

SCALA SPRING CONFERENCE & TRADE EXPO

JOIN US FOR THE

Run for the Roses:
Achieving Excellence in Assisted Living

APRIL 29-30, 2026

COLUMBIA METROPOLITAN CONVENTION CENTER



2026 Spring Conference & Trade Expo

RUN FOR THE ROSES: ACHIEVING EXCELLENCE IN ASSISTED LIVING

Off to the Races: Run for the Roses at the 2026 SCALA Spring Conference!

Ladies and Gentlemen,

It's time to dust off your fascinators and tighten those bowties! We are thrilled to invite you to the SCALA Spring Conference & Trade Expo in Columbia, South Carolina. This year, we're bringing the spirit of Churchill Downs to the senior living industry with our theme: "Run for the Roses: Achieving Excellence in Assisted Living." Just like the legendary race, the senior care landscape moves at lightning speed. To stay ahead of the curve, you need the right strategies, the latest trends, and a stable of "thoroughbred" partners.

Event Details

- When: April 29th & 30th, 2026
- Where: Columbia, South Carolina, Columbia Metropolitan Convention Center
- The Stakes: Will be submitted for up to 18 CEUs for SC licenses or 15 NAB hours in two days!

Why You Should Join the Paddock

Whether you are a seasoned professional or a newcomer to the track, this conference is designed to empower you to make a championship impact on the lives of seniors.

- Expert "Jockeys" (Speakers): Hear from industry leaders and renowned experts on regulatory changes, healthcare advancements, elder law, marketing and staffing.
- The Winner's Circle (Networking): Connect with 250+ providers, administrators, and owners. Forge meaningful relationships that lead to lifelong collaboration.
- Training Grounds (Workshops): Participate in sessions covering person-centered care, technology integration, leadership and much more!
- The Trade Expo: Discover a wide array of resources and innovative tools tailored for senior living solutions.

Register Today!

As in previous years past, we anticipate a full field of over 250 assisted living providers, including regional directors and corporate representatives from across the state. We'll see you at the races!

**Look for the agenda to
be available in February.**





HOTEL INFO



Hilton Columbia Center Hotel

924 Senate Street, Columbia

Assisted Living Assoc Annual Meeting 2026 / Group code: 911

Self-Parking is available for \$18.00 per day with in and out privileges in the connected city owned parking garage. There are 2 entrances to the parking garage, one on Pendleton Street and one on Park Street. Valet parking is available for \$26 per day.

ROOM BLOCK ENDS MARCH 29 UNLESS FULL

\$199/night + tax



Hampton Inn Columbia Downtown Historic District

822 Gervais Street, Columbia, SC 29201

SC Assisted Living Assoc Annual Meeting 2026 / Group code SCA

ROOM BLOCK ENDS MARCH 29 UNLESS FULL

\$179/night + tax



GENERAL INFO

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

HOW TO REGISTER: You can either submit the registration form included in this packet to SCALA or register online through the new SCALA website beginning in February . The registration fees are the same regardless of your chosen method. These fees cover daily breakfast, breaks, and lunch.

CEU's: 18 hours will be submitted to the South Carolina Board of Long Term Healthcare Administrators for CRCFA and NHA licenses. 15 hours will be submitted to the National Association of Boards (NAB). While the South Carolina Board of Long Term Healthcare Administrators (CE Broker) will approve the Trade Expo hours, NAB does not, so only 15 NAB hours will be approved. You will receive a form at registration on the first day to track the sessions you attend and it also serves as your certificate. This form contains all the approval codes, so you won't receive an additional certificate from SCALA. This ensures that you receive your hours promptly instead of waiting for a certificate to be issued from SCALA. After the conference concludes, SCALA will enter your hours into the NAB and CE Broker database. Please ensure that we have the correct license numbers. If we do not have the correct information, you will be responsible for entering your own hours.

