



SOUTH CAROLINA
ASSISTED LIVING
— ASSOCIATION —

TRADE SHOW

HITTING THE
JACKPOT:

Big Wins for Senior Care



SEPTEMBER
23 - 25, 2026



HARRAH'S CHEROKEE
CASINO RESORT
CHEROKEE, NORTH CAROLINA



◆ REGISTRATION PROGRAM ♥

Place Your Bets – The 2026 SCALA Fall Convention & Trade Show is Calling Your Name!

The chips are down and the stakes are high — are you ready to hit the jackpot? The 2026 SCALA Fall Convention & Trade Show is rolling into Cherokee and we want YOU at the table!

WHEN: September 23–25, 2026 | Trade Show: September 24 only

Set up: 9:00 AM – 1:00 PM | Trade Show Open: 1:00 – 4:00 PM

WHERE: Harrah's Cherokee Casino Resort, 777 Casino Dr, Cherokee, NC 28719

THEME: Hitting the Jackpot: Big Wins for Senior Care



This year's convention is dealing three action-packed days of:

- 🎲 High-stakes networking with top decision-makers in senior care
- 📺 Can't miss education sessions and CEUs worth cashing in on
- 💰 Prime booth opportunities to showcase your products and services to a captive audience
- 🎰 Casino-themed fun, surprises, and big energy around every corner

Whether you're a returning sponsor or a first-time exhibitor, we've got packages for every player — from the Wild Card to Royal Flush — designed to maximize your visibility and make sure attendees remember your name long after they leave the table.

The House Knows Its Players

Every year, the SCALA Fall Convention welcomes 175+ industry professionals to the floor — administrators, regional directors, executive directors, owners and operators, sales and marketing professionals, clinical staff, and more — all there to build connections and shape the future of assisted living in South Carolina. This is your room. These are your people. Don't fold before the hand is dealt.

Stack Your Chips with a Sponsorship

Sponsoring the 2026 SCALA Convention is one of the smartest bets you can make for your brand. Beyond your booth, sponsorship puts your name in lights — across social media, event signage, and in the hands of attendees before they ever walk through the door. It signals that you're not just a vendor — you're a true partner of the association and the industry.

Why Exhibitors Keep Coming Back to This Table

The 2026 Trade Show is stacked in your favor with:

- 🎯 A dedicated trade show window with no competing events — all eyes on you
- 🍷 A networking reception to build relationships in a relaxed, casino-resort atmosphere
- 📅 Early attendee information for sponsors — so you can deal yourself in before the show even opens
- 🎰 The ultimate closing act: after the reception, head straight to the casino floor for an evening of fun on your own that keeps the conversations going

Don't Let This Hand Pass You By

Exhibitor spaces fill up fast — and once they're gone, they're gone. Don't sit this one out and watch from the sidelines while your competitors rake in the chips. Secure your spot today and let's make 2026 your biggest win yet.

The house always wins — but this year, so do you. For any questions, please email SCALA@scassistedliving.org or call 803-851-6308.

I look forward to seeing you in Cherokee in September!

