



**2025**   
**ANNUAL**  
**CONFERENCE**  
**& EXPO**

**MAY 2**

**8:30 AM - 5:00 PM**

CROWNE PLAZA  
PROVIDENCE-WARWICK

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**REGISTRATION:**

[WWW.RIALA.ORG/2025CONF](http://WWW.RIALA.ORG/2025CONF)

[WWW.RIALA.ORG](http://WWW.RIALA.ORG)

# RIALA'S 26TH ANNUAL CONFERENCE & EXPO!

We are excited to invite you to be part of the 2025 RIALA Annual Conference & Expo, a premier event that brings together leaders in the assisted living industry to discuss the latest innovations, share best practices, and collaborate on the future of senior care. With the theme “Innovating Care: Elevating Quality, Empowering Communities,” this year’s conference will highlight how we can drive continuous improvement in caregiving, enhance the quality of life for residents, and foster a strong sense of community in assisted living settings.

The conference will feature insightful discussions on emerging trends, advancements in technology, person-centered care, regulatory updates, mental health and wellness, sustainability, and much more. This is a unique opportunity to network with industry professionals, showcase your brand, and demonstrate your commitment to advancing the assisted living field.

## WHY SPONSOR OR EXHIBIT?

Your participation as a sponsor or exhibitor at the 2025 RIALA Annual Conference and Expo provides unparalleled exposure and access to key decision-makers in the assisted living and senior care sectors. Sponsoring or exhibiting allows you to:

- **Increase Visibility:** Reach a targeted audience of industry professionals, including assisted living administrators, nursing home directors, and care providers.
- **Showcase Innovation:** Demonstrate your latest products, services, and technology that can help improve care and operations in assisted living facilities.
- **Engage Directly with Key Decision-Makers:** Build relationships with top leaders, influencers, and prospective clients.
- **Support Industry Growth:** Be recognized as a leader in innovation and community care by supporting the professional development of the workforce through CEUs and educational sessions.

# SPONSORSHIP OPPORTUNITIES

We offer a variety of sponsorship packages that can be tailored to your specific goals and budget. From presenting and platinum sponsorships to session and raffle sponsorships, each package is designed to provide maximum exposure.

## \$5,000 – PRESENTING SPONSOR (EXCLUSIVE)

- **Exclusive Branding:** Your logo featured on all event marketing materials, including the conference webpage, RIALA’s newsletter, and marketing emails.
- **Full Event Exposure:** Your company name and logo prominently displayed throughout the conference venue.
- **Premium Visibility:** Company name mentioned in the opening and general session announcements.
- **Conference Admission:** Six (6) complimentary registrations, with sponsor ribbons.
- **Exhibit Space:** Prime location for your exhibit table.
- **Program Recognition:** Full-page ad in the conference program.
- **Promotion:** Your logo and link featured on RIALA’s social media channels and website.
- **Conference Remarks:** Kick off the opening session with brief remarks (2 minutes), plus the brief remarks during the general and/or lunch session.

## \$3,500 PLATINUM SPONSOR (3 AVAILABLE)

- **Signage and Branding:** Prominent signage during the opening and general sessions.
- **Exhibit Space:** Prime location for your exhibit table.
- **Conference Admission:** Four (4) complimentary registrations, with sponsor ribbons.
- **Program Recognition:** Full-page ad in the conference program.
- **Promotion:** Logo featured on RIALA’s social media and website.

## \$2,750 GOLD SPONSOR (3 AVAILABLE)

- **Exhibit Space:** Prime location for your exhibit table.
- **Conference Admission:** Three (3) complimentary registrations, with sponsor ribbons.
- **Program Recognition:** Half-page ad in the conference program.
- **Promotion:** Logo featured on RIALA’s social media and website.

## \$2,000 SILVER SPONSOR (4 AVAILABLE)

- **Exhibit Space:** Prime location for your exhibit table.
- **Conference Admission:** Two (2) complimentary registrations, with sponsor ribbons.
- **Program Recognition:** Quarter-page ad in the conference program.
- **Promotion:** Your logo featured on RIALA’s social media channels and website.

# SPONSORSHIP OPPORTUNITIES

## \$1,500 BREAKFAST SPONSOR (EXCLUSIVE)

- **Exclusive Visibility:** Your logo displayed at the breakfast buffet tables.
- **Conference Admission:** Two (2) complimentary registrations, with sponsor ribbons.
- **Program Recognition:** Quarter-page ad in the conference program.
- **Promotion:** Logo featured on RIALA's social media and website.

## \$4,000 LUNCH SPONSOR (EXCLUSIVE)

- **Exclusive Branding:** 8x10 company advertisement displayed on each table during lunch.
- **Conference Remarks:** Brief remarks to open the lunch session (optional 2 minutes).
- **Conference Admission:** Four (4) complimentary registrations, with sponsor ribbons.
- **Exhibit Space:** Prime location for your exhibit table.
- **Program Recognition:** Full-page ad in the conference program.
- **Promotion:** Logo featured on RIALA's social media and website.

## \$500 SESSION SPONSOR (9 AVAILABLE)

- **Signage:** Prominent signage during your chosen breakout session.
- **Conference Admission:** Two (2) complimentary registrations, with sponsor ribbons.
- **Program Recognition:** Your company name and logo featured in the conference program.
- **Session Remarks:** Kick off the session with brief remarks (2 minutes), and introduce session speaker(s).

## \$750 RAFFLE SPONSOR

- **Program Recognition:** Company name and logo featured in the raffle section of the conference program.

## PROGRAM ADS

- \$500 Full-Page Ad
- \$350 Half-Page Ad

# EXHIBIT OPPORTUNITIES

Exhibiting at the 2025 RIALA Annual Conference & Expo is an excellent way to showcase your products and services to a targeted audience of senior living professionals.

## EXHIBITOR BENEFITS INCLUDE:

- **Exhibit Table:** A 6' skirted table in the exhibit hall, in a prime location.
- **Conference Admission:** Two (2) complimentary registration includes access to all sessions and events.
- **Exhibitor Name Badge Ribbons:** Special badges to identify you as an exhibitor.
- **Conference Program Listing:** Your company name listed in the program book.
- **Attendee Contact List:** A list of conference attendees (subject to privacy laws).

## EXHIBIT PRICING

### Early Bird Rates

- *RIALA Member: \$650*
- *Non-Member: \$850*

**EARLY BIRD DEADLINE:** 2/28/2025

### Regular Rates

- *RIALA Member: \$750*
- *Non-Member: \$1,050*

# HOW TO PARTICIPATE

We invite you to become part of this exciting event by selecting the sponsorship or exhibit opportunity that best aligns with your goals. Sponsors will gain high visibility before, during, and after the event, while exhibitors will have direct access to key decision-makers in the senior living industry.

To secure your sponsorship or exhibit space, please contact the RIALA office at [admin@riala.org](mailto:admin@riala.org). Act quickly to ensure your place at this premier event and showcase your company as a leader in the senior care community!

## JOIN US IN 2025!

The RIALA Annual Conference & Expo is the premier event for those involved in the assisted living and senior care sectors. As a sponsor or exhibitor, you'll have the chance to contribute to the success of this important event while showcasing your company's commitment to advancing the care and wellbeing of older adults.

To secure your sponsorship or exhibit space, or for more information, please contact the RIALA office today. We look forward to partnering with you at this exciting event!