



# EXHIBITORS

## OPPORTUNITIES & BENEFITS

12<sup>th</sup> ANNUAL WALA CONFERENCE – MARCH 2007



WALA, The Wisconsin Assisted Living Association, invites you to be an **exhibitor** at our 12th Annual Conference, **March 27 - 29, 2007** at the Exhibition Hall at the Alliant Energy Center in Madison. As always we have a high quality program prepared with top-notch presenters that will attract **over 500** owners, operators and decision-makers in 2007.

Space is confirmed upon receipt of payment and is placed first-come, first-served. Please register early! Space is limited and we have sold out the last eight years. Due to increased demand, **note the early deadline of December 8!** All exhibitors who meet the early deadline will be listed in the initial conference brochure – 4,000 of which will be mailed in January – an extra promotional bonus!

In order to provide the best opportunity for you, we designed the following:

- Exhibits are on one very focused day: Wednesday, March 28, 2007. Take advantage of **over four hours** of direct contact with attendees!
- Join us for the optional **pre-event networking dinner**, with speaker, cocktails and dinner on Tuesday night, March 27 at the Alliant Energy Center. Register now, as space for dinner is limited to 100.
- Set up is from 3:00 p.m. to 8:00 p.m. Tuesday or 5:30 a.m. to 7:30 a.m. Wednesday. Exhibitors should be ready for customers by 7:30 a.m. Wednesday, and may dismantle any time after the final break at 3:15 p.m.
- By popular request, there will be a boxed lunch at stations throughout the Exhibition Hall on Wednesday, and breakfast and coffee breaks will be held in the exhibit area.
- Each exhibitor receives a complimentary registration to attend the conference, including all meals, sessions, and handouts (additional charge for Tuesday, March 27 optional activities).
- Electrical hookups are optional and the Alliant Energy Center requires an additional charge. We will send you the form for electrical or other support services in February.
- **While WALA membership is not required, current WALA members are given priority placement for increased traffic.** WALA membership pays! Log on to the WALA website or call for a membership application. WALA members must have paid 2007 dues in order to be considered a current member.

### FULL EXHIBITS

Full set-ups (8' X 10' with pipe, drapes and one 8' table) are in the major exhibit area and WALA members will be given priority placement for increased traffic.

### TABLETOP EXHIBITS

Tabletop exhibits (one skirted 8' table) are also in the major exhibit area and WALA members will be given priority placement for increased traffic.

Sincerely,

Erin Suchomel  
Deputy Director

Jim Murphy  
Executive Director

Enc: Exhibitor Space Reservation  
Sponsorship Opportunities

*Schedule on reverse →*

***In a tight budget year, use the WALA conference as focused, cost-effective marketing.***

*Check out the WALA website. All WALA members get a FREE listing at [www.ewala.org](http://www.ewala.org)*

# WALA'S 12<sup>TH</sup> ANNUAL SPRING CONFERENCE

JOIN US AT THE ALLIANT ENERGY CENTER  
IN MADISON  
MARCH 27 - 29, 2007

## Information for Exhibitors

### *TUESDAY, MARCH 27, 2007*

- |                  |   |
|------------------|---|
| 9:30 – 4:30 p.m. | Optional educational session for providers                  |
| 3:00 – 8:00 p.m. | Optional early exhibit set-up                               |
| 5:00 p.m.        | No host cocktails   |
| 6:00 p.m.        | Optional <u>networking</u> dinner for providers and vendors |
| 7:00 p.m.        | Keynote address   |

### *WEDNESDAY, MARCH 28, 2007*

*Exhibitors are welcome to attend all educational sessions on Wednesday and Thursday at no additional fee.*

- |                   |   |
|-------------------|---|
| 5:30 a.m.         | Exhibitors set up   |
| 7:30 a.m.         | All Exhibitors ready for attendees<br>Registration & exhibitors |
| 8:30 a.m.         | Opening keynote   |
| 10:00 – 4:30 p.m. | 12 breakout sessions and 3 AFH Track sessions                   |
| 4:30 p.m.         | Awards drawing & cash bar in Exhibit Hall                       |

### *THURSDAY, MARCH 29, 2007*

- |                    |                           |
|--------------------|---------------------------|
| 7:30 a.m.          | Registration              |
| 8:30 a.m.          | Opening keynote           |
| 10:00 – 12:45 p.m. | 10 breakout sessions      |
| 12:45 p.m.         | Lunch and closing keynote |

**MARK YOUR CALENDAR & PLAN TO JOIN US**

Return both sides of this page with payment.

