

Come one, Come all



Membership  
required to  
exhibit

# TRADE EXPO & Spring Conference

May 1-2, 2024

Columbia Metropolitan Convention Center  
1101 Lincoln Street, Columbia, SC 29201





# STEP RIGHT UP TO THE SCALA SPRING TRADE EXPO:

## UNDER THE BIG TOP: STRATEGIES TO PROMOTE SENIOR LIVING.

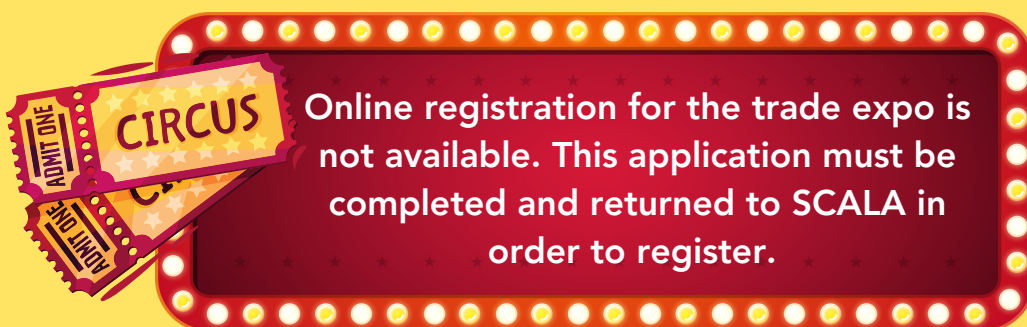
The SCALA Spring Conference & Trade Expo is designed to provide an exclusive opportunity for exhibitors to network with administrators, owners and key decision makers from around the state in the long term care industry with no other events or classes scheduled during trade expo hours. This year's conference will center around the theme: **Under the Big Top: Strategies to Promote Senior Living**. The real magic happens in our vendors area. Connect with your fellow vendor wizards, swap stories, and share tricks of the trade. Who knows what astonishing collaborations might emerge when professionals like you gather in one grand circus arena?

You're invited to share your products and services with many decision makers from SC's assisted living industry at the SCALA Spring 2024 Conference and Trade Show to be held May 1-2, 2024 at the Columbia Metropolitan Convention Center. With an expected registration of approximately 250 assisted living providers, who are primarily owners, administrators, corporate representatives, and regional directors from throughout South Carolina, you could strengthen relationships with current customers and build new ones all in one location!

The conference will be promoted via emails, the SCALA website, the SCALA conference page, and SCALA social media platforms. The success of the event will benefit greatly from partner endorsements and the network of existing members throughout our promotional and marketing efforts. SCALA requests support from vendor partners to provide visibility of the Conference via their websites and social media pages.

Take this opportunity to network and showcase your brand and ideas. Utilize this opportunity to connect with current customers while also marketing to prospective customers all in a fun environment. We encourage our exhibitors to have fun and decorate their booth in the circus theme as attendees really enjoy celebrating the theme. We hope to see you at the Spring Conference & Trade Expo in May!

In appreciation,  
Melody Bailey, Executive Director



# CONFERENCE DETAILS

**Exhibitor and sponsorships open to scala members only.**

**CONFERENCE LOCATION:** Columbia Metropolitan Convention Center- 1101 Lincoln Street, Columbia SC 29201

**HOW TO REGISTER:** Online registration not available. Please submit the registration form in this packet to SCALA via email at **SCALA@scassistedliving.org** or fax at **803-753-9296** or mail to: **PO Box 4561, Irmo, SC 29063.**

**What's included in registration:** 6 ft skirted table/ 8 ft table for sponsors, Registration list of attendees provided on Trade expo day & emailed in excel post conference. **Only sponsors receive the list early.** Trash cans in exhibit hall, carpet & 2 chairs, Wi-fi access, Lunch for up to 2 exhibitors. (Extra badges must be purchased for more than 2 reps for \$75). **MAX OF 4 BOOTH REPS.** All booths are table top displays. Please plan accordingly- overly large exhibits cannot be accommodated. Trade Expo registration is for the trade expo only & does not include access to ceu sessions.

**Booth selection:** Booth assignments are made on a first come, first serve basis and other factors include: membership, time received & sponsorship. We regret at this time we cannot allow all exhibitors to select their booth location due to any changes we may need to make on the layout and arrangement of like companies. We will be in touch with Sponsors to select their location. All other booths are assigned in order of receipt.

