

Cruisin' in the Motor City



Heart of the American Dream

OCTOBER 13-15, 2023

HOLLYWOOD CASINO AT GREEKTOWN
Detroit, Michigan

AGING (i)fe CARE®
ASSOCIATION
MID-WEST CHAPTER

2023 ALCA MIDWEST CHAPTER CONFERENCE SPONSOR/EXHIBITOR OPPORTUNITIES

October 13-14, 2023 | Hollywood Casino at Greektown | Detroit, MI

The **Midwest Chapter of the Aging Life Care Association®** cordially invites you to participate as a sponsor or exhibitor in the 2023 ALCA Midwest Chapter Conference. Your company's message will be seen and heard by the leading Aging Life Care Professionals® from across the Midwest. All members will receive conference materials, newsletters and electronic communications containing publicity from sponsors. Families count on ALCA members' expert opinions to find solutions including the products and services you provide.

Aging Life Care Managers® from thirteen states in the Midwest including: **Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin** as well as Ontario, Canada will be in attendance.

Exhibitors and sponsors will have many opportunities to network with attendees who direct the plan of care for their clients and assist their clients with referrals to facilities, services and products. The ALCA Midwest Chapter conference offers various levels of sponsorship and opportunities to highlight your business throughout the year.

Location:

Hollywood Casino at Greektown

1200 Saint Antoine | Detroit, MI 48226

877-424-5554 | www.hollywoodgreektown.com

Group Room Rate: \$189 + Tax Per Night (first come-first served)

Set Up Date/Times:

Friday October 13, 2023 – 9:00 am – 12:00 pm

Exhibit Times:

Friday October 13, 2023 – 12:00 pm – 5:30 pm

Saturday October 14, 2023 – 8:00 am – 3:15 pm

Tear Down Date/Times:

Saturday October 14, 2023 – 3:30 pm - 5:00 pm

Platinum Sponsor Package - \$5,000

- **Sponsorship of Keynote Speaker**
- Prominent location in exhibit hall: 6-ft Skirted Table with 2 chairs
- Registration for up to 2 Conference representatives– including opening reception, breakfast & lunch
- One Full Page Insert in Conference Program or Registration Packet
- Opportunity to publish article or ad in electronic Chapter Sponsor Spotlight
- Attendee Contact List: Electronic Pre-Show Mailing List Emailed 1 Week in Advance and On Site
- Logo on ALCA MW Chapter Website, eBlasts, marketing materials and onsite signage

Gold Sponsor Package - \$4,000

- **Sponsorship of Opening Reception**
- Recognition at Reception on Friday Night
- Opportunity for Distribute Materials and/or have Representative address to attendees at event (3 min)
- Prominent location in exhibit hall: 6-ft Skirted Table with 2 chairs
- Registration for up to 2 Conference representatives– including opening reception, breakfast & lunch
- One Full Page Insert in Conference Program or Registration Packet
- Opportunity to publish article or ad in electronic Chapter Sponsor Spotlight
- Attendee Contact List: Electronic Pre-Show Mailing List Emailed 1 Week in Advance and On Site
- Logo on ALCA MW Chapter Website, eBlasts, marketing materials and onsite signage

Silver Sponsor Package - \$3,000

- **Sponsorship of Business Awards Lunch**
- Recognition at Lunch on Saturday
- Prominent location in exhibit hall: 6' skirted table with 2 chairs
- Registration for up to 2 Conference representatives– including opening reception, breakfast & lunch
- One Half Page Insert in Conference Program or Registration Packet
- Opportunity to publish article or ad in electronic Chapter Sponsor Spotlight
- Attendee Contact List: Electronic Pre-Show Mailing List Emailed 1 Week in Advance and On Site
- Logo on ALCA MW Chapter Website, eBlasts, marketing materials and onsite signage

Bronze Sponsor Package - \$2,000

- **Sponsorship of General Session/Recognition at Session**
- Prominent location in exhibit hall: 6-ft Skirted Table with 2 chairs
- One Quarter Page Insert in Conference Program or Registration Packet
- Up to 2 Conference Registrations – including opening reception meals/materials (\$250 value)
- Attendee Contact List: Pre-Registration List Emailed 1 Week in Advance and On Site
- Logo on ALCA MW Chapter Website, eBlasts, marketing materials and onsite signage

Pearl Sponsor Package - \$1,000

- **Sponsorship of a Conference Break/Signage Recognition on Break**
- Prominent location in exhibit hall: 6-ft Skirted Table with 2 chairs
- One Quarter Page Insert in Conference Program or Registration Packet
- Registration for up to 2 Conference representatives- including opening reception, breakfast & lunch
- Attendee Contact List: Pre-Registration List Emailed 1 Week in Advance and On Site
- Logo on ALCA MW Chapter Website, eBlasts, marketing materials and onsite signage

