

California Assisted Living Association

# Associate Membership

California Assisted Living

# CALA

Association

**The Voice of Assisted Living**



**Connect With California's Top Assisted Living Providers!**

## About CALA

The California Assisted Living Association (CALA) is the only statewide association representing over 450 leading Assisted Living providers who serve over 25,000 elderly individuals throughout the state. CALA members range from small independently operated communities to those that specialize in caring for residents with dementia, to large campuses with multi-levels of care.

Associate Members join CALA to connect their products and services with the leading Assisted Living providers throughout California.

## What CALA Can Do For You!

- ✓ Provides great exposure and recognition as a company committed to Assisted Living.
- ✓ Keeps you informed on industry needs.
- ✓ Gives substantial discounts on trade shows and advertising.
- ✓ Offers advertising and sponsorship opportunities to maximize visibility to your target market.



## Membership Levels

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

**IP**

**INDUSTRY  
PARTNER**

**SU**

**SUPPORTING  
PARTNER**

**SS**

**SUSTAINING  
PARTNER**

**Be Known As An Involved Participant - Join CALA Today!**

# Associate Membership Levels

## Industry Partner: \$595

- ❖ Company listing printed in Membership Directory
- ❖ Company listing, including website and email links, from CALA website
- ❖ Subscription to the CALA News and Views Magazine
- ❖ Member discount on CALA News and Views advertising
- ❖ 15% Member discount on trade shows

## Supporting Partner: \$1495

- ❖ Company listing printed in Membership Directory
- ❖ Half-page ad in the Membership Directory
- ❖ Directory and website recognition as a Supporting Partner
- ❖ Company listing, including website and email links, from CALA website
- ❖ Two subscriptions to the CALA News and Views Magazine
- ❖ Additional 5% off member rates on CALA News and Views advertising
- ❖ 20% Member discount on trade shows
- ❖ Trade show recognition as Supporting Partner
- ❖ CALA Member list sent electronically once a year

## Sustaining Partner: \$3995

- ❖ Company listing printed in Membership Directory
- ❖ Full-page ad in the Membership Directory
- ❖ Directory and website recognition as a Sustaining Partner
- ❖ Company listing, including website and email links, from CALA website
- ❖ Two subscriptions to the CALA News and Views Magazine
- ❖ Two quarter-page ads in the CALA News and Views
- ❖ Additional News and Views advertising at 10% off member rates
- ❖ 50% Member discount on trade shows
- ❖ Trade show recognition as a Sustaining Partner
- ❖ Premier choice of booth location for trade shows
- ❖ CALA Member list sent electronically twice a year

# CALA Associate Membership Application

455 Capitol Mall, Suite 222 • Sacramento, CA 95814 • Phone: (916) 448-1900 • Fax: (916) 448-1659

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Multiple Office Mailings: Additional branch locations can join CALA at a rate of \$150 per location. One primary contact will receive all CALA member communications and each employee will receive member rates for conferences and product pricing. On a separate sheet, please provide additional branch(s) contact information.

Industry Partner - \$595

Sustaining Partner - \$3995

Supporting Partner - \$1495

Additional Mailing Location - \$150

Please choose **ONLY** one company category:

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Ancillary Services                         | <input type="checkbox"/> Financial/Tax Services          | <input type="checkbox"/> Mobile Dentistry             |
| <input type="checkbox"/> Architecture/Design Services               | <input type="checkbox"/> Food Services                   | <input type="checkbox"/> Moving Services              |
| <input type="checkbox"/> Assisted Living Software                   | <input type="checkbox"/> Group Purchasing                | <input type="checkbox"/> Pharmacy Services            |
| <input type="checkbox"/> Chemical/Supplies                          | <input type="checkbox"/> Health/Medical Supplies         | <input type="checkbox"/> Physicians                   |
| <input type="checkbox"/> Computer/Internet Services                 | <input type="checkbox"/> Hospice Services                | <input type="checkbox"/> Real Estate                  |
| <input type="checkbox"/> Contracting/Construction Services          | <input type="checkbox"/> Insurance Services              | <input type="checkbox"/> Referral Services            |
| <input type="checkbox"/> Education/Training                         | <input type="checkbox"/> Landscaping Services            | <input type="checkbox"/> Staffing/Employment Services |
| <input type="checkbox"/> Emergency Call/Resident Monitoring Systems | <input type="checkbox"/> Legal Services                  | <input type="checkbox"/> Transportation               |
| <input type="checkbox"/> Entertainment/Promotional                  | <input type="checkbox"/> Management Services             | <input type="checkbox"/> Veteran Services             |
| <input type="checkbox"/> Equipment/Furnishing Suppliers             | <input type="checkbox"/> Marketing/Operations Consulting | <input type="checkbox"/> Water Services               |

Please provide a 25 word description of your company:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Remittance

**Total Amount Due:** \_\_\_\_\_

Check Enclosed (Make Payable to CALA)

AMEX

Visa

MC

Card Number

Exp Date

Cardholder Signature

Cardhold Name (please print)

I understand that by providing my mailing address, email address, telephone number, and fax number(s), I consent to receive communications by or on behalf of CALA duly authorized agents or designees, via postal mail, fax, email and/or telephone.

\_\_\_\_\_  
Company Representative Signature