



2021 SPRING TRADE EXPO

May 13, 2021

Cooperative Conference
Center

169 Laurelhurst Ave.
Columbia, SC 29210

www.scassistedliving.org

Exhibitor Registration

MAKE PLANS TO JOIN US ...

Spring Conference & Trade Expo

May 12-13, 2021

Trade show is May 13 only

169 Laurelhurst Avenue, Columbia SC 29210

Who Should Exhibit?

- ◆ Ancillary services/therapies
- ◆ Clinical and healthcare consulting
- ◆ Clothing and textiles
- ◆ Food service mgt. & equipment
- ◆ Financial services
- ◆ Furnishing/ fixtures
- ◆ Information systems/ services
- ◆ Insurance, legal services/advice
- ◆ Patient lifts
- ◆ Psychological therapy
- ◆ Pharmaceutical/ medical supplies
- ◆ Physical, occupational, and speech therapies
- ◆ Specialized training
- ◆ Technology software
- ◆ Telecom and security services
- ◆ Other products & services that would be of interest to the long term care industry

Social Distancing & Safety Protocols

SCALA will be requiring as needed:

- ◆ Trade show booths spaced out appropriately. The number of exhibitors this year will be limited with less booths. We expect the show to sell out early. .
- ◆ Most food will not be served buffet style but rather individual plates or boxed lunches. In the event that it is buffet, gloves will be provided for serving.
- ◆ Attendees will visit the show in 2 different shifts so that the exhibit hall is not over crowded. There will be a limit of attendees going through the trade show at one time.
- ◆ Masks will be provided and sanitizer will be available.
- ◆ Exhibit booth spaces will only allow 2 booth reps at a time at the booth.
- ◆ If necessary at the time, possible temp checks each morning for attendees and exhibitors.
- ◆ Other safety measures as deemed necessary.



When & where is the trade expo?

Thursday, May 13
one day only!
9 am-12pm set up
12-3 pm trade show open
Spring Conference will be
May 12-13

Cooperative Conference
Center
169 Laurelhurst Ave
Columbia SC 29210

Are there door prize drawings? Other incentives for attendance?

Yes! We plan incentives to increase attendance at the Trade Show. Exhibitors are encouraged to offer at least one door prize to increase exposure. We welcome small and large door prizes. Also we give ceu's for attendees that visit each exhibitor and get a card (we provide) initialed by booth reps.

What's included?

- 6 ft skirted table
- Registration list of all attendees provided on Trade expo day and emailed in excel after the conference. Sponsors receive the list early.
- Trash cans in exhibit hall, carpet & two chairs
 - Wi-fi access
- Lunch for 2 exhibitors. Extra badges must be purchased for more than 2 reps. Max of 4 allowed

Who attends?

Approximately 150-200 Assisted Living/Residential Care decision makers (Owners, Administrators, Executive Directors, Regional Directors, & Managers) will be in attendance as well as other Senior Industry Professionals.

Exhibitor Information

CANCELLATION POLICY - Please read carefully. No exceptions can be made.

Cancellations received in writing by 5:00 p.m. on March 1 will receive a 50% refund less \$25 processing fee. Cancellations received after March 1 are not refundable. Fees will be forfeited & cannot be credited towards future shows. If SCALA must cancel or postpone event due to Covid- 19, a credit for the fall 2021 show will be issued but no refunds. If the SCALA show is held , but your company decides not to participate, no refunds or credits will be given. Thank you!

Preferred Hotel Room Block :

Need a room for overnight stay? LIMITED rooms available at a discounted rate of \$95 per night plus tax.

Hampton Inn at Harbison

101 Woodcross Drive, Columbia SC 29212

RESERVATIONS: Individual guests are responsible for making their own reservations. To book a room you may call the hotel directly at (803) 749-6999. Please reference SC Assisted Living Association, or SCALA when calling.

What do exhibitors get from participating in the Trade Show?

The Trade Show can play a vital role in the marketing, development, and profitability of your organization all in one event. You will be able to introduce yourself and your products or services to key buyers. Product displays and demonstrations make a great impression. All exhibitors receive a copy of the attendee list the day of the show. Sponsors will receive the registration list 2 weeks prior to the conference.

Will education sessions compete with the Trade Show for attendance?

To ensure show attendance, conference meetings & education seminars have been scheduled strategically to not conflict with the Trade Show hours.

How are prize winners selected?

SCALA will provide each attendee a ticket to be used for drawings. Winners will be randomly selected from the tickets. If an exhibitor wishes to collect business cards, they may but will have to draw for winners in front of the group prior to the end of the show. Prize winners must be present at the time of the drawings during the trade show to win.

What are the booths like?

All booths are table top displays. We cannot accommodate large displays at this event due to limited space so please do not request for extra space. Please plan accordingly for your display. Each booth includes:

- ◆ 6 ft draped and skirted table
- ◆ Registration contact list of attendees given to exhibitors at registration. Also includes email addresses unless attendee requested for email to remain private.
- ◆ trash cans throughout exhibit hall
- ◆ Carpeting & two chairs
- ◆ Wi-Fi access
- ◆ Lunch for two booth reps. Additional representatives must purchase extra badges that include lunch. Max of 4 reps at the booth.

