

Spring Conference & Trade Expo

Run for the Roses

Achieving Excellence in Assisted Living



April 30, 2026



2026 Spring Conference & Trade Expo

RUN FOR THE ROSES: ACHIEVING EXCELLENCE IN ASSISTED LIVING

 The Gates are Opening: You're Invited to SCALA's Spring Conference & Trade Expo!

Ladies and Gentlemen,

It's time to dust off your fascinators and tighten your bowties! We're thrilled to invite you to the SCALA Spring Conference & Trade Expo, which will be held in Columbia, South Carolina, on April 29th & 30th. The Trade Expo will only be held on April 30th, and this year, we're going all out with a Kentucky Derby theme!

Just like the "Run for the Roses," the business landscape is moving at lightning speed. This event is designed to provide attendees with the latest industry trends, winning strategies, and the "thoroughbred" partners they need to stay ahead of the curve. It's an excellent networking opportunity for exhibitors to showcase their services or products. We'll bring together industry professionals, including corporate representatives, administrators, staff, vendor partners, advocates, and community members, all dedicated to improving 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. For fun, this year's conference theme is "Run for the Roses: Achieving Excellence in Assisted Living." Exhibitors are encouraged to decorate their booth space in the derby/horse racing theme for a chance to win the best booth!

We anticipate the attendance of approximately 250+ assisted living providers, including owners, administrators, corporate representatives, and regional directors, from various regions of South Carolina. This gathering presents an excellent opportunity to strengthen relationships with your existing customers and establish new ones all in one location! We will effectively promote the conference through emails, the SCALA website, the SCALA conference page, and SCALA social media platforms. The success of the event will be significantly enhanced by partner endorsements and the extensive network of existing members in our promotional and marketing efforts. SCALA kindly requests support from vendor partners to boost the conference's visibility by displaying it on their websites and social media pages.

We hope to see you at the races!



Decorate your booth for a chance to win Best Booth! Winner will receive ½ off 2027 spring exhibitor registration!



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



Conference Details

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

HOW TO REGISTER: 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 \$75). 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 ceu sessions. Please reach out if you are interested in attending 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: Run for the Roses: Achieving Excellence in Assisted Living. Exhibitors encouraged to join in the fun by decorating in the Kentucky Derby or horse racing theme. **Best Booth receives 1/2 off the next years Spring Booth!**

Agenda: The 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 April 30 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. Attendees 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 booth space before April 15 will be featured in the SCALA Conference Program. Each attendee will receive a copy of the program, which includes your contact information. Sponsors will receive complimentary advertisements in the program, with the size of the advertisement based on their sponsorship level. We highly recommend exploring our sponsorship opportunities as an effective way 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 1 will receive a 50% refund. Cancellations received after April 1 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 weather, health emergencies 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 available in Feb.

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

CANCELLATION & REFUND POLICY

- Partial Refund: Cancellation requests must be submitted in writing by 5:00 p.m. on April 1 to receive a 50% refund.
- No Refunds: Cancellations received after April 1 are non-refundable. Fees cannot be credited toward future events or transferred.
- Event Changes: If SCALA must cancel or reschedule due to weather, health emergencies, or unforeseen circumstances, a credit will be issued for a future event. No cash refunds will be provided in these instances.
- By registering for this event, you agree to the terms outlined above.

Important dates

February 18: Exhibitor kit available. Also, PRX will be emailing access for exhibitor service kit.

March 29: Deadline for room block however block usually sells out early so reserve soon.

April 13: 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 29 SCALA Conference Begins!

April 30: Trade Expo Day! The exhibit hall opens at 9:00 a.m. on April 30 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 CEO & Conference Coordinator Melody Bailey at scala@scassistedliving.org or 803-851-6308 for assistance.

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.

Standard Exhibit Booth Details:

Feature	Details
Dimensions	10' x 10'
Furniture	6' skirted table, 2 chairs, wastebasket
Drapery	Black or Blue (Back & Sides)
Utilities	5-amp outlet & Wi-Fi included
Signage	Company ID sign included



Exhibitor Booth Only

All exhibitors and sponsors 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 a few weeks in advance.**
- Lunch in exhibit hall prior to the show 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 following the conference

Members- \$1100

Non-Members-\$1600

The Triple Crown: Diamond Sponsorship

\$7,000 (limit 3 premier sponsors)



As Diamond Sponsor, you will receive the highest level of sponsorship recognition, and may choose to sponsor the keynote session, closing session, tote bags or sponsor the pad folios that will be given to all attendees to take notes at the conference. Keynote sponsor will have the opportunity to introduce your company prior to the keynote and introduce the keynote speaker. Pad folio sponsors can introduce their company after the keynote session prior to the next session. Keep your company's name front-and-center on attendees' minds throughout the conference!

