

Early Bird
Special
SAVE \$250!
RESERVE BY
12.15.23

PEOPLE
Passion
PURPOSE

Transforming the
Aging Life Care™ Profession

40th
ANNIVERSARY
Celebration

April 17-20, 2024

Royal Sonesta Downtown | Minneapolis, MN

SPECIAL PRE-CONFERENCE SESSIONS Wednesday, April 17, 2024

OPENING RECEPTION Wednesday, April 17, 2024

CONFERENCE DATES Thursday, April 18, 2024 – Saturday, April 20, 2024

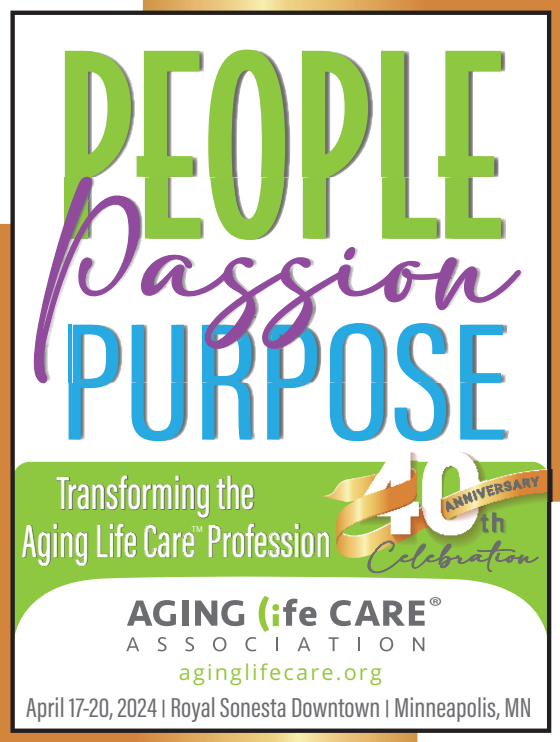
EXHIBIT DATES Thursday, April 18, 2024 – Friday, April 19, 2024

AGING (i)fe CARE®

A S S O C I A T I O N

aginglifecare.org

ATTENTION EXHIBITORS AND SPONSORS



You are invited
 to join us as a sponsor and/or exhibitor at the 40th Annual Aging Life Care Association Conference in Minneapolis, MN. Your company's message will be seen and heard by the leading Aging Life Care Professionals® from across the country. Visit aginglifecare.org and click on the exhibitor/sponsor link today.

Reserve your package now. Space is limited and expected to sell out fast!

Special Pre-Conference Sessions Wednesday, April 17, 2024
Opening Reception Wednesday, April 17, 2024
Conference Dates Thursday, April 18, 2024 – Saturday, April 20, 2024
Exhibit Dates Thursday, April 18, 2024 – Friday, April 19, 2024

Who will be attending the 2024 ALCA Conference?

Over 400 Aging Life Care Professionals are expected to join us in Minneapolis!

Aging Life Care Professionals are health and human service professionals who direct the plan of care for their clients – older adults and others with ongoing health challenges.

Families count on ALCM's expert opinions to find solutions – that includes the products and services that you provide.

Who should sponsor and exhibit at the 2024 ALCA Conference?

If your company offers products, technology, or services that offer solutions – for families or the Aging Life Care Experts® caring for them -- then you should be part of this special event!





HOTEL INFORMATION

The Royal Sonesta Minneapolis Downtown

35 South 7th St., Minneapolis, MN 55402 | (612) 339-4900

LONG LIVE THE GUEST AT THE ROYAL SONESTA.

Find elegance and unrivaled comfort with Sonesta conveniently located in downtown Minneapolis - close proximity to major points of interest in the city, from the Orchestra Hall, the Walker Art Center, and more. Boasting modern guest rooms and suites, sophisticated meeting space, and lavish on-site dining, the Royal Sonesta Minneapolis Downtown will provide a calming retreat for conference attendees.

GROUP ROOM RATES: \$145 Single/Double Rate
For reservations, visit the ALCA Reservations Booking Link on our website or call the hotel directly and reference the Group Discount Code: G041524ALCA. Group rates are available on a first-come, first served basis and cannot be guaranteed after March 15, 2024.

AIRPORT TRANSPORTATION

The Royal Sonesta Minneapolis Downtown is approximately 12.5 miles/15-20-minute drive from the Minneapolis-St Paul International Airport (MSP). Multiple options for transportation are available. Fares range from \$20-50 each way depending on service/ time of day. For more information visit the Maps & Transportation page on the Minneapolis website at minneapolis.org

SHIPPING MATERIALS TO HOTEL

All package shipping/handling is handled through the Shipping/Receiving Dept at the Royal Sonesta. You may ship your exhibit materials for arrival no earlier than April 15, 2024 using the address below. Please note per package, per day storage fees may be assessed for any boxes received prior to this date.

