

# 21<sup>st</sup> Annual Conference



**Thursday  
March 3, 2016**

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

**8:00- 4:30 pm**

CALA  
c/o Mary Ann Turner  
7 Meadow Road  
Enfield, CT 06082  
(860) 745-4649 Office  
(860) 745-6360 Fax  
mturner@ctassistedliving.com

## *Join us for the 21st Annual Hartford Courant CALA Conference - register today!*

Dear CALA Sponsor/Exhibitor:

Come join us at our 21st annual Hartford Courant CALA Conference & Trade Show. The conference will be held on **Thursday, March 3, 2016** at the conveniently located Crowne Plaza Hotel and Conference Center in Cromwell, CT just off Interstate 91 at exit 21.

Each year CALA strives to make each conference an opportunity for decision makers in the Assisted Living field to interact with Conference sponsors and exhibitors and come away with great ideas and new partnerships and relationships.

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### **There is plenty of exhibitor time during our conference:**

8:00 - 9:00 Registration, Breakfast and Exhibitors  
10:15 - 11:15 Coffee Break and Exhibitors  
12:30 - 1:15 Lunch with the Exhibitors  
1:15 - 2:00 Dessert with the Exhibitors

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Numerous sponsorship opportunities are available allowing for year-long visibility for your organization. As a sponsor, most packages include an exhibitor booth and added exposure in conference signage and in our program guide.

Some sponsor opportunities are restricted to one sponsor, so act quickly to secure your best option.

**CALA's basic package to exhibit at the Trade Show is only \$750.**

Please contact Mary Ann Turner, CALA Conference Manager at (860) 745-4649, mturner@ctassistedliving.com or Christopher Carter, CALA President at (860) 434-5760, cpcarter@ctassistedliving.com should you have any questions.

We look forward to your participation in the CALA Conference & Trade Show.

### **2016 CALA Conference Committee Chairs**

Carlene Rhea, Co-Chair

Perry Phillips, 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.

# Annual CALA Conference

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## Exhibitor and Sponsorship Registration

Please return by Feb. 1, 2016. Booth space is on a 'first come' basis.



Contact Person \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

E-mail \_\_\_\_\_

### Exhibitor Information:

Set-up 7:00 am - March 3, 2016

Set-up night before - March 2, 2016 is available

### Exhibitor Information:

Includes: 8'x8' Booth, (1) 6' Skirted Table, (2) Chairs

**Lunch & Reception for (2) exhibitors**

## 1. Sponsorship Opportunities

attached page describes sponsorship benefits

- Primary Sponsor (\$7,500) includes booth
- Major Sponsor (\$5,000) includes booth
- Chef Challenge Sponsor (\$5,000) includes booth
- Keynote Speaker (\$3,000) includes booth
- Contributing Sponsor (\$2,500) includes booth
- Lunch (\$2,500) includes booth
- Cyber Lounge (\$1,500) includes booth
- Sponsor (\$1,000) includes booth
- Conference Bag Sponsor (\$500) **Exclusive**
- Associate Sponsor (\$300)
- Lanyard Sponsor (\$300) **Exclusive**
- Supporting Sponsor (\$200)

## 2. Advertising Opportunities

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

Send artwork by February 1, 2016

High Res. PDF File to [mturner@ctassistedliving.com](mailto:mturner@ctassistedliving.com)

## 3. Booth Only:

**\$750 by February 1 \$850 after** (Pick Yr Booth, last pg)

1. Staff Name \_\_\_\_\_

2. Staff Name \_\_\_\_\_

Additional Staff \$100 ea.

## Payment Enclosed:

- 1. Booth Only \$ \_\_\_\_\_  
Additional Staff \$100 ea. \$ \_\_\_\_\_  
110 Outlet \$75 ea. \$ \_\_\_\_\_
- 2. Sponsorship \$ \_\_\_\_\_
- 3. Advertising \$ \_\_\_\_\_
- Total Payment Enclosed: \$ \_\_\_\_\_**

## Payment Options:

- Check Enclosed
- MasterCard
- Visa
- Discover
- AMEX

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVC \_\_\_\_\_

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 or email to: Mary Ann Turner  
(860) 745-6360 Fax - [mturner@ctassistedliving.com](mailto:mturner@ctassistedliving.com)

### 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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## Conference and Trade Show

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### Primary Sponsor - \$7,500

