



LET'S GO CAMPING

Membership
required to
exhibit

AT THE TRADE EXPO

GATHER AROUND THE CAMPFIRE: FIRESIDE CHATS FOR SENIOR LIVING SOLUTIONS

MAY 1, 2025



Spring Conference & Trade Expo

2025 SPRING CONFERENCE & TRADE EXPO

GATHER AROUND THE CAMPFIRE: FIRESIDE CHATS FOR SENIOR LIVING SOLUTIONS

We are delighted to invite you to our upcoming SCALA Spring Conference & Trade Expo, which will take place April 30th & May 1st in Columbia, South Carolina. **The Trade Expo will only be held on May 1st.** This event aims to bring together industry professionals, including corporate representatives, administrators, staff, vendor partners, advocates, and community members, who are committed to enhancing the quality of life for seniors.

The SCALA Spring Conference & Trade Expo offers an exclusive platform for exhibitors to network with administrators, owners, and key decision-makers from across the state in the long-term care industry. SCALA does not schedule any classes during the trade expo hours. This year's conference will focus on the camping theme: "Gather Around the Campfire: Fireside Chats for Senior Living Solutions." Exhibitors are encouraged to decorate their booth space in the camping theme. The real magic happens in our vendors' area, where you can connect with fellow campers and adventurers, share stories, and exchange tips and tricks.

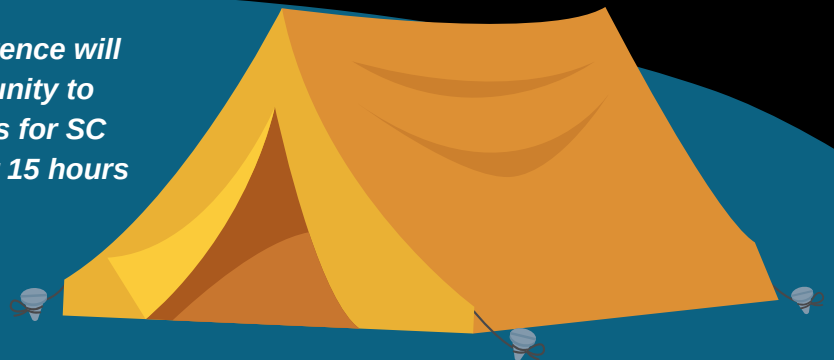
We expect approximately 250 assisted living providers, including owners, administrators, corporate representatives, and regional directors, from various regions of South Carolina to attend this event. This gathering offers an excellent chance for you to strengthen relationships with your current customers and build new ones all in one location! We will promote the conference through emails, the SCALA website, the SCALA conference page, and SCALA social media platforms. The success of the event will greatly benefit from partner endorsements and the extensive network of existing members in our promotional and marketing efforts. SCALA kindly requests support from vendor partners to enhance the conference's visibility by displaying it on their websites and social media pages.

Take advantage of this opportunity to network, showcase your brand and ideas, and connect with both current and prospective customers in a fun and engaging environment. We encourage our exhibitors to embrace the camping theme by decorating their booths, as attendees thoroughly enjoy celebrating it.

Happy Trails,
Melody Bailey, Executive Director



The Spring Conference will offer the opportunity to obtain all 18 ceu's for SC licenses at once or 15 hours for NAB!



HOTEL INFO

We're using different hotels that are still very close and within walking distance of the Convention Center. Unfortunately, the Hampton Inn and Hilton didn't have room block space because they were already booked for large events.

Hyatt Place- Columbia/Downtown/Vista

819 Gervais Street, Columbia, SC 29201

\$189 per night.

Reservation room block ends 04/02/25 unless full earlier. Very limited space available so make reservations early.

Reservations can be made by: Calling 1-888-492-8847 and mentioning G-SCAL as the group/corporate number.

Or By going online to Hyatt.com (link is below as well) and entering reservation using G-SCAL as the group/corporate number.

