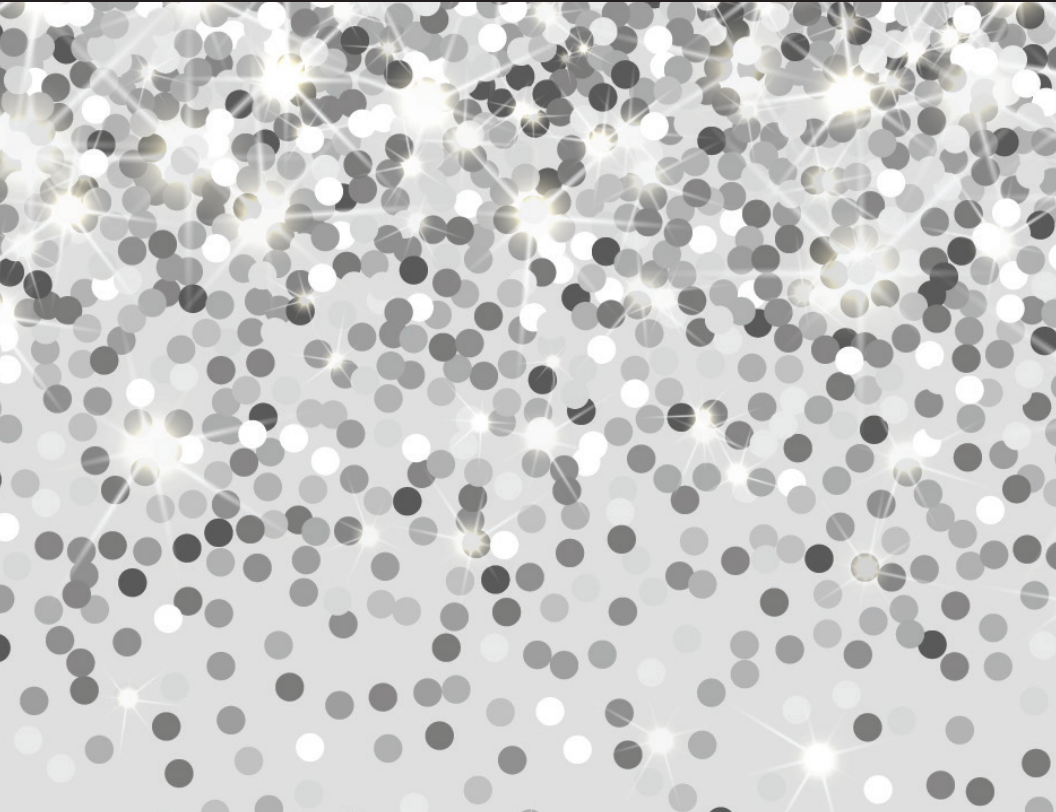




2019 WISCONSIN ASSISTED LIVING ASSOCIATION  
**SPRING CONFERENCE**



years

at your service



WALA's 24th Annual Spring Conference at the Kalahari Resort in Wisconsin Dells, from March 13 to March 15, 2019, is the premier venue to showcase your products and services to more than 600 people in Wisconsin's assisted living industry! WALA's 2019 Spring Conference delivers more than four hours of direct contact with attendees during the exhibit event on Thursday, March 14, plus an opportunity to connect with decision-makers at our optional meet-and-greet on Wednesday, March 13.

### **A few examples of WALA Exhibitors:**

- Accounting and financial experts
- Accrediting agencies
- Architects and senior living consultants
- Compliance and performance measurement vendors
- Consultants
- Education and training companies
- Health information technology vendors
- Hospice and palliative care providers
- Insurance carriers
- Software vendors
- Medical suppliers/Durable medical equipment suppliers
- Medication management vendors
- Merger-and-acquisition consultants
- Pharmaceutical companies
- Recruiters
- Research and data management companies
- Staffing agencies
- Telecommunication vendors
- All others who wish to market to the assisted living industry

### **All exhibitors at the 2019 WALA Spring Conference will receive:**

- An 8' x 10' space with signage, pipe, drapes, and one 8' skirted table in the exhibit area
- A mailing list of registered attendees the week of February 25 and within two weeks after the event for your own marketing mailing initiatives
- Complimentary registration(s) to attend conference educational sessions and meals for all staff exhibiting at the conference. There is an additional charge to attend the Wednesday, March 13, educational and networking events, that will greatly enhance your visibility.

