

Elements of Exceptional Performance

REACH ASSISTED LIVING PROVIDERS!

If your company provides products and/or services to Assisted Living providers this is the show for you! Reserve your space now at CALA's 2010 Fall Conference & Trade Show.

ABOUT CALA

The California Assisted Living Association is the only statewide association representing leading Assisted Living providers throughout California. Members range from small independently operated communities, to large multi-national organizations including providers that cater to an active lifestyle to those specializing in caring for residents with dementia.

WHO ATTENDS

CALA conferences are attended by top decision makers including: CEO's, CFO's, COO's, executive directors, clinical staff, marketing professionals and more!

EXHIBITING WITH CALA INCLUDES

- ✓ Two full conference registrations, including meals (valued at \$750)
- ✓ Exhibit Booth Rental – Piped and draped 8x10 booth with 8' high draped back wall and 3' high draped side walls
- ✓ Company identification sign
- ✓ Carpeted Exhibit Hall
- ✓ Program listing and description
- ✓ Exclusive Exhibit Hours:
 - Monday, 4:45 - 6:15 p.m. Exhibit Hall Wine Tasting
 - Tuesday, 12:00 noon - 1:30 p.m. Luncheon in Exhibit Hall

Early Bird Registration Deadline
Friday, July 2, 2010

EXHIBITOR REGISTRATION FORM

Please read the following pages carefully, fill out the entire form completely, and return pages 2 and 4 to CALA. Thank you.

Company Name: _____

Product or Service: _____

1st Exhibitor Registrant:

Name: _____

Title: _____

Email: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

2nd Exhibitor Registrant:

Name: _____

Title: _____

Email: _____

TRADE SHOW CONTACT FOR BILLING & COORDINATION

Name: _____ Address: _____

Title: _____ City, State, Zip: _____

Phone & Fax: _____ Email: _____

BOOTH PREFERENCE

Booth Selection: _____
1st Choice 2nd Choice

PAYMENT INFORMATION

NON-MEMBERS:

Industry Partners:

Supporting Partners:

Sustaining Partners:

Regular Rates

\$985

\$845

\$788

\$493

Earlybird Rates*

\$855*

\$725*

\$684*

\$428*

The 2010 Fall Conference is October 25-27, 2010 at The Hilton Orange County/Costa Mesa