[Online Booking Link](#)

Aloft Columbia Downtown Hotel

823 Lady Street, Columbia, SC 29201

\$149 per night.

Reservation room block ends 04/02/25 unless full earlier. Very limited space available so make reservations early.

Reservations can be made directly on ResLink through the link below. Additionally, reservations can also be made by emailing danette.palmer@aloftcolumbiadowntown.com or calling (803) 445-1900 and referencing # M-UKCDZTO

[Online Booking Link](#)



Conference Details

Exhibitor booth 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: 10x10 piped and draped booth space with 6 ft skirted table, 2 chairs, wastebasket, signage, electricity, Wi-fi access, & lunch for up to 2 exhibitors. (Extra badges must be purchased for more than 2 reps for \$100). List of attendees provided on Trade expo day & emailed in excel post-conference. **Only sponsors receive the list early.** Expo registration is for the trade expo day only & does not include access to ceu sessions.

Booth selection: Booth selection is made on a first-come, first-served basis, considering factors like the length of membership, date of registration, and sponsorship level. While we try to honor booth requests, we cannot guarantee all of them. In some cases, we may need to adjust the layout and arrangement of similar companies. We will contact sponsors to select their locations, as we make every effort to fulfill their requests. All other booths are assigned in the order of receipt.

Theme: **Gather Around the Campfire: Fireside Chats for Senior Living Solutions.** Exhibitors encouraged to join in the fun by decorating in a camping/outdoor wilderness theme. **Best Booth receives 1/2 off 2026 Spring Booth!**

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 1 only. Set-up will be from 9 am- 12 pm, the show will be open from 12-3 pm.

Raffle prizes/giveaways: Exhibitors are encouraged to bring a door prize to increase exposure. 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: All exhibitors who secure their booth space before April 18 will be featured in the SCALA Conference Program. Each attendee will receive a copy of the program, including your contact information. Sponsors will receive complimentary advertisements in the program, size based on sponsorship level. We highly recommend exploring our sponsorship opportunities as an additional means to promote your services.

Who attends: 250+ AL/RC decision makers (Owners, Administrators, Exec. Directors, Regional Directors, Corporate representatives, nursing & other staff) will be in attendance as well as other Senior Industry Professionals.

Photography: By registering for and attending the event, I acknowledge and agree that photographs, videos, and other recordings of the event may be taken by SCALA or its authorized representatives. These photographs, videos, and other recordings may be used by SCALA in any media for any purpose related to its mission, including educational, promotional, and awareness-related purposes.

Membership: Only members may exhibit at the show. Joining and supporting SCALA gives you the opportunity to actively participate and network with members and increase your visibility. If you're not a current member, you can add membership on the registration page. We look forward to working with you this year!

CANCELLATION POLICY- Cancellations received in writing by 5:00 p.m. by April 4 will receive a 50% refund. Cancellations received after April 4 are not refundable. Fees will be forfeited & cannot be credited towards future events. No exceptions. You may send someone in your place, but SCALA should 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.

Furnishings: Furniture, additional accessories, etc., are the sole responsibility of the Exhibitor and should be ordered in advance from the official decorator (PRX) on the forms which will be supplied in the Exhibitor Kit.

Non-Exhibiting Vendor Policy: Non-exhibiting vendors are not allowed in the Expo area. Sharing of space is also strictly prohibited.

CANCELLATION POLICY

Cancellations received in writing by 5:00 p.m. by April 4 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. If SCALA must cancel or reschedule the event due to weather events, 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.

Important dates

- February 17: Exhibitor kit will be available by this date
- April 2: Deadline for room block however block usually sells out early so reserve soon.
- April 18: 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
- April 30 SCALA Conference Begins!
- May 1: Trade Expo Day! The exhibit hall opens at 9:00 a.m. on May 1 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 in the exhibitor kit.

