



ASSISTED LIVING ASSOCIATION
OF ALABAMA

July 7, 2006

Dear Exhibitor/Sponsor:

Your interest in the educational events of our Association is very important to us. Your financial support of our Conferences and Seminars is vital to the quality of our venues and presentations.

The ALAA Fall Conference for 2006 will be September 11-13, 2006 in Birmingham at the Riverchase Galleria Wynfrey Hotel. Several exhibitors have asked that we conduct our Expo for Exhibitors all on one day, rather than spread out over two days.

This fall we will experiment with this idea: Our exhibit times will be limited to Tuesday September 12 only. We will host a "walk-around" luncheon with extended hours in the Exhibit Area.

In addition, as usual all the breaks that day will be in the Exhibit Area. All exhibitors and sponsors who have their registration complete and filed with the Association office by the deadline (August 21) will have an opportunity to include their company information (flier, brochure, etc.) in a pre-conference mail-out to all registered attendees.

Set-up may be done the night before (Monday September 11 between 6:00 pm and 10:00 pm) but must be finished before 8:00 am on Tuesday September 12. Late-comers will not be allowed to set up in prime locations while the Conference is in session, but will be allowed to set up in the perimeter which is outside the prime traffic area.

The exhibit space allocation is on a first-come-first-served basis, so get your reservation in early! We hope this new schedule will allow a concentrated period of time when your company can have quality access to our members.

We will have extended exhibit hours for that day so plan on take down after six Tuesday evening. This means that those of you who will just make one day of it will have a long day, but will not have to spend two nights in Birmingham.

Those who are coming from outside the Birmingham area can come in Monday evening, set up, and be able to leave after six on Tuesday evening.

And while you are thinking about marketing to assisted living providers, we encourage you to take advantage of the many benefits Associate Membership offers. As an Associate Member, your company will be featured in our newsletter, provided priority at Conferences and Seminars, and qualify for discounted participation in future events.

Please call me or Amy if you have any questions or suggestions on how to make you exhibit/sponsorship most profitable.

Again, thank you for your continued support.

- Gold Sponsor (2)
\$3,000
Exhibit Booth
2 Conference Registrations
Signage in Conference Hall and Acknowledgement as Event Sponsor
Logo and listing in Conference Agenda

- Silver Sponsor (6)
\$1,500
Exhibit Booth
2 Conference Registrations
Signage in Conference Hall and Acknowledgement as Break Sponsor
Logo and listing in Conference Agenda

- Exhibitor
\$900
Exhibit Booth
2 Registrations
Signage in Conference Hall
Listing in Conference Agenda

Prime space is already being claimed, so act quickly to confirm your space or sponsorship today. Use the enclosed Registration Form to lock in your space!

Cordially,



Frank D. Holden
President

**ALAA 2006 FALL CONFERENCE SEPT. 11-13, 2006
Wynfrey Hotel-Birmingham**

Please complete the following information:

SPONSOR REGISTRATION:

Exhibit Only \$900 Silver Sponsor \$1500 Gold Sponsor \$3000

Company Name: _____

Representatives & Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

We will need an electrical outlet: Yes No

We will provide a door prize: Yes No

I understand that the sponsorship registrations are on a PRE-PAID basis. I understand that the registration deadline is Monday August 21, 2006.

Signature: _____ Title: _____

Total Payment: \$ _____

Check Enclosed (payable to ALAA) Check Request Enclosed

Please charge my ___ Visa ___ Master Card Total Charge: \$ _____

Name on card: _____ Number: _____

Expiration Date _____ Authorized Signature: _____

Please return form with registration fee to:

ALAA – 5921 Carmichael Rd, Montgomery, AL 36117

Or fax your registration to (334) 262-4603 and mail check to address above.

You will receive a confirmation letter prior to the Conference. If you have any questions, please call Amy at 800-826-9410.