**Theme:** Under the Big Top: Strategies to Promote Senior Living. Exhibitors encouraged to join in the fun by decorating in a circus theme.

**Agenda:** The complete agenda will be available in February. Daily Schedule is from 8:00 am-5:00 pm each day for classes and the trade expo will be May 2 only . Set-up will be from 9 am- 12 pm, the show will be open from 12-3 pm.

**Raffle prizes/giveaways:** We plan incentives to increase attendance at the Trade Show. Exhibitors are encouraged to bring a door prize to increase exposure. We welcome small & large door prizes. We give ceu's for attendees that visit each exhibitor & get signatures from booth reps. SCALA will provide tickets to attendees to be used for drawings or you may choose to collect and draw your own.

**Program:** Every exhibitor who contracts their booth space prior to April 18 will be profiled in the SCALA Conference Program. All attendees will receive a copy of the program with your contact information via email. Sponsors receive free ads in the program. We encourage you to explore our sponsorship opportunities as an additional way to market your services.

**Who attends:** 250+ Assisted Living/Residential Care decision makers (Owners, Administrators, Executive Directors, Regional Directors, & Managers) will be in attendance as well as other Senior Industry Professionals

**Photography:** By registering for and attending the event, I acknowledge & agree that photographs, video, and other recording of the event may be taken by SCALA or parties acting on the behalf of SCALA and that these photographs, video, & other recordings may be used by SCALA in any media for any purpose related to SCALA's mission, including educational, promotional, and awareness-related use.

**Membership:** **Only members may exhibit at the show.** Consider joining & supporting SCALA so you can be involved & have a voice in the long term care industry. **[JOIN SCALA ONLINE HERE](#)** or you can join on the registration page.

**CANCELLATION POLICY-** Cancellations received in writing by 5:00 p.m. by April 5 will receive a 50% refund. Cancellations received after April 5 are not refundable. Fees will be forfeited & cannot be credited towards future events. No exceptions. You may send someone in your place, but SCALA must be notified in advance. If SCALA must cancel or postpone the event due to Covid- 19 or other unforeseen emergencies, a credit for another event will be issued but no refunds. Thank you for your compliance. Your registration serves as an agreement to this policy.

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# IMPORTANT DATES

March 20: Exhibitor kit will be sent out by this date

April 5: Deadline for room block but block usually sells out early so reserve soon.

April 19: Deadline for any logos, exhibitor changes for name badges, advertising.  
Registration deadline for all exhibitors to be listed in the exhibitor directory  
Final exhibit hall map with assignments will be sent out by this date

May 1-2: SCALA Conference! The exhibit hall opens at 9:00 a.m. on May 2 for set-up.  
Exhibitors must be set up by 12 pm and lunch will be available by 11:30 am.  
More details about setup to come later.

Questions about sponsorship or exhibiting? Contact SCALA Executive Director & Conference Coordinator Melody Bailey at [scala@scassistedliving.org](mailto:scala@scassistedliving.org) or 803-851-6308 for assistance.

# HOTEL INFORMATION

**PREFERRED HOTEL ROOM BLOCK : ROOM BLOCK ENDS April 5 unless filled earlier (which always occurs)**

Need a room for overnight stay? Please reference SC Assisted Living Association, or SCALA when calling to make reservations. Guests are responsible for making their own reservations. LIMITED rooms available at a discounted rate at these 2 hotels near the conference center:

### **Hampton Inn Downtown Historic District: C-90L**

822 Gervais Street, Columbia, SC 29201

\$154 per night plus tax. To book a room you may call the hotel directly at (803) 231-2000 for the Hampton.

**[BOOK HAMPTON ONLINE HERE](#)**

### **Hilton Columbia Center: C-92F**

924 Senate St, Columbia 29201

\$174 per night plus tax. To book a room you may call the hotel directly at (803) 744-7800 for the Hilton.

