



VALA

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

Virginia Assisted Living
Annual Fall Conference &
Trade Show

"One Size Does Not Fit All"



Trade Show Information Packet

Tuesday, December 8, 2020

Newport News Marriott at City Center

740 Town Center Dr.

Newport News, VA 23606

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 **2020 Virginia Assisted Living Annual Fall Conference and Trade Show** to be held December 7-9, 2020 at Newport News Marriott at City Center, Newport News, VA. With an expected registration of approximately 100-200 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 - 1 remaining

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

TRADE SHOW LUNCHEON SPONSOR* - \$2,500 - 1 remaining

- Sign with company name during lunch on **12/8**
- 1/2 page program ad
- Sponsor created flyer in conference packets
- Up to 3 registrations

LEADERSHIP LUNCHEON SPONSOR* - \$2,500 - 1 remaining

- Company logo on table signs during lunch on **12/9**
- Sponsor created flyer at each seat
- 1/2 page program ad
- Up to 3 registrations

PHOTO BOOTH SPONSOR* - \$2,000

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

TECHNOLOGY SPONSOR* - \$2,000

- Includes enhanced advertisement on general session welcome screens
- Full page program ad
- Up to 3 registrations

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

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

CELL PHONE POCKET SPONSOR* - \$2,000

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

PHONE CHARGING STATION SPONSOR* - \$2,000 - 1 remaining

- Company name and logo displayed on charging station
- Charging station located near sponsor booth
- Up to 3 registrations

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

- Company name on attendee nametags
- Up to 3 registrations

LANYARD SPONSOR* - \$1,500

- Company name on lanyard
- Up to 3 registrations

LIFESAVERS SPONSOR* - \$1,500

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

GENERAL SESSION SPONSOR* - \$1,500 - 3 remaining

(12/8 Sessions assigned to first received sponsorships, otherwise sponsorship is for 12/9)

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

DIRECTIONAL SIGNAGE SPONSOR* - \$1,500 - 1 remaining

- Company name and logo on signage of 3 stations
- 1/2 page program ad
- Up to 3 registrations

HAND SANITIZER STATIONS* - \$1,500 - 1 remaining

- Company logo on bottle
- 1/2 page program ad
- Up to 3 registrations

BREAK SPONSOR* - \$1,000 - 2 remaining

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

REGISTRATION WELCOME SPONSOR* - \$1,000

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

CONCURRENT SESSION SPONSOR* - \$1,000

- Includes 3 minutes to speak during a concurrent session on **12/9**
- Up to 2 registrations

EXHIBITION SPONSOR* - \$750

- Up to 2 registrations

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 - \$50

Includes 1 electrical hookup at your exhibit booth

PRINTED PROGRAM SPONSOR - \$300

May be combined with other sponsorships

DOES NOT INCLUDE BOOTH

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

***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

Monday, December 7, 2020

12:30 PM - 5:00 PM	Assisted Living Regulations Update Pre-Conference (Separate Registration Required)
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Tuesday, December 8, 2020

7:00 AM - 9:00 AM	Set-up by Conference Sponsors in Exhibition Hall. Exhibits booths must be set-up by 9:00 AM
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8:00 AM - 9:30 AM	General Session
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9:30 AM - 1:00 PM	Assisted Living Trade Show
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11:30 AM - 1:00 PM	General Session
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1:00 PM - 2:00 PM	Networking Luncheon & Prize Drawings (Luncheon for Sponsors and Attendees to eat together!)
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2:00 PM - 3:00 PM	Assisted Living Trade Show
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3:00 PM - 3:30 PM	Dismantling by Conference Sponsors in Exhibition Hall - DO NOT DISMANTLE PRIOR TO 3:00PM.
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3:00 PM - 4:30 PM	General Session
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Wednesday, December 9, 2020

8:00 AM - 9:30 AM	General Session
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10:00 AM - 11:00 AM	General Session
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11:30 AM - 1:30 PM	Leadership Luncheon
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2:00 PM - 3:30 PM	General Session
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Sponsorship Information

*****Due to the COVID-19 social distancing guidelines, the number of exhibit booths will be limited. The final layout of the Trade Show will not be available until closer to the conference dates to take into consideration the recommendations by the CDC and the Virginia Department of Health for safety and best practices. Booth assignments will be made on a 'First Come - First Serve' basis when they are made.**

- **Booth Space** minimum of 10 ft. x 10 ft. carpeted 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
- **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: Newport News Marriott at City Center, 740 Town Center Drive, Newport News, VA 23606

Preferred Hotel Accommodations:

Newport News Marriott at City Center, 740 Town Center Drive, Newport News, VA 23606. For reservations call (866) 329-1758. (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. Please 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.