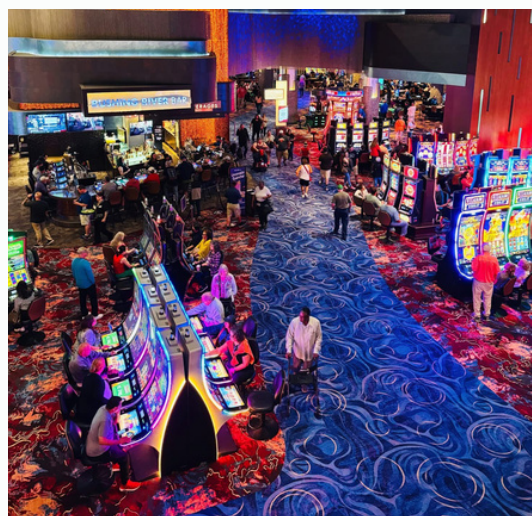
Melody Bailey

Melody Bailey, SCALA CEO





Harrah's CHEROKEE CASINO RESORT



Group Name/Code	2026 SCALA Fall Convention / S09SCAL
Group Rate	Guestrooms starting at \$85 (includes the daily resort fee) • Tax is 15% additional PLEASE NOTE: If you are wanting to extend your stay, you will have to pay the best available rate from the hotel.
Online Reservation Link	<u>SC Assisted Living Booking Link</u> https://book.passkey.com/go/scala2026
Reservation Line	The number to call to make reservations directly with the property is 1-800-CAESARS. Guests should reference their group code (S09SCAL) to book at the group rate
Group Cut Off Date	Attendees must book their reservations prior to September 1, 2026 unless the block is full prior to that date. We anticipate this block to be full by mid August.
Location	Harrah's Cherokee Casino Resort 777 Casino Drive, Cherokee, NC 28719



General Information



Trade Show Schedule:

Date: Wednesday, Sept. 23, 2026

- 5:30 PM - 7:00 PM | Welcome Networking Reception

Date: Thursday, Sept. 24, 2026

- 9:00 AM - 1:00 PM | Exhibitor Registration & Setup
- 12:00 - 1:00 PM | Exhibitor Lunch
- 1:00 PM - 4:00 PM | Trade Show Open to Attendees
- 4:00 PM | Exhibitor Teardown Begins

What's Included:

Exhibit space for this event are tabletop displays, which feature a 6-foot draped & skirted table, two chairs, & trash cans in the area. Wi-Fi access will be provided. If you require electrical power for your event, you can order it on the registration form, but it must be done before Sept. 16th.

Please note: Booth space at this location is strictly limited & the show regularly sells out early. We strongly advise registering as soon as possible to guarantee your spot & secure the best rate!

Welcome Networking Reception:

Connect with key players before the show even opens! Join fellow attendees, presenters, sponsors, and exhibitors on Sept. 23, from approximately 5:30- 7:00 PM for an evening of networking. Stay tuned—more details will be shared as the event approaches!

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.

Theme: **Hitting the Jackpot: Big Wins for Senior Care.**

High Rollers Wanted! 🎲

Channel your inner Vegas and get creative with casino-themed booth decor, staff costumes, and lucky giveaways! The exhibitor with the BEST BOOTH wins a FREE booth for next year's show. Don't miss your chance to hit the jackpot!

Check In

Exhibitor check-in will open all day on Thursday, Sept. 24, at the registration area just outside the exhibit hall. All booths must be completely set up and ready for attendees by the 1:00 PM deadline on Sept. 24.

Who You Will Meet:

Connect with long-term care professionals from across the state representing assisted living communities, skilled nursing facilities, and diverse healthcare entities. This premier event brings you face-to-face with key decision-makers, including:

- Owners, Operators & Regional Directors
- Facility Administrators & Senior Staff
- Nurse Managers & Clinical Leadership
- Department Heads & Operations Managers

Deadline for Conference Program Listing:

Full payment must accompany your booth reservation by September 9, 2026. Please note that inclusion is subject to availability, as exhibit space may sell out prior to this date.

Door Prizes:

Want to drive more traffic to your booth? We highly encourage bringing a door prize for our trade show raffle! It's a proven, high-impact way to boost your exposure and make your brand the talk of the show.

Please note our policy regarding attendee lists:

Advance access is an exclusive benefit reserved solely for our sponsors, who will receive the list 2 to 4 weeks prior to the event depending on their sponsorship level. For all other participants, a current attendee list will be included in your on-site registration packet on the day of the show. Additionally, a final, comprehensive list will be emailed to everyone in an Excel format after the event wraps up.

Non-Exhibiting Vendors:

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

Maximizing Attendee Engagement:

We are dedicated to driving high traffic directly to your booth! To incentivize attendees, they can earn valuable Continuing Education (CE) credits by participating in our Exhibitor Passport Program—requiring them to visit EVERY booth and collect a stamp or initial from each exhibitor to qualify. 90-95% of attendees opt to take advantage of this education opportunity.

