

**MONDAY  
ONLY  
EXHIBIT  
HALL**  
9:30AM-10:30AM  
2:30PM-3:30PM

# MALA 2010 Fall Conference

## Country Club Hotel & Spa, Lake Ozark, MO

### October 17-19th, 2010

**MONDAY  
ONLY  
EXHIBIT  
HALL**  
9:30AM-10:30AM  
2:30PM-3:30PM

### EXHIBITOR REGISTRATION FORM

(Please print or type clearly)

Name of Business: \_\_\_\_\_

Names of Those Attending (limit of 4 reps): \_\_\_\_\_

Address/City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**(You will receive registration confirmation via email)**

List your top three choices of booths (see virtual exhibit hall at [www.malarcf.org](http://www.malarcf.org)): 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

| Exhibitor Pricing (circle one)                       | Early Bird<br>(by Sep. 2) | Regular<br>(by Sep. 23) |
|--|---------------------------|-------------------------|
| Member   | \$500                     | \$550                   |
| Prospective Member (Includes 1 year MALA membership) | \$800                     | \$850                   |
| Electrical Hookup                                    | \$75                      | \$75                    |

**Company Description:** This information will appear in the final conference program. **If left blank, the program will only list the contact information above. Please print legibly, or attach a separate sheet.**

| Meal Tickets                    | Price | Qty | Total |
|---------------------------------|-------|-----|-------|
| Monday – Breakfast w/ Attendees | \$23  |     | \$    |
| Monday – Lunch w/ Attendees     | \$25  |     | \$    |
| Monday – Dinner/Entertainment   | \$40  |     | \$    |

|  |                        |
|--|------------------------|
| Total Registration/Meals: \$ _____   | <b>GRAND<br/>TOTAL</b> |
| Total Sponsorship (reverse side): \$ _____   |                        |
| Less: Discounts (reverse side): \$ _____   |                        |
| <b>PAYMENT METHOD:</b>   |                        |
| <input type="checkbox"/> Check (Payable to MALA) <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Discover |                        |
| Credit Card #: _____ Exp _____   |                        |
| Cardholder Signature: _____  |                        |

**BOOTH SPECIFICS:**

Each booth is 8' x 10' and includes pipe/drape (8' high back wall and 3' high side walls), 8' skirted table, 2 chairs and an exhibitor identification sign (includes booth number and company name).

**SETUP TIME:**

1PM to 8PM on Sunday and 7AM to 8AM on Monday. Exhibit booths must be completely setup by 8AM Monday.

**REMOVAL OF EXHIBITS:**

3:30PM to 11:30PM on Monday. All booths must be completely removed from Exhibit Hall by 11:30PM Monday evening.

All Registration Forms must be signed and dated.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please return this form with payment to:

Missouri Assisted Living Association  
2407B Hyde Park Road  
Jefferson City, MO 65109

Credit card payments: Fax (573) 634-7344

Questions: Call (573) 635-8750

**DEADLINE:** Early Bird Registrations **must be postmarked by 9/2/2010** to receive the discounted rate. **Registration is NOT complete (and booths will not be secured) until payment is received.**

**CANCELLATION POLICY:** Refunds will be given, less a \$50 administrative fee, for written cancellations received on or before **September 23, 2010**. Such refunds will be issued following conference. **No refunds** will be given after September 23, 2010 (**no exceptions**).

**ACCOMMODATIONS:** MALA has negotiated a sleeping room rate of \$89 per night (plus tax). This rate is only good through **September 23, 2010**. After that, rooms may be available at the hotel's regular room rate. For reservations, call (800) 964-6698 (mention MALA and the discounted rate).

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# Sponsorship/Advertising Opportunities

MALA's sponsorships provide companies with exclusive opportunities to bond with residential care and assisted living professionals and more importantly, decision makers, in an effort to gain a competitive edge in your service market. We are offering the following sponsorship/advertising packages that guarantee maximum exposure. Individual sponsorships are also available.

Complete the registration form below and return with payment to MALA no later than **September 23, 2010** For more information about the packages below, call MALA today at (573) 635-8750.

## Platinum Sponsor - \$2,500

- ◆ Sponsorship of One General Session, Prominent Signage and Introduction of Sponsored Session Speaker
- ◆ Logo on Conference Show Bag
- ◆ Prominent Signage in Registration Area
- ◆ Banner for Exhibit Booth Indicating Sponsorship Level
- ◆ 1/2 Page Ad in 2nd Quarter Caring Newsletter
- ◆ Full Page Ad in Conference Program
- ◆ \$100 Discount on Exhibitor Registration

## Silver Sponsor - \$1,500

- ◆ Sponsorship of One General Session
- ◆ Sponsorship of One Breakout Session
- ◆ Prominent Signage in Registration Area
- ◆ Banner for Exhibit Booth Indicating Sponsorship Level
- ◆ 1/4 Page Ad in Conference Program
- ◆ \$50 Discount on Exhibitor Registration

## Gold Sponsor - \$2,000

- ◆ Sponsorship of One General Session
- ◆ Sponsorship of Break with Exhibitors
- ◆ Prominent Signage in Registration Area
- ◆ Banner for Exhibit Booth Indicating Sponsorship Level
- ◆ 1/2 Page Ad in Conference Program
- ◆ \$75 Discount on Exhibitor Registration

## Individual Sponsorships

- ◆ Monday Night Dinner/Entertainment - \$1,500
- ◆ Lanyards for Attendees - \$1,000
- ◆ General Session - \$1250
- ◆ Hospitality Room - Contact MALA office
- ◆ Break with Exhibitors - \$750
- ◆ Breakout Session - \$300
- ◆ Back Cover of Conference Program - \$750
- ◆ Full Page Ad in Conference Program - \$350
- ◆ 1/2 Page Ad in Conference Program - \$225
- ◆ 1/4 Page Ad in Conference Program - \$100

**If you do not see a sponsorship opportunity that fits your needs, contact the MALA office and we will customize a package just for you!**

## Sign up Now!!

Please indicate your sponsorship package or individual option(s) below:

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Total Sponsorship: \$ \_\_\_\_\_

(Insert amount on opposite side, along with any applicable discounts)