

**Exhibitor
Registration &
Sponsorship
Opportunities**



YOU ARE INVITED TO THE
**2025 SCALA FALL
TRADE SHOW**

OCTOBER 2 | 1:30-4:30 PM

**WILD DUNES RESORT AT ISLE OF PALMS
5757 PALM BLVD, ISLE OF PALMS, SC, 29451**



No Tricks, Just Treats: A Spooktacular Symposium on Senior Living

CALLING ALL GHOULS, GOBLINS, AND GREAT BUSINESS PARTNERS!

The 2025 SCALA Fall Convention & Trade Show is creeping up soon – and we want YOU to be part of this spooktacular event!

- 🕸 WHEN: October 1-3, 2025, Trade Show is October 2 only. set up 9 am- 1:15 pm. Trade show open 1:30-4:30 pm**
- 🕸 WHERE: Wild Dunes Resort, Isle of Palms, SC**
- 🕸 THEME: No Tricks, Just Treats: A Spooktacular Symposium on Senior Living**

This year's convention promises three thrilling days of:

- **Bone-chillingly good networking with decision-makers**
- **Frightfully fun education sessions and CEUs**
- **Bewitching booth opportunities to showcase your products/services**
- **Costumed fun and Halloween-themed surprises around every cobwebbed corner!**

Whether you're a returning sponsor or a first-time exhibitor, we've got fang-tastic packages available to boost your visibility and leave attendees spellbound.

👻 Ready to reserve your coffin—I mean, booth?

Our exhibitor spaces will dissappear faster than full-size candy bars on Halloween night, so don't ghost us! Secure your spot today and be part of the witch's brew of industry leaders shaping the future of assisted living in South Carolina.

The Annual SCALA Fall Convention & Trade Show welcomes 175+ industry professionals including administrators, regional directors, executive directors, owners/operators, sales and marketing professionals, clinical staff, operations, and other industry professionals each year looking for the opportunity to network and gain new connections during our event.

Please consider sponsoring as a way to increase your exposure at the SCALA Convention. Sponsoring an event can be a great way to promote your brand even further and support the association. Sponsoring provides many additional benefits like creating additional buzz on social media, recognition as a partner of the event, and making it easier to engage with potential customers.

The 2025 Trade Show offers our Exhibitors exclusive opportunities such as a trade show with attendees with no competing events during that time, networking reception during the event, a variety of sponsorship opportunities, attendee follow-up information (attendee information early for sponsors), and networking at the Halloween Party which will be fun for everyone and will feature music, cocktails and a costume contest!

Please email SCALA@scssistedliving.org or call 803-851-6308 with any questions.

With gratitude,

Melody Bailey

Executive Director
SCALA Executive Director

REGISTER SOON.

Space is limited - the show
sells out every year.





Wild Dunes Resort at Isle of Palms



Group Name/Code	2025 SCALA Fall Convention / 3IA6DO
<p>Group Rate</p> <p>& Directions to Making Reservations through link</p>	<p>Guestrooms starting at \$249 (\$295 including the required daily resort fee of 16% and tourism fee) • Tax is 14% additional</p> <p>The link defaults to October 1-3, 2025 since those are the dates that have the most availability for the group block. If a guest needs to modify the dates to align with their dates of travel, they will have to select the EDIT STAY DETAILS button at the top of the web page, select your dates and update search to check availability.</p> <p>PLEASE NOTE: If the link no longer shows any rooms available in any date range, this most likely means that the block is full for one or more days at the group rate. Please reach out know if/when this occurs. We will not be able to assist or add new rooms to the block as we get later into August.</p>
Online Reservation Link	<u>SC Assisted Living Booking Link</u>
Reservation Line	877-624-3654 is the direct number to the reservations team. Hours are 8AM – 6PM ET. Be sure to mention group name and code (3IA6DO) when booking reservations for the discounted rate.
Group Cut Off Date	Attendees must book their reservations prior to August 30, 2025 unless the block is full prior to that date. The block usually does fill up by mid- August.
Location	Wild Dunes Resort at Isle of Palms/Hyatt - 5757 Palm Blvd Isle of Palms, South Carolina, 29451 United States