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



2025 Exhibitors

- Aegis Therapies
- Agape Care Group
- Airemaster
- Alita
- All About Seniors
- Alzheimer's Association
- Angus Lake Healthcare LTC Pharmacy
- APTO Systems
- Bathfitter-Charleston
- Bevid Medical
- Broad River Rehab
- CitizensDx
- Comfort Keepers
- Curana Health
- DiningRD
- DispatchHealth
- ECP-Assisted Living Software
- Edgeway Pharmacy
- Eventus WholeHealth
- Fox Rehabilitation
- Fragrant Solutions
- Gentiva Hospice
- Gordon Food Service
- Guardian Pharmacy of SC
- Landscape Workshop, LLC
- LifeSource Inc.
- McLeod Home Care
- Neil Medical Group
- NHC Continuum of Care
- Nursa
- Pathway Hospice & Palliative Care
- Providence Care
- PruittHealth
- PruittHealth Pharmacy
- Select Care Pharmacy
- Select Rehabilitation
- SeniorLivingGuide.com
- Signal Technologies
- Synchrony Pharmacy
- The Weston Group
- U Save It Pharmacy- Peach Valley
- US Foods
- Your Health

Important Dates

- ASAP- Exhibitor Registration & Fees
- July 2- Presenter submissions close for fall convention
- August 14- Last day for 50% refund
- September 1- Hotel Reservation Deadline
- Sept.16- Final exhibitor badge Info due and electric must be ordered
- Sept. 23- Networking reception
- Sept. 24- Set Up & Trade Show



> REGISTER NOW

Online

WHAT'S INCLUDED IN YOUR EXHIBIT BOOTH



TABLETOP BOOTH DISPLAY FEATURING 6' DRAPED TABLE AND TWO CHAIRS

Professional space to showcase
your brand and connect with attendees.



CARPETED EXPO HALL

A comfortable, clean environment
designed for great events.



WI-FI ACCESS

Stay connected and productive
throughout the show.



ATTENDEE LIST PROVIDED

Delivered the day of the show
(sponsors receive it in advance).



TRADESHOW LUNCH FOR TWO

Enjoy a complimentary lunch
for you and your booth rep.



ACCESS TO THE NETWORKING RECEPTION FOR TWO

Connect and unwind with
industry professionals.



PUT YOUR

BRAND

in the Spotlight

AT THE CONFERENCE!

2026
CONFERENCE
PROGRAM

YOUR SPONSORSHIP
COULD BE
HERE!

THANK YOU TO
OUR SPONSORS!

WELCOME
to Fabulous
LAS VEGAS

★ SPONSORS RECEIVE **FREE ADS!** ★

ADVERTISE IN THE CONFERENCE PROGRAM

FULL PAGE

★ **\$500** ★

1/2 PAGE

★ **\$350** ★

1/4 PAGE

★ **\$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.

★ RESERVE YOUR AD SPACE TODAY ★

SCALA FALL CONVENTION
& TRADE SHOW

♥ ♦ ♣

BOOTH PERSONNEL & BADGES

**STANDARD BOOTH
REGISTRATION:**

Includes 2
Representative Badges.

**SPONSORSHIP BOOTH
REGISTRATION:**

Includes 2 standard badges
+ additional complimentary
badges based on your
specific sponsorship tier.

**ADDITIONAL REPRESENTATIVE
REGISTRATION:**

\$200 PER PERSON
(For any representatives exceeding
your included allotment)

**YOUR TEAM.
YOUR PRESENCE.
YOUR
ADVANTAGE.**

**SECURE YOUR SPOT.
BUILD CONNECTIONS.
DRIVE RESULTS.**

**BE SEEN.
BE REMEMBERED.**

*Be a part
of the experience!*

♦ | ♠ | ♥ | ♣

SCALA 2026 SPONSORSHIPS



All tiers include a \$1,000 exhibit table in the trade show area.