Electrical is available at an additional charge & may be ordered on the registration form.

Other benefits to exhibiting?

Every exhibitor who contracts their booth space prior to MAY 1 will be profiled in the SCALA Conference Program. All attendees will receive a copy of the program with your contact information. Those in charge of purchasing and decision-making reference the program throughout the year.

Are there other opportunities to support the conference?

We encourage you to explore our sponsorship opportunities as additional ways to interact with attendees and market your services. It's a chance to put your business in the spotlight and receive dedicated time to address the attendees at the conference. Also, it's a great way to support the association (which is non-profit) in what has been a difficult year financially. Sponsorships are very much appreciated!

Advertising Opportunities

Conference Program Advertising

ARTWORK SIZES:

1/2 Page: 8" tall x 4 3/4 wide "

1/4 Page: 4" tall x 2 3/8 w"

Outside back and Inside front are 1/2 page ads.

☐ Inside front- \$500

☐ Outside back- \$500

☐ 1/2 page ad- \$300

☐ 1/4 page ad \$250

☐ Business Card \$175

Newsletter Advertising

ARTWORK SIZES:

Full Page: 7 3/4 x 10 in.

Half Page: 7 3/4 x 5 in.

1/4 Page: 3 7/8 5 in

Business Card

Members:

☐ \$450 per issue/ \$750 for 1 year

☐ \$250 per issue/ \$500 for 1 year

☐ \$175 per issue/ \$350 for 1 year

☐ \$100 per issue/ \$300 for 1 year

Non-Members:

☐ \$550 per issue/ \$1100 for 1 year

☐ \$350 per issue/ \$750 for 1 year

☐ \$250 per issue / \$550 for 1 year

☐ \$175 per issue/ \$450 for 1 year



Membership Directory Advertising- Members only

ARTWORK SIZES:

Inside front cover Full:

Full Page: 7 3/4 x 10 in.

Half Page: 7 3/4 x 5 in.

1/4 Page: 3 7/8 x 5 in

Business Card

Members:

☐ \$700

☐ \$550

☐ \$450

☐ \$350

☐ \$250



Spring Silent Auction Donations

We will host our annual spring silent auction during the conference and are in need of donations to make the event a success. If you can provide an item for donation please send it to the SCALA office or you can request that one of the committee members or Melody pick it up. We must have them prior to the beginning of the conference so we'll know what items are available. Your logo and name listed on the donation sheet so bidders will know you provided the item so it's a great marketing opportunity. This is a fun event that attendees look forward to and we would love to have more exhibitor participation! Suggestions include: gift baskets, electronics, hotel stays or trip certificates, signed memorabilia, tickets, art, handbags, tablets, jewelry and other items that you think would be of interest! Please email Melody Bailey at mbailey@scassistedliving.org if you plan to donate an item. Thank you for supporting the SCALA Silent Auction!

DIAMOND SPONSOR - \$4000/\$4300

- ◆ Complimentary Prominent Exhibit Space on the trade show floor in premier location
- ◆ 3 extra complimentary conference badges
- ◆ 10 minutes of advertising time to address attendees before a general session about your products and services
- ◆ Top billing as Diamond Conference Sponsor
- ◆ Quarterly ad in SCALA newsletter (1/2 page)
- ◆ Conference screensaver with logo (will be displayed on SCALA screen prior to session.
- ◆ Recognition on signage, promotional materials
- ◆ Recognition in post-conference newsletter
- ◆ Recognition during sponsored event
- ◆ Pre-registration attendee list with emails available 3 weeks before the conference
- ◆ Full page color ad in the conference program
- ◆ Complimentary listing on the SCALA Web site and a direct link to your company's Web site
- ◆ Company flyer provided in registration packets to attendees
- ◆ Listing of attendees 3 weeks prior to conference, day of conference and in excel after the conference

GOLD SPONSOR - \$2500/2800

- ◆ Complimentary exhibit booth space in premier location (while spaces are still available)
- ◆ 2 extra complimentary conference badges
- ◆ 10 minutes of advertising time to address attendees before a general session
- ◆ Conference screensaver with logo (will be displayed on SCALA screen prior to session.
- ◆ Recognition on signage & promo materials
- ◆ Recognition in post-conference newsletter
- ◆ Pre-registration attendee list available 1-2 weeks before the conference
- ◆ ½ page color ad in the conference program

- ◆ Complimentary listing on the SCALA Web site
- ◆ Company flyer provided in registration packets to attendees
- ◆ Listing of attendees 2 weeks prior to conference, day of conference & in excel after the conference

SILVER SPONSOR - \$2000/2300

- ◆ 1 extra complimentary conference badges
- ◆ Conference screensaver with logo (will be displayed on SCALA screen prior to session.
- ◆ Recognition in conference program and signage*
- ◆ ¼ quarter page ad in conference program
- ◆ Recognition in promotional materials
- ◆ Recognition in post-conference newsletter
- ◆ Pre-registration attendee list available one week before the Conference
- ◆ Complimentary listing on the SCALA Web site
- ◆ Listing of attendees 2 weeks prior to conference, day of conference & in excel after the conference