- Exclusive industry category
- Premium large exhibit space (10 x 20) location in the trade show with electricity. (value \$2000)
- Sponsor of keynote session, closing session, or sponsor the pad folios that will be given to all attendees to take notes at the conference. You may have 5 minutes to introduce your company to attendees prior to keynote, closing session or another time as scheduled.
- Conference screensaver with logo (will be displayed on SCALA screen prior to sessions.)
- Prominent positioning of your logo on conference materials and recognition on all conference marketing & promo materials, electronic collateral & the association website.
- 4 booth rep registrations included
- Diamond Sponsor recognition in the Association's bi-weekly e-newsletters (distribution is 4,000+),
- 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 Diamond Sponsor
- Company flyer (you supply) included in attendee packets

The Winner's Circle: Gold Sponsorship

\$5,000

Gold Sponsors receive:

- Premium Exhibit booth location with electricity (value \$1100)
- Sponsor of lanyards, luncheon, or head shots
- 3 booth rep registrations
- Conference screensaver with logo (will be displayed on SCALA screen prior to sessions.)
- Recognition on signage & promo materials
- Gold Sponsor recognition in the Association's bi-weekly e-newsletters (distribution is 4,000+),
- Recognition in post-conference newsletter
- ½ page color ad in the conference program
- Complimentary listing on the SCALA Web site
- Company flyer (you supply) provided in registration packets to attendees
- Conference attendee list with emails 3 weeks prior to show and updated weekly until event



The Thoroughbred- Silver Sponsorship

\$4,000

Silver sponsors receive:

- Exhibit booth space with electricity (value \$1100)
- 3 booth rep registrations
- Sponsor of breakfast, all day coffee break, or trade show beverages
- 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
- Conference attendee list with emails 2 weeks prior to show and updated weekly until event



The Starting Gate- Bronze Sponsorship

\$3,000

Bronze Sponsors receive:

- Exhibit booth space with electricity (value \$1100)
- Sponsor of sessions, refreshment breaks, printed program or wi-fi
- Recognition in conference program and signage
- ¼ page ad in conference program
- Recognition in promotional materials
- Recognition in post-conference newsletter
- Complimentary listing on the SCALA Web site
- Conference attendee list with emails 1 week prior to show and updated weekly until event



Paddock Partners - booth not included

Add-on Opportunities to support the conference under \$1500



- **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 - \$1500**- 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**