Sponsors receive the benefits included with their selected sponsorship level, along with applicable benefits from preceding levels where noted. However, complimentary ads, extra booth representatives, and other quantity-based benefits are not cumulative unless otherwise specified.



BRONZE SPONSORSHIP *"Wild Card"*

Investment: \$2,800

*Includes \$1,000 exhibit table
+ \$1,800 sponsorship value*

- ◆ 1 exhibit table in the trade show area
- ◆ Name/logo listed in the official convention program
- ◆ Attendee list 2 weeks in advance of the convention
- ◆ Recognition on the SCALA event website
- ◆ Sponsor ribbons for name badges
- ◆ Social media shoutout (1 post across SCALA channels)
- ◆ Certificate of Appreciation
- ◆ Business card sized ad in convention program
- ◆ 1 additional booth rep registration (worth \$200)
- ◆ Recognition in post-conference newsletter
- ◆ **Choice of Sponsoring:** Candy/treats, charging station, Session, Coffee/soda break, Wi-Fi, goody bags, Upgrade business card Advertisement in Conference Program to ¼ Page



SILVER SPONSORSHIP *"High Roller"*

Investment: \$3,800

*Includes \$1,000 exhibit table
+ \$2,800 sponsorship value*

- ◆ All Wild Card (Bronze) benefits, PLUS:
- ◆ Logo on event signage displayed in the meeting area
- ◆ 1 additional booth rep registration (worth \$200)
- ◆ Quarter-page advertisement in the convention program
- ◆ Recognition from the podium during the general session
- ◆ Social media recognition (3 posts across SCALA channels)
- ◆ **Choice of Sponsoring:** Printed Program, Session, Wi-Fi, Refreshment Break, Notepads with logo, Upgrade ¼ Page Advertisement in Conference Program to ½ Page



GOLD SPONSORSHIP

"Jackpot"

Investment: \$4,800

*Includes \$1,000 exhibit table
+ \$3,800 sponsorship value*

- ◆ All High Roller (Silver) benefits, PLUS:
- ◆ 2 additional booth rep registration (worth \$400)
- ◆ Half-page advertisement in the convention program
- ◆ Larger logo featured on event materials (signs, program, email blasts)
- ◆ Branded item or insert (you provide) included in the attendee swag bag
- ◆ 5-minute speaking opportunity or video promo played
- ◆ Dedicated social media spotlight feature
- ◆ Logo on event napkins
- ◆ Priority booth placement in the tradeshow
- ◆ **Choice of Sponsoring:** Keynote, Trade Show Luncheon, Breakfast, Photo Booth, Upgrade ½ Page Advertisement in Conference Program to Full-Page



DIAMOND SPONSORSHIP

"Royal Flush"

Investment: \$7,800

*Includes \$1,000 exhibit table
+ \$6,800 sponsorship value*

- ◆ All Jackpot (Gold) benefits, PLUS:
- ◆ Title Sponsor recognition for your sponsored event – "Presented by [Your Company]"
- ◆ 4 additional booth rep registrations (worth \$800)
- ◆ Full page advertisement in the convention program
- ◆ Shoutout during opening welcome to attendees
- ◆ Largest logo prominently featured on event materials (signs, program, email blasts)
- ◆ Feature interview or article in the SCALA newsletter / magazine
- ◆ Prominent logo placement on the SCALA website
- ◆ Lanyards with logo provided to attendees
- ◆ First right of refusal for next year's sponsorship
- ◆ **Choice of Exclusive Sponsoring:** Welcome Networking reception or Awards luncheon



**PARTNER WITH SCALA. GET RECOGNIZED.
MAKE A LASTING IMPACT.**

Questions? Contact the SCALA Team Today!



2026 SCALA Exhibitor Contract—Terms & Conditions

Registration Requirements- Exhibitors must submit a completed registration form (or register online), 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. Register Online [HERE](#)

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—All cancellation requests must be submitted in writing. Cancellations received on or before August 14 will be eligible for a 50% refund; requests received after this date are non-refundable and cannot be credited toward future events. If you are unable to attend, you may send a substitute in your place, provided SCALA is notified in advance to update registration details. In the event that SCALA must cancel or postpone the program due to severe weather, public health emergencies, or other unforeseen circumstances, a credit toward a future event will be issued, but no refunds will be processed. Thank you for your understanding and cooperation. Your registration serves as an agreement to this policy.