- Sponsor of opening and closing session
- Exhibitor booth with choice of location + 4 admissions
- Headline listing on signage 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 1 year

### Major Sponsor - \$5,000

- Sponsor of Breakfast
- Exhibitor booth with choice of location + 2 admissions
- Half page advertisement in program
- Listing on signage 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 1 year

### Chef Challenge - \$5,000

- Sponsor of Chef Challenge
- Exhibitor booth with choice of location + 2 admissions
- Half page advertisement in program
- Listing on signage at conference entrance
- Award prizes
- 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 1 year

### Keynote Speaker Sponsor - \$3,000

- Sponsor of Keynote Speaker
- Exhibitor booth with choice of location + 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 1 year

### Contributing Sponsor - \$2,500

- Sponsor of (1) Conference breakout session
- Exhibitor booth with choice of location + 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 1 year

### Cyber Lounge Sponsor - \$1,500

- Sponsor of Lounge - with banner
- Exhibitor booth + 2 admissions
- Listing on back cover of conference program
- Listing in program by business category
- Tent card on all tables with name of company
- 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
- Tent card on all tables with name of company
- 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

### Conference Bag - \$300

- Sponsor supplies bag
- Listing in program by business category

### Lanyards - \$300

- Sponsor supplies lanyards
- Listing in program by business category

### CALA Supporter - \$200

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

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### EXHIBIT SPACE AND FEES

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. 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. 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.

Fees are indicated on the form. Applications must be accompanied by payment for full amount. The space assigned to the exhibitors is for their own use.

Exhibitors may not advertise or display goods other than those manufactured or sold by them in the regular course of their business.

### EXHIBITOR SERVICES

Each booth space includes one (1) draped table and two (2) chairs.

### EXHIBIT HOURS

All exhibits must be set up during the allocated time.

Wed., March 2, 2016 5:00 - 7:00 PM

Thurs., March 3, 2016 7:00 AM

Exhibitors may not break down display booth before 2:00 PM on March 3, 2016.

### SHIPPING TO THE CROWNE PLAZA

Please let me know if you are shipping materials - [maryannturner@cox.net](mailto:maryannturner@cox.net)

The location will accept boxes/packages delivered no more than 48 hours prior to the function. In the event you ship materials to the location, all packages must be labeled with the title/date of function and name of the "Mary Ann Turner" CALA, Conference Planner.

No COD's will be accepted. The Crowne Plaza is not responsible for storage, shipping and or loss of materials before, during or upon conclusion of the event.

### CROWNE PLAZA REGULATIONS

Nothing shall be posted, nailed, screwed or otherwise attached to columns, walls, floors, other parts of the building or furniture.

### ACTIVITIES

Exhibitors may attend the day's event.

### CROWNE PLAZA'S SECURITY AND LIABILITY

Each exhibitor must make provisions to safeguard goods from the time they are placed in the Exhibit Hall until they are removed by the exhibitor. Space is leased with the understanding that CALA and the contracted hotel will act for exhibitor and his representatives only in the capacity of an agent, and not as principal; and that CALA and the contracted hotel assume no liability damages, for any act of omission or commission in connection with said agency.

Exhibitor assumes entire responsibility and hereby agrees to protect, identify and defend CALA and contracting hotel and their employees and agents harmless against all claims, losses or damages to persons.

These rules and regulations are to be construed as part of all space contracts. CALA reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not specifically cover.

### CANCELLATION POLICY

Fees for exhibiting and sponsoring will be refunded less 50% administrative fees, if cancellation is made in writing by February 26, 2016. No refunds will be made after February 26. Please call CALA, Mary Ann Turner at 860-745-4649.

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.

Signature \_\_\_\_\_

Date \_\_\_\_\_

REST ROOMS

JERSEY

KENT

57

58

59

60

54 55 56

1

2

3

4

5

6

7

8

9

WINNER'S CIRCLE

ENTRANCE

COURT

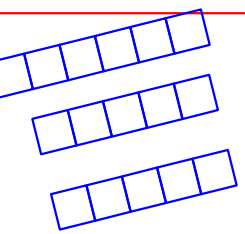
10	11	12	13
19	20	21	22

14	15	16	17	18
23	24	25	26	27

28	29	30	31
37	38	39	40

32	33	34	35	36
41	42	43	44	45

1 2'X8' STAGE



65 66

63 64

61 62

46 47

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49 50

51

52 53

EXIT

EXIT

EXIT