Exhibitor Package - \$750

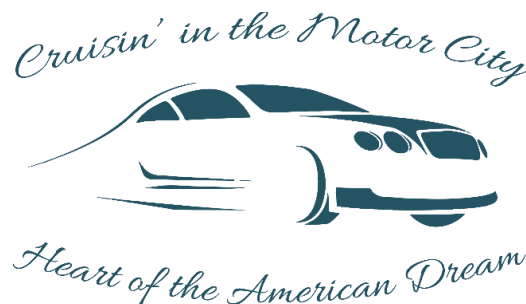
- 6-ft Skirted Table with 2 chairs (Space pre-assigned based on date of registration/payment received)
- Company recognition on ALCA MW Chapter Website, eBlasts, marketing materials.
- *Corporate Partner and Non-Profit Discounts available upon request/availability.*

Tote Bag Insert &/or Resource Table - \$250

- Literature placement (Max size: 1 8.5 x 11" flyer)

Space Assignment

Exhibiting space is limited and assigned by committee members/staff depending upon your date of confirmation and sponsorship level. Completed applications and payment are due in full *no later than* **SEPTEMBER 1, 2023**. Applications for exhibit space are subject to approval of the program committee and must include a description of the products/services to be exhibited. If application is not approved, the payment will be returned in full.



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For more information, please visit www.aginglifecare.org ->Regional Chapters -> Midwest Chapter or contact Pam Carlson at pam@carlsongroupmgt.com or 520.270.1541

ALCA 2023 MIDWEST CHAPTER CONFERENCE

SPONSOR/EXHIBITOR REGISTRATION FORM –October 13-15, 2023

Please fill out this form and return with payment *no later than September 1, 2023*

Sponsorship applications are subject to approval by the conference committee and must include a description of the products/services to be exhibited. If the application is not approved, a full deposit will be returned. Sponsorships accepted on a first come basis at the time of payment.

- | | | |
|--|--|---|
| <input type="checkbox"/> Platinum Sponsorship - \$5,000 | <input type="checkbox"/> Gold Sponsorship- \$4,000 | <input type="checkbox"/> Silver Sponsorship- \$3,000 |
| <input type="checkbox"/> Bronze Sponsorship \$2,000 | <input type="checkbox"/> Pearl Sponsorship \$1,000 | <input type="checkbox"/> ToteBag Insert Only - \$250 |
| <input type="checkbox"/> Exhibitor (Non-Member)- \$750 | <input type="checkbox"/> Exhibitor Corp Partner - \$650 | <input type="checkbox"/> Exhibitor Nonprofit - \$250 |

Company: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

All exhibitor/sponsors are entitled to two name badges for representatives to attend the conference. Additional nametags/registrations are \$50 each. Please list your exhibiting representatives below.

1. _____ 2. _____
 Special Dietary Restrictions? _____ Special Dietary Restrictions? _____

Electrical and Internet Access: Wireless Internet Access will be provided in the exhibit hall.

I anticipate needing electrical access: **Yes** (Additional charges may apply at the exhibitor's expense) **No**

I will pay by Check ___ **Total Amount Enclosed:** \$ _____

Make check payable to: ALCA Midwest Chapter and mail with form to address below.

I will pay by ___ **VS** ___ **MC** ___ **AX** _____ - _____ - _____ - _____ **Exp Date:** ___/___ **CVV:** _____

Name on Card: _____ **Signature:** _____

Total Amount Enclosed/Authorized to Charge: \$ _____

Exhibitor Terms and Conditions The exhibitor assumes the entire responsibility for losses, damages, and claims arising out of exhibit's activities on Hotel premises and will indemnify, defend, and hold harmless ALCA Midwest Chapter, the Hotel, their agents, and employees from any and all such losses, damages, and claims. Exhibit space is limited and assigned on a first-come, first-served basis. Cancellations must be received in writing. **No refunds will be issued after September 1, 2023.** Cancellations before that date will receive a refund minus a \$50 administrative fee. **Please note your registration signifies acceptance of all terms and conditions of exhibiting.**

Return form via mail; email to pam@carlsongroupmgt.com or mail/fax by September 1, 2023:
 ALCA MW Chapter Conference Exhibitor | 3275 W Ina Rd Suite 130 Tucson AZ 85741 | Fax: 520-325-7925
 Questions??? Contact Pam Carlson at pam@carlsongroupmgt.com 520.270.1541

For Staff Use Only – Date Received: _____ Date CC Charge/Check Received: _____