Arizona ALFA Annual Spring Conference & Expo
April 29 ~ May 1, 2020
We-Ko-Pa Resort & Casino

Exhibit Registration Packet

Each spring the Arizona ALFA annual Spring Conference & Expo brings together hundreds of assisted living and senior housing professionals for three days of unforgettable education and networking.

The Arizona ALFA Spring Conference Expo is the marketplace to showcase your company products and services and strengthen your brand.

Meet with hundreds of current and prospective clients in one location!

Benefits of Exhibiting:

~~ Meet with senior living top decision makers, including: CEOs, CFOs, COOs, EDs, Clinical Staff, Marketing Professionals & more
~~ Two free full conference registrations**, including meals (valued at $1000)
~~ Company contact information listed in on-site brochure distributed to conference attendees
~~ Dedicated trade show hours to encourage high booth traffic
~~ Attendee list available before, & after event

**Booth registrants must be employees of the exhibiting company
**Arizona ALFA Annual Spring Conference Exhibit Registration**
April 29 ~ May 1, 2020

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<tr>
<th>Exhibiting Company:</th>
<th>Company Address, City, State, Zip:</th>
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*PRIMARY Contact (for billing and participation information):

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<tr>
<th>Primary Exhibit Contact Signature:</th>
<th>Date:</th>
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*By signing you accept the guidelines as stated below

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**FIRST EXHIBIT ATTENDEE (included)**

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**SECOND EXHIBIT ATTENDEE (included)**

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Preferred Exhibit Locations* (top 3): 1 2 3

Will you require additional exhibit attendees? (registration includes two exhibit attendees): ☐ Yes (see below) ☐ No

**OPTIONAL 3rd Exhibit Attendee (FEE: $65)**

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**EXHIBIT BOOTH FEES:**

- ☐ MEMBER EXHIBIT: $1100
- ☐ NON-MEMBER EXHIBIT: $1600

**REGISTER SPRING/FALL CONFERENCE 2020:**

- ☐ MEMBER: $1500 (SAVE $50)
- ☐ NON-MEMBER: $2300

- ☐ CHECK
- ☐ MC
- ☐ VISA

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**Exhibit Participation Guidelines:**

- **Exhibiting companies must submit payment with registration form. Exhibits cannot be reserved without payment.** Mariah Ortiz, Arizona ALFA Membership Associate, can assist with your exhibit selection (email: mortiz@azalfa.org). Exhibits will be opened to all interested businesses on a “first come, first served” begins on November 15, 2019. The listed exhibit representative(s) will receive participation details for set-up, tear-down, exhibit layout, shipping, and other important exhibit participation information via email.

*Arizona ALFA reserves the right to relocate exhibit companies if necessary

**EMAIL COMPLETED FORM TO:**

2345 E. Thomas Rd.  Suite 290  Phoenix, AZ 85016
Office: (602) 322-0100
Email: mortiz@azalfa.org
Location Information

The Arizona ALFA Annual Spring Conference & Expo is hosted at the WeKoPa Resort and Conference Center. Located in Scottsdale/Fountain Hills, this four-diamond destination resort in the Sonoran desert is located on beautiful Fort McDowell Yavapai Nation Land. Only 20 minutes from the Phoenix Sky Harbor International Airport, WeKoPa Resort offers spectacular views of the majestic Four Peaks and the iconic Red Mountains alongside the free-flowing Verde River.

From Phoenix and interstate---10 to the West:
Travel on Interstate 10 heading east to the AZ 202 Loop East. Follow to exit 13, AZ 87 (Payson) and turn left at N. Country Club Drive. Continue on AZ 87 for 12 miles to Fort McDowell Road and turn left. The hotel will be on your left.

From Tucson / Chandler / Mesa and interstate---10 to the East:
Travel on Interstate 10 heading west to exit 161, Pecos Road / AZ 202 Loop East. Exit at 50A and take the AZ 101 loop north for 8.5 miles. At exit 51, take the AZ 202 ramp east. Follow to exit 13, AZ 87 (Payson) and turn left at N. Country Club Drive. Continue on AZ 87 for 12 miles to Fort McDowell Road and turn left. The hotel will be on your left.

From Phoenix Sky Harbor International Airport (PHX):
Exit the airport by taking the AZ 202 Loop towards Tempe. Follow to exit 13, AZ 87 (Payson) and turn left at N. Country Club Drive. Continue on AZ 87 for 12 miles to Fort McDowell Road and turn left. The hotel will be on your left.

From Flagstaff / Sedona and interstate 17 to the North:
Travel south on Interstate 17 to exit 214C, AZ 202 Loop East. Follow AZ 202 east to exit 13, AZ 87 (Payson) and turn left at N. Country Club Drive. Continue on AZ 87 for 12 miles to Fort McDowell Road and turn left. The hotel will be on your left.

Frequently Asked Questions

What is the Exhibit Physical Set-up/Dimensions?
Exhibits are piped and draped, 8’ tall back wall, 3’ tall side walls and come provided with 8’ long draped table, two chairs, wastebasket and company name sign (company name sign is meant as a placeholder only and is not meant to be a replacement for your own company marketing signage/display).

Is there an additional Fee for Electricity?
Yes. Prices vary depending on the type of electrical services you require and length of time services are needed. These services are provided by the resort and not Arizona ALFA. Once your registration has been processed Arizona ALFA will provide your registered representatives with the Electricity Request Form.

Can I have more than two representatives at our booth?
Yes. The cost for each additional company representative is $65 per person. That information is included on the registration form in this packet.

Are there Drayage Services Available?
Yes. Drayage services are provided by the resort. Once Arizona ALFA receives your completed registration, please let us know if you require Drayage services. We will send all of the information you require to secure those details for your company’s exhibit materials.

Is WiFi Available?
Yes. We-Ko-Pa provides WiFi at no additional cost. Those details are provided when your company representatives arrive to set-up.

Can we attend the educational sessions?
Yes! Attending sessions with the participants is not only a great way to learn about the hot topics in the industry, it is also a great way to engage in the educational forum with the professionals that will potentially be your new client!

My company brings a giveaway....how do we announce the winning attendee?
Arizona ALFA will provide time for exhibiting company representatives to announce the name(s) of their giveaway winners on May 2nd. This will be scheduled for some time after the event lunch and before the conclusion of the educational sessions for the day. Information will be provided as we draw closer to the conference event.

If we stay at the resort, what is there to do after-hours?
There is plenty to do! This is a destination resort. Arizona ALFA Conference participants take-over the resort for three days of education, but also for three days of fun! There are numerous food establishments located in the casino as well as the resort restaurant, the Ahnala Mesquite Room. Most of the Arizona ALFA Conference participants head to the restaurants and the casino at the end of the day for some networking R&R. Plan to stay at the resort -get to know your current and potential clients in a new way!
Arizona ALFA Annual Spring Conference:
Three days of industry leading education, dynamic networking, and FUN!

April 30-May 1, 2020
We-Ko-Pa Resort & Conference Center
Scottsdale/Fountain Hills, AZ