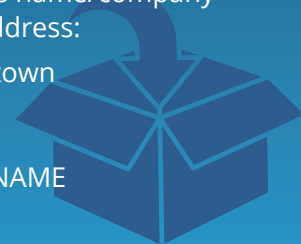
All materials, literature, products, etc. that are shipped to hotel should be sent with exhibitor's name/company and return address to the following address:

The Royal Sonesta Minneapolis Downtown
35 South 7th Street
Minneapolis, MN 55402

Hold for: ALCA Exhibitor – COMPANY NAME
Box # __ of __

Exhibitors will be responsible for applicable inbound receiving/deliver and outbound handling charges for all boxes delivered to the hotel.

ALCA or the hotel accept no responsibility for lost, stolen, or damaged goods. The hotel has limited capability for receiving, handling, and storage of any conference materials.



\$20,000

RUBY SPONSORSHIP

KEYNOTE GENERAL SESSION SPONSOR

(one opportunity)

SOLE SPONSORSHIP of the Thursday Opening Keynote Session

- Opportunity to address attendees at Thursday Morning Opening Keynote (3 min)
- Distribution of Promotional Materials at Thursday Morning Opening Keynote (pre-approved)
- Verbal recognition at Thursday Morning Opening Keynote
- Company Logo Displayed On-site and on Conference App
- **DOUBLE** Tabletop Exhibit, desirable location, plus electrical
- **FOUR** full Conference Registrations
- **TWO** complimentary Hotel Rooms for up to **THREE** Nights (if needed)
- Recognition as a Conference Sponsor on ALCA website and in pre-conference advertising, including logo and link
- On-site Conference Program: **FULL-PAGE AD on INSIDE COVER**
- Inside ALCA Magazine: **ONE FULL-PAGE, color ad and Publication of your FULL-PAGE article**

\$15,000

EMERALD SPONSORSHIP

ANNUAL BUSINESS MEETING & AWARDS CEREMONY

(one opportunity)

SOLE SPONSORSHIP of the Annual Business Meeting and Awards Event

- Opportunity to address attendees at Annual Business Meeting & Awards Event (3 min)
- Distribution of Promotional Materials at Annual Business Meeting & Awards Event (pre-approved)
- Verbal recognition at Annual Business Meeting & Awards
- Company Logo Displayed On-site and on Conference App
- **SINGLE** Tabletop Exhibit, desirable location, plus electrical
- **TWO** full Conference Registrations
- Recognition as a Conference Sponsor on ALCA website and in pre-conference advertising, including logo and link
- On-site Conference Program: **FULL-PAGE ad**
- Inside ALCA Magazine: **ONE FULL-PAGE, color ad AND Publication of your FULL-PAGE article**

THURSDAY GENERAL SESSION SPONSOR

(one opportunity)

SOLE SPONSORSHIP of the second Thursday Morning General Session

- Opportunity to address attendees at Thursday General Session (3 min)
- Distribution of Promotional Materials at Thursday General Session (pre-approved)
- Verbal recognition at Thursday General Session
- Company Logo Displayed On-site and on Conference App
- **SINGLE** Tabletop Exhibit, desirable location, plus electrical
- **TWO** full Conference Registrations
- Recognition as a Conference Sponsor on ALCA website and in pre-conference advertising, including logo and link
- On-site Conference Program: **FULL-PAGE ad**
- Inside ALCA Magazine: **ONE FULL-PAGE, color ad AND Publication of your FULL-PAGE article**

ALCA will host no more than 40 exhibits this year.

ALL SPONSORSHIPS INCLUDE

Special Exhibit Signage, Recognition in Inside ALCA Magazine, and On-Site Conference Program



**\$10,000
DIAMOND
SPONSORSHIP**

**FRIDAY GENERAL
SESSION SPONSOR**

(two opportunities)

**SOLE SPONSORSHIP of a
Friday General Session**

- Opportunity to address attendees at a Friday General Session (3 min)
- Distribution of Promotional Materials at a Friday General Session (pre-approved)
- Company Logo Displayed On-site and on Conference App
- Verbal recognition at Friday General Session
- Single Tabletop Exhibit, desirable location, plus electrical
- ONE full Conference Registration
- TWO Guest Meal Ticket to Business Meeting & Awards Luncheon
- Recognition as a Conference Sponsor on the ALCA website, including logo and contact information
- On-site Conference Program: HALF-PAGE, color ad
- Inside ALCA Magazine: HALF-PAGE, color ad