***Early Bird Deadline:** Friday, July 2, 2010

Check VISA MasterCard Amex Total : \$_____

Card Number _____

Exp. Date _____

Cardholder Signature _____

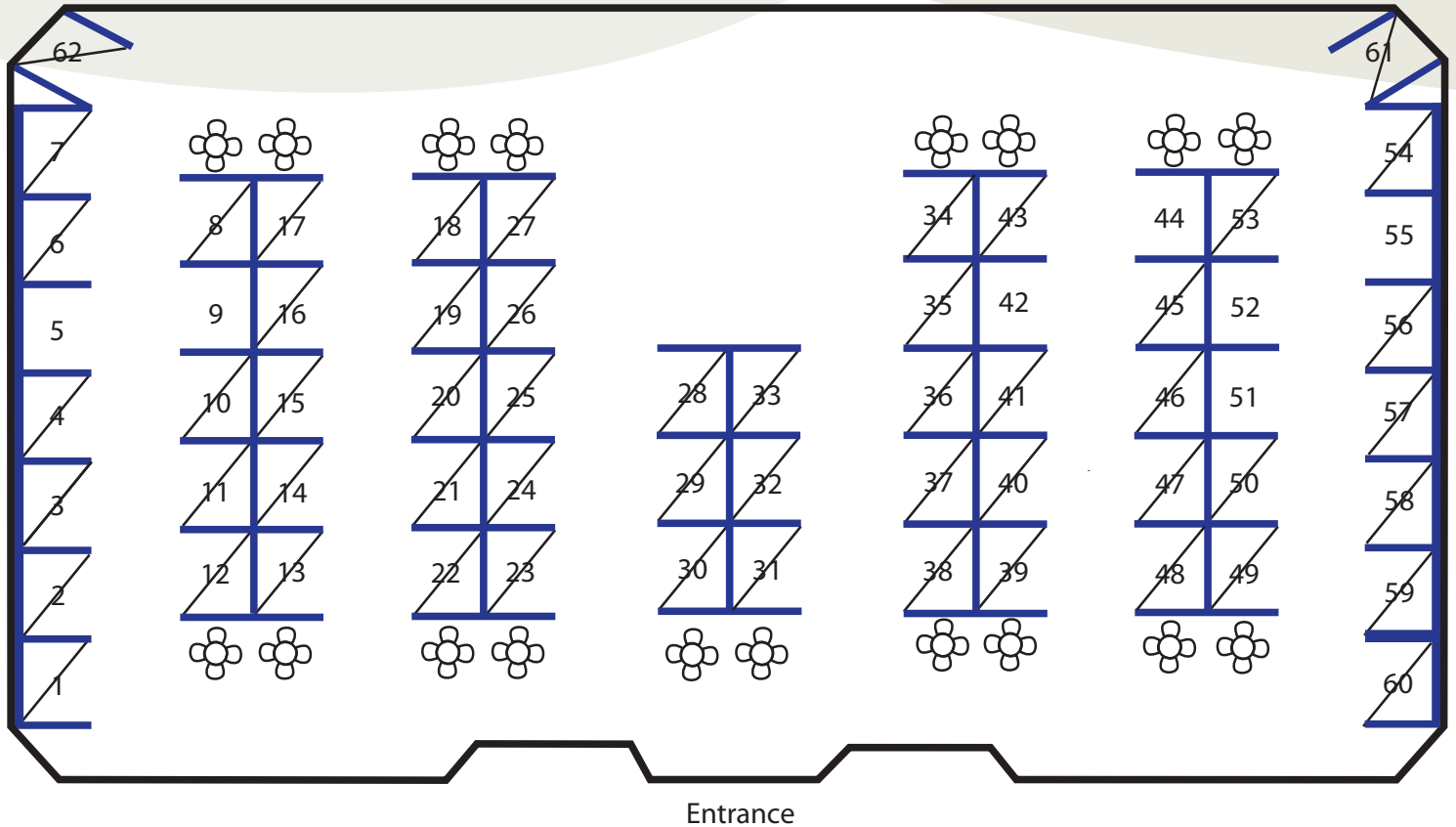
Cardholder Name (please print) _____

Cancellation policy: A \$200 cancellation fee will be applied to cancellations received in writing by **August 13, 2010**. All cancellations after this date are non-refundable.

Exhibit Decorator: The official service contractor is Rossi Expositions, Inc. You will receive an exhibitor packet directly from them.

EXHIBIT HALL MAP

CALA Fall Conference 2010 ❖ The Hilton Hotel Orange County/Costa Mesa ❖ October 25-27, 2010



PRIOR EXHIBITORS

A.L. Wizard, Inc.
 Alaska National Insurance Companies
 All Senior Homes.com
 A Place for Mom
 Alternative for Seniors
 Avalon Technologies
 A-Z Bus Sales, Inc.
 Brennan & Associates
 CALMA - CA Advocates for LTC Medical Assistance
 Care and Compliance Group, Inc.
 Carlson Medical Equipment
 Consonus
 Cooper White & Cooper LLP
 Council Connections
 Creative Action LLC
 Creative Bus Sales
 CWCapitol
 Dakim, Inc.
 Del Conte's Landscaping, Inc.
 Direct Supply Equipment
 DMES, Inc.
 Ecologically Sound Medical Services
 EMFinders
 Family Virtual Visits
 Food and Drug Administration

Forest Pharmaceuticals, Inc.
 GE Healthcare
 Har-Bro Emergency Restoration
 HCF Insurance
 Heffernan Insurance Brokers
 Hill Partnership Inc. Architects
 HomeFree, Inc.
 HPSI Purchasing Services
 IgeaCare Systems, Inc.
 I.T. Powered, a VCPI Company
 Innovatix
 Interior Images
 JCH Consulting Group, Inc.
 Kwalu
 Law Offices of Gould & Hahn
 LTC Properties, Inc.
 Mannington Commercial Flooring
 Merck & Co., Inc.
 Mt. Hood Chemical Corporation
 Omnicare
 Pacific Hospitality Design, Inc.
 Pacific Sundance Construction, Inc.
 Paul Davis Restoration, Inc.
 Philips Senior Living Solutions
 Pro Clean, Inc.