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

Exhibit Booth Details:

- BOOTHS ARE 10' X 10'
- BOOTH INCLUDES ONE 6' SKIRTED TABLE WITH TWO CHAIRS & WASTE BASKET
- BOOTH INCLUDES 1(0-5 AMP) ELECTRICAL OUTLET -ADDITIONAL ELECTRIC CAN BE ORDERED AT AN ADDITIONAL COST
- COMPANY NAME ON SIGN
- BACK & SIDE DRAPERY IN STANDARD SHOW COLORS (Black or Blue)
- WI-FI ACCESS

Exhibitor Kit:

After you fill out the registration form, payment is made, and you're officially registered, you will receive an exhibitor service kit via email. These will be available in February. The exhibitor kit email will have your booth number, shipping information and any other relevant details to the event. You will receive a link in that email to fill out your name badge and directory information that will be used in the conference program.

Exhibitor Booth Only- Base Camp



All exhibitors receive:

- 10x10 booth, 6 ft table, 2 chairs, 5 amp basic electric, wastebasket
- Exhibitor company information listed in conference program
- Listing of attendees day of conference. *Only sponsors receive in advance.*
- 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 & ensure they visit all exhibitors during the expo
- Post-convention registrant listing excel sent via e-mail, within 1 week following the conference

Members- \$1200



The Trailblazer: Platinum Sponsorship



**Presenting Conference Sponsors - \$7,500 (2 available)
\$10,000 if you want exclusive sponsorship.**

As Platinum 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.

Platinum Sponsorship includes these benefits:

- Premium large exhibit space (10 x 20) location in the trade show with electricity.
- Sponsor of keynote or closing session. You have 5 minutes to introduce your company to attendees prior to keynote or closing session.
- Conference screensaver with logo (will be displayed on SCALA screen prior to sessions.)
- Nametag Lanyards or Bags- You will need to provide lanyards or bags for 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.
- The ability to display your company banner at the registration area of the SCALA conference.
- 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 Adventurer: Gold Sponsorship

\$6,000

Gold Sponsors receive:

- Premium larger (10x20) Exhibit booth 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

