

SPONSORSHIP AND EXHIBITOR PROSPECTUS
**FALA ANNUAL CONFERENCE
& TRADESHOW**

**CHAMPIONS OF ASSISTED LIVING:
CARRYING THE TORCH FOR EXCELLENCE**

FALA
2024
ORLANDO
CONFERENCE & TRADESHOW



**HYATT REGENCY GRAND CYPRESS
ORLANDO | AUGUST 5-8**



TITLE SPONSOR

Champions of Assisted Living: Carrying the Torch for Excellence

as of 4/2024

\$25,000

DELIVERABLES

Conference Registration

- 5 Full Conference Registrations
- 50% Discount on Each Additional Full Conference Registration
- 1 Reserved Table in General Sessions, Membership Lunch & Awards Dinner (max 8 seats)

Tradeshow

- 20x10 Premium Booth
- 50% Discount on Each Additional Booth
- 6 Booth Staff for Tradeshow Only Access
- Lead Retrieval

Marketing

- 10-Minute Speaking Opportunity at Start of Assigned General Session or Key Event
- Sponsor Table in Conference Lobby (Tuesday Opening Session thru Thursday Closing Session)
- Full Page Advertisement in Conference Program
- Prominent Logo Recognition in Conference Marketing, Program, On-Site Signage, Mobile App, and Conference Webpage
- Conference Registration List Two Weeks Pre and Post-Conference
- Opportunity to Provide Your Branded Promo Items for Conference Attendee Bags (400 items must be received by July 15)

Choice of One Option

- Welcome Table Near Registration Desk Monday-Thursday **SOLD**
- Monday Welcome Reception with Sponsor Drink Ticket **SOLD**
- Wednesday Night Awards Dinner **SOLD**
- Wednesday Night After Party with Sponsor Drink Ticket **SOLD**
- Tuesday Tradeshow Reception with Sponsor Drink Ticket



PLATINUM SPONSOR

Champions of Assisted Living: Carrying the Torch for Excellence

\$15,000

DELIVERABLES

Conference Registration

- 4 Full Conference Registrations
- 50% Discount on Each Additional Full Conference Registration
- 1 Reserved Table in General Sessions, Membership Lunch & Awards Dinner (max 8 seats)

Tradeshow

- 10x10 Premium Booth
- 50% Discount on Each Additional Booth
- 3 Booth Staff for Tradeshow Only Access
- Lead Retrieval

Marketing

- 5-Minute Speaking Opportunity at Start of Assigned Session or Event
- Sponsor Table in Conference Lobby (Tuesday Opening Session thru Thursday Closing Session)
- Half Page Advertisement in Conference Program
- Prominent Logo Recognition in Conference Marketing, Program, On-Site Signage, Mobile App, and Conference Webpage
- Conference Registration List Two Weeks Pre and Post-Conference
- Opportunity to Provide Your Branded Promo Items for Conference Attendee Bags (400 items must be received by July 15)

Choice of One Option

- Conference Mobile App with Sponsor Name as WiFi Password **SOLD**
- Tuesday Membership Lunch **SOLD**
- Wednesday PAC Contributors Breakfast
- Wednesday Tradeshow Lunch



GOLD SPONSOR

Champions of Assisted Living: Carrying the Torch for Excellence

\$10,000 DELIVERABLES

Conference Registrations

- 3 Full Conference Registrations
- 50% Discount on Each Additional Full Conference Registration

Tradeshow

- 50% Discount on First 10x10 Premium or Standard Booth
- 25% Discount on Each Additional Booth
- 3 Booth Staff for Tradeshow Only Access
- Lead Retrieval if Exhibiting

Marketing

- 5-Minute Speaking Opportunity at Start of Assigned Session or Event
- Quarter Page Advertisement in Conference Program
- Logo Recognition in Conference Marketing, Program, On-Site Signage, Mobile App, and Conference Webpage
- Conference Registration List Two Weeks Pre and Post-Conference
- Opportunity to Provide Your Branded Promo Items for Conference Attendee Bags (400 items must be received by July 15)