## EXHIBITOR SPACE RESERVATION

YES, I want to be an **EXHIBITOR** at the 12<sup>th</sup> annual WALA Conference **March 27, 28 & 29, 2007** at the Exhibition Hall at the Alliant Energy Center in Madison. Exhibits are open on Wednesday, March 28, 2007, with over four hours of direct contact with attendees.

**NOTE EARLY DISCOUNT if paid in full before December 8:**

- I am a current WALA member, give me priority placement!  
*NOTE: you may exhibit at WALA member rate ONLY if you have paid WALA membership fees for 2007.*

**Total**

**Full set up** (8' X 10' space, with pipe, drapes and one 8' table)

- Exhibit fee: WALA member \$800. Non member \$950

\_\_\_\_\_ Number of additional tables needed

**Tabletop Exhibitor** (1 skirted 8' table)

- Exhibit fee: WALA member, \$500. Non member \$650

**Additional Staff**

- Your free registration is for the name on the registration form. Additional staff may also take part in meals, coffee break, and reception. Additional staff: # \_\_\_\_\_ @ \$60.00 - *you can send names later*

**Networking Dinner**

- Optional networking dinner Tuesday, March 27. \_\_\_\_\_  
(*Note table-hosting opportunity on the Sponsorship form*)  
WALA member: # \_\_\_\_\_ @ \$50  
Non Member: # \_\_\_\_\_ @ \$75

**Mailing Lists (free with registration)**

- Send list of attendees prior to the event by March 16, 2007 for my own mailing.
- Send list of attendees after the event for my own mailing.

-----**EARLY DISCOUNT**-----  
**If registration & complete payment are received BEFORE December 8, 2006:**

- Subtract \$100.00 from all space options (\_\_\_\_\_)

**TOTAL ENCLOSED:** \$ \_\_\_\_\_

**Payment:**

- Check or money order
- Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ Expiration date \_\_\_\_\_

*Please print carefully and double check card number*

Number \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_

**WALA membership pays and gives you priority placement!**

**No increase in fees in 2007 - if you register today!**  
  
**Consider sponsoring for extra visibility.**

(REGISTRATION CONTINUES ON REVERSE SIDE →)

**2007 WALA CONFERENCE EXHIBITOR SPACE RESERVATION**

**Name** \_\_\_\_\_

*Note: This person receives the complimentary registration. This is how your name will appear on name badge.*

*Please print or type clearly.*

**Title** \_\_\_\_\_

**Facility/Organization** \_\_\_\_\_

**Type of Business or Service** \_\_\_\_\_

**Mailing address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone (days)** (\_\_\_\_\_) \_\_\_\_\_ **Fax** (\_\_\_\_\_) \_\_\_\_\_

**E-mail** \_\_\_\_\_ **Website** \_\_\_\_\_

*Note:*

- *Each exhibitor receives registration for the person listed above.*
- *For additional exhibitor staff, add \$60/each for meals, sessions and handouts. Please list their names below to register them so we can provide nametags, etc.*
- *Names can be added later if necessary.*

**No guarantees – but WALA will try NOT to place you near (list):** \_\_\_\_\_

**Additional Staff @ \$60 – you may let us know by March 15 who will be attending.**

**Extra name #1** \_\_\_\_\_

*Note: this is how your name will appear on name badge. Please print or type clearly.*

**Title** \_\_\_\_\_

**Extra name #2** \_\_\_\_\_

*Note: this is how your name will appear on name badge. Please print or type clearly*

**Title** \_\_\_\_\_

**WALA Cancellation Policy:** Exhibitors canceling in writing before December 8, 2006 will receive a full refund, minus \$100 handling fee; on or before January 31 – 50% refund. No refund after February 1, 2007. Staff substitutions encouraged.