



WALA SPONSORSHIP

OPPORTUNITIES & BENEFITS WALA's 12th ANNUAL CONFERENCE

Dear WALA Supporter,

WALA, the Wisconsin Assisted Living Association, invites you to be a sponsor at our 12th Annual Conference, **March 27-29, 2007** at the Alliant Energy Center in Madison!

As always, we have a high quality program prepared with top-notch presenters, which will attract **over 500** owners, operators and decision-makers in 2007.

2007 WALA CONFERENCE SPONSORSHIP BENEFITS

We are pleased that we can present a wide variety of promotional opportunities for you in 2007 – from \$50 to \$3,000 – and can even customize items to fit your own needs.

The details for the items available for sponsorship are enclosed. Note – so each item is sponsored only once, the earliest date of receipt with payment confirms sponsorship. See attached for details. Call the office to see if an item is still available.

All sponsors who meet the early deadline of **December 8** will be listed in the 4,000 initial conference brochures which will be mailed in early January – an extra promotional bonus.

All sponsorships are confirmed and must be **paid in full no later than February 1** to receive entire set of benefits. Later sponsorships may be accepted. Payment may be made in cash, money order or by credit card. *Anonymous sponsorships with no public recognition are available at each level.*

We know that you will find this conference a worthwhile endeavor for your company and your future marketing efforts.

If you have questions, please email us at info@ewala.org or call the WALA office at 608/288-0246. Thank you for supporting assisted living!

Sincerely,

Jim Murphy
WALA Executive Director

Erin Suchomel
Deputy Director

Please call the WALA office for additional sponsorship opportunities including:

- Advertising opportunities in the WALA quarterly newsletter and website
- Our statewide seminar educational programs
- Special programs

Rvsd: September 12, 2006

2875 Fish Hatchery Road
Madison, WI 53713-3120
608/288-0246
Fax: 608/288-0734
email: info@ewala.org
www.ewala.org

Jim Murphy
Executive Director

Over →



Return this page with payment.

YES! I want to become a **SPONSOR** at the WALA Spring Conference, March 27-29, 2007 at the Alliant Energy Center in Madison



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All sponsorships are confirmed when paid in full and must be **paid in full no later than February 1** to receive entire set of benefits. Later sponsorships may be accepted.

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Platinum Packages	Specific Item	Fee
<input type="checkbox"/>	Send pre-event conference attendee roster for my own marketing	
<input type="checkbox"/>	Send post-event conference attendee roster	
•	Specific item(s) _____	\$ _____
•	Specific item(s) _____	\$ _____
* If you do not wish to receive a plaque to honor your sponsorship, please check here..... <input type="checkbox"/>		
•	Gold Packages	
•	Specific item(s) _____	\$ _____
•	Specific item(s) _____	\$ _____
•	Silver Packages	
•	Specific item(s) _____	\$ _____
•	Specific item(s) _____	\$ _____
•	Customized Packages	
•	Specific item(s) _____	\$ _____
TOTAL ENCLOSED:		\$ _____

Payment:

- Check or money order
- Visa or MasterCard
 Visa _____ MasterCard _____ Expiration _____
 Number (please print carefully and double check #)

 Name as it appears on Card _____
 Signature _____

Mail, fax, or e-mail your registration to WALA

Name _____

Note: this is how your name will appear on the name badge. Please print clearly.

Your title _____

Facility/Organization _____

Mailing address _____

City _____ State _____ Zip _____

Phone (days) (____) _____ Fax (____) _____

E-mail _____ Website _____

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 Madison, WI 53713-3120
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Jim Murphy
 Executive Director

2007 WALA CONFERENCE SPONSORSHIP OPPORTUNITIES

In order to be confirmed for any of the following, fees must be pre-paid.
All sponsorship received and paid by December 8, 2006 will be acknowledged
in the initial conference agenda to be mailed in early January 2007.