**\$7,500
SAPPHIRE SPONSORSHIP**

TOTE BAG SPONSOR

(one opportunity)

**SOLE SPONSORSHIP of the
Conference Tote Bags**

- Your Logo printed on Conference Attendee Tote Bags
- Single Tabletop Exhibit, desirable location, plus electrical
- ONE full Conference Registration
- TWO Guest Meal Tickets to Business Meeting & Awards Luncheon
- On-Site Conference Program: HALF-PAGE, color ad

**HEAD SHOT PHOTO
BOOTH SPONSOR**

(one opportunity)

**SOLE SPONSORSHIP of the
Headshot Photo Booth**

- Sponsorship Signage Displayed at Photo Booth
- Single Tabletop Exhibit, desirable location, plus electrical
- ONE full Conference Registration
- TWO Guest Meal Tickets to Business Meeting & Awards Luncheon
- On-Site Conference Program: HALF-PAGE, color ad

CONFERENCE TECHNOLOGY SPONSOR

(one opportunity)

SOLE SPONSORSHIP of the Conference Technology

- Your Company Name will be the on-site Wi-Fi login password
- Conference attendees will be re-directed to your website after login
- Your logo will be displayed on the ALCA Conference App Home Page
- Single Tabletop Exhibit, Preferred location, plus electrical
- ONE full Conference Registration
- TWO Guest Meal Tickets to Business Meeting & Awards Luncheon
- On-Site Conference Program: HALF-PAGE, color ad

Early Bird *Special*

SAVE \$250! RESERVE BY 12.15.23

**DESIGN YOUR OWN
SPONSORSHIP**

Custom sponsorship packages are available
– please contact Bonnie Leko-Shapiro at
blekoshapiro@aginglifecare.org or 520.881.8008.



SPONSORSHIP PACKAGES

\$6,500

JADE SPONSORSHIP

KEY CARD SPONSOR

(one opportunity)

SOLE SPONSORSHIP of the Hotel Key Cards

- Distribution of your company's logo on hotel key cards distributed to ALCA Conference attendees
- Single Tabletop Exhibit, desirable location, plus electrical
- ONE full Conference Registration
- TWO Guest Meal Tickets to Business Meeting & Awards Luncheon
- Recognition as Conference Sponsor on ALCA website, including logo and contact information
- On-site Conference Program: HALF-PAGE, color ad

\$6,000

PEARL SPONSORSHIP

SATURDAY GENERAL SESSION SPONSOR

(two opportunities)

SOLE SPONSORSHIP of the Saturday General Session

- Opportunity to address conference attendees at Saturday Morning General Session (3 min) (In-person and/or video)
- Distribution of Promotional Materials at General Session
- Verbal recognition General Session
- Single Tabletop Exhibit, desirable location, plus electrical
- ONE full Conference Registration
- TWO Guest Meal Tickets to Business Meeting & Awards Luncheon
- On-Site Conference Program: HALF-PAGE, color ad

\$4,500

BREAK SPONSORSHIP

BREAK SPONSOR

(multiple opportunities)

SPONSORSHIP of a Break

- Single Tabletop Exhibit, desirable location, plus electrical
- Signage at sponsored break
- On-Site Conference Program: HALF-PAGE, color ad

Exhibitors/ Sponsors

save \$50
on conference
on-site advertising
opportunities!

DEMONSTRATION DISPLAY EXHIBIT SPACES AVAILABLE

Do you have equipment to demonstrate? ALCA offers a limited number of 10' x 8' demonstration spaces in the exhibit hall. A great way to demonstrate your product!

PEOPLE
Passion
PURPOSE

Transforming the
AGING LIFE CARE™ PROFESSION

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 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 meetings@aginglifecare.org for more information or to request approval.

EXHIBITOR INFORMATION

THURSDAY, APRIL 18, 2024 - FRIDAY, APRIL 19, 2024

TENTATIVE EXHIBIT HALL HOURS

Exhibitor Set-Up

Wednesday, April 17 | 4:00 pm – 10:00 pm

Exhibitors are encouraged to attend the Welcome Reception on Wednesday, April 17 at 6:00 pm

Display Times

Thursday, April 18 | 8:00 am – 4:30 pm

Friday, April 19 | 8:00 am – 11:00 am

Exhibitor Tear Down

Friday, April 19 | 11:00 am – 2:00 pm

**Exhibitor schedule above subject to change.*



EXHIBITOR PRICING

Single Tabletop Exhibit:

(Member/Corporate Partner) \$2,500

(Non-Member/Non-Corporate Partner) \$3,000

Double Tabletop Exhibit or Demonstration Space:

