

The most important event for senior living executives



Conference & Expo • Phoenix • May 25-27

## - Sponsorship Opportunities-

**All ALFA 2010 Conference & Expo sponsors receive the following benefits:** Company name listed on Conference Web site, logo in the Conference Program Guide distributed to more than 2,000 attendees, logo on general sponsorship signs on site, company name in full-page ad thanking sponsors, priority points towards 2011 booth selection, and sponsor ribbon for all booth personnel.

**Additional benefits may apply to specific sponsorships – see details below.**

## - Special Events, Services & Refreshments-

### Hero Awards Luncheon

This popular event is one of the highlights of the Conference. Since 2007, nominations for these coveted awards has tripled, and the professionally-produced program has built infectious excitement and heartfelt enthusiasm for the winners.

- Your company representative will be introduced as the event sponsor and will assist in the awards presentation program
- Company logo shown with event listing in attendee promotions, in Conference Program Guide and on Conference Web site.
- Logo on large general sponsor signage
- Logo on signage at entrance to the Luncheon
- Logo and booth number on each audience table
- Company literature displayed/available at the Luncheon
- Logo featured prominently during pre-event, on-screen promotions
- Logo in materials about the awards nomination/selection process prior to the Conference

**\$10,000**

### Day One Keynote Speaker

Speaker: Maddy Dychtwald

- Logo projected on screen during event walk-in and on signage at entrance to room
- Logo on large general sponsor signage
- Recognition of sponsorship in welcome remarks
- Opportunity to introduce Keynote Speaker with scripted remarks provided by ALFA
- VIP seating at event
- Company logo shown with event listing in attendee promotions, in Conference Program Guide and on Conference Web site

**\$7,000**

## Day Two Keynote Speaker

Speaker: Phil Lempert

- Logo projected on screen during event walk-in and on signage at entrance to room
- Logo on large general sponsor signage
- Recognition of sponsorship in welcome remarks
- Opportunity to introduce Keynote Speaker with scripted remarks provided by ALFA
- VIP seating at event.
- Company logo shown with event listing in attendee promotions, in Conference Program Guide and on Conference Web site

**\$7,000**

## Day Three General Session

Speaker(s): CEO Panel

- Recognition of sponsorship in welcome remarks
- Opportunity to introduce Speakers with scripted remarks provided by ALFA
- VIP seating at event
- Logo on large general sponsor signage
- Logo shown with event listing in attendee promotions, in Conference Program Guide and on Conference Web site

**\$5,000**

## Welcome Reception in the Exhibit Hall

The Expo is one of the highlights of the ALFA Conference & Expo, and the Welcome Reception kicks off the event and provides attendees' first glimpse of the new suppliers and their latest offerings. The event is attended by approximately 1,500, and the festive atmosphere makes it a fun and high-energy event!

- Logo on signage at entrance to Exhibit Hall
- Logo on large general sponsor signage
- Food and beverage station near your booth if space permits
- Logo on signs at bar and food stations
- Logo shown with event listing in attendee promotions, in Conference Program Guide and on Conference Web site

**\$5,000**

## President's Council Reception

The President's Council, an elite group of suppliers that support ALFA with financial resources, celebrates the opening of the Conference & Expo with this exclusive opportunity to network with top executives of large senior living providers. Sponsorship is limited to President's Council members.

- Opportunity to welcome guests with remarks at this exclusive reception
- Logo on signage at entrance to event and on table tents throughout event
- Logo and booth number on refreshment tables
- One promotional insert in attendee bag

**\$15,000**

## ALFAPAC Reception

This exclusive reception is open to ALFAPAC members. The event sponsor plays host and takes advantage of unique access to this important group of current and potential clients in a an exclusive setting.

- Opportunity to welcome guests with remarks at this exclusive reception
- Logo on signage at entrance to event and on table tents throughout event
- Logo on large general sponsor signage
- Logo on bar and refreshment tables

**\$10,000**

## Continental Breakfasts

Everyone heads to the morning Continental breakfast buffet for their morning complement of coffee or juice and bakery selections. A great opportunity to make an impression first thing in the morning!

- Logo on signage at refreshments and tables during breakfast
- Logo on large general sponsor signage
- Verbal recognition in remarks at that session
- Opportunity to distribute literature in breakfast area

**\$2,500 per day; \$6,000 for all three days**

## Concurrent Session Refreshment Breaks

These popular breaks give attendees just a little something before heading into their next session, and your company can be the host!