Hurry and register for your booth today. For several years, WALA's Spring Conference has sold out of exhibit space by the first week of January! Exhibitors who register before December 1 will be listed in the initial conference brochure mailed out in January. This brochure is distributed to over 6,500 potential customers!

While WALA membership is not required to exhibit, WALA members receive a substantially discounted rate on booth space, plus experience year-long value. Visit the WALA website at [www.ewala.org](http://www.ewala.org) or call the office at (608) 288-0246 for membership information or to request an application. It pays to be a WALA member!



Your sponsorship promotes your business to the assisted living industry while supporting WALA's educational initiatives. The following is a list of the sponsorship opportunities for WALA's 24th annual Spring Conference. All sponsoring companies that also exhibit are recognized at their exhibit booth and receive a QR code to help attendees navigate through the exhibit hall and earn points in the WALA Events App!

Each sponsoring company will receive company recognition in the final agenda as well as sponsor recognition signs at the event. All attendees from sponsoring companies will also receive a special ribbon they can attach to their conference badges for added recognition as conference sponsors and WALA supporters.

Sponsorships and payments received prior to December 1, 2018, will be listed in the preliminary marketing distribution to over 6,500 potential customers!

## Sponsorship Item Details

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### **PRINT SPONSOR - \$5,000**

The sponsoring company gets its name and logo on all printed materials, such as the advance and final brochures, as well as on conference marketing. But wait! This sponsorship lives far beyond the Spring Conference! The print sponsor's logo will also be added on regional educational seminar mailings during 2019.

### **ATTENDEE WELCOME SPONSOR - \$2,500**

Take advantage of this exclusive offer and be the first to welcome attendees to the Spring Conference—while highlighting your company at the same time! With this sponsorship, your company will have an item of your choice handed to each attendee staying at the Kalahari at check-in on both Wednesday and Thursday! Marketing materials are supplied by the sponsoring company and must be received in the WALA office no later than February 28, 2019.

### **TOTE BAG SPONSOR - \$2,500**

The sponsoring company will have its logo printed on the tote bag each attendee and exhibitor receives. The sponsoring company also has the opportunity to include one piece of marketing material in each tote bag. Marketing materials are supplied by the sponsoring company and must be received in the WALA office no later than February 28, 2019.

### **EVENTS APP SPONSOR - \$2,500**

New opportunity for 2019! Put your company's logo in the palm of conference attendees! This exclusive sponsorship provides high exposure on the WALA Events App splash page before, during, and after the event.



**LAST DAY KEYNOTE & LUNCH  
SPONSOR - \$2,500**

This sponsoring company will have its logo on special signage by the stage of the closing keynote session as well as at the entrance of the keynote hall. Take advantage of this bonus opportunity to place one piece of marketing material at each attendee chair during lunch, and be the topic of lunch conversations! Marketing materials are supplied by the sponsoring company and must be received in the WALA office no later than February 28, 2019.

**OPENING KEYNOTE  
SPONSOR - \$2,500**

This sponsoring company will have its logo on special signage by the stage of the opening keynote session. The sponsoring company will also have the option of placing marketing materials on attendee chairs. Marketing materials are supplied by the sponsoring company and must be received in the WALA office no later than February 28, 2019.

**MEET-AND-GREET RECEPTION/BAR  
SPONSOR - \$2,500**

This sponsor will have an opportunity to speak at the welcoming address at this event, and the opportunity to place marketing materials at each table. Marketing materials are supplied by the sponsoring company and must be received in the WALA office no later than February 28, 2019.

**EXHIBIT DAY LUNCH  
SPONSOR - \$2,500**

The sponsoring company will have its logo displayed on the sponsorship signs at each lunch station in the exhibit hall. The sponsoring company will also have the option to place one half-sheet marketing piece in the attendee lunches. Marketing materials are supplied by the sponsoring company and must be received in the WALA office no later than February 28, 2019.

**EDUCATIONAL PRE-EVENT  
SPONSOR - \$1,500**

For this sponsorship, the company will receive signage at the entrance of the room. This sponsor will have an opportunity to place marketing materials at each attendee chair during this extensive session. Marketing materials are supplied by the sponsoring company and must be received in the WALA office no later than February 28, 2019.

