

# Catch the Wave to Treasure Island

**2010 TALA CONFERENCE AND  
TRADE SHOW**



**TEXAS ASSISTED LIVING ASSOCIATION  
2010 ANNUAL CONFERENCE AND TRADE SHOW  
OCTOBER 27-29, 2010  
GALVESTON ISLAND HILTON  
GALVESTON, TX**

## Exhibitor Information

### BOOTH PACKAGE

- 8 x 10, 3' SIDE DRAPE, TWO CHAIRS, COMPANY IDENTIFICATION SIGN, ONE TRASH CAN, ONE 6' SKIRTED TABLE, LISTING IN THE ONSITE PROGRAM, LIST OF PRE-REGISTRANTS, LIST OF CONFERENCE ATTENDEES, TWO TICKETS TO LUNCH IN EXHIBIT HALL, TWO TICKETS TO THE OPENING RECEPTION, LISTING IN INSIDE TALA, AND CONFERENCE PROGRAM. (ADDITIONAL TICKETS TO ACTIVITIES AND EVENTS MAY BE PURCHASED SEPARATELY.)

|            |       |
|------------|-------|
| MEMBERS    | \$575 |
| NON-MEMBER | \$690 |

### DECORATOR AND SHIPPING/ELECTRICITY

INFORMATION WILL BE SENT TO THE CONTACT LISTED ON THE EXHIBITOR CONTRACT ONCE THE FORM IS RETURNED AND PAYMENT IS RECEIVED.

### CONTRACT OF SPACE

PLEASE COMPLETE AND RETURN THE ATTACHED EXHIBIT CONTRACT WITH PAYMENT TO TALA, 4505 SPICEWOOD SPRINGS RD., STE. 250, AUSTIN, TX 78759 OR FAX TO 512-342-2858. SPACE WILL BE ASSIGNED ON A FIRST-COME, FIRST-SERVED BASIS.

### CONFIRMATION

TO CONFIRM RECEIPT OF YOUR PAYMENT, THE INDIVIDUAL LISTED AS THE CONTACT PERSON ON THE CONTRACT WILL RECEIVE A PACKET OF INFORMATION AND YOUR BOOTH ASSIGNMENT. COMPLETE EXHIBIT INFORMATION SUCH AS A DETAILED SCHEDULE, AND DECORATOR/SHIPPING INFORMATION WILL BE INCLUDED. AT THAT TIME, YOU WILL BE GIVEN A FORM FOR YOUR LISTING IN THE CONFERENCE PROGRAM.

### CANCELLATION

FULL REFUNDS LESS A SERVICE CHARGE OF \$50.00 WILL BE GRANTED FOR SPACE CANCELLED IN WRITING ON OR BEFORE SEPTEMBER 15, 2010. NO REFUNDS WILL BE GRANTED FOR CANCELLATION AFTER SEPTEMBER 30, 2010.

### PRIZES

PRIZES WILL BE AWARDED FOR THE BEST BOOTH OVERALL AND THE BEST BOOTH KEEPING IN THE CONFERENCE THEME: "CATCH THE WAVE TO TREASURE ISLAND"!

## Questions?

CONTACT GAIL HARMON AT GAIL.HARMON@TALA.ORG / 512-653-6604 OR PAIGE BAILEY AT PAIGE.BAILEY@TALA.ORG / 512-576-7563.

THE TALA TRADE SHOW IS THE LARGEST ASSISTED LIVING-SPECIFIC TRADE SHOW IN THE STATE OF TEXAS. DON'T MISS THIS OPPORTUNITY TO MEET WITH CLOSE TO 200 ASSISTED LIVING MANAGERS, ADMINISTRATORS, OWNERS AND OPERATORS!

\*SPONSORSHIP AND ADVERTISING OPPORTUNITIES ARE STILL AVAILABLE.

## Hotel

TALA HAS RESERVED A BLOCK OF ROOMS AT THE GALVESTON ISLAND HILTON, 5400 SEAWALL BLVD., GALVESTON, TX 77551, 877-425-4753 AT DISCOUNTED RATES OF \$139.00 A NIGHT FOR SINGLE OR DOUBLE OCCUPANCY. DEADLINE TO MAKE RESERVATIONS AT THE DISCOUNTED RATE IS SEPTEMBER 25, 2010. AFTER THAT DATE, ROOM RATES WILL INCREASE TO THE STANDARD RATE.