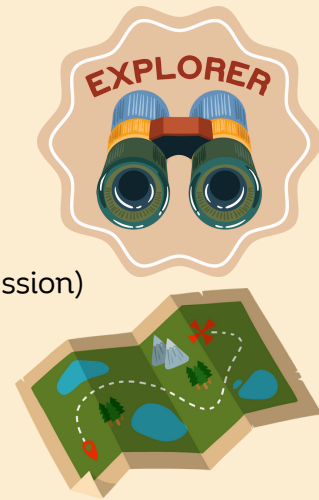


The Explorer- Silver Sponsorship

\$4,500

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 Camper- Bronze Sponsorship

\$3,000

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



Campfire Collaborations - booth not included

Add-on Opportunities to support the conference under \$2000



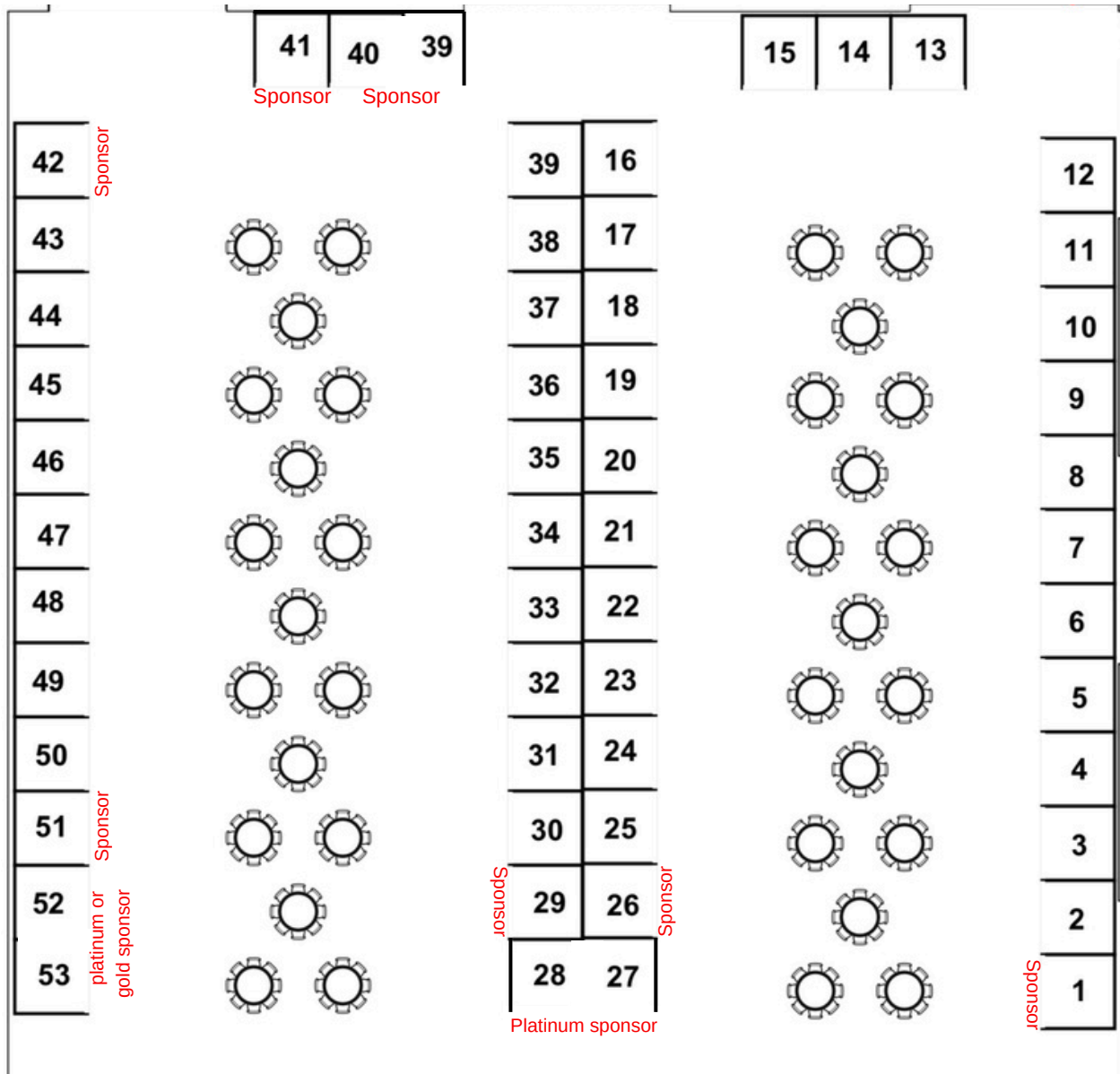
- **Bag Insert- \$500** - Place your promotional material and/or gift into each attendee's registration bag. Provide a great gift that will have the attendee thinking of you and your company! Exhibitor is responsible for providing material to SCALA at least 3 weeks prior to conference.
- **Pre-Session 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.
- **Headshot Partner - \$1800**- Unique opportunity that will allow attendees to get a free headshot made while at conference for their business or professional use.
- **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 table of contents page as sponsor of the program.
- **Session Sponsor- \$1000**- This sponsorship helps the association pay the expense for speakers during the conference.
- **Wi-fi Sponsor: \$1500**-The Wi-Fi sponsor will have their company logo prominently displayed on the labels of attendee packets and in the program. However, they will not be permitted to name the Wi-Fi network or provide the password.