BRONZE SPONSOR - \$1500/1800

- ◆ Recognition in conference program and signage
- ◆ Business card ad in conference program
- ◆ Recognition in promotional materials
- ◆ Recognition in post-conference newsletter
- ◆ Complimentary listing on the SCALA Web site
- ◆ Listing of attendees 2 weeks prior to conference, day of conference & in excel after the conference

NO SPONSORSHIP—**Trade expo booth only - \$650/950**

- ◆ Recognition in conference program
- ◆ Listing of attendees day of conference

2021 SPRING TRADE EXPO BOOTH REGISTRATION & SPONSORSHIP

Sponsorship or Booth Level:

Member: ☐ Booth Only-\$650 ☐ Bronze-\$1500 ☐ Silver-\$2000 ☐ Gold-\$2500 ☐ Diamond-\$4000

Non-member: ☐ Booth Only-\$950 ☐ Bronze-\$1800 ☐ Silver-\$2300 ☐ Gold-\$2800 ☐ Diamond-\$4300

Booth assignments made on first come, first serve basis and other factors include: membership, time received & sponsorship. We regret at this time we cannot allow exhibitors to select their booth due to any changes we may need to make on the layout due to Covid protocols.

First Name:

Last Name:

Phone

Company:

Email:

Address, city, state, zip code:

Booth Rep #1:

Booth Rep #2:

Booth Rep #3: Extra \$50

Description of services: email if needed or we will use what we have on file

Booth Rep #4: Extra \$50

Additional options - in addition to booth or sponsorship fees above

Interested in adding on any of these options?

☐ Silent Auction Item _____

☐ Electricity- \$50

☐ Advertising (see rates) - \$ _____

☐ JOIN SCALA - \$500 per year for vendor membership

☐ Late registration after April 1- Add \$75 to fees

Submission of this form serves as an agreement that you accept the rules and policies outlined in this registration packet. Please read carefully.

Payment information- Be sure to total all selections

☐ Credit card- Visa, MasterCard or Am Exp

☐ Check- must be submitted w/ application to reserve space

Credit Card Number

Exp. Date

Name on Card

Total fees:

\$

Signature:

Date: (e.g. 11/30/20)

Email for receipt:



Silent Auction Donation Form

Donor Company Name: _____

Donor Contact Name: _____

Email: _____

Phone Number: __ (____) _____

Description of item or service being donated: _____

Value of item being donated: \$ _____

How may we receive your item? ☐ Donation will be mailed to SCALA ☐ You will drop donation off at SCALA office
☐ You need someone to pick up donated item

All donations need to be received by May 1, 2021. You may mail or deliver your donation at:

SCALA, 110 Ministry Drive, Suite D, Irmo SC 29063.

Please call to arrange a time when dropping off your donation.

You may include a business card, brochure or flyer to promote your business, to be displayed with your donation.

Thank you for your generous support to SCALA and its mission in educating caregivers to give the best quality of care to our senior population.

Silent Auction Fundraiser Why donate & what are we supporting?

The South Carolina Assisted Living Association (SCALA) raises funds through its Silent Auction to assist in required meeting training goals for association members. These funds help pay for presenters and training expenses so that we may offer these trainings at an affordable cost and particularly help small providers in obtaining their ceu's.

SCALA is established as a 501(c)(6) not-for-profit organization. SCALA works to support the quality improvement efforts of health care professionals working in South Carolina's assisted living & residential care facilities through training, as well as efforts to build South Carolina's health care workforce. As a not-for-profit, the association has been hit hard over the past year during the Covid crisis with the cancellation of events that serve as income for the association. These donations assist in continuing our mission.

Individuals interested in seeking long-term care education, such as an assisted living administrators, nurses, activity directors, social service designee, dining, or other staff members utilize SCALA trainings to meet their needs. These trainings provide these caregivers the support and education they need to care for our state's most vulnerable population.

SOUTH CAROLINA ASSISTED LIVING ASSOCIATION



WWW.SCASSISTEDLIVING.ORG | 803-851-6308

110 Ministry Drive, Ste. D, Irmo, SC 29063

Phone: (803) 851-6308 Fax: (803) 753-9296

SCALA@scassistedliving.org

Preferred Hotel

LIMITED rooms available in the block at a discounted rate of **\$95 per night plus tax.**

Hampton Inn at Harbison
101 Woodcross Drive,
Columbia SC 29212

RESERVATIONS:

Individual guests are responsible for making their own reservations. To book a room you may call the hotel directly at (803) 749-6999. Please reference SC Assisted Living Association, or SCALA when calling.

2021 Trade Expo Schedule

May 13, 2021 | Cooperative Conference Center

SET UP & REGISTRATION– 9:00 am– 12:00 pm

SHOW HOURS– 12– 3 pm

Exhibitor lunch will be from 11:30am – 12:00 pm

Raffle prizes drawn the last half hour of the show

TEAR DOWN– 3:00 pm

Cancellation Policy

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