ABOUT SCALA

The South Carolina Assisted Living Association (SCALA) is the largest association that exclusively represents the state's Residential Care Facilities for Seniors, encompassing Assisted Living, Memory Care, and Continuing Care Retirement Communities. Our provider members span a diverse range, from small, independently operated communities to large, multinational organizations, and from providers that cater to an active lifestyle to those specializing in caring for residents with dementia. SCALA represents communities ranging from 5 to over 150 beds across the entire state.



BENEFITS OF EXHIBITING & SPONSORING

- Meet with senior living top decision makers including CEOs, CFOs, COOs, executive directors, clinical staff, marketing professionals and more!
- Sponsoring and exhibiting gives you the opportunity to connect with your current and potential customers. You'll gain visibility, recognition and make a strong statement about your commitment and dedication to the Assisted Living Community.
- Exhibiting at the trade show allows you to analyze your competitors' products, services, and marketing strategies, helping you stay ahead of the competition while you showcase your brand and products to the assisted living audience, increasing your visibility and reputation in the industry.
- Dedicated trade show hours to encourage high booth traffic
- Contact list of registered attendees will be provided to sponsors prior to the event, and to all other exhibitors the day of the show and in an excel format post-event to help expand your contacts



2024 EXHIBITORS

- | | |
|--------------------------------|---|
| • Aegis Therapies | • LifeSource, Inc. |
| • Agape Care Group | • Mobile Images |
| • All About Seniors | • Neil Medical Group |
| • Apto Systems | • NHC Continuum |
| • CitizensDx | • Pathway Hospice & Palliative Care |
| • Culinary Services Group | • Performance Foodservice |
| • Curana Health | • Pharmcare USA of Hartsville |
| • Dining RD | • Premier I Inovatix |
| • DispatchHealth Imaging | • Providence Care LLC |
| • ECP Assisted Living Software | • PruittHealth |
| • Edgeway Pharmacy | • Select Care Pharmacy |
| • Eventus WholeHealth | • Senior Decor |
| • EXG Brands | • Seniorlivingguide.com |
| • Express Care Pharmacy | • Signal Technologies |
| • Gentiva Hospice | • Southeastern Laundry Equipment Sales, LLC |
| • Gordon Food Service | • Synchrony Health Services |
| • Guardian Pharmacy Services | • Terra Bella Senior Living |
| • Hillyard | • Transworld |
| • How's Mom | • The Weston Group |
| • HPS | • US Foods |
| • Inpro | • vCare Hospice |
| • Interim HealthCare | • Via Health Partners |
| • Landscape Workshop | • Your Health |



Important Dates

- ASAP- Exhibitor Registration & Fees
- August 30- Hotel Reservation Deadline
- Sept.22- Final exhibitor badge Info due
Deadline to RSVP for Halloween Party
- Oct.1- Halloween Party & Costume Contest
- Oct.2- SCALA Set Up & Trade Show



General Information

When is the Trade Show?

TRADE SHOW– Thursday, October 1 from 1:30–4:30 pm. Exhibitor registration & set up from 9 am –1:00 pm. The Trade Show will open its doors for visitors beginning at 1:30. Box lunch for exhibitors will be available 12:30 pm. Tear down any time after 4:30 pm.

Membership

Only members are allowed to exhibit at this year's show. Exhibit booths will sell out early, so we are limiting exhibitors to members only. Any exhibitor not currently a SCALA member must join to exhibit.

Networking events

Haunted Halloween party for attendees, sponsors, and exhibitors with a fun Halloween theme, including a costume contest and a bar and music. Doors open at 8:00 pm with the bar and music until 10:30 pm. Must RSVP by Sept 22 to be included.

Booth Assignment?

Booth assignments will be made based on sponsorship level, length of membership and the date both registration & payment are received. Only Sponsors will be choosing booth space this year. NOTE: Booth reservations can only be accepted and confirmed with payment.

