



2026 WRC-ALCA SPONSOR/EXHIBITOR OPPORTUNITIES

Registration Deadline: First Come, First Served or before August 21, 2026

The Western Region Chapter of the Aging Life Care Association® (WRC-ALCA) invites you to participate in our 36th Annual Conference “From Clear Waters to High Peaks: Elevating Aging Life Care™” at Caesars Republic Lake Tahoe, NV!

Who Attends the WRC-ALCA Annual Conferences?

The Aging Life Care Association Western Region Chapter has approximately 400 Aging Life Care Managers® (ALCMs) who serve the rapidly aging/senior population across 13 Western States (AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY, and British Columbia) and their families who need and can afford your services. The Annual Conference will attract over 100 Aging Life Care Managers who serve the rapidly growing aging/senior and their families and are dedicated to providing only the best recommendations of services to the clients/the families they serve.

Who Sponsors and Exhibits at the Conferences?

Companies and organizations whose products and services are geared toward assisting the elderly/disabled and the Aging Life Care Managers who represent them are encouraged to exhibit – this includes those who focus on healthy aging, baby boomers, technology and more. Exhibitors and sponsors will have access to the ultimate decision-makers in the forefront of aging concerns. Past exhibitors and sponsors have been delighted with the caliber of attendees and referrals received from exhibiting at WRC-ALCA Conferences.

Why Should YOU Participate?

For every private pay client an ALCM sees on average, there are TWO additional involved family members and TWO professionals. So, for every client with whom the ALCM interacts, engages with and influences there are FIVE distinct potential consumers. On average each ALCM serves 100 clients in a year. So, each ALCMs offers you access to 500 hundred contacts. Equally important is the qualitative value of each of

these contacts – ALCMs clients are individuals who value professional services, who can afford services, and who are willing to pay for services out of pocket. **This is an outstanding opportunity to share your product or service with this diverse group of professionals in a recession-proof market!**

POLICY RE: SEPERATELY SPONSORED EVENT IN CONJUNCTION WITH WRC-ALCA

During the published conference dates, sponsors/exhibitors shall not independently reserve space or otherwise sponsor or host an event, engage in marketing or promotional activities without the prior written consent of WRC-ALCA. This includes, but is not limited to, meeting space, a hospitality suite, seminar, focus group, press events or any other promotional or educational activity. Ancillary events will be approved on a first come first served basis for **sponsors** whose functions do not compete with the agenda or events of the event. Contact pam@carlsongroupmgt.com for more information or to request approval.

\$200 DISCOUNT AVAILABLE ON ALL PACKAGES FOR CORPORATE PARTNERS

PLATINUM/DIAMOND SPONSORSHIP - \$7,000 (OPPORTUNITY: 1)

SOLD

Sole Sponsorship of Opening Keynote/General Session:

- Opportunity for company rep to give 3-minute address at the Opening Keynote General Session
- Opportunity for company rep to distribute materials at the Opening Keynote General Session
- Sponsorship of Conference App
- Logo/Listing in Conference Program and Chapter Website
- Full Screen Digital Ad in Conference General Session
- Electronic Banner Ad with External Linking in Email Marketing Campaign
- Recognition of Sponsorship from Podium at Opening Keynote
- Preferred Location in Exhibit Hall – Two 6-foot Table/2 Chairs
- “Pre-show” attendee list emailed out 1 week prior to conference for a one-time use only
- Four (4) tickets per company to attend the Opening Reception, Continental Breakfasts & Lunch and Conference Sessions

GOLD SPONSORSHIP - \$5,000 (OPPORTUNITY: 4)

Sole Sponsorship of one General Session

- Opportunity for company rep to give 2-minute address at a general session
- Opportunity for company rep to distribute materials at assigned general session
- Logo/Listing in Conference Program and Chapter Website
- Full Screen Digital Ad in Conference General Session
- Electronic Banner Ad with External Linking in Email Marketing Campaign
- Recognition of Sponsorship from Podium at Opening Keynote
- Preferred Location in Exhibit Hall - One 6-foot Table/2 Chairs
- “Pre-show” attendee list emailed out 1 week prior to conference for a one-time use only
- Three (3) tickets per company to attend the Opening Reception, Continental Breakfasts & Lunch and Conference Sessions

SILVER SPONSORSHIP - \$4,000 (OPPORTUNITIES: 2)

Co-Sponsorship of **Annual Business Meeting/Awards Luncheon**

- Opportunity for company rep to give 2-minute address as luncheon
- Opportunity for company rep to distribute materials at luncheon
- Logo/Listing in Conference Program and Chapter Website
- Full Screen Digital Ad in Conference General Session
- Electronic Banner Ad with External Linking in Email Marketing Campaign
- Recognition of Sponsorship from Podium/Signage at Event
- Preferred Location in Exhibit Hall - One 6-foot Table/2 Chairs
- “Pre-show” attendee list emailed out 1 week prior to conference for a one-time use only
- Two (2) tickets per company to attend the Opening Reception, Continental Breakfasts & Lunch and Conference Sessions