PLATINUM PACKAGES			
Platinum Packages include: Mailing list of conference attendees before the event and/or after the event for your own marketing; a plaque presented Wednesday from the podium – a photo will be sent; listing in final agenda and on signage; your materials on sponsor table near registration; listing in WALA newsletter; 1 (one) free registration for all sessions, lunches and reception (does not include optional Tuesday dinner); name badge ribbon for all attendees from sponsoring company.			
	Print sponsor	SOLD Assisted Living Pharmacy Service \$3,000	Logo on the 4,000 tickler postcards mailing in November, the 4,000 initial conference agendas mailed in January, the 4,000 postcards mailed in February and the final program. MUST BE confirmed by November 10, 2006. Includes free full size exhibit space.
	Tuesday Pre-Event Educational Session-in collaboration with OQA: 12:30 – 4:30 pm “Training the Non-Nurse to Identify & Respond” Pathway Health Services	Division of Disability and Elder Services & Office of Quality Assurance \$2,000	You will be introduced from the podium and may introduce the speaker. Includes one (1) free Tuesday Educational Session registration.
	Tuesday optional pre-event dinner and reception 5:00 – 7:00 pm	SOLD Aurora Institutional Pharmacy \$500	You will be introduced from the podium. Includes one complimentary dinner ticket.
	Tuesday dinner keynote speaker 7:00 – 7:45 pm “Hot Topics & Regulations from Across the Nation: How Does WI Compare?” Maribeth Bersani	SOLD PDC Midwest \$750	You will be introduced from the podium and may introduce the speaker, Includes one complimentary dinner ticket.
	Wed opening keynote speaker 9:15 – 10:00 am Bob Van Dyk “Empowering Your Staff – Disney Style” Bob Van Dyk	SOLD Attorney Bob Lightfoot, RN with Murphy Desmond S.C. \$1500	You will be introduced from the podium and may introduce the speaker. You can place promotional materials on chairs at opening session.
	Wed box lunch 12:00 – 1:30 pm	\$1,000	Includes your signage at all food stations. You may have food served in your containers if you provide them.
	Wed networking reception 4:30 – 6:00 pm	SOLD Wipfli LLP & Hoffman, LLC \$2,000	Includes company presentation at event and signage.

	Thursday morning Keynote speaker 9:00 – 9:45 am “Implementing Resident Directed Care” AFH, CBRF, RCAC Provider Panel	SOLD Reinhart Boerner Van Deuren \$1,000	You will be introduced from the podium and may introduce the speaker. You can place promotional materials on chairs at morning session.
	Thursday noon keynote speaker – 1:25 – 2:30 pm “Staying Engaged: Creating a Culture of Personal Accountability” Beth Hadley	SOLD Tidewater Group Purchasing \$750	You will be introduced from the podium and may introduce the speaker. You can place promotional materials on chairs at concluding session.
	Thursday lunch 12:45 – 1:20 pm	SOLD Larson House \$750	Includes signage at the sit-down lunch. You can place promotional materials on chairs at lunch.
	Final conference program	\$1,000	Logo will be in final printed program.
	WALA pins for all attendees	\$1,500	Each attendee receives a WALA pin with a note “Sponsored by ...”
	General Platinum level sponsorship	\$1,000 and up	Includes all Platinum Sponsor benefits

GOLD PACKAGES

Gold Packages include: A certificate presented from the podium – a photo will be sent; listing in final agenda and on signage; listing in WALA newsletter; your materials on sponsor table near registration; 1 (one) free registration for all sessions, lunches and reception (does not include optional Tuesday dinner); name badge ribbon for all attendees from sponsoring company.

	Wed Breakfast 7:30 – 8:30 am	SOLD Our House Senior Living \$500	Includes signage at breakfast
	Thursday Breakfast 7:30 – 8:30 am	SOLD Our House Senior Living \$500	Includes signage at breakfast
	Lanyards to hang nametags around neck	SOLD Direct Supply Healthcare Equipment \$500 plus production of the lanyards	Your name/logo can be on them.
	General Gold level sponsorship	\$500 - \$1,000	Includes all Gold Sponsor benefits

SILVER PACKAGES

Silver Packages include: Listing in final agenda and on signage; listing in WALA newsletter; your materials on sponsor table near registration; name badge ribbon for all attendees from sponsoring company.

	Breakout Session Speaker Sponsor Any one session can be sponsored	Wegner LLP, CPAs & Consultants; Aurora Institutional Pharmacy; \$150	You may introduce the speaker.
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	Tuesday pre-event dinner <u>table</u> host 6:00 – 6:45 pm	Activstyle Medical Inc; Jim Pankow; Aurora Institutional Pharmacy; \$50	Host a table for great networking opportunities. Does NOT include dinner registration.
	Luggage Tags	\$300 plus production of the luggage tags	Your name/logo can be on them.
	Wed Break #1 10:00 – 10:45 am	SOLD Mallatt Homecare Pharmacy \$300	Includes signage at break.
	Wed Break #2 2:45 – 3:15 pm	\$300	Includes signage at break.
	Thursday Break #3 9:45 – 10:00 pm	SOLD Heartridge Homes \$250	Includes signage at break.
	Thursday Break #4 11:15 – 11:30 pm	\$250	Includes signage at break.
	Conference Notepads	\$250 plus production of the notepads.	Your name and logo can be on them.
	General Silver level sponsorship	\$50 - \$500	Includes all Silver Sponsor benefits

CUSTOMIZED

Contact Jim Murphy at WALA to provide a customized sponsorship package to meet your budget and promotional goals.