**EXHIBIT DAY BREAKFAST  
SPONSOR - \$1,500**

The breakfast sponsor will have its logo displayed on sponsorship signs posted at each breakfast station in the exhibit hall. This sponsorship provides attendees with coffee and a hearty breakfast to start their conference adventure.



**LAST DAY BREAKFAST  
SPONSOR - \$1,500**

The breakfast sponsor will have its name displayed on sponsorship signs posted at each breakfast station. Provide attendees with a sit-down breakfast before they begin their last day of the conference. Plus, the sponsor can place one piece of marketing material at each attendee chair at breakfast. Marketing materials must be received in the WALA office no later than February 28, 2019.

**LANYARD SPONSOR - \$1,000 + COST**

This sponsor will have its name or logo printed on lanyards given to all attendees on Thursday and Friday. The sponsoring company will supply the lanyards, which must be received in the WALA office no later than February 28, 2019.

**COMPANY HALLWAY BANNER  
(5 AVAILABLE) - \$1,000**

Standing 6 feet tall and over 2 feet wide, these freestanding signs will showcase your company message in high-traffic areas outside the exhibit hall for the duration of the conference. Companies will be responsible for supplying their own "signature" design (specs will be provided upon receipt of sponsorship). Only five sponsorship opportunities available.

**ATTENDEE E-MAIL CONFIRMATION  
SPONSOR - \$750**

This sponsor will get its name and logo on the email confirmation sent to each attendee registered for the conference as well as on the registration thank you page and reminder email. This sponsorship is a great way to reach attendees before you see them at the conference.

**AT-A-GLANCE INSERT SPONSOR - \$750**

The sponsoring company will have its name and logo printed on the At-A-Glance schedule that WALA provides in all of the attendee registration envelopes. As attendees glance at the conference schedule throughout the day, they will also catch a glance of your company logo!

**SOLD**

**REGISTRATION BOOTH  
SPONSOR - \$750 + COST**

The registration booth sponsor will have its name displayed at each registration area for the duration of the conference. Plus, the sponsoring company has the option to place an 8½" x 3½" marketing piece in each attendee registration envelope! Marketing materials are supplied by the sponsoring company and must be received in the WALA office no later than February 28, 2019.

**SPECIAL EXHIBITOR SESSION - \$500**

All new for 2018. Here's an opportunity to sponsor an exhibit day education session designed just for our Spring Conference Exhibitors. Make your organization visible during this lively gathering of valued assisted living industry professionals. Sponsorship includes signage in the exhibit hall, acknowledgement in the WALA Events App, plus an opportunity to engage with participants during this session.

**SOLD**



**NOTEPAD SPONSOR - \$500 + COST**

This sponsor will have its company logo printed on notepads inserted in the WALA tote bags received by all attendees and exhibitors at the conference. The sponsoring company will supply the notepads, which must be received in the WALA office no later than February 28, 2019.

**SOLD**

**TOTE BAG INSERT SPONSOR  
(5 AVAILABLE) - \$500 + COST**

Sponsoring companies will have their choice of marketing materials inserted in the WALA tote bags received by all attendees and exhibitors at the conference. This sponsorship provides exclusive visibility for your specialty. The sponsoring company will supply marketing materials, which must be received in the WALA office no later than February 28, 2019. Only five sponsorships available.

**EXHIBIT DAY BREAK SPONSOR  
(2 AVAILABLE) - \$350**

The break sponsor will have its name and logo displayed on the sponsorship signs posted at each break station. The break stations are located within the exhibit hall and provide attendees a nutritional snack as they navigate through vendors. Only two sponsorships available.

**LAST DAY BREAK SPONSOR - \$350**

The break sponsor will have its name and logo displayed on the sponsorship signs posted at each break station. Take advantage of this opportunity to be the topic of conversation while attendees are between sessions.

**POWERPOINT ADVERTISEMENT  
SPONSOR (3 AVAILABLE) - \$250**

The sponsoring companies will receive one full marketing slide on the rolling PowerPoint advertisements shown prior to both keynote sessions. Keynote sessions reach more than 85 percent of conference attendees. The sponsoring company will develop its own slide, which must be submitted electronically to the WALA office no later than February 28, 2019. Only three sponsorships available.

