



**Tuesday, May 12, 2020 | 7:30am-3:30pm**  
**The Lansing Center | 333 E. Michigan Avenue, Lansing, MI 49833**

## **2020 Trade Show Exhibitor Registration**

Michigan Assisted Living Association members provide services to over 42,000 persons throughout the state. These persons include older adults, persons living with dementia, individuals with intellectual and developmental disabilities, mental illness, substance use disorders, traumatic brain injuries or physical disabilities.

You are invited to share your products and services with over 800 conference attendees providing assisted living, residential, and other community-based services.

### **About MALA**

Michigan Assisted Living Association (MALA) is a non-profit, statewide organization representing assisted living, residential, and other community-based providers throughout Michigan. MALA has been dedicated to promoting the best interests of providers and persons served through a variety of educational programs, continuing education workshops, and our Annual Conference.

### **What do conference attendees expect from exhibitors?**

Attendees participating in the expo want to see and discuss how they can enhance their success as providers. They want to explore products and services that can help them in providing support to older adults and persons with disabilities.

### **What do exhibitors receive for participation?**

The trade show can play a vital role in the marketing, development, and profitability of your organization within one event. All exhibitors receive an e-copy of the attendee list. Sponsors will receive the registration list 2 weeks prior to the conference.

### **Are there prize drawings?**

Definitely! Exhibitors are encouraged to offer a raffle prize to increase booth attendance. We announce winners after the trade show concludes.



## What is available with my exhibitor space?

### Gold - \$2,250\*\*

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A Double (10' by 20') exhibit booth with draped 8' high backs and 3' high sides:

- 2' x 16' skirted display table
- 4 chairs & wastebasket
- 7" x 44" sign with the company name and & gold designation
- Complimentary lunch for four with attendees for the Spirit of Service Awards Luncheon
- A listing in the conference program with your company name and contact information
- Full-page (8.5" x 11") black and white or gray-scale ad in the program
- Formal recognition of your contribution during the Spirit of Service Awards Ceremony
- Your company name and logo prominently displayed on a banner in the exhibit hall
- Your company name and logo posted on the MALA conference website with a link to your website for 12 months
- Your company's promotional materials inserted in each attendee's conference bag
- You may provide such items as a flyer, brochure or trifold

### Silver- \$1,775\*\*

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A Double (10' by 20') exhibit booth with draped 8' high backs and 3' high sides:

- 2' x 16' skirted display table
- 3 chairs & wastebasket
- 7" x 44" sign with the company name and & silver designation
- Complimentary lunch for three with attendees for the Spirit of Service Awards Luncheon
- A listing in the conference program with your company name and contact information
- Half-page (8.5" x 5.5") black and white or gray-scale ad in the program
- Formal recognition of your contribution during the Spirit of Service Awards Ceremony
- Your company name and logo prominently displayed on a banner in the exhibit hall
- Your company name and logo posted on the MALA conference website with a link to your website for 12 months

### Bronze - \$680\*\*

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A Double (10' by 20') exhibit booth with draped 8' high backs and 3' high sides:

- 2' x 8' skirted display table
- 2 chairs & wastebasket
- 7" x 44" sign with the company name
- Complimentary lunch for two with attendees for the Spirit of Service Awards Luncheon
- A listing in the conference program with your company name and contact information

\*\*MALA members, not-for-profit organizations and government entities please contact Kasia Bailey at [kbailey@miassistedliving.org](mailto:kbailey@miassistedliving.org) for special rates.