

Reaching Assisted Living Providers!

If your company provides products and/or services to Assisted Living providers these shows are for you! Reserve your space now at CALA's 2012 Spring & Fall Conferences & Trade Shows. Sign up for two shows and save more.

spring | June 4 - 6 | Hyatt Regency Santa Clara
fall | November 5 - 7 | Hyatt Regency Orange County

▶ FALL AND SPRING TRADE SHOWS REGISTRATION FORM. 2



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early bird registration deadlines

Spring: Friday, February 10, 2012

Fall: Friday, July 6, 2012

who attends

CALA conferences are attended by top decision makers including: CEO's, CFO's, COO's, executive directors, clinical staff, marketing professionals and more!

exhibitor registration includes

- Two full conference registrations, including meals (valued at \$970)
- Exhibit Booth Rental - Piped and draped 8x10 booth with 8' high draped back wall and 3' high draped side walls
- Company identification sign
- Carpeted Exhibit Hall
- Program listing and description
- Exclusive Exhibit Hours, tentatively set as:
 - ▶ Monday, 4:45 - 6:15 pm Exhibit Hall Wine Tasting
 - ▶ Tuesday, 12:00 - 1:30 pm Luncheon in Exhibit Hall

about CALA

The California Assisted Living Association is the only association exclusively representing California's leading Assisted Living providers. Members range from small independently operated communities, to large national organizations and includes providers that cater to an active lifestyle to those specializing in caring for residents with dementia.

Exhibitor Registration

2012 CALA

conferences & trade shows

California Assisted Living

CALA

Association

■ exhibitor information

Company Name:

Product or Service:

Address:

City, State, Zip:

Phone:

Fax:

1st exhibitor registrant:

Name:

Title:

Email:

2nd exhibitor registrant:

Name:

Title:

Email:

■ trade show contact for billing & coordination

Name:

Title:

Email:

contact address same as company address

Address:

City, State, Zip:

Phone:

Fax:

■ booth selection

Spring:

.....
1st Choice

.....
2nd Choice

Fall:

.....
1st Choice

.....
2nd Choice

■ rates

	One Show	One Show *Early Bird	Two Show	Two Show *Early Bird
NON-MEMBERS:	<input type="radio"/> \$1250	<input type="radio"/> \$1090*	<input type="radio"/> \$2260	<input type="radio"/> \$1965*
Industry Partners:	<input type="radio"/> \$975	<input type="radio"/> \$840*	<input type="radio"/> \$1765	<input type="radio"/> \$1510*
Supporting Partners:	<input type="radio"/> \$895	<input type="radio"/> \$785*	<input type="radio"/> \$1645	<input type="radio"/> \$1430*
Sustaining Partners:	<input type="radio"/> \$575	<input type="radio"/> \$495*	<input type="radio"/> \$1030	<input type="radio"/> \$895*

Note: BOTH SHOWS MUST BE PURCHASED TOGETHER IN ORDER TO QUALIFY FOR TWO SHOW PRICING. EARLY BIRD RATES MUST BE PAID IN FULL BY THE DEADLINES. TWO SHOW RATES ARE FOR THE 2012 SPRING AND FALL CONFERENCES.

2012 Conference Dates:

Spring: June 4 - 6 | Hyatt Regency Santa Clara

Fall: November 5 - 7 | Hyatt Regency Orange County

*Early Bird Payment Deadlines:

Spring: February 10, 2012

Fall: July 6, 2012

■ payment

Total: \$ Check Credit Card

Card Number Exp. Date

Card Holder Name (please print)