## Guest Tickets

IF YOU WOULD LIKE TO INVITE A GUEST TO ATTEND ANY OF THE EVENTS, TICKETS MAY BE PURCHASED AT THE REGISTRATION DESK (SUBJECT TO AVAILABLE SEATING) OR IN ADVANCE AT THE FOLLOWING RATES:

- EXHIBIT HALL, \$25
- OPENING RECEPTION, \$30
- LUNCH THURSDAY IN EXHIBIT HALL, \$30
- AWARDS BREAKFAST, \$25

## Registration

REGISTRATION FOR THE FULL CONFERENCE INCLUDES TICKETS TO THE MEALS AND EVENTS ON THAT DAY ONLY. TALA ACCEPTS CHECKS, MASTERCARD, VISA, DISCOVER AND AMERICAN EXPRESS. REGISTRATIONS WILL NOT BE PROCESSED WITHOUT PAYMENT. MAIL PAYMENTS TO TALA AT 4505 SPICEWOOD SPRINGS RD., STE. 250, AUSTIN, TX, 78759 OR FAX TO 512-342-2858.

## Attire

ATTIRE FOR THE CONFERENCE IS BUSINESS CASUAL.



# Exhibitor Contract

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP CODE \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

**PLEASE CHECK THE BOXES THAT YOU WOULD LIKE TO SECURE FOR 2010:**

- PLATINUM- \$7,500
- GOLD- \$5,000
- SILVER- \$2,500
- BOOTH MEMBER- \$575
- BOOTH NON-MEMBER- \$690
- CONFERENCE HANDBOOKS- \$3,500
- AWARDS BREAKFAST- \$2,500
- KEYNOTE SPEAKER- \$2,000
- TOTE BAGS- \$2,000
- CONFERENCE PORTFOLIOS- \$1,500
- LANYARDS- \$1,000 *SOP*
- BREAKS (2)- \$500
- BUSINESS CARD AD- \$100
- QUARTER PAGE AD- \$150
- HALF PAGE AD- \$250
- FULL PAGE AD- \$400

## Payment Options

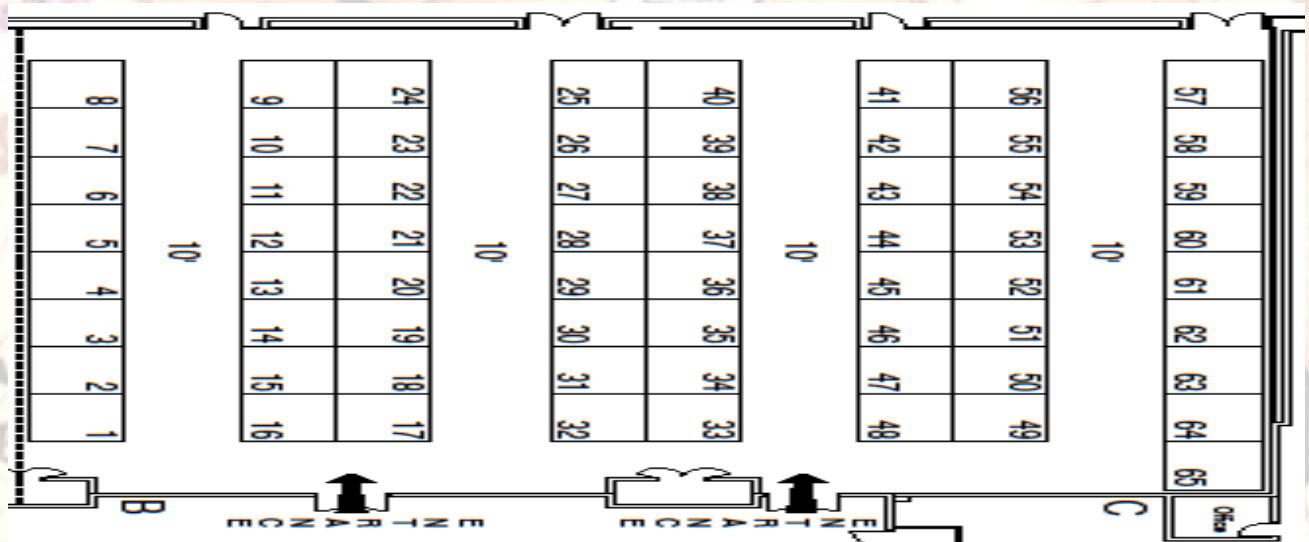
- CHECK PAYABLE TO TALA
- CREDIT CARD
- VISA
- MASTER CARD
- AMEX
- DISCOVER

CREDIT CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

CARD HOLDER NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_





4505 SPICEWOOD SPRINGS RD.  
SUITE 250  
AUSTIN, TX 78759

*Check us out!*



*www.TALA.org*

# TEXAS ASSISTED LIVING ASSOCIATION

## 2010 ANNUAL CONFERENCE AND TRADE SHOW

### OCTOBER 27-29, 2010

### GALVESTON ISLAND HILTON GALVESTON, TX