- **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**

AD 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



May 1, 2025 Trade Expo



Entrance to the exhibit hall area

Exhibitor Schedule

| DATE | TIME | ACTIVITY |
|-------------|----------------------|---|
| May 1, 2025 | 9 am- 12 pm | Exhibitor check in /Move in All exhibits must be in place by noon |
| May 1, 2025 | 11:30 am - 12: 00 pm | Exhibitor lunch prior to show opening |
| May 1, 2025 | 12 pm- 3 pm | Trade expo open- attendees will have a card to get signed by each exhibitor |
| May 1, 2025 | 3 pm | Move out. Exhibit Hall must be vacated by 5:00 p.m. |

2025 SPRING CONFERENCE



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 21 unless sold out.

Company: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ - _____

Email: _____

Lunch request: _____ Regular _____ Vegetarian
Cannot 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 BOOTH ONLY - BASE CAMP

Member Vendor Booth- \$1200

MEMBERSHIP

Add Membership- \$650 (current membership required to exhibit)

SPONSORSHIP OPPORTUNITIES

- The Trailblazer: Platinum Sponsor- \$7500
- The Adventurer: Gold Sponsor- \$6000
- The Explorer: Silver Sponsor- \$4500
- The Camper: Bronze Sponsor- \$3000

MARKETING OPPORTUNITIES (not including booth)

- Bag Insert- \$500
- Commercial- \$1000
- Hand sanitizer - \$500
- Pre-session Ad- \$500
- Printed Program - \$1500
- Session Sponsor- \$1000
- Head Shot Partner- \$1800
- Wi-Fi Sponsor- \$1500
- Program Advertising:**
- Full - \$500
- 1/2 page - \$350
- 1/4 page - \$275
- Business Card- \$200

CANCELLATION POLICY- Cancellations received in writing by 5:00 p.m. by April 4 will receive a 50% refund. Cancellations received after April 4 are not refundable. Fees will be forfeited & cannot be credited towards future events. No exceptions.

| Booth Rep: | TITLE: | Fee: |
|------------|--------|--|
| 1. _____ | _____ | <u>Included</u> |
| 2. _____ | _____ | <u>Included</u> |
| 3. _____ | _____ | <input type="checkbox"/> \$100 unless Silver sponsor or above |
| 4. _____ | _____ | <input type="checkbox"/> \$100 unless Gold or Platinum sponsor |
| 5. _____ | _____ | <input type="checkbox"/> \$100 unless Platinum sponsor |

Payment Information: Total Amount Due to SCALA: \$ _____

Credit Card- Visa, MasterCard, Am Exp Check Enclosed Send Invoice for payment via QuickBooks

Credit Card # _____ Exp. Date _____

Name on Card _____

Signature _____ Date _____

Email for receipt/invoice _____

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
 If you have any questions about registration, please contact Melody Bailey at 803-851-6308.
PAYMENT MUST ACCOMPANY REGISTRATION TO BE ACCEPTED



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 donation pledges need to be received by April 18, 2025. You may mail or arrange to 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 should we donate, and what are we supporting?

The South Carolina Assisted Living Association (SCALA) organizes its Silent Auction to raise funds that support the association's meeting training objectives, which are mandated by the state for its members. These funds cover the costs of presenters and training expenses, allowing us to offer these trainings at a more affordable price. Notably, these funds play a crucial role in assisting small providers in acquiring their continuing education units (CEUs). In 2025, we plan to explore offering a scholarship for a member in need.

SCALA, a 501(c)(6) not-for-profit organization, supports healthcare professionals in South Carolina's assisted living and residential care facilities through training and workforce development initiatives. However, the Covid crisis has severely impacted the association, leading to the cancellation of income-generating events. These donations are crucial in sustaining our mission. SCALA offers a range of long-term care education programs, including assisted living administration, nursing, activity direction, social service designee, dining, and other staff roles. These comprehensive trainings equip caregivers with the necessary skills and knowledge to provide exceptional care.

The support and education they require to care for our state's most vulnerable population.

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



SCALA'S OUTDOOR ADVENTURE

*Adventure awaits at camp!
Who's ready to explore?*



PO Box 4561, Irmo SC 29063 | scala@scassistedliving.org
+803-851-6308 | www.scassistedliving.org