Card Holder Signature

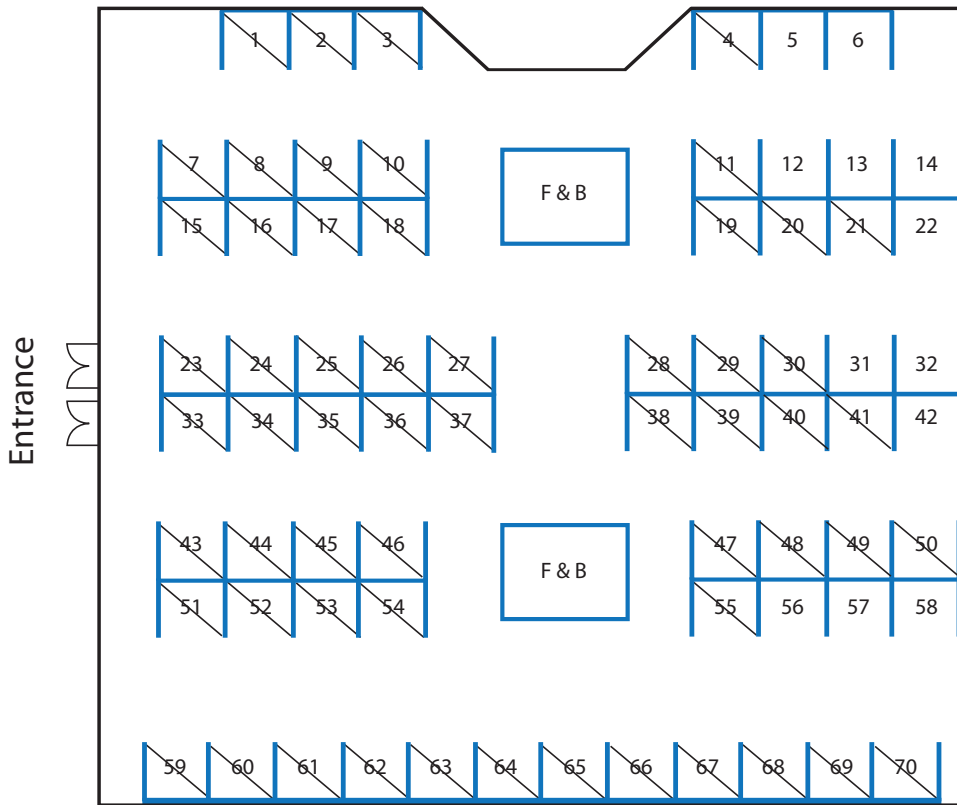
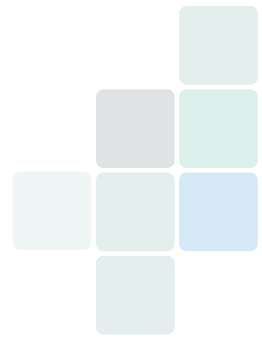
CANCELLATION POLICY: A \$200 cancellation fee will be applied to cancellations received in writing by March 16, 2012 (Spring) or August 17, 2012 (Fall). All cancellations after these dates are non-refundable.

EXHIBIT DECORATOR: The official service contractor is Rossi Expositions, Inc. You will receive an exhibitor packet directly from Rossi.

exhibitor registration form

PLEASE READ THE FOLLOWING PAGES CAREFULLY, FILL OUT THE ENTIRE FORM COMPLETELY, AND RETURN PAGES 2 AND 4 TO CALA.
THANK YOU.



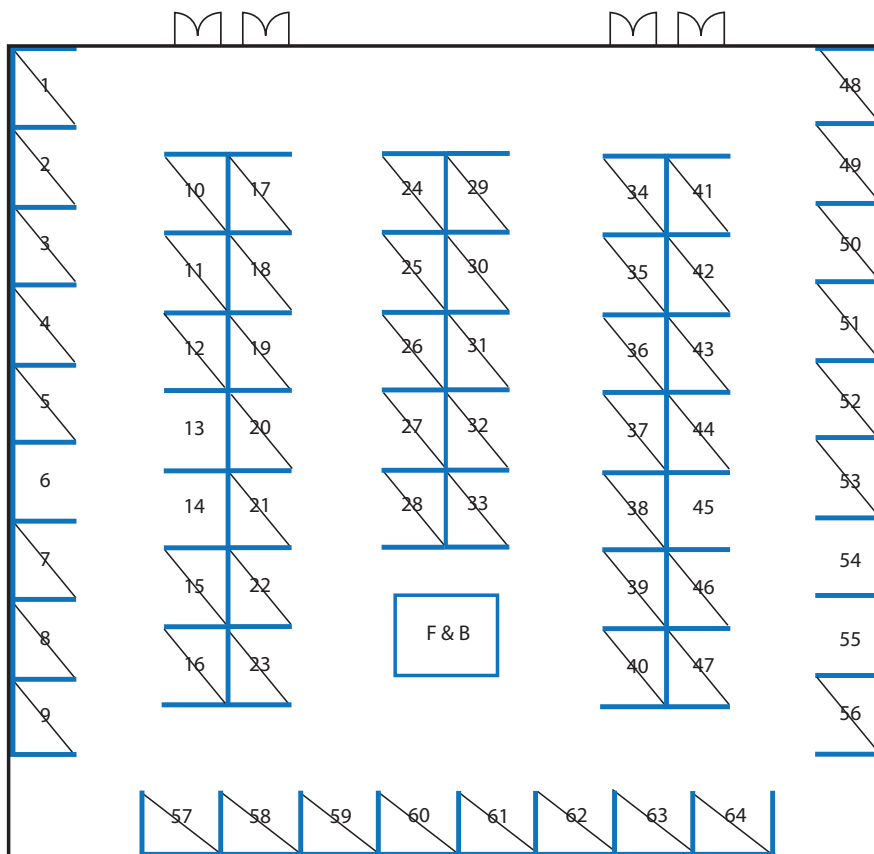


SPRING CONFERENCE

June 4 - 6
Hyatt Regency
Santa Clara

Entrance

Entrance



FALL CONFERENCE

November 5 - 7
Hyatt Regency
Orange County



INCREASE your company's visibility with sponsorship and advertising - ask us how!