Non-Exhibiting Vendors:

Non– exhibiting vendors are not allowed in the show area. Sharing of space is also strictly prohibited.

Check In

Exhibitor check in will be held at the registration desk Thursday morning, Oct. 2 from 9 am–11 am in the exhibit area in the Sweetgrass Village. Exhibit booth must be fully installed by 1:15 pm on Oct. 2.

Theme

This year our theme is: **No Tricks, Just Treats: A Spooktacular Symposium on Senior Living.** Decorate your booth to embrace the theme fully: Get creative with booth decorations, staff costumes, and giveaways to truly immerse attendees in the Halloween spirit. A BEST BOOTH Prize will be awarded & the winner will receive a free booth to next years show.

Who will be there?

Long-term care professionals from across the state, representing assisted living communities, skilled nursing facilities, & other healthcare entities, will be present. This diverse group includes facility administrators, nurse managers, dept. heads, owners, operators, regional directors, & other senior staff, collectively known as the decision-making team.

List of attendees- ONLY SPONSORS RECEIVE ATTENDEE LIST IN ADVANCE.

Attendee lists will be provided in your registration packet the day of the show, unless you are a sponsor. Sponsors receive the list 2–4 weeks before the show, depending on the level of sponsorship. After the event, we will send out an Excel file containing the final attendee list.

Any incentives to encourage attendees to attend the show?

If sponsored, we organize a reception during the Trade Show and provide CE credit to attendees who visit every booth and have their cards initialed or stamped by each exhibitor.

Program Listing

To be included in the Conference Program, your booth reservation must be accompanied by full payment by September 12, 2025, unless exhibit space is sold out beforehand.

Door Prizes and/or Silent Auction Requirement

As part of the exhibition requirements, we kindly request that each exhibitor either bring a door prize to raffle at the trade show or provide advance information about an item for the Silent Auction. While exhibitors can choose to participate in both, we would greatly appreciate any support they can offer. We are actively working to boost Silent Auction donations, as attendees enjoy participating in this event. The Silent Auction funds affordable education initiatives.

IMPORTANT UPDATE REGARDING PRIZE DRAWINGS

To ensure a fair and consistent experience for all attendees, we will be updating our process for exhibitor prize drawings at this conference. Moving forward, exhibitors will no longer be permitted to collect business cards for raffle entries. Instead, each attendee will receive a raffle ticket provided by the conference to be used for ALL drawings.

This change is being implemented in response to attendee feedback expressing concerns about the transparency of previous drawings. By using anonymous tickets, we can ensure that all entries are treated equally and that the prize process remains fair and impartial. We appreciate your understanding and cooperation in helping us create a welcoming and trustworthy environment for everyone. If you have any questions or need support with the new process, please don't hesitate to reach out.



EXHIBITOR & SPONSORSHIP DETAILS

Exhibitor Schedule:

Wednesday, October 1

8:00-11:00 pm Halloween Party

Thursday, October 2

9:00 am-1:30 pm Exhibitor Registration/ Move-In

12:00-1:00 pm Exhibitor lunch

2:00-5:00 pm Trade Show Open

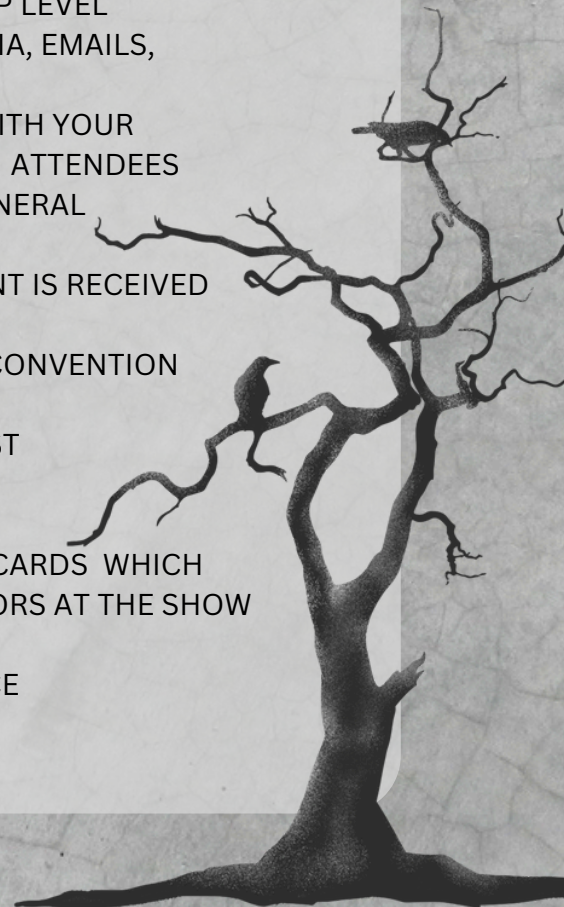
4:00-5:00 pm Door Prizes Announced

What's included in the exhibit fee:

- Company listing and 25-word description in the conference program, if contract and payment received by Sept. 12
- 8 x 10 pipe and draping exhibit space (hallways may be 6 x 10) with 6 ft table, 2 chairs, carpeted space, trash cans
- Wi-Fi access
- Two Lunches for Booth Reps before the show (additional reps must be added). 2 attendees to Halloween party- must RSVP on registration
- Onsite printed list of attendees at the trade show
- Post attendee list in excel emailed after the event
- Exclusive exhibit hours

SPONSORSHIP BENEFITS FOR ALL SPONSORS \$3500+ :

- PRIME BOOTH SPACE WITH ELECTRICAL INCLUDED IN SPONSORSHIPS \$3500 +
- RECEIVE AN EXCEL SPREADSHEET OF ATTENDEES EMAIL ADDRESSES - 2-4 WEEKS PRIOR TO THE TRADE SHOW DEPENDING ON SPONSORSHIP LEVEL
- SPONSOR RECOGNITION ON SCALA WEBSITE, SOCIAL MEDIA, EMAILS, NEWSLETTERS, & CONFERENCE PROMOS
- A PROMOTIONAL ITEM SUCH AS A NOTEPAD FOR NOTES WITH YOUR COMPANY LOGO (ALL SPONSORS) THAT WILL BE GIVEN TO ATTENDEES
- ROLLING COMPANY LOGO AS SPONSOR ON SCREEN IN GENERAL SESSION THROUGHOUT CONFERENCE
- RECOGNITION IN CONVENTION PROGRAM (IF COMMITMENT IS RECEIVED BEFORE PRINTING IS ORDERED- SEPT.12)
- COMPANY RECOGNIZED ON SIGNAGE THROUGHOUT THE CONVENTION AND AT SPECIFIC EVENT
- SOCIAL MEDIA SHOUT OUT ON FACEBOOK & LINKEDIN POST ANNOUNCING SPONSORSHIP
- SPONSOR RIBBONS FOR YOUR COMPANY NAME BADGES
- HIGHLIGHT INDICATING SPONSORS ON ALL TRADE SHOW CARDS WHICH ATTENDEES MUST HAVE STAMPED OR SIGNED BY EXHIBITORS AT THE SHOW
- RECOGNITION IN UPCOMING SCALA NEWSLETTERS
- UPDATED LIST OF ATTENDEES EMAILED POST-CONFERENCE





SPONSORSHIPS

Sponsorships on this page include exhibit booth space. Thank you for considering our sponsorship proposal.