Choice of One Option

- Conference Swag Bags with Sponsor Logo **SOLD**
- Name Badges with Sponsor Logo **SOLD**
- Tuesday Continental Breakfast
- Wednesday Continental Breakfast



SILVER SPONSOR

Champions of Assisted Living: Carrying the Torch for Excellence

\$7,500

DELIVERABLES

Conference Registrations

- 2 Full Conference Registrations
- 25% Discount on Each Additional Full Conference Registration

Tradeshow

- 25% Discount on Each Purchased 10x10 Premium or Standard Booth
- Lead Retrieval if Exhibiting

Marketing

- 5-Minute Speaking Opportunity at Start of Assigned Session or Event
- Eighth Page Advertisement in Conference Program
- Logo Recognition in Conference Marketing, Program, On-Site Signage, Mobile App, and Conference Webpage
- Conference Registration List Two Weeks Pre and Post-Conference
- Opportunity to Provide Your Branded Promo Items for Conference Attendee Bags (400 items must be received by July 15)

Choice of One Option

- Shirts for FALA Staff & Leadership
- Journal with Sponsor Logo **SOLD**
- Tumbler with Sponsor Logo
- Tuesday Afternoon Refreshments
- Wednesday Afternoon Refreshments
- Drink Tickets with Sponsor Logo (200 total tickets, sponsor to distribute)



BRONZE SPONSOR

Champions of Assisted Living: Carrying the Torch for Excellence

\$5,000

DELIVERABLES

Conference Registrations

- 1 Full Conference Registration

Tradeshow

- Lead Retrieval if Exhibiting

Marketing

- Eighth Page Advertisement in Conference Program
- Logo Recognition in Conference Marketing, Program, On-Site Signage, Mobile App, and Conference Webpage
- Conference Registration List Two Weeks Pre and Post-Conference
- Opportunity to Provide Your Branded Promo Items for Conference Attendee Bags (400 items must be received by July 15)

Choice of One Option

- Hotel Room Key Cards with Sponsor Logo **SOLD**
- Charging Station with Sponsor Logo (2 available)
- Full Page Advertisement on Inside Front Cover OR Inside Back Cover of Conference Program



COPPER SPONSOR

Champions of Assisted Living: Carrying the Torch for Excellence



\$2,500 DELIVERABLES

Conference Registrations

- 50% Discount on 1 Full Conference Registrations

Tradeshow

- Lead Retrieval if Exhibiting

Marketing

- Business Card Size Advertisement in Conference Program
- Logo Recognition in Conference Marketing, Program, On-Site Signage, Mobile App, and Conference Webpage
- Conference Registration List Two Weeks Pre and Post-Conference
- Opportunity to Provide Your Branded Promo Items for Conference Attendee Bags (400 items must be received by July 15)

Choice of One Option

- Full Page Advertisement in Conference Program
- Hotel Room Drop of Sponsor's Branded Gift (350 packaged gifts to be provided)
- Thursday Morning Coffee Service
- Thursday Luggage Dropoff Service & Sponsor Logo Tags





Champions of Assisted Living: Carrying the Torch for Excellence

FRIENDS OF FALA

\$750

DELIVERABLES

Marketing

- Business Card Size Advertisement in Conference Program
- Logo Recognition in Conference Marketing, Program, On-Site Signage, Mobile App, and Conference Webpage
- Opportunity to Provide Your Branded Promo Items for Conference Attendee Bags (400 items must be received by July 15)

SWAG BAG

\$250

DELIVERABLES

Marketing

- Logo Recognition in Conference Marketing, Program, On-Site Signage, Mobile App, and Conference Webpage
- Opportunity to Provide Your Branded Promo Items for Conference Attendee Bags (400 items must be received by July 15)