Agenda: The complete agenda will be available in February. Topics we are working on include: AI marketing, regulatory policy updates, workforce crisis, caring for solo agers (without a support system), handling difficult family dynamics, digital marketing, referral relationships, marketing, fall prevention, preventing wrongful death & neglect claims, and more!

The daily schedule runs from 8:00 am to 5:00 pm, which we understand may be long, but is essential if you want to complete your hours in just two days. If you prefer shorter days, we offer webinars and one-day seminars on our education schedule for alternative options.

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

Membership: Consider joining & supporting SCALA so you can be involved & have a voice in the long term care industry. Strength comes in numbers & your support is essential.



CANCELLATION POLICY: PLEASE READ THOROUGHLY

We understand that plans can change. Because SCALA must finalize guarantees and venue contracts well in advance, we adhere to the following refund schedule:

Refund Deadlines:

Date of Request (Written)	Refund Amount
On or before March 1 (5:00 PM)	Full refund minus a \$75 processing fee
March 2 – April 1	50% refund of the registration fee
After April 1	No refunds or credits will be issued

Important Policies

- **Substitutions:** If you are unable to attend, you may send a colleague in your place at no additional cost. Please notify SCALA in writing prior to the event to update the registration.
- **Forfeiture:** Cancellation fees and non-refundable balances cannot be applied as credit toward future events.
- **Event Changes:** In the unlikely event that SCALA must cancel or postpone the conference due to health emergencies, weather, or other unforeseen circumstances, attendees will receive a credit for a future event.

Please Note: Our deadlines are firm as they align with our binding commitments to the Conference Center. Once final headcounts are submitted, we are financially responsible for your registration regardless of attendance.



2026 SPRING CONFERENCE-ATTENDEE REGISTRATION

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Please complete this form and mail it with your check or payment to SCALA at the address below, or email it to SCALA@scassistedliving.org. If you have any questions, please contact SCALA. Please ensure that your registration is completed clearly, either by printing or typing. Registration closes on April 20th.

Community/Company: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _ (_____) _____ - _____

Email: _____

May we publish your email in our attendee listing at the conference for your peers? ____Y ____N

Meal Preference: ____Vegetarian ____Regular

Other request (cannot guarantee all can be met):

IF ONLY REGISTERING FOR ONE DAY: which day are you attending?

____April 29 ____April 30

EARLY BIRD RATES- January-March 2

- ☐ Member Full Conference Rate \$495
☐ Non-Member Full Conference \$725
☐ Member ONE DAY rate \$250
☐ Non-Member ONE DAY Rate \$375

REGULAR REGISTRATION - March 3-April 4

- ☐ Member Full Conference Rate \$550
☐ Non-Member Full Conference \$800
☐ Member ONE DAY rate \$275
☐ Non-Member ONE DAY Rate \$400

LATE REGISTRATION- April 5-April 20

- ☐ Member Full Conference Rate \$625
☐ Non-Member Full Conference \$850
☐ Member ONE DAY rate \$325
☐ Non-Member ONE DAY Rate \$450

**Registration
closes on
April 20.**

Cancellation Policy: Cancellations received in writing by 5:00 p.m. through March 1 will be refunded minus a \$75 processing fee. Cancellations received between March 2 and April 1 will receive a 50% refund. Cancellations received after April 1 are not refundable. Fees will be forfeited and cannot be credited towards future events. There are 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 health emergencies, weather, or other unforeseen circumstances, a credit for another event will be issued, but no refunds will be provided.

Please register the following people for the SCALA Spring Conference. Please print/type ANY APPLICABLE INFORMATION.

NAME:	TITLE:	CRCFA/NHA #:	NAB Registry #:	Fee:
_____	_____	_____	R _____	\$ _____
_____	_____	_____	R _____	\$ _____
_____	_____	_____	R _____	\$ _____
_____	_____	_____	R _____	\$ _____

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 ☐ Check Enclosed ☐ Paypal

Credit Card # _____ Exp. Date _____

Name on Card _____

Signature _____ Date _____

Email for receipt _____





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