Haunted House Presenting Sponsor

Benefits:

- "Presented by" naming rights on all event branding
- Premier booth location
- Largest logo on sign with sponsors
- Full-page ad in event program
- Logo on attendee lanyards & event signage & banner with large logo hung in general session room for duration of conference
- Presenting opportunity (session must be approved by SCALA by July for agenda purposes)
- Extra 3 complimentary event passes for booth reps (total of 5 reps)
- Article on company or submitted from company in SCALA newsletter
- Recognition on social media, emails & program
- Attendee list 4 weeks before conference



\$10,000 Platinum

Headless Horseman Platinum Sponsor

Benefits:

- Sponsor of the Halloween Party and event branding & naming rights on all promotions for the party including napkins, etc.
- Specially named party cocktail
- Premier booth location
- Largest logo on sign with sponsors
- Full-page ad in event program
- Presenting opportunity at the conference (session must be approved by SCALA by July)
- Extra 3 complimentary passes for booth reps (total of 5 reps)
- Article on company or submitted from company for newsletter
- Recognition on social media, emails & program
- Attendee list 4 weeks before conference



\$10,000 Platinum

Haunted Harvest Headliner Sponsor

Secure early to ensure availability.

Benefits (including the platinum):

- Combination of first 2 sponsorships! Naming rights & Halloween party
- BEST Premier large booth
- Largest and most prominent logo placement on the homepage & a banner at the conference stage
- Full-page ad in event program
- Presenting keynote opportunity at the conference (session must be approved by SCALA by July)
- Extra 5 complimentary event passes for booth reps (total of 7)
- Article on company or submitted from company in newsletter
- Recognition on social media, emails & program
- Attendee list starting 6 weeks before conference.



\$18,000 Premier

Lunch at First Bite Sponsor

Benefits:

- Gold Sponsor of attendee luncheon & signage at event
- Prime booth location
- 2nd largest logo on sponsor sign
- Half page ad in event program
- 5 minute speaking opportunity to introduce yourself and your company before the trade show
- Extra 2 complimentary event passes for booth reps
- Recognition as Gold Sponsor in Program, social media, & emails.
- Attendee list 3 weeks before conference



**\$6,000
Gold**

Boos & Brews Breakfast Sponsor

Benefits:

- Sponsor of the Breakfast or all day coffee break sponsor
- Great booth location
- Half page ad in event program
- Medium size logo placement on sponsor sign
- Extra 2 complimentary event passes for booth reps
- Article on company or submitted from company in newsletter
- Recognition as Silver Sponsor in Program, social media, & emails.
- Attendee list 2 weeks before conference



**\$4,500
Silver**

Witching Hour Sponsor

Benefits:

- Sponsor of the Witching Hour cocktail reception the last hour of the trade show
- Great booth location
- Medium size logo placement on sponsor sign
- Half page ad in event program
- Extra 2 complimentary event passes for booth reps
- Article on company or submitted from company in newsletter
- Recognition as Silver Sponsor in Program, social media, & emails.
- Attendee list 2 weeks before conference



**\$4,500
Silver**



SPONSORSHIPS

Sponsorships on this page include exhibit booth space. Thank you for considering our sponsorship proposal.

Trick-or-Treat Trail Break Sponsor

Benefits:

- Sponsor of the afternoon Break
- Desirable booth location
- ¼ page ad in event program
- Extra 1 complimentary event pass for booth rep
- Recognition as Bronze Sponsor in Program, social media, & emails.
- Attendee list 2 weeks before conference

\$3,500
Bronze



Spooky Sessions Sponsor

Benefits:

- Headshot photography sponsor by professional photographer. Attendees loved this last year!
- Recognition as Bronze Sponsor in Program, social media, & emails
- ¼ page ad in program
- Extra 1 complimentary event pass for booth rep
- Attendee list 2 weeks before conference

\$3,500
Bronze



Master of Scaremonies Keynote Sponsor

Benefits:

- Sponsor of the Keynote Session
- Desirable booth location
- ¼ page ad in program
- Extra 1 complimentary event pass for booth rep
- Recognition as Bronze Sponsor in Program, social media, & emails.
- Attendee list 2 weeks before conference

\$3,500
Bronze



Boo-tiful Memories Sponsor

Benefits:

- Sponsor of the 360 Photo booth at the Halloween Party with signage
- Desirable booth location
- ¼ page ad in event program
- Extra 1 complimentary event pass for booth rep
- Recognition as Bronze Sponsor in Program, social media, & emails.
- Attendee list 2 weeks before conference