Insurance & Liability- Exhibitor assumes responsibility & agrees to indemnify & defend SCALA and the Ceasars/Harrah's Cherokee Casino and their respective employees and agents against any claims or expenses arising out of 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 hotel 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.

Booth Construction— These booth spaces are 6 ft draped tabletop exhibit space with 2 chairs, carpeted space, trash cans throughout the space. Exhibits may not be constructed so they obstruct or hide exhibits of others. Large exhibits or a lot of equipment cannot be accommodated.

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 July.

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 16, 2026, 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 SCALA 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 2026 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 _____



2026 SCALA TRADE SHOW EXHIBITOR REGISTRATION

BASIC BOOTH DETAILS: All booths are 6 ft tabletop displays, include 2 exhibitor booth rep registrations for the trade show day. Registration fee includes access for Sept. 24 only- 2 trade show lunches, 6 ft table, 2 chairs, carpeted space, plus two (2) exhibitor booth rep registrations for the networking reception. SCALA will be in touch for sponsors to pick exhibit booth.

☐ **Member Booth** \$ 1000

☐ **Non-Member Booth** \$ 1500

☐ **Annual Membership Dues** \$ 800

☐ **Electricity at Booth** \$ 60

Must be reserved before 09/16/26

☐ **Additional Booth Reps** ... \$ 200/person

Above 2 people must be added for basic booth.

Registration is now available online if preferred:

> REGISTER NOW



Online

☐ BRONZE SPONSOR- \$2,800 ☐ SILVER SPONSOR- \$3,800 ☐ GOLD SPONSOR- \$4,800 ☐ DIAMOND SPONSOR- \$7,800

Requested event or item to be sponsored _____

☐ Advertising-(no booth included): ☐ \$500- Full page ☐ \$350- ½ page ☐ \$275- ¼ page ☐ \$ 800- Commercial 30-40 seconds

BOOTH REGISTRATION

Item	Price	Quantity	Total
Member Booth Only (includes 2 booth reps)	\$		\$
Or Sponsorship	\$		\$
Membership Dues (if applicable)	\$		\$
Additional Booth Rep Registration: <i>Select this option if you are registering more than the two (2) representatives included with a standard booth, or if you have exceeded the additional complimentary badges included with your sponsorship tier.</i>	\$		\$
Electricity	\$		\$
Total of All Fees		TOTAL	\$

PAYMENT INFORMATION

Total Amount Due: \$ ☐ Check ☐ Credit Card ☐ PayPal

Name on Card:

Card Number:

Exp Date:

Email for receipt:

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





2026 SCALA EXHIBITOR AGREEMENT

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

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: *Cancellation Policy–All cancellation requests must be submitted in writing. Cancellations received on or before August 14 will eligible for a 50% refund; requests received after this date are non-refundable and cannot be credited toward future events. If you are unable to attend, you may send a substitute in your place, provided SCALA is notified in advance to update registration details. In the event that SCALA must cancel or postpone the program due to severe weather, public health emergencies, or other unforeseen circumstances, a credit toward a future event will be issued, but no refunds will be processed. Thank you for your understanding and cooperation. Your registration serves as an agreement to this policy.*

Company Name:

Description of
product or
services for
program:

Contact Name:

Phone:

Email:

Website:

Signature:

