

WALA 2019 Fall Conference



FOCUSED

On Your Future

2nd Annual

2019 Fall Conference

September 17—18, 2019

Ingleside Hotel, Pewaukee, WI



Sponsor Brochure

2019 Fall Conference Sponsorships

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 expanding Annual Fall Conference.

Each registered attendee from a 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 to be worn on their conference badges for added recognition as conference sponsors and WALA supporters.

Secure your sponsorship by August 15, 2019 to be listed in the final agenda and experience visibility before, during, and after the event!

Event Sponsor - \$2,000

The company sponsoring the Fall Conference will have its name promoted throughout the event and on the new WALA Events App. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. This sponsorship includes one free registration for all sessions and meals, including pre-events.

Print Sponsor - \$2,000

The sponsoring company gets its name and logo on all printed materials, such as the final brochure, as well as on conference marketing.

Evening Reception Sponsor - \$1,500

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. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. Marketing materials are supplied by the sponsoring company and must be received in the WALA office no later than September 1, 2019. This sponsorship includes one free registration for all sessions and meals, including pre-events.

Lunch Sponsor - \$1,500

The sponsoring company will have its name displayed on the sponsorship signs at each lunch station. The sponsoring company will have the option of placing marketing materials on attendee chairs. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. Marketing materials are supplied by the sponsoring company and must be received in the WALA office no later than September 1, 2019. This sponsorship includes one free registration for all sessions and meals, including pre-events.

Educational Pre-Event Sponsor - \$1,000

This sponsor will have an opportunity to place marketing materials at each attendee table during this session. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. Marketing materials are supplied by the sponsoring company and must be received in the WALA office no later than September 1, 2019. This sponsorship includes one free registration for all sessions, meals, and one free Educational Pre-event registration.

Breakfast Sponsor - \$1,000

The breakfast sponsor will have its name listed in the final agenda and displayed on the sponsorship signs posted at each breakfast station. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. This sponsorship includes one free registration for all sessions and meals, including pre-events.

Events App Sponsor - \$750

The Events App sponsor will have its logo prominently displayed on the 'splash' page of the event app while the app is loading. Included in this sponsorship is a sponsorship banner in the event app. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. This sponsorship includes one free registration for all sessions and meals, including pre-events.

Company Hallway Banner (2 available) - \$500

Standing six feet tall and over two 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). This sponsorship includes one free registration for all sessions and meals, including pre-events. Just two sponsorship opportunities are available.

Lanyard Sponsor - \$500

This sponsor will have its name or logo printed on lanyards used by all attendees. The sponsoring company will supply the lanyards, which must be received in the WALA office no later than September 1, 2019. This sponsorship includes one free registration for all sessions and meals (does not include pre-events).

Attendee Email Confirmation Sponsor - \$350

This sponsor will get its name and logo on the email confirmation sent to each attendee registered for the conference. This sponsorship includes one free registration for all sessions, lunches, and the prize-drawing reception (does not include pre-events).

Morning Break Sponsor - \$350

The break sponsor will have its name displayed on the sponsorship signs posted at each break station.

Special Exhibitor Session Sponsor - \$250

The exhibitor session sponsor will have their name displayed on signs at the entrance of the session. Sponsors will have the option to place marketing materials at the attendee tables. Sponsoring companies will supply the marketing materials, which must be received in the WALA office no later than September 1, 2019.



2019 WALA Fall Conference at the Ingleside Hotel, September 17-18, 2019

Contact Person _____
 Company _____
 Title _____
 Address _____
 City, State, Zip _____
 E-mail _____ Phone _____

All sponsoring companies will receive recognition on conference signage and PowerPoint slides displayed at the keynotes 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!

Sponsorship Opportunities

- | | |
|--|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Event Sponsor - \$2,000 <input type="checkbox"/> Print Sponsor - \$2,000 <input type="checkbox"/> Evening Reception Sponsor - \$1,500 <input type="checkbox"/> Lunch Sponsor - \$1,500 <input type="checkbox"/> Educational Pre-Event Sponsor - \$1,000 <input type="checkbox"/> Breakfast Sponsor - \$1,000 <input type="checkbox"/> Events App Sponsor - \$750 <input type="checkbox"/> Lanyard Sponsor - \$500 + cost | <ul style="list-style-type: none"> <input type="checkbox"/> Company Hallway Banner (2 available) - \$500 <input type="checkbox"/> Attendee Email Confirmation Sponsor - \$350 <input type="checkbox"/> Morning Break Sponsor - \$350 <input type="checkbox"/> Tote Bag Insert Sponsor (3 available) - \$350 + cost <input type="checkbox"/> Special Exhibitor Session - \$250 <input type="checkbox"/> CEO Session Sponsor - \$250 <input type="checkbox"/> Breakout Session Sponsor - \$200 <input type="checkbox"/> PowerPoint Advertisement Sponsor (2 available) - \$200 |
|--|--|

Final Sponsorship Level

Total Sponsorship Amount \$ _____
 Tuesday, September 17th Evening Reception Attendees X \$25.00 = \$ _____
TOTAL = \$ _____

Method of Payment

Check MasterCard Discover American Express Visa

Card Number _____ Expiration date _____
 Cardholder's Name _____ CVV _____
 Cardholder's Signature _____

By filling out the credit card information, you give WALA permission to run your credit card for the amount specified on this form.

Fax or Mail Registration and Payment to:
 WALA – Wisconsin Assisted Living Association, P.O. Box 7730, Madison, WI 53707-7730 Fax: (608) 288-0734

For Office Use Only

Date Registration Received _____ Date Payment Received _____
 Name on Check/Card _____
 Type of Payment/Check # _____ Amount Received _____ Date Entered QB _____ Date Entered YM _____



2019 Fall Conference Schedule of Events

September 17 – 18, 2019
The Ingleside Hotel, Pewaukee

Tuesday, September 17	
2:30 – 4:30 pm	Educational Pre-Event
4:00 – 6:00 pm	Optional Exhibitor Set-Up
5:00 – 6:00 pm	CEO Roundtable
6:00 – 8:00 pm	Evening Reception
Wednesday, September 18	
6:30 – 8:30 am	Exhibitor Set-Up
8:30 – 9:30 am	Registration & Breakfast
9:30 – 10:45 am	General Session
10:45 – 11:15 am	Break and Exhibits
11:15 – 12:00 pm	Concurrent Sessions & Exhibitor Session
12:00 – 1:30 pm	Lunch and Exhibits
1:30 – 2:00 pm	Exhibitor Prize Drawing
2:00 – 2:45 pm	Exhibitor Tear-Down
2:00 – 2:45 pm	Concurrent Sessions
2:45 – 3:15 pm	Break
3:15 – 4:00 pm	Concurrent Sessions



WALA 2019 Fall Conference

25 years
at your service



FOCUSED

On Your Future