



2024 ANNUAL CONFERENCE

MARCH 6-8, 2024

SPONSORSHIP OPPORTUNITIES



2024 ANNUAL CONFERENCE

MARCH 6-8, 2024

SPONSORSHIP OPPORTUNITIES

FULL CONFERENCE PROMOTION SPONSOR \$2,500 SOLD

Here's a way to get your organization out in front of WALA members and event participants in a big way. WALA will include your company logo during the four-month promotion cycle for the 2024 Annual Conference. Your company will be highlighted in the Save the Date mailer, the Advanced Agenda, and the Event App, along with marketing before, during, and after the conference. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.

ATTENDEE TOTE BAG SPONSOR \$2,500 SOLD

For this opportunity, your logo will be printed on the tote bag that each attendee and exhibitor will receive. Additionally, you may include marketing materials in each tote bag. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. You must supply marketing materials to the WALA office no later than February 16, 2024.

EVENT APP SPONSOR \$2,500 SOLD

There is no better way to remain front of mind with event attendees! Your company logo will be featured on the splash page as participants engage with the Event App before, during, and after the conference. Most attendees fully utilize the Event App, providing you with major visibility throughout the conference. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.

OPENING KEYNOTE SPONSOR \$2,500 SOLD

Your logo will be highlighted in the attendee agenda, on conference branded signage, and throughout the conference via the Event App. In addition, you will have the option to place marketing materials on attendee chairs during our Opening Keynote. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. You must supply marketing materials to the WALA office no later than February 16, 2024.

EXHIBITOR DAY LUNCH SPONSOR \$2,500 SOLD

Your company name and logo will be displayed on the sponsorship signs at each lunch station and within the Event App. In addition, you will have the option to place marketing materials on attendee chairs. You will also receive a one-time-use pre-conference mailing list, as well as a one time-use mailing list after the conference for your marketing needs. You must supply marketing materials/labels to the WALA office no later than February 16, 2024.



2024 ANNUAL CONFERENCE

MARCH 6-8, 2024

SPONSORSHIP OPPORTUNITIES

EDUCATIONAL PRE-EVENT SPONSOR \$2,500

You will have the opportunity to place marketing materials at each attendee table during this session. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. You must supply marketing materials/labels to the WALA office no later than February 16, 2024.

HERO AWARD SPONSOR \$2,500 SOLD

Support our 2024 Hero Award winners. your company logo will be displayed on the application, as well as during the awards presentation at the conference. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.

OPENING EVENING RECEPTION/ENTERTAINMENT SPONSOR \$2,500 SOLD

This sponsor will have an opportunity to speak at this event and place marketing materials at each table. You will receive major visibility within the Event App. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. You must supply marketing materials to the WALA office no later than February 16, 2024.

EXHIBITOR DAY BREAKFAST SPONSOR \$2,000

As the breakfast sponsor, your name and logo will be listed in the Event App and displayed on the sponsorship signs posted at each breakfast station (in the exhibit hall). You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.

FINAL DAY BREAKFAST SPONSOR \$2,000

As the breakfast sponsor, your name and logo will be displayed on the sponsorship signs, you will have the opportunity to place materials at attendee tables, and be displayed in the Event App. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.

THURSDAY PRIZE-DRAWING RECEPTION SPONSOR \$2,000

You will have an opportunity to not only give the welcoming address at this event, but also announce the winners in the exhibit hall as we conclude the second day of the conference. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.



2024 ANNUAL CONFERENCE MARCH 6-8, 2024 SPONSORSHIP OPPORTUNITIES

AT-A-GLANCE AGENDA SPONSOR \$1,500 SOLD

Your name and/or logo will be printed on the At-a-Glance insert that is supplied in registration envelopes to all attendees and exhibitors at the conference. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.

ATTENDEE OVERALL EVENT EVALUATION SPONSOR \$1,000 SOLD

With this sponsorship, your name and logo will be included on each electronic evaluation emailed to all conference attendees. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.

ATTENDEE EMAIL CONFIRMATION SPONSOR \$1,000 SOLD

Your name and logo will be printed on the email confirmation sent to each registered conference attendee. A live link to your website will be included within each email. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.

LANYARD SPONSOR \$1,000 + COST SOLD

For this opportunity, your name and logo will be printed on lanyards used by all attendees throughout the event. You will be invoiced for the lanyards, which the WALA staff will order to your specifications. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.

HALLWAY BANNER SPONSOR (6 AVAILABLE) \$1,000 SOLD OUT

Standing four feet tall and more than two feet wide, these freestanding signs will showcase your company message in high-traffic areas outside the exhibit hall for the duration of the conference. You will be responsible for supplying your own "signature" design (specs will be provided upon receipt of sponsorship). You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.

REGISTRATION BOOTH SPONSOR \$1,000 SOLD

As the registration booth sponsor, your name and logo will be displayed on each registration desk banner for the duration of the conference. This option offers terrific visibility for your organization in this high-traffic area. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.

TOTE BAG INSERT SPONSOR (LIMIT 6) \$750

Your choice of marketing materials will be inserted in the WALA conference attendee tote bags. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. You must supply marketing materials to the WALA office no later than February 16, 2024.



2024 ANNUAL CONFERENCE MARCH 6-8, 2024 SPONSORSHIP OPPORTUNITIES

ADVOCACY AWARENESS SPONSOR \$1,000

Help advance WALA's commitment to advocacy for the assisted living profession by showing support to the WALA PAC table during the conference. Your name and logo will be featured in the conference agenda, as well as in the Event App. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs.

BREAKOUT SESSION SPONSOR (40 AVAILABLE) \$500

Your name and logo will be prominently displayed on signs at the entrance to each sponsored breakout session. Your visibility will be maximized with a company logo in the Event App. In addition, you will have the opportunity to place one piece of marketing material on each attendee chair of the sponsored breakout session. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. You must supply marketing materials to the WALA office no later than February 16, 2024.

POWERPOINT ADVERTISEMENT SPONSOR (5 AVAILABLE) \$500

With this opportunity, you will receive one full marketing slide on the scrolling PowerPoint displayed in the primary event ballroom (exhibit hall) throughout the duration of the event. You will also receive a one-time-use pre-conference mailing list, as well as a one-time-use mailing list after the conference for your marketing needs. You must develop your own slide and submit it electronically to the WALA office no later than February 16, 2024.