

2015 NCALA  
FALL CONFERENCE  
& TRADE SHOW

OCTOBER 6-8

TRADE SHOW  
ON OCTOBER 7

BENTON  
CONVENTION CENTER  
TWIN CITY QUARTER  
WINSTON-SALEM, NC



NEW  
PROCESSES – TOOLS – REGULATIONS



# TRADE SHOW, WEDNESDAY, OCTOBER 7

NCALA's trade show is just over 3 hours, but please take advantage of other opportunities to meet our providers and showcase your company and services. **We are hosting an event Tuesday night, October 6, that we encourage you to attend (details to come)!**

<u>Time</u>	<u>Event</u>	<u>Location</u>
9:00 AM–1:30 PM	Registration & Exhibit Booth Setup	South Main Hall, Upper Level, Benton Convention Center
11:15 AM	Exhibitor Meeting in Trade Show at entrance area *	
11:30 PM–1:00 PM	Lunch with Participants and Awards Ceremony	North Main Hall
2:00 PM–5:30 PM	Trade Show open to everyone	South Main Hall
4:30 PM–5:30 PM	Open Bar ** & Hors d'oeuvres, Drawings for Booth Prizes ***	
5:30 PM–8:30 PM	Exhibit Booth Breakdown	
5:30 PM–6:30 PM	NCALA Education Foundation Raffle	Benton CC Foyer

\* Please plan to attend!

\*\* Conference attendees will each receive two free drink tickets. Exhibitors will receive free drink tickets per booth, and may use their credit card to purchase additional drinks at the bar.

\*\*\* If exhibitors wish to give a door prize, they must provide their own items and can collect participant information at their booth for the giveaway drawings at the end of the Trade Show.

## MORE INFO ON WEB

**Hotel room rates** are guaranteed until midnight of Wednesday, September 16, 2015. After that date, you may have to pay the prevailing room rate. Be sure to ask for the NCALA group rate!

View **Trade Show floor plan**, **choose your booth**, and **buy sponsorships** online: [www.ncala.org/FC2015](http://www.ncala.org/FC2015)



# SPONSORSHIPS

Sponsorships will put your company's name and services/products in front of provider representatives, where you will be given time in front of a unique audience to talk about your company. Contact us to discuss any other sponsorship ideas you have.

SPONSORSHIP	NUMBER AVAILABLE	PRICE
<b>Platinum Sponsor</b> \$3,000 ea <ul style="list-style-type: none"> <li>• <b>GOLD</b> Sponsor benefits <b>plus</b>...</li> <li>• <b>FREE</b> second trade show booth in the "Inner Circle" (limited availability, first-come/first-served).</li> <li>• <b>Exclusive!</b> Company logo on conference bags—given to every participant (artwork must be received at NCALA before July 1, 2014), and the opportunity to introduce speakers (coordinate with NCALA).</li> </ul>		unlimited
<b>Gold Sponsor</b> <ul style="list-style-type: none"> <li>• <b>SILVER</b> Sponsor benefits <b>plus</b>...</li> <li>• Your logo on the back of conference notebooks.</li> </ul>	unlimited	\$2,000 ea
<b>Silver Sponsor</b> <ul style="list-style-type: none"> <li>• Recognition on official conference signage, NCALA media (Participant Brochure, Web site, email notifications), and in scripted remarks throughout the conference (logo artwork must be received at NCALA before June 21, 2014, in order to be included in the Participant Brochure).</li> </ul>	unlimited	\$1,000 ea
<b>Hotel Room Keys</b> <ul style="list-style-type: none"> <li>• Select a booth in the "inner circle" (limited number available, first-come–first-served).</li> <li>• Your company logo, along with the NCALA logo, on attendee hotel room keys.</li> <li>• "NCALA Sponsor" ribbons on name badges.</li> </ul>	1	\$2,000 +
<b>Sponsor Wednesday Lunch Buffet/Award Ceremony</b> Place sign(s) at buffet tables during lunch on the day of the Trade Show.	unlimited	\$700 ea
<b>Education Foundation Raffle</b> Place sign(s) around prize display tables, etc.	unlimited	\$500 ea
<b>Sponsor Happy Hour</b> Place sign(s) at/near bar(s) in Trade Show.	unlimited	\$500 ea
<b>Sponsor Networking Breaks</b> Place sign(s) at food and beverage tables during breaks.	unlimited	\$500 ea

# CONTACT INFORMATION

Company\* \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone\* (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Trade Show Coordinator\* \_\_\_\_\_ E-mail\* \_\_\_\_\_

Corporate Contact\* \_\_\_\_\_ Title\* \_\_\_\_\_ E-mail\* \_\_\_\_\_

\*Required

Reps in booth (for nametags); limit 3 per booth. E-mail additional names—for extra booths—to donna@ncala.org:

NAME

TITLE

EMAIL

NAME

TITLE

EMAIL

NAME

TITLE

EMAIL

Online hotel reservations: **www.ncala.org/FC2015**  
or call (800) 320-0934 for the Marriott (\$139/night\*)  
or (800) 696-6107 for Embassy Suites (\$159/night\*).

\*Be sure to ask for the NCALA group rate.

**View the Trade Show Floor Plan, Choose Your Booth, and Buy Sponsorships**

**Online at: [www.ncala.org/FC2015](http://www.ncala.org/FC2015)**

While registering online, please consider taking the opportunity to update your company profile in the NCALA Member Directory!

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Online at: [www.ncala.org/FC2015](http://www.ncala.org/FC2015)

## REGISTRATION

2015 Partner Membership \$1150 \$ \_\_\_\_\_  
(includes one trade show booth)

Extra Trade Show Booth (each) \$400 \$ \_\_\_\_\_

Your Preferred Booth Number: \_\_\_\_\_

Sponsorships—Thank You for Your Support!  
(list your choices below with price):

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL DUE** \$ \_\_\_\_\_

## PAYMENT

Whether you fax us this form or register online, you will receive an invoice via email that will contain a link through which you can pay your amount due online.

Once your payment has been received, NCALA will **email a confirmation** packet to the **Trade Show Coordinator email address** that you provide under **Contact Information** on your registration form (previous page).



**Please either complete and send this Registration Form to:**

NCALA  
3392 Six Forks Road  
Raleigh, NC 27609  
fax (919) 467-5132  
[donna@ncala.org](mailto:donna@ncala.org)

**Or Register Online at: [www.ncala.org/FC2015](http://www.ncala.org/FC2015)**





OCTOBER 6-8, 2015  
TRADE SHOW ON OCTOBER 7  
BENTON CONVENTION CENTER  
WINSTON-SALEM, NC

**NORTH CAROLINA**  
ASSISTED LIVING ASSOCIATION



NEW  
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NCALA  
Park Place Professional Center  
3392 Six Forks Road  
Raleigh, NC 27609