



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](http://www.lalaonline.org) | Email: [admin@lalaonline.org](mailto:admin@lalaonline.org)

## INDUSTRY PARTNER: ANNUAL MEMBERSHIP LEVELS



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Associate  
Partner  
\$400

- Member 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.
- Member discount on LALA event advertising & membership rewards program.
- LALA member directory sent electronically once a year, including attendee list for participating LALA events.
- Standard IP member discount on member and regional events outside of annual conference.

Supporting  
Partner  
\$800

- Annual Supporting Partnership Includes features from Associate level above, plus;
- When participating in Annual Conference: Standard IP member discount PLUS two pre-event LALA attendee eblast; PLUS social media marketing on the LALA facebook page (pre approved and pre submitted ads); PLUS your company logos featured on the LALA website in weeks leading to event. This membership includes up to 3 profiles for locations under same parent company umbrella
- Up to three standard company listings of your multisite locations 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.
- Your Featured Articles (pre approved) and announcement eblasts to LALA members
- LALA member directory sent electronically twice per year; including LALA attendee list for participating LALA exclusive events.
- Additional discount opportunities on member and regional events outside of annual conference.
- recognition at all LALA exclusive events as a supporting partner.

Sustaining  
Partner  
\$1000

- Annual Sustaining Partnership is your option for the greatest exposure and value!
- Includes all features from membership levels above, plus:
- Recognition: Your logo w/ links to your website featured on the LALA website for one full year, also includes the LALA "members only pages".
- Includes all of your multisite Louisiana locations with featured company profile: Each profile has access to membership mailing, LALA groups, and the ability to maintain a member connection list With capability to post and reply in all LALA blogs, and upload your blog with alert to LALA membership add your photo gallery, from recent LALA events and touchpoints your company document share and resources with specific members in mind. You can create an online discussions.
- Sustaining partners receive the LALA member list and attendee list for each LALA event held during the year.
- When participating in Annual Conference, sustaining partners may submit Up to FIVE pre event LALA attendee eblast by submitting your advertisement; and same postings to LALA's social media page. PLUS you can submit one redeemable coupon or advertisement to us & it will be included in each LALA Annual Conference attendee packet.
- Sustaining Partners receive additional recognition and signage at LALA Annual Conference during LALA's membership meeting and may provide one marketing gift for each attendee at our LALA business meeting.
- Recognition at all LALA events as a LALA Sustaining Partner.

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 **\$800** for **12-month membership**

Sustaining Partner **\$1000** 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](mailto: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](mailto:admin@lalaonline.org) or Call: 337-577-2759 or 337-577-2024

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