NEW

**VALA Industry Partner Member
Recognition
“Social Distancing Style”
VALA Partner Press Card**



Due to COVID-19, we will recognize VALA’s Industry Partners Members a little differently this conference. We invite VALA’s Industry Partner Members that will have a trade show booth to submit a short but unique question attendees must come to your booth to get answered. Partners choose the questions. Some sample questions are listed below:

- What is the #1 software requested by ABC Company’s clients?
- How many months come with a subscription to LMN’s magazine?
- What states does QRS Company service?
- What is the website for XYZ Company?

Only current VALA Industry Partners members will be listed on the **VALA Partner Press Card** given to conference attendees. During the Assisted Living Trade Show, attendees will be the investigators visiting your booth to get the answers to the questions on the **VALA Partner Press Card**. The Press Card will guarantee attendee traffic at the booth. Attendees will turn in completed Press Cards to the **VALA Prize Box** and will be entered into the **Grand Prize Drawings**. The drawings will be held during the Assisted Living Networking Lunch, and winners must be present to win.

Not sure if you are a current VALA Industry Partner? Update your profile or membership status at www.valainfo.org. You may also contact VALA at (804) 332-2111 to get more information on becoming an Industry Partner Member or to renew your membership.

Assisted Living Industry Treasure Prize Drawings

Attendees are always excited about the treasures that will be shared at the Virginia Assisted Living Conference!

Key treasure hunting points to remember.

- × All sponsors may donate up to two prizes to be announced by VALA.
- × Prize winners will be announced during the luncheon on **December 8, 2020**.
- × Sponsors may collect names from attendees or may have VALA draw names from the listing of registered attendees.
- × Prizes may be given to the winners at the luncheon, or sponsors may choose to have winners visit the booths after the lunch to pick up prizes.
- × Attendees must be present to win.





Virginia Assisted Living Association
VIRGINIA ASSISTED LIVING 2020 FALL CONFERENCE & TRADE SHOW
DECEMBER 8, 2020 AT NEWPORT NEWS MARRIOTT AT CITY CENTER
(740 Town Center Drive, Newport News, VA 23606)
Reservations: (866) 329-1758 group rate of \$129

Sponsorship Application Form

<u>Exhibition Coordinator Name</u>	<u>Company Name</u>
<u>Company Address</u>	<u>Telephone Number (include area code)</u>
<u>City/State/Zip</u>	<u>E-mail address</u>
1.) _____	2.) _____
_____	3.) _____

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

***Special Needs/Restrictions** (*Please indicate any special needs or dietary restrictions next to name above*)*

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

<u>Representative Name and Title</u>	<u>Telephone Number (include area code)</u>
<u>E-mail Address</u>	<u>Website Address</u>
<u>Description of company</u>	

CONFERENCE SPONSORSHIP LEVELS

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

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|-------------------------------------|---|---|--------------------------------|
| ___ Mobile App - \$2,500 | <u>N/A</u> Conference Pad/Bag - \$2,000 | ___ General Session - \$1,500 | ___ Exhibition - \$750 |
| ___ Trade Show Luncheon - \$2,500 | <u>N/A</u> Cell Phone Pocket - \$2,000 | ___ Directional Signage - \$1,500 | <u>Non-Booth Sponsorships:</u> |
| ___ Leadership Luncheon - \$2,500 | ___ Phone Charging Station - \$2,000 | ___ Hand Sanitizer Stations - \$1,500 | ___ Printed Program - \$300 |
| <u>N/A</u> Photo Booth - \$2,000 | ___ Attendee Nametag - \$1,500 | ___ Break - \$1,000 | |
| <u>N/A</u> Technology - \$2,000 | <u>N/A</u> Lanyard - \$1,500 | <u>N/A</u> Registration Welcome - \$1,000 | |
| <u>N/A</u> VALA PAC Event - \$2,000 | <u>N/A</u> Lifesavers - \$1,500 | <u>N/A</u> Concurrent Session - \$1,000 | |

 ___ \$75 ADDITIONAL ATTENDEE FEE (Registration fee for each attendee in addition to what is included in each sponsorship level)
 ___ \$50 ELECTRICAL OUTLET (Includes 1 electrical hookup at your exhibit booth)

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

<u>METHOD OF PAYMENT</u>
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 October 8, 2020 and are subject to a 20% cancellation fee. There will be no refunds or credits for cancellations made on or after October 8, 2020.

Signature: _____ Date: _____