



Creating the Future of Senior Living in Louisiana

about LALA ...

Industry Partner Members join LALA to connect their products and services with leading Senior Living Providers throughout Louisiana.



What Can LALA Do for You!

Since its founding in 1999, LALA has grown to become the primary voice for adult residential care, assisted living and senior living communities in Louisiana, with over 200 members strong, and representing nearly 7,000 senior living residents throughout the state. LALA provider members range from independent care to intermittent skilled nursing providers, from non profit to for profit, from small independently operated communities to those that specialize in caring for residents with dementia, and to large campuses with multiple levels of care.

Your LALA *Industry Partner* Membership provides you the opportunity to connect products and services with the leading Senior Living Providers throughout Louisiana.

LALA INDUSTRY PARTNER MEMBERSHIP OPPORTUNITIES:

- ⇒ Provide Great Exposure and Recognition as a Company Committed to Senior Living.
- ⇒ Keep You Informed on Critical Issues Impacting Senior Living.
- ⇒ Give Substantial Discounts on Trade Shows, Member Events and on Regional Meetings.
- ⇒ Offer Advertising and Sponsorship Opportunities to Maximize Visibility to Your Target Market.

Membership Levels:

LALA offers three levels of Industry Partner membership for your marketing efforts. The more you participate, the higher your return!

Associate Partner

Supporting Partner

Sustaining Partner

Receive all of these features with your LALA Membership!!!

Phone: (337) 577-2024 | Website: www.lalaonline.org | Email: admin@lalaonline.org

INDUSTRY PARTNER: ANNUAL MEMBERSHIP LEVELS



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Associate
Partner
\$400

- 30% discount on booth rate for annual conference trade show when participating and providing marketing materials as a single provider company: (1) location/single company.
- One standard company listing on the LALA website, clickable email link. Corporate/umbrella/multi site companies do not qualify for this membership.
- Your company articles submitted to LALA quarterly newsletter (pre approved)
- Standard member discount on LALA event advertising & membership rewards program.
- LALA member directory sent electronically once a year, including attendee list for participating LALA events.
- **30% discount** on member and regional events outside of annual conference.

Supporting
Partner
\$1200

- Includes features from membership level above, plus;
- When participating in Annual Conference: two pre-event LALA attendee eblast & LALA social media marketing (pre approved and pre submitted ads), company logo featured on the LALA website in weeks leading to this event. Supporting Partners receive Exhibitor booth at **40% off** of nonmember rate.
- Extended company profile featured on the LALA website; includes your logo with clickable link to your website, company details and services/product information. Maintain a member connection list, personal files/resources and post to community blogs. This membership includes up to 3 additional subaccount profiles for Louisiana locations under same parent company umbrella
- Access to provider member newsletters, Legislative and e-blast updates. Features your pre approved and pre submitted articles and announcement eblasts
- LALA member directory sent electronically *twice* per year; including LALA attendee list for participating LALA exclusive events.
- **40% discount** on member and regional events outside of annual conference.
- Your rotating logo with website link featured on LALA website subpages, including "members only" pages for one year
- recognition at all LALA exclusive events as a supporting partner.

Sustaining
Partner
\$3500

- Includes all features from membership levels above, plus:
- Recognition: Your logo w/ link to your website featured on every page of the LALA website for one full year, also includes the LALA "members only pages".
- Your Company profile (enhanced features) on LALA website. Includes your corporate/multisite locations with online company profile for each Louisiana location: Each profile has access to mail to membership, groups, and maintain member connection list, capability to post and reply in all LALA blogs, house and maintain a company photo gallery, upload and features of your company documents, files and resources, create online discussions, and no fee for LALA career center postings.
- Receive the LALA member list annually, with ongoing access to the LALA online directory. Receive the attendee list for each LALA event held during the year.
- When participating in Annual Conference: Up to FIVE pre event LALA attendee eblast of pre-approved advertisement; and to LALA's social media pages with one redeemable coupon or advertisement included in each LALA attendee packet download. Sustaining Partners receive Exhibitor Booth at **45% off** of the nonmember rate.
- Sustaining Partners receive additional recognition and signage at LALA Annual Conference during membership meeting and may provide one gift for each attendee at LALA business meeting.
- **45% off** the nonmember rate for all events outside of annual conference.
- Full access to career center openings, postings, resume uploads, etc.
- Recognition at all LALA events as a LALA Sustaining Partner.

Non-Member Exhibitor Participates in Annual Conference at \$1,295.00 per business location WITHOUT packages featured above.

Industry Partners are committed to providing products/services to senior living residences, independent living communities, senior housing communities and similar organizations. By the act of submitting this application/payment, you testify that this applicant does not own, operate, advertise nor market as a long term care; assisted living; adult residential care, nor any other type of senior/retirement living facility/community/living.

Company Name: _____

Type of Business/Service/Product provided to Senior Living Industry: _____

Primary Contact : _____ Title: _____

Mailing Address: _____

Street Address: _____

Phone: _____ Fax: _____ Cell: _____

Email: _____

Parent/Corporate Company Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

Street Address: _____

Phone: _____ Fax: _____ Cell: _____

Email: _____

How did you hear about LALA? _____

In compliance with our by-laws, membership is not active until approved by LALA's Board of Directors. In addition, dues must be paid in full before membership can begin/commence.

Select LALA Industry Partner dues membership:

___ Associate Partner **\$400** for **12-month membership**

___ Supporting Partner **\$1200** for **12-month membership**

___ Sustaining Partner **\$3500** for **12 month membership**

***sustaining partners** can use back of this sheet to submit additional contacts/locations under same parent company umbrella. Submit company logo and advertisements to admin@lalaonline.org)

Membership term will begin on the first day of the month following process of dues payment.

LALA membership dues are not tax deductible as a charitable contribution for federal income tax purposes. If applicable, a portion of the dues may be deductible as a business expense. LALA estimates that 40% of a provider's dues are not deductible as a business expense because of LALA's legislative activities on behalf of its members.

Mail completed form along with payment to:

LALA
P. O. Box 10258
New Iberia, LA. 70562

Send this application, along with your payment or contact us to request invoice payable by credit card.

Questions? Contact us at admin@lalaonline.org or Call: 337-577-2759 or 337-577-2024

**Putting you in touch with your Target Market
LALA—IP Membership!!!**