BRONZE SPONSORSHIP - \$3,000 (OPPORTUNITIES: 6)

Sponsorship of **Continental Breakfast or Coffee Break**

- Logo/Listing in Conference Program or Registration Packets and Chapter Website
- Logo'd Signage at Sponsored Event
- Full Screen Digital Ad in Conference General Session
- Electronic Banner Ad with External Linking in Email Marketing Campaign
- Preferred Location in Exhibit Hall - One 6-foot Table/2 Chairs
- “Pre-show” attendee list emailed out 1 week prior to conference for a one-time use only
- Two (2) ticket per company to attend the Opening Reception, Continental Breakfasts & Lunch and Conference Sessions

EXHIBITOR - \$2,000

- One (1) 6-foot skirted table/Two (2) chairs in exhibit hall
- Up to two (2) badges for your representatives to staff exhibit table.
- Exhibitor listing in Conference Program or Registration Packets
- Two (2) tickets per company to attend the Opening Reception
- Continental Breakfast & Coffee Breaks will be held in the Exhibit Hall
- One (1) Lunch Ticket will be provided **for Corporate Partners Only**

LOCATION & TENTATIVE EXHIBITOR SCHEDULE

Caesar's Republic South Lake Tahoe

15 Highway US 50 Stateline, NV 89449 1.775.588.6611

\$89.00 Room Rate (Passcode: S09ALC6) or <https://book.passkey.com/go/S09ALC6>

Tentative Exhibitor Schedule:

Exhibitor Set Up: Wednesday, September 30, 2026 | 1 - 5 pm

Exhibit Session: Thursday, October 1, 2026 | 8 am – 4 pm & Friday October 2, 2026 – 8-11 am

Exhibitor Tear Down: Friday, October 2, 2026 | 11 am

ADVERTISING PACKAGE - \$750

Unable to participate in person? No problem! Consider advertising instead.

Our package includes: one (1) Banner/Email Ad and one (1) Full-Page Digital Ad, and one (1) Email Ad featured in the Know Before You Go (KBYG) Email.

Digital Ad Specifications: Digital ads will be included in a rolling PowerPoint presentation that will run at the conference– in the registration area, primarily between sessions and during meal functions as appropriate. Finished digital ads should be submitted as a high-resolution, widescreen (16:9) PowerPoint slide OR a png / jpeg image 9” wide x 5-1/4” high

Don't See a Package That Suits Your Needs? Contact Us....

For registration form:

- Deadline to Register: **August 21, 2026.** *An additional \$200 is available for Corporate Partners.*
- All registrations processed on a first-come, first served basis.
- Additional Badges are available for \$25.00/each or Meal Tickets are available for \$100/each
- Sponsor/Exhibitor Registrations are not eligible for CEUs.

EXHIBIT SPACE POLICIES

Single Tabletop display areas include the tabletop surface area of a 6'x 30" table, 1' on either side of display and 8' in height. We do not use pipe and drape in our exhibit hall. Each exhibit must have an attendant in the display area during break/display hours. Attendants must wear exhibitor badges and be registered as exhibitors. Please note: lunches are not included but are available for purchase.

All products and services to be exhibited must be identified on the exhibit space agreement form. All demonstrations and interviews must be contained within the limits of your exhibit space/tabletop display. No exhibitor shall assign, sublet, share, or apportion the whole or any part of the space allotted to him or her without the knowledge and prior consent of WRC-ALCA Meetings Management Staff. Aisles must be kept clear and display shall be arranged so that it does not obstruct the general view of other exhibits in the Exhibition area. If Exhibitor plans any special displays, Exhibitor shall submit drawings for such displays, in advance of the Exhibition, to WRC-ALCA for approval.

Display material exposing an unfinished surface to neighboring exhibits is strictly prohibited. Nothing shall be posted on, tacked, screwed, glued, or otherwise attached to columns, walls, floors, or other parts of the building, equipment, or furniture. Anything necessary to protect the building, equipment, or furniture from damage that may be caused by any part of Exhibitor's display must be obtained and used by the Exhibitor, at his or her own expense.

Exhibitor shall not do, nor permit to be done, anything that may interfere with the effectiveness or accessibility of utility, heating, ventilating, air conditioning, or fire safety systems, or thereof, in the facilities. Nor shall Exhibitor do or permit to be done anything that may interfere with free access in and around the exhibit space areas in the facility or in the public areas adjacent thereto.

**FOR MORE INFORMATION VISIT WWW.AGINGLIFECARE.ORG OR CONTACT
SCOTT CARLSON AT SCOTT@CARLSONGROUPMGT.COM**