\$3,500
Bronze



Skeleton Key Card Sponsor

Benefits:

- Custom-branded hotel key cards with your logo and message
- Desirable booth location
- ¼ page ad in program
- Extra 1 complimentary event pass for booth rep
- Recognition as Bronze Sponsor in Program, social media, & emails.
- Attendee list 2 weeks before conference

\$3,500
Bronze



Full Moon Sponsor

Benefits:

- Sponsor of special lighting and technology for the event
- Desirable booth location
- ¼ page ad in program
- Extra 1 complimentary event pass for booth rep
- Recognition as Bronze Sponsor in Program, social media, & emails.
- Attendee list 2 weeks before conference

\$3,500
Bronze





SPONSORSHIPS

Sponsorships on this page DO NOT include exhibit booth space. They are available as add-ons to your basic exhibitor booth registration. Thank you for considering a sponsorship.

Candy Corn Contributor

Benefits:

- Sponsor of candy provided to attendees during the conference
- Logo in program and on other conference materials
- Social media shoutout
- Small logo on sponsor sign at the event

\$300



Bat Signal Wi-Fi Sponsor

Benefits:

- Sponsor of the wi-fi (cannot make the password but your logo will be on the info where the password and network access is provided to attendees)
- Logo in program and on other conference materials
- Social media shoutout
- Small logo on sponsor sign at the event

\$1,500



Trick-or-Treat Bag Sponsor

Benefits:

- Sponsor towards items in the gift bags and giveaways we provide attendees. In addition, you can also provide a giveaway/insert as well to be included in bags if you wish.
- Logo in program and on other conference materials
- Social media shoutout
- Small logo on sponsor sign at the event

\$500



Potion Provider Sponsor

Benefits:

- Sponsor all day beverages for attendees
- Logo in program and on other conference materials
- Logo in program and on other conference materials
- Social media shoutout
- Small logo on sponsor sign at the event

\$1,700



Spooky Supporter Sponsor

Benefits:

- Behind-the-scenes magic and goodwill. Sponsor of Halloween decor, charging station and other necessities for the event
- Name recognition in program and website
- Logo in program and on other conference materials
- Small logo on sponsor sign at the event
- Social media shoutout

\$700



Monster of Marketing Advertising Sponsor

Make your impact memorable by purchasing a full-page, half-page, or quarter-page ad in the Conference Program. Attendees reference the program throughout the year - keep your name in front of their eyes!

\$250- ¼ page

\$500- ½ page

\$1000- full page



2025 SCALA Exhibitor Contract-Terms & Conditions

Registration Requirements- Exhibitors must submit a completed registration form, payment option, and this contract. Completion and submission of the registration form and payment confirm that the exhibitor has read and agreed to all the terms and conditions outlined in this document. If you have any questions or concerns about the information in this document, please contact SCALA@scassistedliving.org or by phone at 803-851-6308.

Reservation of Space- Space will be allocated in the order in which signed contracts and payments are received. Only sponsors will be able to select their booth space. SCALA reserves the right to relocate display areas for the benefit of the exhibitor or for the betterment of the show. However, it is each company's responsibility to provide SCALA with a list of competitors they would prefer their booth not be located near at the Trade Show. SCALA makes every effort to avoid placing similar companies near each other. Due to limited space, we will be assigning booths this year based on the receipt of registrations and payments, sponsors, and similar companies.

Cancellation Policy-To be excused from any obligations under this Agreement, written notification of cancellation must be received by August 22. Refunds will not be issued for cancellations received after that date. All refunds will be subject to a \$100 processing fee.

Insurance & Liability- Exhibitor assumes responsibility & agrees to indemnify & defend SCALA and the Hyatt/Wild Dunes Resort and their respective employees and agents against any claims or expenses arising out to the use of the exhibition premises. The Exhibitor understands that no alcohol or children are permitted at the Trade Show. The Exhibitor understands that neither SC Assisted Living Association nor the Westin Hilton Head maintain insurance covering the Exhibitors property and it is the sole responsibility of the Exhibitor to obtain such insurance. Insurance, if desired by exhibitors, must be obtained at their own expense. The Association and their agents and employees assume no risk, and by the acceptance of this agreement the exhibitors expressly release them from any and all liability for damage, injury or loss to any person or goods, from any cause whatsoever, or from any failure to hold the show as scheduled. It is recommended that the exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage & liability for personal injury.