**[BOOK HILTON ONLINE HERE](#)**



# Basic Exhibitor Booth

BASIC EXHIBITOR  
BOOTH

NO SPONSORSHIP

MEMBERS- \$750



## All exhibitors receive:

- Recognition in conference program
- Listing of attendees day of conference. Only sponsors receive in advance
- Acknowledgment as exhibitor in the post conference newsletter
- Lunch in exhibit hall for up to 2 booth reps
- Recognition with logo on trade expo card that all attendees get signed for ceu credit during the show
- Post-convention registrant mailing sent via e-mail, two weeks following the conference in excel

## SPONSORSHIPS

*Bronze, Silver, Gold and Platinum Sponsorships include a trade expo booth in a preferred location.*

## The Ringmaster- Platinum Sponsorship

### Presenting Conference Sponsor - \$8,000

As the Presenting Sponsor, you will receive the highest level of sponsorship recognition, along with the opportunity to introduce your company prior to the keynote and introduce the keynote speaker. Keep your company's name front-and-center on attendees' minds throughout the conference! Company name will be presented next to the conference title in a compelling display of partnership at the conference.

Presenting Sponsorship includes these benefits:

- Premium exhibit space location in the trade show with electricity.
- Sponsor of keynote session
- Nametag Lanyards or Bags- You may provide lanyards or bags for conference attendees at the event.
- Prominent positioning of your logo on Conference materials and recognition on all Conference marketing & promo materials, electronic collateral & the association website.
- You may have 5 minutes to introduce your company to attendees during the opening session.
- Ability to place your company banner at SCALA conference registration area
- 4 booth rep registrations included
- Presenting Sponsor recognition in the Association's monthly e-newsletters (distribution is 3,000+), before and after the Conference
- Full page color ad in the conference program & post conference newsletter
- Conference attendee list with emails 4 weeks prior to show and updated weekly until event
- Recognition in program, trade expo card, signage & sponsor ribbon on badge, and on SCALA social media as Platinum Sponsor
- Company flyer (you supply) included in attendee packets



# The Strongman– Gold Sponsorship

**\$5,000**

Gold Sponsors receive:

- Exhibit booth space in premier location with electricity
- 3 booth rep registrations
- Conference screensaver with logo (will be displayed on SCALA screen prior to sessions.)
- Recognition on signage & promo materials
- Recognition in post-conference newsletter
- 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 3 weeks prior to conference, day of conference & in excel after the conference



# The Tightrope Walker– Silver Sponsorship

**\$3,500**

Silver sponsors receive:

- Exhibit booth space with electricity
- 3 booth rep registrations
- 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
- Complimentary listing on the SCALA Web site
- Listing of attendees 2 weeks prior to conference, day of conference & in excel after the conference



# The Juggling Act– Bronze Sponsorship

**\$2,500**

Bronze Sponsors receive:

- Exhibit booth space with electricity
- 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 1 week prior to conference, day of conference & in excel after the conference



# Friend of the Conference- booth not included

## Add-on Opportunities to support the conference under \$1,500

- **Bag Insert- \$500** - Place your promotional material and/or gift into each attendee's registration bag. Provide a great gift that will have the attendee thinking of you and your company! Exhibitor is responsible for providing material to SCALA at least 3 weeks prior to conference.
- **Pre-Session Commercial - \$1000**- Opportunity to provide a 30-40 second commercial aired before a session begins.
- **Hand Sanitizer- \$500**- Hand Sanitizers with your logo will be placed on all tables in the educational sessions.
- **Pre-Session Still Ad - \$500** - Design and provide a branded advertisement to be shown on screen before a session begins.
- **Printed Program Sponsor - \$1500** - Program distributed to everyone at the conference. Your logo will be on the inside first page as sponsor of the program.
- **Session Sponsor- \$1000**- This sponsorship helps the association pay the expense for speakers during the conference.
- **Advertising in the conference program-** (sponsors receive free ads)
  - Full page- \$500**
  - 1/2 page ad- \$350**
  - 1/4 page ad \$275**
  - Business Card \$200**

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 x 5 in

### ALL Bronze, Silver, Gold, & Platinum Sponsorships Include:

- \* Trade Expo booth with electricity
- \* Recognition in Convention Registration Brochure\* (\*If commitment and payment is received by April 18)
- \* Company recognized on signage throughout the Convention
- \* Listing on the SCALA website as a sponsor
- \* Sponsor ribbons for your company name badges
- \* Listing on the SCALA website as a sponsor
- \* Recognition on SCALA social media pages- Facebook, LinkedIn, etc.