**BREAKOUT SESSION  
SPONSOR - \$250**

Sponsoring companies will have their name and logo on sponsorship signs prominently displayed at the entrance to each sponsored breakout session. The sponsoring company also has the opportunity to have one piece of marketing material placed at each attendee chair of the sponsored breakout session.

**NEW MEMBER GATHERING  
SPONSOR - \$250**

Join the WALA staff and welcome new WALA members to the conference attendees with this sponsorship!

**SOLD**



<b>SPONSORSHIP LEVELS</b>	<b>Elite Business Partner \$10,000+</b>	<b>Industry Champion \$7,500+</b>	<b>Innovator \$5,000+</b>	<b>Advocate \$2,000</b>	<b>Supporter \$1,000+</b>
<b>PRE-EVENT RECOGNITION</b>					
Recognition in pre-conference brochure	✓	✓	✓	✓	✓
Recognition in email blasts to the membership	✓	✓	✓	✓	
Mailing list of registered conference attendees	✓	✓	✓	✓	
Logo on the conference sponsor section of the WALA website	✓	✓	✓	✓	
Recognition in social media posts and other conference promotional materials	✓	✓	✓		
WALA Watch Ad	✓	✓			
Google Sponsorship Acknowledgement ad**	✓				
<b>DURING EVENT RECOGNITION</b>					
Recognition in the conference brochure	✓	✓	✓	✓	✓
Sponsor ribbon on name badge	✓	✓	✓	✓	✓
Recognition on the WALA Events App	✓	✓	✓	✓	✓
Recognition on conference signage and PowerPoint displayed at the event	✓	✓	✓	✓	✓
Free registration to attend all events	✓	✓	✓	✓	
Enhanced recognition on the WALA Events App	✓	✓	✓		
1 complimentary exhibit space	✓	✓			
<b>POST-EVENT RECOGNITION</b>					
Recognition in social media posts	✓	✓	✓	✓	✓
Recognition in event follow-up articles	✓	✓	✓	✓	
Mailing list of registered conference attendees	✓	✓	✓	✓	
Recognition at one regional educational session	✓	✓			
Recognition at one regional educational session	✓				

\*Elite Business Sponsors contact the WALA office to discuss all of the potential additional benefits in this package!

\*\*For timeframe, size, and location of ad, contact the WALA office for details.



## SPONSORSHIP OPTIONS

Mix and match! Sponsorship levels are based on total amount spent. Put together a package that suits your needs or go à la carte! All sponsoring companies will receive recognition on conference signage and PowerPoint presentations displayed at the event as well as in the Events App. Don't find what you are looking for? Contact the WALA office to design your very own sponsorship!

Print Sponsor.....	\$5,000
Attendee Welcome Sponsor.....	\$2,500
Tote Bag Sponsor.....	\$2,500
Events App Sponsor.....	\$2,500
Last Day Keynote & Lunch Sponsor.....	\$2,500
Opening Keynote Sponsor.....	\$2,500
Meet & Greet Reception/Bar Sponsor.....	\$2,500
Exhibit Day Lunch Sponsor.....	\$2,500
Educational Pre-Event Sponsor.....	\$1,500
Exhibit Day Breakfast Sponsor.....	\$1,500
Last Day Breakfast Sponsor.....	\$1,500
Lanyard Sponsor.....	\$1,000 + cost
Company Hallway Banner (5 available).....	\$1,000
Attendee Email Confirmation Sponsor.....	\$750
At-A-Glance Insert Sponsor.....	\$750
Registration Booth Sponsor.....	\$750 + cost
Special Exhibitor Session.....	\$500
Notepad Sponsor.....	\$500 + cost
Tote Bag Insert Sponsor (5 available).....	\$500 + cost
Exhibit Day Break Sponsor (2 available).....	\$350
Last Day Break Sponsor.....	\$350
PowerPoint Advertisement Sponsor (3 available).....	\$250
Breakout Session Sponsor.....	\$250
New Member Gathering Sponsor.....	\$250
Company logo listed in marketing distribution.....	\$100

## CONTACT US

For questions, please contact Victoria Lauersdorf, Education Management Director, at (608) 442-0378.