Membership-Membership required to be an exhibitor at the SCALA Fall Trade Show.

Booth Construction- These booth spaces are 8 x 10 back and side drapery exhibit space (hallways may be 6 x 10) with 6 ft table, 2 chairs, carpeted space, trash cans. Exhibits may not be constructed so they obstruct or hide exhibits of others.

Damage to Exhibit Area- Exhibitors shall not deface walls or floors with nails, screws, paste, tape, etc. Exhibitor bears the sole responsibility for any such damage.

Exhibitor Service Kit- Each exhibitor will receive an exhibitor kit after the signed contract and payment has been received with necessary information for planning your trade show event. Kit available in late July.

Door prizes & auction items- Exhibitors are strongly encouraged to commit to either a door prize for our drawings or an item/basket for the Silent Auction. Your support is greatly appreciated. To ensure a fair and consistent experience for all attendees, we will be updating our process for exhibitor prize drawings at this conference. Moving forward, exhibitors will no longer be permitted to collect business cards for raffle entries. Instead, each attendee will receive a raffle ticket provided by the conference to be used for ALL drawings.

Photography- By registering for and/or attending the event, I consent to the possibility of photographs, videos, and other recordings being taken by SCALA or its representatives. These recordings may be used by SCALA in any media, present or future, for any purpose related to its mission, including educational, promotional, and awareness-related activities. I also grant SCALA any necessary registration or authorization required to exercise its rights over these photographs, videos, and other recordings.

Alcoholic Beverages- No alcoholic beverages, except those approved by SCALA and the hotel, and no illegal substances of any sort, as defined by law, are permitted to be brought to or distributed at the event by Exhibitors or Attendees.

Electrical Needs- Electrical requirements must be specified when submitting SCALA's Exhibitor Registration. Any unreserved electrical needs by September 22, 2025, will not be guaranteed and will incur an additional \$50 service fee. Absolutely no electrical can be added the day of the show.

Personal Items. The hotel and SCLA are not responsible for personal items that are left unattended in meeting rooms, public areas, or exhibit spaces.

The Exhibitor accepts the Agreement above by committing to Exhibit at the 2025 SCALA Convention & Trade Show. The individual assuming the agreement warrants that they are an authorized agent of the Exhibitor and have the legal capacity and authority to bind the Exhibitor to this Agreement.

Signature of Representative _____

Date: _____ Company _____



2025 SCALA CONFERENCE & TRADE SHOW EXHIBITOR AGREEMENT-

BASIC BOOTH DETAILS: All booths are 8 x 10 displays (6x10 in some cases in hallways), plus 2 exhibitor booth rep registrations for the trade show day. Registration fee includes access for Oct. 2 only- 2 trade show lunches, 6 ft table, 2 chairs, carpeted space, plus two (2) exhibitor booth rep registrations for the Halloween Party. You must RSVP for October 1 Halloween Party to be included by Sept. 22. SCALA will be in touch for sponsors to pick exhibit booth.

☐ **Member Booth Only \$ 1200**
Membership dues MUST be current for booth registration

☐ **Additional Booth Reps . . . \$ 200/person**
Above 2 people must be added for basic booth.

☐ **Annual SCALA Membership Dues \$ 700**
Dues are required for any new member to sponsor/exhibit

☐ **Electricity at Booth \$ 65**
Must be reserved before 09/22/25.

