - 2 available

- Company logo on sign during reception
- 1/2 page program ad
- Up to 3 registrations to conference and dinner

CONFERENCE PAD/BAG SPONSOR* - \$2,000 - 1 available

- Company name on conference pad/bag
- 1/2 page program ad
- Up to 3 registrations

CELL PHONE POCKET SPONSOR* - \$2,000 - 1 available

- Company logo on cell phone pocket
- 1/2 page program ad
- Up to 3 registrations

ATTENDEE NAMETAG SPONSOR* - \$1,500 - 1 available

- Company name on attendee nametags
- Up to 3 registrations

LANYARD SPONSOR* - \$1,500 - 1 available

- Company name on lanyard
- Up to 3 registrations

LIFESAVERS SPONSOR* - \$1,500 - 1 available

- Company name on lifesaver rolls
- 1/2 page program ad
- Up to 3 registrations

~~MEDIA SPONSOR - \$1,500 - 1 available~~

- Includes company logo on app and all conference welcome screens
- 1/2 page program ad
- Up to 3 registrations

GENERAL SESSION SPONSOR* - \$1,500 - 5 available

- Includes 3 minutes to speak during a general session
- Includes company name and logo on sign outside of keynote session
- Up to 3 registrations

BREAK SPONSOR* - \$1,000 - 4 available

- Sign with company name during assigned break
- Includes 1/2 page program ad
- Up to 3 registrations

~~REGISTRATION WELCOME SPONSOR* - \$1,000 - 1 available~~

- Company name and logo displayed at registration table
- 1/2 page ad
- Up to 3 registrations

CONCURRENT SESSION SPONSOR* - \$1,000 - 6 Available

- Includes 3 minutes to speak during a concurrent session on 10/23
- Up to 2 registrations

EXHIBITION SPONSOR* - \$750

- Up to 2 registration

SPONSORSHIP ADD ONS (*Sponsorship add ons may be added to conference sponsorships that include a booth.*)

ADDITIONAL ATTENDEE FEE - \$75 - Registration fee for each attendee in addition to what is included in each sponsorship level

ELECTRICAL OUTLET - \$75 - Includes 1 electrical hookup at your exhibit booth

PRINTED PROGRAM SPONSOR - (May be combined with other sponsorships. DOES NOT INCLUDE BOOTH) - \$300

- Includes company listing in Trade Show Directory
- Listing of attendees
- Full page program ad
- 1 registration

DINNER WITH DECISION MAKERS - (May be combined with other sponsorships. DOES NOT INCLUDE BOOTH) \$1,000 - 3 available

- Invitation for one representative to attend dinner with industry decision makers
- Sponsor created flyer at each dinner seat
- Proceeds will be donated to the VALA Political Action Committee (VALA PAC)

***LEVELS INCLUDE BOOTH, COMPANY LISTING IN TRADE SHOW DIRECTORY, SIGNAGE AT THE CONFERENCE, AND A LISTING OF ATTENDEES**

PRELIMINARY AGENDA - CONFERENCE TIMES ARE SUBJECT TO CHANGE WITHOUT NOTICE

*****NEW SCHEDULE BASED ON FEEDBACK*****

Monday, October 21, 2019

12:30 PM - 5:00 PM	Assisted Living Regulations Update Pre-Conference (Separate Registration Required)
6:00 PM - 7:30 PM	Dinner with Industry Decision Makers (separate sponsorship required)

Tuesday, October 22, 2019

7:00 AM - 9:00 AM	Set-up by Conference Sponsors in Exhibition Hall. Exhibits booths must be set-up by 9:00 AM
8:00 AM - 9:30 AM	General Session
9:30 AM - 11:30 AM	Assisted Living Trade Show & Networking Break
11:30 AM - 1:00 PM	General Session (Exhibitors invited to eat at 12:30 PM while attendees are in session)
1:00 PM - 2:30 PM	Assisted Living Trade Show, Networking Luncheon & VALA Ticket Booth in Exhibition Hall
2:00 PM - 2:30 PM	Dismantling by Conference Sponsors in Exhibition Hall - DO NOT DISMANTLE PRIOR TO 2:00PM.
2:30 PM - 4:00 PM	General Session
4:30 PM - 6:30 PM	Industry Networking Reception (with cash bar)

Wednesday, October 23, 2019

8:00 AM - 8:30 AM	Assisted Living Industry Updates and VALA General Membership Meeting
8:30 AM - 9:30 AM	General Session
9:45 AM - 10:45 AM	Concurrent Sessions
11:00 AM - 1:00 PM	Leadership Luncheon: VALA Diamond Awards Presentation
1:15 PM - 2:15 PM	Concurrent Sessions (Repeated)
2:30 PM - 3:30 PM	General Session

Sponsorship Information

- **Booth Space** - 10 ft. x 10 ft. booth with the following services provided for each registered exhibitor:
 - * One 7" x 44" booth ID Sign with Company Name
 - * One 2' x 6' draped table with two chairs
 - * Flame resistant fabric backdrop and side rails
 - * One wastebasket
 - * Carpeted booth area
- **Registrations** - Sponsorships include specific number of registrations to attend trade show and conference sessions.
- **Confirmations** will be sent out via e-mail with additional information on shipping of materials.
- **Attendee Lists** will be sent out via e-mail one week prior to the conference, via print at the conference, and via e-mail following the conference. No e-mail addresses of registrants will be disclosed.

