

associate membership

CALIFORNIA ASSISTED LIVING ASSOCIATION



connect with
california's
top
assisted living
providers!

California Assisted Living

CALA

Association

about CALA

The California Assisted Living Association (CALA) is the only statewide association representing over 650 leading Assisted Living providers who serve over 50,000 residents throughout the state. CALA members range from small independently operated communities to those that specialize in caring for residents with dementia, to large campuses with multiple levels of care.

Associate Members join CALA to connect their products and services with the leading Assisted Living providers throughout California.

WHAT CALA can do for you!

- ▶ Provide great exposure and recognition as a company committed to Assisted Living.
- ▶ Keep you informed on critical issues impacting Assisted Living.
- ▶ Give substantial discounts on trade shows and advertising.
- ▶ Offer advertising and sponsorship opportunities to maximize visibility to your target market.

membership LEVEL

CALA offers three levels of membership for your marketing efforts.
The more you participate, the higher your return!



BE KNOWN
AS AN INVOLVED PARTICIPANT
JOIN CALA TODAY!

membership LEVELS

INDUSTRY PARTNER:

\$685

- ▶ Company listing printed in the CALA Buyer's Guide
 - ▶ Company listing, including website and email links, from CALA website
 - ▶ Subscription to the CALA News & Views Magazine and the CALA Update
 - ▶ Member discount on CALA News & Views advertising
 - ▶ CALA member list sent once a year
 - ▶ 15% Member discount on trade shows
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SUPPORTING PARTNER:

\$1755

- ▶ One annual listing on the Solutions Spotlight resources webpage
 - ▶ Company listing printed in the CALA Buyer's Guide
 - ▶ Company listing, including website and email links, from CALA website
 - ▶ Two subscriptions to the CALA News & Views Magazine, and the CALA Update
 - ▶ Additional 5% off member rates on CALA News & Views advertising
 - ▶ CALA member list sent electronically once a year
 - ▶ 20% member discount on trade shows
 - ▶ Special recognition as a Supporting Partner in the CALA Buyer's Guide
 - ▶ Monthly rotating website recognition as a Supporting Partner on three of the most visited pages on the CALA website
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SUSTAINING PARTNER:

\$4595

- ▶ One annual listing on the Solutions Spotlight resources webpage
 - ▶ Company listing printed in the CALA Buyer's Guide
 - ▶ Company listing, including website and email links, from the CALA website
 - ▶ Two subscriptions to the CALA News & Views Magazine and the CALA Update
 - ▶ CALA member list sent electronically twice a year
 - ▶ 50% member discount on trade shows
 - ▶ Special recognition as a Sustaining Partner in the CALA Buyer's Guide and at the CALA Conference & Trade Shows
 - ▶ Monthly rotating website recognition as a Sustaining Partner on every inside page of the CALA website with a direct link to your website
 - ▶ Premier choice of booth location for trade shows
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**Note: New and existing Supporting Partners will get a ½ page color ad in the Buyer's Guide, and new and existing Sustaining Partners will get a full page color ad in the Buyer's Guide.*

membership APPLICATION

CONTACT INFORMATION

Name

Title

Company

Address

City/State/Zip

Work Phone

Fax

Email Address

Website

Please provide a 25-word description of your company:

MEMBERSHIP LEVEL

INDUSTRY PARTNER – \$685

SUPPORTING PARTNER – \$1755

SUSTAINING PARTNER – \$4595

Please choose **ONLY** one company category:

- | | |
|--|---|
| <input type="radio"/> Ancillary Services | <input type="radio"/> Hospice Services |
| <input type="radio"/> Architecture/Design Services | <input type="radio"/> Imaging Services |
| <input type="radio"/> Assisted Living Software | <input type="radio"/> Insurance Services |
| <input type="radio"/> Chemical/Supplies | <input type="radio"/> Legal Services |
| <input type="radio"/> Cleaning Services | <input type="radio"/> Management Services* |
| <input type="radio"/> Communication Services | <input type="radio"/> Marketing/Operations Consulting |
| <input type="radio"/> Contracting/Construction Services | <input type="radio"/> Medical Services |
| <input type="radio"/> Education/Training | <input type="radio"/> Pharmacy Services |
| <input type="radio"/> Emergency Call/Resident Monitoring Systems | <input type="radio"/> Public or Government Relations |
| <input type="radio"/> Emergency Preparedness Services | <input type="radio"/> Real Estate |
| <input type="radio"/> Energy Conservation Services | <input type="radio"/> Referral Services |
| <input type="radio"/> Equipment/Furnishing Suppliers | <input type="radio"/> Staffing/Human Resources |
| <input type="radio"/> Financial/Tax Services | <input type="radio"/> Technology |
| <input type="radio"/> Flooring Services | <input type="radio"/> Transportation |
| <input type="radio"/> Food Services | <input type="radio"/> TV/Internet Services |
| <input type="radio"/> Funeral Services | <input type="radio"/> Veteran Services |
| <input type="radio"/> Group Purchasing | <input type="radio"/> Water Services |
| <input type="radio"/> Health/Medical Supplies | <input type="radio"/> Wellness Services |
| <input type="radio"/> Home Care Services | |

**Management companies are not eligible to join as associate members without also causing the facilities they manage to join CALA.*

PAYMENT

Total Amount Due: _____ Check Enclosed (Make Payable to CALA) Credit Card (Amex, Visa, MC)

Card Number

Exp. Date

Cardholder Name (please print)

Cardholder Signature

Please fax this form to (916) 448-1659 or mail to 455 Capitol Mall, Suite 222, Sacramento, CA 95814.

I understand that by providing my mailing address, email address, telephone number, and fax number(s), my company consents to receive communications by or on behalf of CALA duly authorized agents or designees, via postal mail, fax, email and/or telephone. Any communications from CALA are intended for members only and not to be distributed.

Company Representative Signature