(Member/Corporate Partner) \$4,800

(Non-Member/Non-Corporate Partner) \$5,800

EXHIBITOR BENEFITS

- Tabletop Exhibit to include one 6'x30" Draped and Skirted Table & 2 Chairs
- Listing in Conference Program
- Pre-Show Mailing List (one-time use)
- Post-Show Mailing List (one-time use)
- On-Site Attendee List
- 2 Badges for Exhibit Staff
- 2 Welcome Reception Tickets
- Breakfast & Coffee Breaks (Lunches are available at an additional fee)
- High Exhibit Traffic
- Conference Rates at Host Hotel
- Optional: 50% discount on Full Conference Registration for up to 2 Exhibit Staff

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. Double Tabletop display areas include the tabletop surface area of two 6'x30" tables, 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 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 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.

CANCELLATION POLICY

Cancellations must be received by February 28, 2024. No refunds will be given after February 28, 2024 or after Sponsorships have been advertised, whichever is earlier. Cancellations before the deadline will receive a refund minus a \$100 administrative fee.



ON-SITE ADVERTISING OPPORTUNITIES

TOTE BAG INSERTS

- ALCA Tote Bag Inserts \$1,250 (multiple opportunities)
- Opportunity to include a flyer or promotional item in every Conference Registration Packet
- Recognition in the Conference Program
- Recognition in Inside ALCA Magazine
- Quarter-Page Ad in Inside ALCA in Summer print issue

ADD ON OPPORTUNITY*

*Available to Sponsors and Exhibitors only. Pricing is in addition to other fees.

Video ads to be played during Annual conference during a general session – 60 Seconds

- (Member/Corporate Partner) \$1,500
- (Non-Member/Non-Corporate Partner) \$2,000

CONFERENCE PROGRAM ADVERTISEMENTS

Full Page Ad (7 ¼" x 9 ¼")

- Members / Corporate Partners \$650
- Non-Member / Partner Rate \$750

Half Page Ad (7 ¼" x 4 ½")

- Members / Corporate Partners \$400
- Non-Member / Partner Rate \$500

Quarter Page Ad (3 ½" x 4 ¼")

- Members / Corporate Partners \$300
- Non-Member / Partner Rate \$400

Business Card Ad (3 ½" x 2 ¼")

- Members / Corporate Partners \$225
- Non-Member / Partner Rate \$325

All advertisements must be paid in advance and received electronically in high resolution PDF, JPEG, TIF, or EPS files. (If EPS, please ensure that all text is converted to outlines.) All ads must be received by February 28, 2024! A \$200 graphic design fee will be added for artwork or ads created in Microsoft Word.

RESERVE YOUR SPACE NOW

Register your exhibit table by December 15, 2023, and save \$250 with our Early Bird Pricing. Exhibit space is limited and assigned on a first-come, first-served basis, so be sure to book your space today! Final deadline to register for exhibits and sponsors is February 28, 2024.

Applications for exhibit space 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, deposit will be returned in full.

For questions, contact Bonnie Leko-Shapiro - blekoshapiro@aginglifecare.org or 520.881.8008.

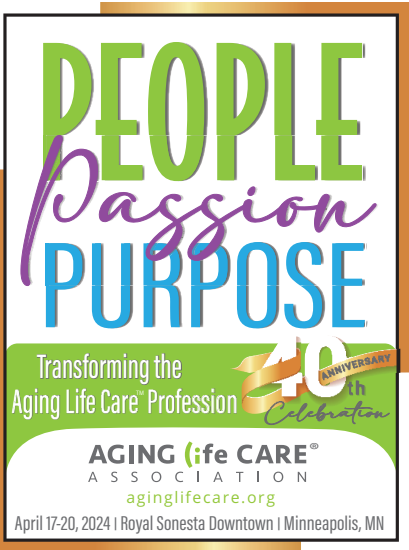
Please send completed agreement with payment to:
Aging Life Care Association
Attn: 2024 Conference Sponsor/Exhibitor
3275 West Ina Road, Suite 130
Tucson, AZ 85741

Send form with credit card payment to: Bonnie Leko-Shapiro at blekoshapiro@aginglifecare.org or via fax at 520.325.7925

RESERVE YOUR PACKAGE NOW. SPACE IS LIMITED AND EXPECTED TO SELL OUT FAST!



