

2018 NCALA FALL CONFERENCE & TRADE SHOW

Reach Out,
Lift Up!



October 9-11, 2018
Benton Convention Center
Winston-Salem, NC

 **NORTH CAROLINA**
ASSISTED LIVING ASSOCIATION

The background of the slide features several silhouettes of hands reaching upwards against a warm, golden, and slightly hazy background, suggesting a sunrise or sunset. The hands are positioned at various heights and angles, creating a sense of collective effort and support.

Showcase Products & Services to Assisted Living Providers!

Having influence is not about elevating yourself, but about lifting others. How can you help to elevate your customers to the next level?

A team is not a group of people who work together; a team is a group of people who trust each other. Show providers that you are on their team and can be trusted to serve their needs, now and in the future!

Our focus this year is Workforce Development.

“The best exercise for the human heart is reaching down to lift someone else up.”

— Tim Russert

Trade Show on Wednesday October 10

The Trade Show is less than 3 hours, so take advantage of other opportunities to meet providers and showcase your company & services. We are hosting an evening event on Tuesday, October 9, and we encourage you to attend (details will be provided via email closer to the event).

<u>Time</u>	<u>Event</u>	<u>Location</u>
9:00 AM–1:30 PM	Registration & Exhibit Booth Setup	Winston Ballroom
11:15 AM	Exhibitor Meeting in Trade Show	Winston Ballroom
12:00 PM–2:00 PM	Lunch with Participants & Awards Ceremony	Salem Ballroom 2
2:00 PM–4:45 PM	Trade Show open to everyone	Winston Ballroom
4:00 PM–5:00 PM	Cash Bar* & Hors d'oeuvres, Drawings for Booth Prizes**	Winston Ballroom
4:45 PM–6:00 PM	Evening Reception & Raffle	Winston Foyer
5:00 PM–8:30 PM	Exhibit Booth Breakdown	

* Conference attendees will each receive two free drink tickets. Exhibitors will receive 3 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 the Web

Hotel room rates are guaranteed until midnight of Monday, September 10, 2018. 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/FC2018

To ship things to the convention center, use Hollins Exposition Services (see www.ncala.org/FC2018).

Sponsorships

Sponsorships will put your company's name and services/products in front of provider representatives. All sponsors will be given special "Sponsor" name badges. "Inner Circle" booths available to sponsors of \$1,750 or more (limited availability).

SPONSORSHIP	AVAILABLE	PRICE
Platinum Sponsor • GOLD Sponsor benefits PLUS ... • FREE second trade show booth in the "Inner Circle" (limited number, first-come/first-served). • Exclusive! Company logo on conference bags—given to every participant (artwork must be received before July 2, 2018).	unlimited	\$3,000 ea
Gold Sponsor Recognition on large sponsor signs, in the conference brochure, conference Web site, conference-related emails (pre-and post-conference), and your logo in the event mobile app .	unlimited	\$2,000 ea
Attendee Gift Sponsor Put your logo on the gifts placed in all conference bags and given to every attendee.	1	\$2,000
Conference Folder Sponsor Prominently display your logo and message on the front, back, and inside of the conference folders.	1	\$1,750
Lunch & Awards Sponsor Place signs at buffet tables, and in the center of every dining table, during lunch on the day of the Trade Show (at the Awards Ceremony, the feel-good event of the conference).	unlimited	\$1,500 ea
Reception Sponsor Place sign(s) around the reception area, at the bar, etc.	unlimited	\$600 ea
Happy Hour in the Trade Show Sponsor Place sign(s) at/near bar(s) in Trade Show.	unlimited	\$600 ea
Networking Breaks Sponsor Place sign(s) at food and beverage tables during breaks.	unlimited	\$600 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 karen@ncala.org:

NAME	TITLE	EMAIL
_____	_____	_____
_____	_____	_____
_____	_____	_____

Lunch RSVP: Please reserve _____ seats for us at lunch on the day of the Trade Show (also the Awards Ceremony, the feel-good event of the conference)! **NCALA will also recognize sponsors at this time.**

Tuesday Evening Reception RSVP: _____ of us will attend the Tuesday evening reception.

Online hotel reservations: **www.ncala.org/FC2018**
or (800) 320-0934 for Marriott, (800) 696-6107 for Embassy.

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/FC2018**

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Registration

2018 Partner Membership \$1,200 \$ _____
(includes one booth)

Extra Booth (each) \$500 \$ _____

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).

Electrical Outlets

Twin City Quarter will provide electrical outlets on the Trade Show floor. A request form is available on the Web (address below). **NCALA is not involved in providing electrical to your booth.**

Please Complete and Send This Registration Form to:

NCALA
3392 Six Forks Road
Raleigh, NC 27609
fax (919) 467-5132
karen@ncala.org

... or Register Online at: www.ncala.org/FC2018

Enjoy Fun Downtown Winston-Salem!

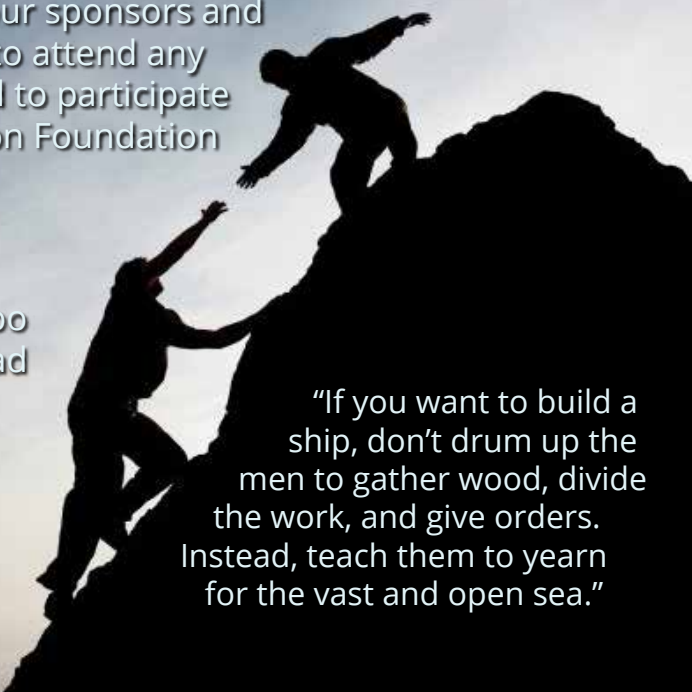
Enjoy being close to virtually everything: Fourth Street's Restaurant Row, bars, clubs, attractions, and more! Take your customers and prospects to dinner or for drinks, host a hospitality suite, or just take yourself out for a good time!

Take Advantage of Networking Opportunities!

There will be an evening event Tuesday after educational sessions and the Trade Show. There will be open bars and heavy hors d'oeuvres both nights, along with a little light entertainment. We also encourage you to attend the Awards Luncheon immediately before the Trade Show, where we will recognize our sponsors and enjoy a nice, sit-down lunch. You are also invited to attend any educational sessions that pique your interest, and to participate in our fundraisers benefitting the NCALA Education Foundation and NCALA PAC.

We Want to See You In October!

Booth spaces fill up pretty quickly, so don't wait too long to register your booth! We've sold out and had a waiting list for the past 4 years!



"If you want to build a ship, don't drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and open sea."

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