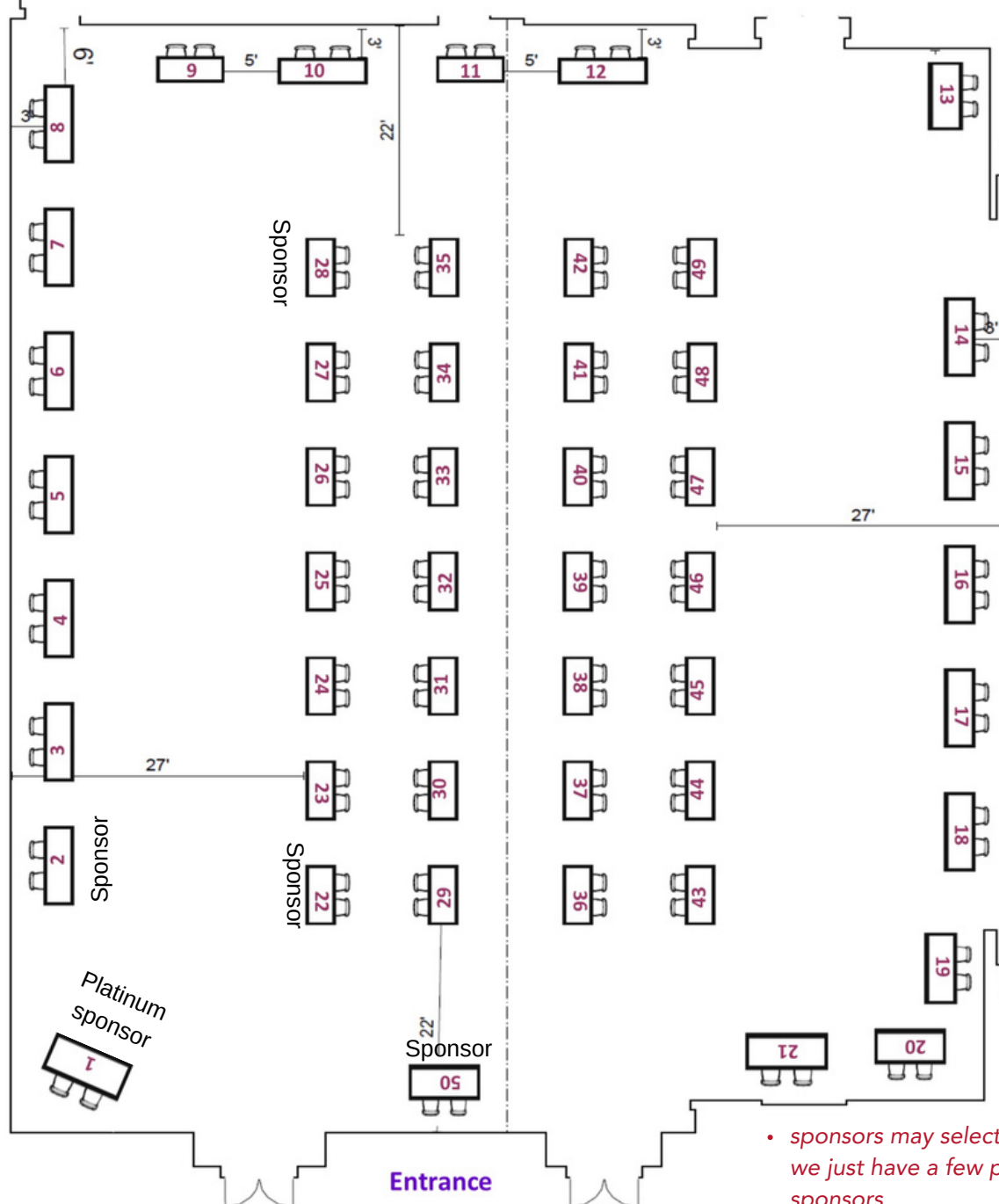
**Best Spring Booth Winner  
receives half off next years  
Spring Expo Booth**

**250  
ATTENDEES LAST YEAR.  
GREAT MARKETING  
OPPORTUNITY!**

# May 2, 2024 Trade Expo

Columbia  
Metropolitan  
Convention  
Center

Columbia  
Ballrooms  
B & C



- sponsors may select any booth of their choice, we just have a few prime locations reserved for sponsors

## Exhibitor Schedule

DATE	TIME	ACTIVITY
May 2, 2024	9 am- 12 pm	Exhibitor check in /Move in All exhibits must be in place by noon
May 2, 2024	11:30 am - 12: 00 pm	Exhibitor lunch prior to show opening
May 2, 2024	12 pm- 3 pm	Trade expo open- attendees will have a card to get signed by each exhibitor
May 2, 2024	3 pm	Move out. Exhibit Hall must be vacated by 5:00 p.m.