- Recognition by session speakers at the concurrent sessions
- Signage at the refreshment tables during the break
- Logo on large general sponsor signage on-site

**\$2,500 each (3 available)**

## Lunch and Refreshments in Expo Hall

Mid-day on Wednesday will be the most popular and high-traffic time in the Expo hall. The visibility is exceptional, and your sponsorship will be greatly appreciated by hungry attendees!

- Logo on all food stations throughout the Expo Hall
- Logo on signage at entrance to the Expo Hall
- Logo on large general sponsor signage
- Logo shown with event in attendee promotions, in Conference Program Guide and on Conference Web site
- Logo imprinted on napkins

**\$10,000**

## On-Site Registration Panels

Have your logo displayed at the registration counter. This sponsorship includes your company's logo on each of the high-visibility front panels of the (6) registration counters on site at the conference.

- Logo on registration panels onsite at the conference
- Logo on conference Web site
- Logo on all general sponsorship signage

**\$5,000**

## Water Station

Sponsor the water coolers that will be stationed all over the Phoenix Convention Center throughout the conference. Includes water bottles with your logo on them for participants to reuse.

- Logo on water coolers and water bottles
- Logo on conference Web site
- Logo on all general sponsorship signage

**\$2,500**

## Bag Check

Sponsor the Bag Check room onsite at the conference. Attendees will be able to leave their bags in a secure room with an attendant during the conference. Your logo will be on the signage outside of the bag check room.

- Logo on signage outside bag check room
- Logo on conference Web site
- Logo on all general sponsorship signage

**\$2,500**

## Notepads

Sponsor the conference notepads that will be provided in each attendees bag. Includes notepad with your company's logo at the top.

- Logo on notepad
- Logo on conference Web site
- Logo on all general sponsorship signage

**\$2,500**

# - Attendee Giveaway Items-

## Attendee Bags

Attendees love giveaways, and your company's logo on this hallmark item attendees receive is one of the most visible and sought-after sponsorships of the ALFA Conference & Expo. Hurry – it won't last long.

- Color Logo imprinted on the front of the official conference bag given to all attendees
- Logo on large general sponsor signage

**\$10,000**

## On-Site Program Guide and Map

This valuable resource was a huge hit last year – it's a combination program booklet, Conference & Expo map and ALFA reference for Conference sessions.

- Your company's full page ad on the back cover of Conference Program Guide (art supplied by sponsor)
- Two additional interior page ad in the Guide (art supplied by sponsor)
- Logo on front cover of the Guide as sponsor of the Guide
- Logo on large general sponsor signage
- Logo ghosted on selected interior pages, including notes pages

**\$10,000**

## Conference Pens

Everyone loves a new pen, and this one can be designed especially for the ALFA Conference & Expo! Put your logo into the hands of more than 2,000 attendees!

- Your company's name on pens you provide, inserted in attendee bags/portfolios

**\$3,000 + provide pens imprinted with Conference logo**

## Conference Bag Inserts

This is an efficient way to get your promotional message in the hands of every attendee right at the start of the ALFA Conference & Expo. Your material will be pre-inserted in every attendee's bag, and distributed at registration. Materials must be 8 ½" x 11 (max.) promotional material.

**\$1,500 (5 available; limit one insert per sponsor)**

## USB Flash Drives

- Logo imprinted on the flash drive provided to all attendees

**\$3,000 (and provide USB Flash Drive)**

## - Services for Attendees-

### Online Registration Screen

As attendees register, your company logo can be the one they see! Most registrations are now done online, and each attendee will see your logo and appreciate your support for their favorite conference!

- Logo on online registration screen and on confirmation letter
- Logo on large general sponsor signage

**\$3,500**

### Shuttle Bus to and from the Sheraton and the Phoenix Convention Center

Attendees will have access to transportation from the Sheraton to the Convention Center. Imagine your company logo on the side of the bus!

- Logo on large general sponsor signage
- Logo on each side of bus two days of the conference
- Recognition in conference program

**\$5,000 per bus – 2 available**

### Hotel Room Key Card

NEW for 2010. All hotel room key cards will be imprinted with your logo. Every attendee will carry this key card with them through the entire conference. Your company's logo will be the one they see each time they enter their room.

- Logo on key card
- Logo on large general sponsor signage

**\$10,000**

## - Advertising Opportunities-

### Centrally-Located, 8-foot Ad Boards

Standing 8 feet high and 1 meter wide, these freestanding boards showcase your company's custom-designed message, centrally and visibly, during the entire conference. Advertiser provides the design.

