



The most important event for senior living executives

ALFA 2010

Conference & Expo • Phoenix • May 25-27

“ALFA’s annual conference is the premier venue to access the top decision makers.”

—Peggy Flinn
Vice President, Marketing
ff&e Specialty Group, Inc.

www.alfa.org/conference

Assisted Living Federation of America



Serving Seniors for 20 Years

Premier Sponsors as of February 24, 2010



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“If you are looking for a real networking and business development opportunity where you can spend one-on-one time with prospective clients, ALFA is the best conference in the industry to attend.”

—Jim Pusateri
Chief Senior Housing Officer
Elderlife Financial Services

ALFA Delivers the Top Decision Makers in Senior Living

The Assisted Living Federation of America is the largest national association exclusively dedicated to serving the executives of professionally managed senior living provider companies. As such, the ALFA Conference & Expo delivers the **very top company executives and hundreds of their corporate, regional and community decision makers, all in one place.**

Tap the Dynamic and Growing Senior Living Market

The senior living market is thriving. Demand for professionally managed, quality senior living communities rises every day, and providers need new partners, new resources, and more suppliers to meet demand.

Senior living executives, from CEOs and corporate officers to community-level executive directors, are looking for new and innovative opportunities for growth, and they will be looking for you at the ALFA 2010 Conference & Expo. **Be sure your company is there and ready to expand your business as the senior living market expands.**

Maximize face time with current customers and top prospects—
in just two days!

Phoenix Convention Center
100 North 3rd Street
Phoenix, AZ 85004





www.alfaconferenceandexpo.com

Exhibit space at the ALFA 2010 Conference & Expo is selling out quickly!

Unmatched Marketing Value

For ALFA members, exhibit cost is only about \$1 per attendee for eight dedicated hours of Expo time over two days! ALFA provides an exceptionally cost-effective way to reach the nation's top senior living executives and decision makers all in one place!

| | |
|-------------------------------|------------------------|
| 10' x 10' Booth Rates: | \$2,150 (ALFA members) |
| | \$3,350 (non-members) |

See the Exhibit Space Application for corner rates, deposit requirements, cancellation policy, etc. Contact Angel Law, 312.541.0567 ext. 659 or angel@corcexpo.com.

Your Exhibit Package Includes:

- 1 Full Conference registration per 10x10 booth space
- 4 Exhibitor booth staffer passes per 10x10 booth space
- 25 Free Expo passes for your best customers (Wednesday only)
- FREE ALFA 2010 Conference & Expo Web site listing
- FREE hyperlink from the exhibitor floor plan to your Web site
- FREE listing, with description, in the on-site Program Guide
- Pre- and post-Expo lists for marketing your company
- Points toward priority booth selection for 2011
- Opportunity for advance registration for 2011

All exhibitors will receive a full exhibitor kit 90 days prior to the Expo.

Assisted Living Federation of America



www.alfa.org

Not an ALFA member?

Join today and save \$1,100 or more on your booth!

Contact Kari Horesky, ALFA's membership manager, at 703.562.1179 or khoresky@alfa.org

To get your best booth location, act now!

Reserve your booth:

Mary Anne Miller,
312.541.0567 ext. 665 or
maryanne@corcexpo.com

More information on exhibiting:

Angel Law,
312.541.0567, ext. 659 or
angel@corcexpo.com

Become a sponsor/advertise with ALFA:

Steve Schwanz, 800.440.0232 or
adinfo.alfa@foxrep.com



www.alfaconferenceandexpo.com

Make sure your company is seen at the most important event for senior living executives.



Strategic Schedule, High Traffic

ALFA has designed the 2010 Conference & Expo schedule to accommodate dedicated and exclusive exhibit time. Plus, the Expo and the educational sessions take place in the same building, making it easy to visit the exhibits more often and stay longer.

| | |
|---------------------------------|-------------------------------------|
| Tuesday, May 25—3:30-6:30 pm | Expo Grand Opening and Reception |
| Wednesday, May 26—11:45 am-3 pm | Expo Open – Exclusive Exhibit Hours |

Stand Out as a Sponsor

ALFA offers a wide range of sponsorships to help your company stand out as one of the industry's strongest supporters. From keynotes to attendee products, you'll find the best way to show your support.

Complement Your Exhibit with Advertising

Exhibitors can enhance their visibility in front of ALFA's thousands of providers with several advertising options:

- » Upgrade your exhibit with logo listings and advertising in the onsite ALFA 2010 Conference & Expo Program Guide
- » Advertise in the Conference edition of ALFA's flagship magazine, *Assisted Living Executive*
- » Advertise on ALFA's high-visibility Web site, www.alfa.org

Assisted Living Federation of America



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www.alfa.org