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

Sponsorship Opportunities



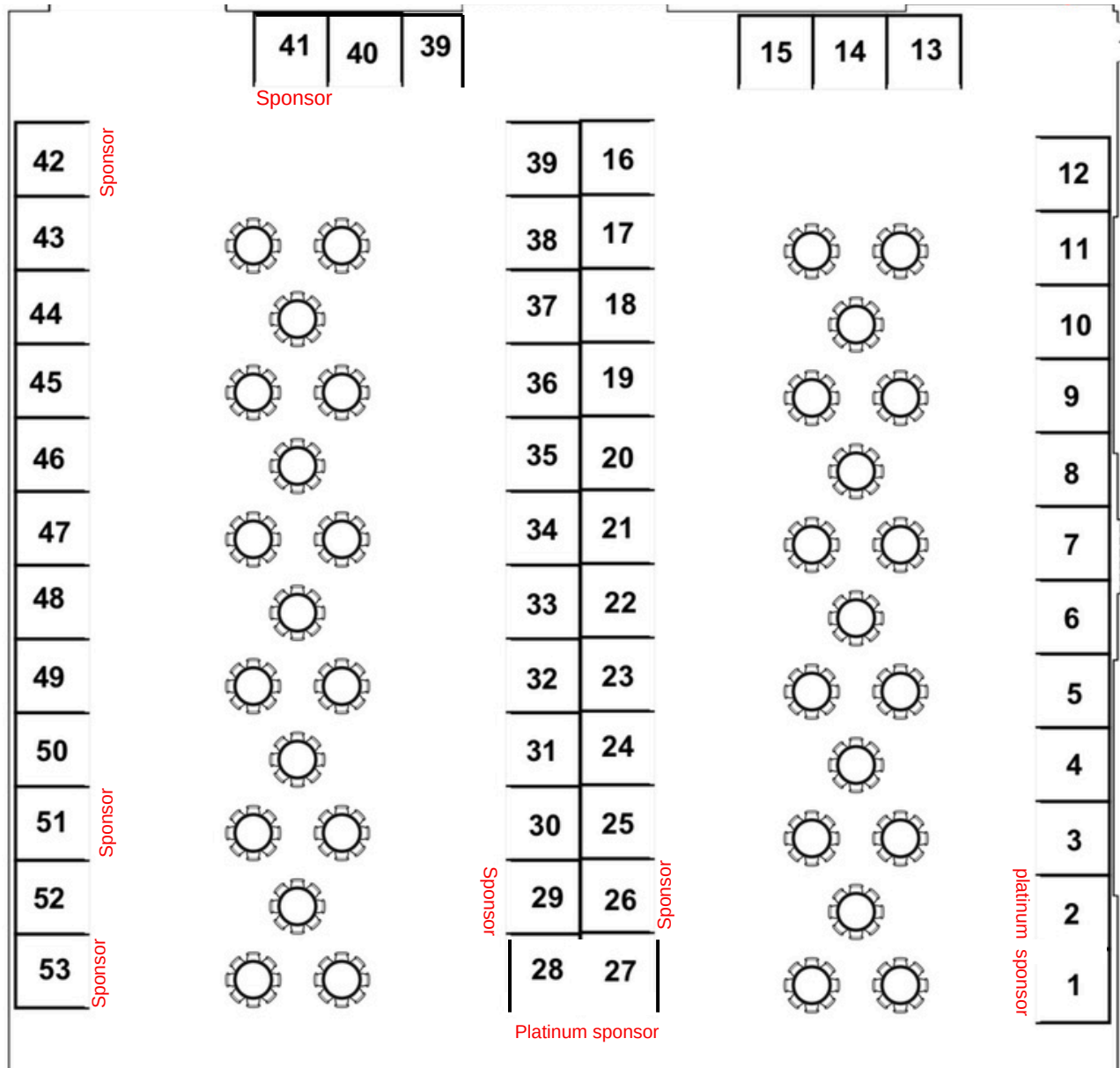
Sponsor Benefits:

- ☒ Direct early access to attendee information
- ☒ Guaranteed traffic at your booth (Sponsor Spotlight)
- ☒ Premium recognition on event signage
- ☒ Exclusive sponsor ribbons on your name badge, indicating your level.
- ☒ Featured recognition in SCALA newsletters, emails, social media & event brochure



Diamond Sponsor - \$7,000
Gold Sponsor - \$5,000
Silver Sponsor - \$4,000
Bronze Sponsor - \$3,000

April 30, 2026 Trade Expo



Exhibitor Schedule

DATE	TIME	ACTIVITY
April 30, 2026	9 am- 12 pm	Exhibitor check in /Move in All exhibits must be in place by noon
April 30, 2026	11:30 am - 12: 00 pm	Exhibitor lunch prior to show opening
April 30, 2026	12 pm- 3 pm	Trade expo open- attendees will have a card to get signed by each exhibitor
April 30, 2026	3 pm	Move out. Exhibit Hall must be vacated by 5:00 p.m.



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

Run for the Roses

2026 SCALA Spring Trade Expo

April 30, 2026- 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 20 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 -

☐ Member Booth- \$1100 ☐ Non-member-\$1600

MEMBERSHIP

☐ Add Membership (if non-member to get member rate - \$800.

SPONSORSHIP OPPORTUNITIES

- ☐ The Triple Crown: Platinum Sponsor- \$7000
☐ The Winner's Circle: Gold Sponsor- \$5000
☐ The Thoroughbred: Silver Sponsor- \$4000
☐ The Starting Gate: Bronze Sponsor- \$3000

MARKETING OPPORTUNITIES (not including booth)

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

CANCELLATION POLICY- Cancellations received in writing by 5:00 p.m. by April 1 will receive a 50% refund. Cancellations received after April 1 are not refundable. Fees will be forfeited & cannot be credited towards future events. No exceptions.

Booth Rep:

EMAIL:

Fee:

1. _____

Included

2. _____

Included

3. _____

☐ \$75 unless Silver sponsor or above

4. _____

☐ \$75 unless Gold or Diamond sponsor

5. _____

☐ \$75 unless Diamond 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

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 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 _____



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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 17, 2026. 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). 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.



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