*These sponsorship opportunities **INCLUDE** a trade show booth in sponsorship package:*

☐ Haunted Harvest Headliner PREMIER- \$18,000

☐ Haunted House PLATINUM- \$10,000

☐ Headless Horseman PLATINUM- \$10,000

☐ Lunch First Bite GOLD- \$6,000

☐ Witching Hour SILVER- \$4,500

☐ Boos & Brews Breakfast SILVER- \$4,500

☐ Master of Scaremonies BRONZE- \$3,500

☐ Trick or Treat Break BRONZE- \$3,500

☐ Spooky Sessions BRONZE- \$3,500

☐ Boo-tiful Memories BRONZE- \$3,500

☐ Skeleton Key Card BRONZE- \$3,500

☐ Full Moon BRONZE- \$3,500

*Marketing & Advertising Sponsorships **NOT** including booth: Booth must be added below with these sponsorships.*

☐ Candy Corn Contributor- \$300

☐ Bat Signal Wi-Fi- \$1500

☐ Trick or Treat Bag- \$ 500

☐ Spooky Supporter- \$700

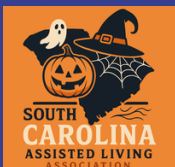
☐ Potion Provider - \$1,700

☐ Master of Marketing: Conference Program Ad: ☐ \$1000 ☐ \$500 ☐ \$250

BOOTH REGISTRATION

Item	Price	Quantity	Total
Member Booth Only (includes 2 booth reps)	\$		\$
Or Sponsorship	\$		\$
Membership Dues (if applicable)	\$		\$
Additional booth rep registration (over 2)	\$		\$
Electricity	\$		\$
Total of All Fees		TOTAL	\$

Booth Rep Name(s) <i>no more than 4 reps allowed unless silver sponsor or above</i>	Title	Halloween Party- Oct. 1	Email
		Y N	
		Y N	
		Y N	
		Y N	
		Y N	



2025 SCALA EXHIBITOR REGISTRATION & PAYMENT AGREEMENT



Please ensure that all completed paperwork is submitted for processing. Submitting this form signifies your acceptance of the rules and policies outlined in the registration packet. Please review it carefully. Payment must be submitted along with the application to reserve a space. Space is not reserved or confirmed until a check or other payment is received.

CANCELLATION POLICY: To be excused from any obligations under this Agreement, written notification of cancellation must be received by August 22. Refunds will not be issued for cancellations received after that date. All refunds will be subject to a \$100 processing fee.

Company Name:

Description:
Product and/or
Services for
the program:

Contact Name:

Phone:

Email:

Website:

Signature:

Date:

Requested contributions from exhibitors: Choice of raffle or silent auction item. Or you may contribute both.

☐

Provide an item/basket for the Silent Auction

☐

Provide an item for the Raffle Prize Drawings to be held Tuesday in Trade show area. Only tickets issued by SCALA will be used for drawings. PLEASE REVIEW POLICY IN THIS PACKET FOR MORE DETAILS.

PAYMENT INFORMATION

Total Amount Due: \$

☐

Check

☐

Credit Card

☐

PayPal

Scan QR code below & make note what payment is when submitting.
Email registration to SCALA.

Name on Card:

Card Number:

Exp Date:

Email for receipt:



P.O. Box 4561, Irmo SC 29063
Ph: 803-851-6308 Fax: 803-753-9296
SCALA@scassistedliving.org
www.scassistedliving.org



PLEASE JOIN US

HALLOWEEN PARTY

Costume Contest:
Dress to Impress!

Prizes for:

- Best Individual
- Best Group Theme
- Most Creative
- Scariest

FOR ATTENDEES,
EXHIBITORS &
SPONSORS

🎵 Music | 🍬 Candy | 👤♀ Costumes | 🍹 Spooky Spirits

OCTOBER 1



8:00 -11:00 PM

At the Fall Convention & Trade Show
Wild Dunes Resort. Isle of Palms





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



Fall Silent Auction Donation Form

Donor Company Name: _____

Donor Contact Name: _____

Email: _____ Phone: (____) _____ - _____

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 September 12, 2025. we must have it by the state because the auction will be online and the items have to be photographed and listed on the auction website. All donors will be highlighted on the auction listing as well as in the SCALA newsletter and promo material for the auction.

You may mail/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.

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.