**\$3,000 each**

## **Advertising on Street Lights from Sheraton to Phoenix Convention Center**

Advertise your company alongside the ALFA banner directing attendees from the Sheraton to the entrance of the Phoenix Convention Center. Every attendee will see your logo and know you are a part of the ALFA Conference and 20th Anniversary Celebration.

**Six available at \$750 each**

## **Advertising in the ALFA Conference & Expo Program Guide**

Cover, full- and half-page advertising is available in the ALFA 2010 Conference & Expo Program Guide. This handy guide is distributed to every Conference & Expo attendee, and is formatted with note pages included, to serve as a useful tool during the Conference and upon returning to the office.

The program includes full Conference & Expo schedules and session descriptions, a fold-out Expo floor plan and a complete listing of exhibitors with descriptions and contact information, as well as handy reference information about ALFA leadership and staff, and more. PLUS – new in 2010 – an interactive, digital version of the ALFA 2010 Conference & Expo Program Guide will be featured on the conference Web site for several weeks before and after the conference.

## **Electronic Advertising on the ALFA Conference & Expo Web site**

The information-packed Web site draws thousands of visitors leading up to and immediately following the ALFA Conference & Expo. Attendees visit the site to register, plan their session schedules, map out their visits on the Expo floor, and much more. Plus – this year attendees will have access to a digital version of the ALFA 2010 Conference & Expo Program Guide via this site, drawing in even more traffic and exposure for your company. Banner and button ads are available. See [www.alfa.org/conference](http://www.alfa.org/conference).

- **For advertising rates, contact Steve Schwanz, 800.440.0232 or [adinfo.alfa@foxrep.com](mailto:adinfo.alfa@foxrep.com).**
- **All sponsorship items listed at ALFA member rates. Non-members: Add 50%**
- **To reserve a sponsorship, complete and return the following form or contact Steve Schwanz, 800.440.0232 or [adinfo.alfa@foxrep.com](mailto:adinfo.alfa@foxrep.com).**

The most important event for senior living executives



Conference & Expo • Phoenix • May 25-27

## Sponsorship Registration Form

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

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Sponsorship Choice(s)** – as of March 5,, 2010 – (please check all that apply):

\_\_\_ Hero Awards Luncheon  
(\$10,000) – **SOLD**

\_\_\_ Attendee transportation  
buses (\$5,000 per bus – two  
available)

\_\_\_ Day One Keynote (May 25)  
(\$7,000) – **SOLD**

\_\_\_ Day Two Keynote (May 26)  
(\$7,000) – **SOLD**

\_\_\_ Day Three General Session  
(May 27) (\$5,000) – **SOLD**

\_\_\_ Reception in Expo Hall  
(\$5,000) – **SOLD**

\_\_\_ President's Council  
Reception (\$15,000) – **SOLD**

\_\_\_ Street light advertising  
banners (6 @ \$750) – **SOLD**

\_\_\_ Continental Breakfast(s)  
(\$2,500/day)

\_\_\_ Concurrent Session Break  
(\$2,500 ea.)

\_\_\_ Lunch Refreshment/Expo  
Hall (\$10,000)

\_\_\_ Attendee Bags (\$10,000)  
– **SOLD**

\_\_\_ USB Flash Drives (\$3,000)

\_\_\_ Conference Program Guide  
(\$10,000)

\_\_\_ Conference Pens (\$3,000)

\_\_\_ Bag Insert Ads (\$1,500)

\_\_\_ On-site Registration Panels  
(\$5,000)

\_\_\_ Water Station (\$2,500)

\_\_\_ Bag Check (\$2,500)

\_\_\_ Notepads (\$2,500)

\_\_\_ Online Registration  
(\$3,500)

\_\_\_ Hotel Key Card (\$10,000)

\_\_\_ 8-foot Ad Board  
(\$3,000/each)

\_\_\_ ALFAPAC Reception  
(\$10,000) – **SOLD**

**Please indicate whether your company is a:**

\_\_\_ **ALFA 2010 Conference & Expo Exhibitor** (Booth #: \_\_\_\_\_)

\_\_\_ **ALFA member**

**Total amount of sponsorship(s) selected above:** \$ \_\_\_\_\_ (non-members add 50%)

*I understand that my sponsorship selection is subject to availability (on a first come, first served basis). I also understand that, during the course of Conference & Expo planning, some changes may occur in the sponsorships offered, and that I will be contacted immediately if any changes affect my selected sponsorship.*

Authorized signature: \_\_\_\_\_

Date: \_\_\_\_\_

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

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

**Please return this form and logo to Steve Schwanz at [adinfo.alfa@foxrep.com](mailto:adinfo.alfa@foxrep.com).**