ALCA Office Use Only: _____
Date Rec'd: _____
Payment Rec'd: _____



SPONSOR /EXHIBITOR AGREEMENT FORM



Special Pre-Conference Sessions Wednesday, April 17, 2024
Opening Reception Wednesday, April 17, 2024
Conference Dates Thursday, April 18, 2024 – Saturday, April 20, 2024
Exhibit Dates Thursday, April 18, 2024 – Friday, April 19, 2024

To register, complete this form and send by email to blekoshapiro@aginglifecare.org. Agreement and payment must be received by February 28, 2024. Space is limited and assigned on a first-come, first-served basis.

Organization/Company Name: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Web Address:** _____

Primary Contact for Planning: _____ **E-mail:** _____

Primary Contact On-Site: _____ **E-mail:** _____

PLEASE CHECK THE APPROPRIATE BOX(ES).

SPONSORSHIP REGISTRATION

- \$20,000 RUBY SPONSOR**
Opening General Session Keynote (Thurs)
- \$15,000 EMERALD SPONSOR**
 - Annual Business and Awards Event (Thurs)
 - Thursday General Session (Thurs)
- \$10,000 DIAMOND SPONSOR (2 Available)**
 - Friday General Session (Fri)
- \$7,500 SAPPHIRE SPONSOR (3 Available)**
 - Tote Bags
 - Technology
 - Photo Booth
- \$6,500 JADE SPONSOR – Hotel Key Cards**
- \$6,000 Pearl Sponsor (2 Available)**
Saturday General Session
- \$4,500 Break Sponsor (Multiple Available)**
- Other** _____

EXHIBIT TABLE REGISTRATION:

SINGLE TABLETOP EXHIBIT PACKAGE

- Member / Partner Rate \$2,500
- Non-member / Non Partner Rate \$3,000

DOUBLE TABLETOP EXHIBIT PACKAGE

- Member / Partner Rate \$4,800
- Non-member / Non Partner Rate \$5,800

ADD-ON OPPORTUNITIES

- Video Ads:** Member / Partner Rate \$1,500 Non-member / Non Partner Rate \$2,000

Custom sponsorship packages are available. – please contact Bonnie Leko-Shapiro at blekoshapiro@aginglifecare.org or 520.881.8008

(continued on next page)

Organization/Company Name: _____

ALCA SPONSOR /EXHIBITOR AGREEMENT FORM (CONTINUED)

ON-SITE ADVERTISING:

TOTE BAG INSERTS \$1,250 ALCA Tote Bag Inserts

ON-SITE PROGRAM

- Full-Page Ad Member / Partner \$650 Non-member / Non Partner \$750
- Half-Page Ad Member / Partner \$400 Non-member / Non Partner \$500
- Quarter-Page Ad Member / Partner \$300 Non-member / Non Partner \$400
- Business Card Ad Member / Partner \$225 Non-member / Non Partner \$325

Organization/Company Name: _____

- I am interested in paying ALCA Corporate Partner rates! Attached, please find the completed Corporate Partner Application.
- Please contact me when Conference Attendee Registration is open. I am interested in purchasing full Conference Registration at a 50% discount for up to two exhibitor staff.

Please describe the product, equipment, or service you will be exhibiting (this will be used for company description on online app):

I would prefer not to be assigned to a table next to or near: _____

Two badges per table will be issued for personnel staffing your exhibit. Additional namebadges and meal tickets can be ordered at a later date.

Namebadge #1 _____ E-mail _____

Namebadge #2 _____ E-mail _____

Please note: Electricity, telephone, Internet, and hotel shipping and handling charges are not included in the exhibitor package and will be at company's expense. Details to follow prior to event.

Do you anticipate needing electrical access? Yes No

Do you anticipate needing telephone and/or Internet access? Yes No _____

PAYMENT INFORMATION

- Enclosed is our check in the amount of \$_____
- Please make payable to the Aging Life Care Association and mail to address below by February 28, 2024.

Please charge my:

VISA MasterCard American Express in the amount of \$_____

Card # _____ Exp. Date _____

Cardholder's Name (please print) _____ Signature: _____

EXHIBITING TERMS AND CONDITIONS The exhibitor assumes the entire responsibility for losses, damages, and claims arising out of exhibit's activities and will indemnify, defend, and hold harmless ALCA, their agents, servants, and employees from any and all such losses, damages and claims. Please note, your signature signifies acceptance of all terms and conditions of exhibiting.

Signature _____ Date _____

Schedule of cancellation fees are noted. No refunds will be made after February 28, 2024



BY MAIL OR FAX: 520.325.7925
Aging Life Care Association, Attn: 2024 Conference
3275 West Ina Road, Suite 130, Tucson, AZ 85741

For sponsorship or exhibiting opportunities, contact Bonnie Leko-Shapiro at blekoshapiro@aginglifecare.org or 520.881.8008