# 2024 SPRING CONFERENCE

MAY 1-2, 2024

Columbia Metropolitan Convention Center  
1101 Lincoln Street  
Columbia SC 29201



Please complete this form & email or mail with your check or payment to SCALA. Contact SCALA at (803) 851-6308 or by email to SCALA@scassistedliving.org if you have questions. Please print or type clearly. REGISTRATION CLOSES April 22 unless sold out.

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

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

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

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

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

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

Lunch request: \_\_\_\_\_ Regular \_\_\_\_\_ Vegetarian  
Can't guarantee all other requests can be met.

Other: \_\_\_\_\_

Brief description of product/services: \_\_\_\_\_

Booth # request: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_  
(final decision other than sponsors will be made by SCALA)

## EXHIBIT SPACE ONLY -

☐ Member Vendor Booth- \$750

## MEMBERSHIP

☐ Add on Membership (optional)- \$500

## ELECTRICITY

☐ Add electrical to booth- \$50

## SPONSORSHIP- \$50 optional

☐ The Ringmaster: Platinum Sponsor- \$8000

☐ The Strongman: Gold Sponsor- \$5000

☐ The Tightrope Walker: Silver Sponsor- \$3500

☐ The Juggling Act: Bronze Sponsor- \$2500

## OTHER OPPORTUNITIES (not including booth)

☐ Bag Insert- \$500

☐ Commercial- \$1000

☐ Hand sanitizer - \$500

☐ Pre-session Ad- \$500

☐ Program Sponsor- \$1500

☐ Speaker Sponsor- \$1000

Program Advertising:

☐ Full - \$500

☐ 1/2 page - \$350

☐ 1/4 page- \$275

☐ Business Card- \$200

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Booth Rep: Max of 4 for any booth.

TITLE:

Fee:

1. \_\_\_\_\_

\_\_\_\_\_

Included

2. \_\_\_\_\_

\_\_\_\_\_

Included

3. \_\_\_\_\_

\_\_\_\_\_

☐ \$75 unless Platinum/Silver/Gold sponsor

4. \_\_\_\_\_

\_\_\_\_\_

☐ \$75 unless Platinum sponsor

Mail Registrations to:

SCALA, PO Box 4561, Irmo, SC 29063

Fax credit card payments to: 803-753-9296 or email registrations to SCALA@scassistedliving.org

Confirmation of your registration will be emailed to you. If you have any questions about registration, please contact Melody Bailey at 803-851-6308.

**PAYMENT MUST ACCOMPANY  
REGISTRATION TO BE ACCEPTED**

## Payment Information

Total Amount Due: (payable to SCALA) \$ \_\_\_\_\_

☐ Credit Card- Visa, MasterCard, American Exp

☐ Check Enclosed

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Email for receipt \_\_\_\_\_



PO Box 4561  
Irmo, SC 29063  
Phone: (803) 851-6308  
SCALA@scassistedliving.org



## 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 April 15, 2024. You may mail or deliver your donation at: SCALA, PO Box 4561 or 110 Ministry Drive, Suite D, Irmo SC 29063.*

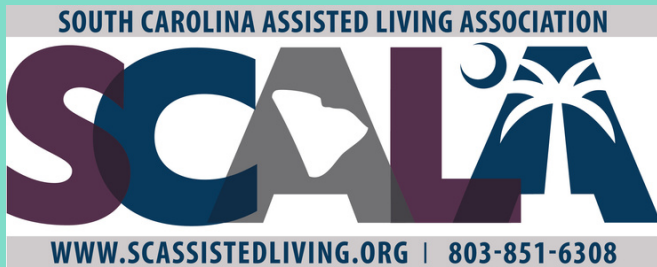
Please call to arrange a time when dropping off your donation. You may include a business card, brochure or flyer to promote your business, to be displayed with your donation.

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

### 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.



PO Box 4561, Irmo, SC 29063

Phone: (803) 851-6308

SCALA@scassistedliving.org

*Thank you*

For supporting SCALA!



**MAY 1-2, 2024**

COLUMBIA METROPOLITAN CONVENTION CENTER  
1101 LINCOLN ST, COLUMBIA, SC 29201



### 2024 Trade Expo Schedule

SET UP/REGISTRATION- 9:00 am- 12:00 pm

Exhibitor lunch -11:30 am - 12:00 pm

SHOW HOURS- 12 pm- 3 pm

TEAR DOWN- 3:00 pm