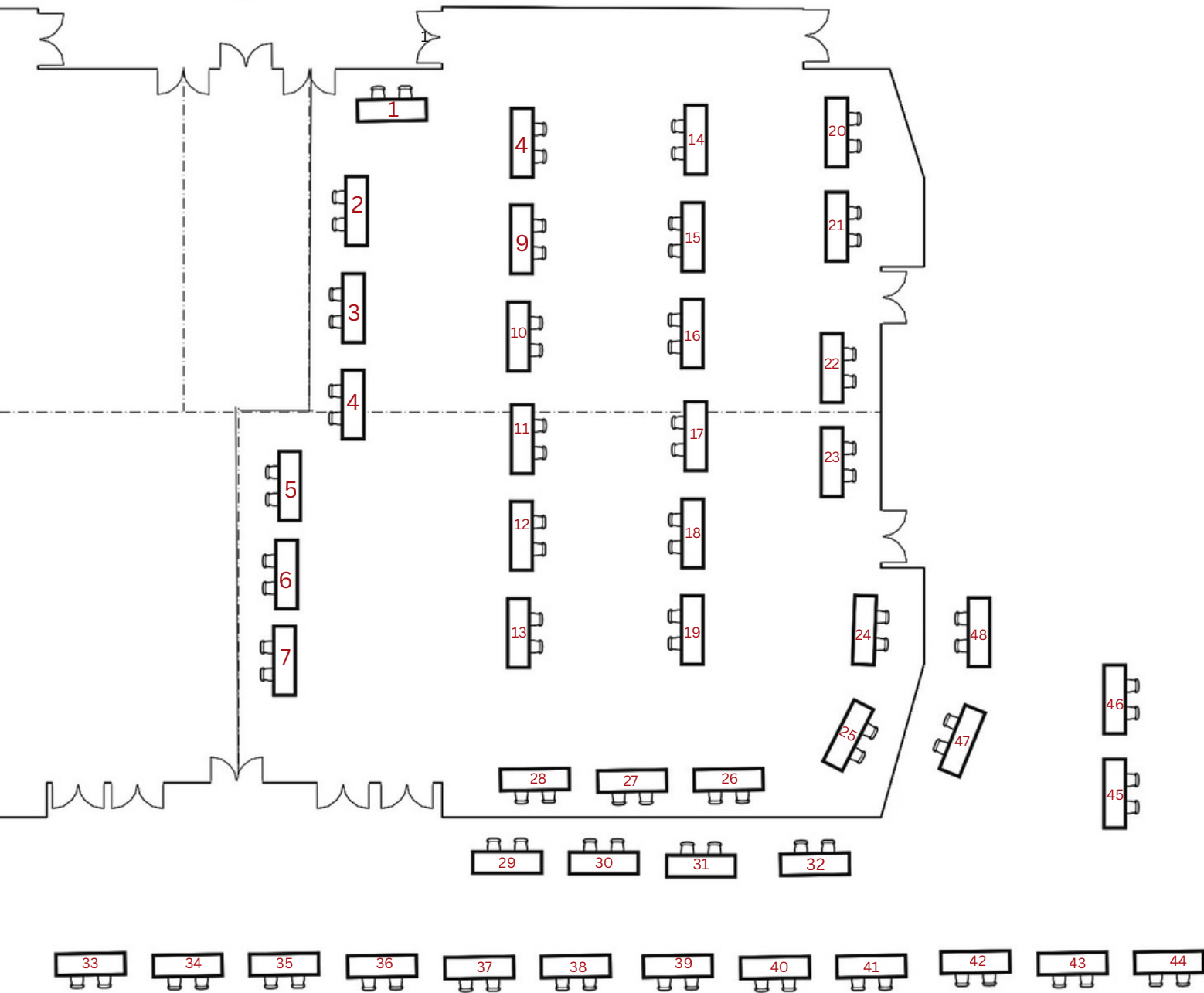
Date:

Booth Rep Name(s)

Lunch preference: regular,
vegetarian, vegan,

Email

Council of Fire Ballroom



Exhibitor Hall Diagram

2026 SCALA FALL CONVENTION

Keep it Sleek & Simple! 🎰

Just like a classic blackjack table, space on our trade show floor is premium and precise.

Tabletop Exhibits Only: No large furniture, bulky equipment, or oversized displays are permitted.

Know Your Limit: Your entire setup must fit perfectly within your assigned space. Let your brand—shine!