

# MALA 2012 Spring Conference

## Chateau on the Lake Resort Spa & Convention Center, Branson

### April 22, 23 & 24, 2012

#### 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 Mar 2	Regular Mar 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	\$25		\$
Monday – Lunch	\$29		\$
Tuesday – Breakfast	\$25		\$
Tuesday – Lunch	\$29		\$

Total Registration/Meals: \$ _____	<b>GRAND TOTAL</b>
Total Sponsorship (reverse side): \$ _____	
Less: Discounts (reverse side): \$ _____	

**PAYMENT METHOD:**

Check (Payable to MALA)  
  MasterCard  
  Visa

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

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

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 March 2, 2012** 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 **March 23, 2012**. Such refunds will be issued following conference. **No refunds will be given after March 23, 2012 (no exceptions).**

**ACCOMMODATIONS:** MALA has negotiated a sleeping room rate of \$109 per night (plus tax). This rate is only good through March 23, 2012, after that rooms may be available on a space available basis. For reservations, call 888-333-5253 (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 23, 2012. 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
- ◆ Ad in the Bi-Monthly Electronic Newsletter –The Connection
- ◆ 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

- ◆ Conference Program Sponsor - \$1,750
- ◆ 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:

When sponsoring general sessions or breakouts, please refer to the agenda and indicate above the date/time of the desired session/breakout.

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

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