Trade Show Location: Hampton Convention Center, 1610 Coliseum Dr., Hampton, VA 23666

Preferred Hotel Accommodations: Embassy Suites by Hilton Hotel, Convention Center, & Spa
1700 Coliseum Dr., Hampton, VA 23666 - Group lodging rate of \$135.00 cutoff date is September 23, 2019.
Call 1-800-EMBASSY to make reservations. (Ask for the Virginia Assisted Living Group Rate)

Sponsorship levels are assigned on a first come-first served basis, and exhibition space is limited in the exhibit area, so return the enclosed Sponsorship Application Form with payment as soon as possible to avoid being placed on a waiting list. If you have questions or need additional information, please contact VALA at (804) 332-2111 or information@valainfo.org.



VALA Partner Passport to Assisted Living Resources



VALA's Industry Partners members will be listed on the **VALA Partner Passport** that attendees will bring around during the Assisted Living Trade Show to have initialed by Industry Partner representatives. The Partner Passport will guarantee attendee traffic at the booth. Once the Partner Passport is completed, then attendees will turn in completed Partner Passports to the **VALA Ticket Booth** and will receive tickets to enter into the **Industry Treasure Chests** for prizes donated by conference sponsors and VALA. The drawing will be held during the Assisted Living Trade Show, and winners must be present to win.

Contact VALA at (804) 332-2111 if you would like more information on becoming an Industry Partner or to renew your Industry Partner membership.

NEW this year...

VALA Industry Treasures Prize Chest Drawings Booth

Attendees are excited about the discovered treasures that will be shared at the Virginia Assisted Living Conference! If you would like to donate a Treasure to be included in the **Industry Treasure Prize Drawings**, then please list the prize on the Sponsorship Application Form. ***Only those treasures listed on the application will be included in the Industry Treasure Prize Drawings.*** VALA will distribute tickets to attendees to be entered to win prizes, so sponsors will not need to draw names. (If the sponsor would like to collect and draw names, then do not list the prize on the application as a donated prize.)

Key treasure hunting points to remember.

- × *Only current VALA Industry Partners will be listed on the Partner Passport.*
- × *Even companies that are not VALA's Industry Partners may offer prizes.*
- × *Attendees may enter the treasure box drawings as many times as they have tickets.*
- × *Winners will be drawn during the Assisted Living Trade Show*
- × *Attendees must be present to win.*





Virginia Assisted Living Association

VIRGINIA ASSISTED LIVING 2019 FALL CONFERENCE & TRADE SHOW

OCTOBER 22, 2019 AT HAMPTON ROADS CONVENTION CENTER (1610 Coliseum Dr., Hampton, VA 23666)

Preferred Hotel: Embassy Suites by Hilton Hampton Roads, 800-EMBASSY group rate of \$135

Sponsorship Application Form

Exhibition Coordinator Name _____

Company Name _____

Company Address _____

Telephone Number (include area code) _____

City/State/Zip _____

E-mail address _____

1.) _____ 2.) _____ 3.) _____

Nametags (Refer to sponsorship level for number of registrations/nametags allowed)

PLEASE COMPLETE THE FOLLOWING SECTION AS IT SHOULD BE INCLUDED IN THE TRADE SHOW DIRECTORY:

Representative Name and Title _____

Telephone Number (include area code) _____

E-mail Address _____

Website Address _____

Description of company _____

CONFERENCE SPONSORSHIP LEVELS

(Limited number of sponsorships available. Refer to Conference Sponsorship Level Options for benefit details of each level.)

- | | | | |
|--|---|---|--------------------------------------|
| ___ Mobile App - \$2,500 | ___ Networking Reception - \$2,000 | ___ Lifesavers - \$1,500 | ___ Concurrent Session - \$1,000 |
| ___ Leadership Luncheon - \$2,500 | <u>N/A</u> Conference Pad/Bag - \$2,000 | <u>N/A</u> Media Sponsor - \$1,500 | ___ Exhibition - \$750 |
| ___ Trade Show Luncheon - \$2,500 | <u>N/A</u> Cell Phone Pocket - \$2,000 | ___ General Session - \$1,500 | <u>Non-Booth Sponsorships:</u> |
| <u>N/A</u> Photo Booth Sponsor - \$2,000 | <u>N/A</u> Attendee Nametag - \$1,500 | ___ Break - \$1,000 | ___ Printed Program - \$300 |
| ___ Technology - \$2,000 | <u>N/A</u> Lanyard - \$1,500 | <u>N/A</u> Registration Welcome - \$1,000 | ___ Decision Makers Dinner - \$1,000 |

___ \$75 ADDITIONAL ATTENDEE FEE (Registration fee for each attendee in addition to what is included in each sponsorship level)

___ \$75 ELECTRICAL OUTLET (Includes 1 electrical hookup at your exhibit booth)

Door Prize for VALA Industry Treasures Prize Chest drawings (VALA will draw winner from tickets)

Please remit with payment to:
VALA, PO Box 71266, Henrico, VA 23255
Questions? Call (804) 332-2111
Email: information@valainfo.org

METHOD OF PAYMENT
1. CC # _____
Exp. Date: _____
Billing Zip Code: _____ Security Code: _____
Signature: _____
2. Check Enclosed \$ _____

If paying by credit card, completed application forms may be faxed to (888) 611-8252.

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.

CANCELLATION FEE: All cancellations must be in writing and received prior to September 23, 2019 and are subject to a 20% cancellation fee. There will be no refunds or credits for cancellations made on or after September 23, 2019.

Signature: _____ Date: _____