Profitime, Inc.
 Propel Insurance
 Salient Networks
 SCI Companies
 SCV Commercial Contractors
 Senior Entertainment Industries
 SeniorHousingNet, part of MOVE
 Senior TV
 Shield Healthcare
 Silverado Senior Living
 Sodexo Senior Services
 Stanley Healthcare Solutions
 Sysco Food Services
 Tidewater Group Purchasing
 Transitions For Veterans
 UHF Purchasing Services
 Upstairs Solutions LTC
 USI Insurance Services, Inc.
 Vigilant
 VITAS Innovative Hospice Care
 Warner Design Associates
 Watson Pharmaceuticals/Senior Care
 WillisHRH

Increase your company's visibility with sponsorship and advertising - ask us how!
 Call (916) 448-1900 or email Nancy Ball at ndb@CAassistedliving.org.

Trade Show Rules & Regulations

Please read the following rules and regulations carefully before registering to exhibit at the CALA trade show. **This form must be signed and returned along with your registration.**

Terms and Conditions

Exhibitors agree to abide by all terms and conditions as set forth in these rules and regulations, which forms, a part of this agreement between exhibitor and CALA. Failure to abide by show regulations may result in removal of the exhibit and exhibitor from trade show floor and/or prohibition from exhibiting with CALA in the future.

Exhibit Space Location

CALA shall use its best efforts to locate the booth in one of the locations designated by the Exhibitor, on the booth layout map to provide physical separation of the booths of those competitors from whom Exhibitor has requested such separations. Notwithstanding the above, CALA reserves the right to change location assignments at anytime, as it may in its sole discretion deem necessary.

Cancellations

A \$200 cancellation fee will be applied to cancellations received in writing by August 13, 2010. All cancellations after this date are non-refundable.

Exhibit Booth Specifications

Each 8d x 10w booth features pipe and drape construction and a 7" x 44" company identification sign. EXHIBIT FEES DO NOT INCLUDE BOOTH FURNISHINGS OR ELECTRICITY. Furniture and electricity are available through Rossi Expositions, Inc. at <http://www.rossiexpo.com/calaoct2010packet.pdf> or 510-436-7500. You will also receive an order package automatically upon registering with CALA. Order booth furnishings and electricity in advance to receive a discount and to ensure the best service.

Exhibitor Guidelines

Electrical or other mechanical apparatus must be muffled so that noise does not interfere with other exhibits. Volatile or inflammable oils, gasses, unprotected picture film, other explosive or inflammable matter, or any substance prohibited by city laws or insurance carriers are not permitted on premises.

No exhibit will be permitted to span an aisle by roofing or floor covering. Exposed unfurnished sides of exhibit backgrounds must be draped to present an attractive appearance.

Inspections of the exhibits will be made during the set-up time and an effort will be made to advise exhibitors of any deviation from the exhibit rules. In the event an exhibitor is not available, the decorator, with the approval of CALA, will provide draping deemed necessary (including draping of any unfinished tables) and submit charges to the exhibitor.

Exhibitors will abide by CALA's set-up and tear down times. No booths may be dismantled prior to the end of the trade show.

Exhibitors may supply giveaways and take orders for goods and services only in their designated exhibit spaces. Canvassing or distribution of advertising matter outside the exhibitor's own space will not be allowed. Please note, however, that exhibitors are encouraged to participate fully in the conference, thereby enhancing personal knowledge of the Assisted Living field and establishing personal contacts beyond those made in the exhibit hall.

Any display of literature by non-sponsoring or non-exhibiting entities is strictly prohibited. All such activity is sanctioned solely by CALA. Sublease of exhibit space is not permitted.

Liability

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from injury or damage to exhibit equipment and other property brought upon the premises of The Hilton Hotel Orange County/ Costa Mesa (hereinafter referred to as "the hotel") and shall indemnify and hold harmless CALA, its agents and subcontractor, the hotel and their hotel agents, staff and employees from any and all such losses, damages and claims. Exhibitors shall be fully responsible to pay for any and all damages to property owned by the hotel, its owners or managers, which result from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, the hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliated from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof. However, the exhibitor holds the responsibility to obtain insurance and to secure materials. CALA and the hotel do not guarantee or protect the exhibitor against loss or damage of any kind.

EXHIBITOR AGREEMENT

By reserving a booth at the CALA trade show, the Exhibitor and all company representatives signify an understanding of the exhibit hall guidelines and agree to follow these guidelines during the CALA trade show.

Trade Show Contact Signature

Trade Show Contact Name (please print)