Contact: Nancy Ball
ndb@CAassistedliving.org
(916) 448-1900

exhibit
hall maps

Please read the following rules and regulations carefully before registering to exhibit at the CALA trade show.

This form must be signed and returned along with your registration.

trade show

rules & regulations

Terms and Conditions

Exhibitors agree to abide by all terms and conditions as set forth in these rules and regulations, which forms a part of this agreement between exhibitor and CALA. Failure to abide by show regulations may result in removal of the exhibit and exhibitor from trade show floor and/or prohibition from exhibiting with CALA in the future.

Exhibit Space Location

CALA shall use its best efforts to locate the booth in one of the locations designated by the Exhibitor, on the booth layout map to provide physical separation of the booths of those competitors from whom Exhibitor has requested such separations. Notwithstanding the above, CALA reserves the right to change location assignments at anytime, as it may in its sole discretion deem necessary.

Cancellations

A \$200 cancellation fee will be applied to cancellations received in writing by March 16, 2012 (Spring) or August 17, 2012 (Fall). All cancellations after these dates are non-refundable.

Exhibit Booth Specifications

Each 8d x 10w booth features pipe and drape construction and a 7" x 44" company identification sign. EXHIBIT FEES DO NOT INCLUDE BOOTH FURNISHINGS OR ELECTRICITY. Furniture and electricity are available through Rossi Expositions, Inc. You will receive an order package automatically upon registering with CALA. Order booth furnishings and electricity in advance to receive a discount and to ensure the best service.

Exhibitor Guidelines

Electrical or other mechanical apparatus must be muffled so that noise does not interfere with other exhibits. Volatile or inflammable oils, gasses, unprotected picture film, other explosive or inflammable matter, or any substance prohibited by city laws or insurance carriers are not permitted on premises.

No exhibit will be permitted to span an aisle by roofing or floor covering. Exposed unfurnished sides of exhibit backgrounds must be draped to present an attractive appearance.

Inspections of the exhibits will be made during the set-up time and an effort will be made to advise exhibitors of any deviation from the exhibit rules. In the event an exhibitor is not available, the decorator, with the approval of CALA, will provide draping deemed necessary (including draping of any unfinished tables) and submit charges to the exhibitor.

Exhibitors will abide by CALA's set-up and tear down times. No booths may be dismantled prior to the end of the trade show.

Exhibitors may supply giveaways and take orders for goods and services only in their designated exhibit spaces. Canvassing or distribution of advertising matter outside the exhibitor's own space will not be allowed. Please note, however, that exhibitors are encouraged to participate fully in the conference, thereby enhancing personal knowledge of the Assisted Living field and establishing personal contacts beyond those made in the exhibit hall.

Any display of literature by non-sponsoring or non-exhibiting entities is strictly prohibited. All such activity is sanctioned solely by CALA. Sublease of exhibit space is not permitted.

Liability

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from injury or damage to exhibit equipment and other property brought upon the premises of The Hyatt Regency Santa Clara and/or The Hyatt Regency Orange County (hereinafter referred to as "the hotel(s)") the hotel(s) and shall indemnify and hold harmless CALA, its agents and subcontractor, the hotel(s) and their hotel agents, staff and employees from any and all such losses, damages and claims. Exhibitors shall be fully responsible to pay for any and all damages to property owned by the hotel(s), its owners or managers, which result from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, the hotel(s), its owners, managers, officers or directors, agents, employees, subsidiaries and affiliated from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the hotel(s) or any part thereof. However, the exhibitor holds the responsibility to obtain insurance and to secure materials. CALA and the hotel(s) do not guarantee or protect the exhibitor against loss or damage of any kind.

Union Regulations

SIGN, DISPLAY AND ALLIED CRAFTS UNION

"In order to conform to union contract rules and regulations, it will be necessary for all exhibitors to utilize union personnel for display and sign hanging work within the show. In addition, all displays that exceed ten (10) feet in any direction, require the use of tools, or more than one person to set up, including laying of carpet, crating and uncrating, must be performed by union personnel."

TEAMSTER'S UNION

"This union has jurisdiction on the operation of all materials-handling equipment, all unloading and reloading and the handling of empty containers. An exhibitor may move material that can be hand carried by one person in one trip without the use of dollies, hand trucks or other mechanical equipment."

ELECTRICIANS' UNION

"This union has jurisdiction on the installation, placement and connecting of all electrical lines and power outlets, including flood and spot lights."

EXHIBITOR AGREEMENT

By reserving a booth at the CALA trade show, the Exhibitor and all company representatives signify an understanding of the exhibit hall guidelines and agree to follow these guidelines during the CALA trade show.

Trade Show Contact Signature

Trade Show Contact Name (please print)

