

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

MALA 2010 Spring Conference

Hilton Garden Inn, Independence, MO

April 18, 19 & 20, 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): 1st _____ 2nd _____ 3rd _____

Exhibitor Pricing (circle one)	Early Bird (by Feb 24)	Regular (by Mar 17)
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: \$ _____	GRAND TOTAL
Total Sponsorship (reverse side): \$ _____	
Less: Discounts (reverse side): \$ _____	
PAYMENT METHOD:	
___ Check (Payable to MALA) ___ MasterCard ___ Visa ___ 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 02/24/2010** 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 **April 2, 2010**. Such refunds will be issued following conference. **No refunds** will be given after April 2, 2010 (**no exceptions**).

ACCOMMODATIONS: MALA has negotiated a sleeping room rate of \$89 per night (plus tax). This rate is only good through **March 17, 2010**. After that, rooms may be available at the regular rate of \$139 per night (plus tax). For reservations, call (816) 350-3000 (mention MALA and the discounted rate).

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 **March 17, 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:

Total Sponsorship: \$ _____

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