



37TH ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES

WHO ARE WE?

TORCH IS TEXAS' PREMIER ORGANIZATION FOR SMALL ASSISTED LIVING PROFESSIONALS AND CARE PROVIDERS. WE PROVIDE A VOICE IN AUSTIN; CONTINUING EDUCATION/ CONTACT HOURS FOR REGISTERED NURSES, SOCIAL WORKERS, AND ADMINISTRATORS; INDUSTRY TRAINING PROGRAMS; AND MANY OTHER RESOURCES.



ESTABLISHED IN 1984 BY A SMALL GROUP OF DEDICATED CARE HOME OWNERS, THE VISION IS TO ESTABLISH AND PROMOTE PRIVATE CARE HOMES AS AN INDUSTRY STANDARD. SINCE THEN, TORCH HAS CONTINUED TO GROW AND IS RECOGNIZED AS A LEADER IN REPRESENTING SMALL RESIDENTIAL ASSISTED LIVING HOMES ACROSS THE STATE OF TEXAS.

THE MISSION OF TORCH IS TO PROMOTE THE HIGHEST QUALITY SERVICE AND CARE TO RESIDENTS OF ASSISTED LIVING FACILITIES THROUGHOUT TEXAS. WE CONTINUALLY RAISE THE BAR IN SETTING STANDARDS OF OPERATION, POLICIES AND PROCEDURES. TORCH HELPS SHAPE THE FUTURE OF ASSISTED LIVING WITHIN THE STATE OF TEXAS BY PARTICIPATING IN LEGISLATIVE DISCUSSION, EDUCATION AND POLICY-MAKING ACTIVITIES.



TORCH HAS A STRONG FOCUS ON EDUCATING OUR PROVIDERS. WE BELIEVE THAT EDUCATION LEADS TO QUALITY CARE FOR OUR RESIDENTS. WE ALSO STRIVE TO CONNECT THEM WITH BUSINESS PROFESSIONALS LIKE YOU, WHO CAN PROVIDE THEM THE PRODUCTS AND SERVICES THEY NEED. WE INVITE YOU TO JOIN US IN OUR MISSION.



2021 CONFERENCE & TRADE SHOW:

SAN ANTONIO
SEPTEMBER 28

DALLAS
SEPTEMBER 29

LUBBOCK
SEPTEMBER 30

WHY BE A SPONSOR?

OUR TARGET MARKET IS MOSTLY SMALL ASSISTED LIVING FACILITIES AND PRIVATE CARE HOMES. OUR CONFERENCE PARTICIPANTS ARE TYPICALLY DECISION MAKERS IN THESE ASSISTED LIVING FACILITIES WHO ARE EMPOWERED TO MAKE BUYING DECISIONS. THEY ARE INTERESTED IN LEARNING THE LATEST AVAILABLE INFORMATION THAT WILL IMPROVE THE LIVES OF THEIR RESIDENTS.

NOT ONLY WILL YOU HAVE THE OPPORTUNITY TO GAIN NEW CUSTOMERS, YOU WILL ALSO BE ABLE TO LEARN WHO YOUR EXISTING CUSTOMERS ARE AND GAIN FEEDBACK ON THEIR NEEDS FOR SERVICES AND PRODUCTS.

SPONSORSHIP BENEFITS:

THERE ARE SEVERAL WAYS TO INCREASE YOUR VISIBILITY AT OUR CONFERENCE AND IN THE MEDIA RELEASES LEADING UP TO, DURING, AND AFTER THE CONFERENCE. SOME OF THESE WILL GO FAST, SO CHOOSE YOUR SPONSORSHIP OPTION AND RESERVE IT SOON! IF YOU DON'T SEE A COMBINATION THAT FITS YOUR MARKETING STRATEGY, CALL US!

THIS YEAR'S EVENT WILL BE A COMBINATION OF LIVE AND VIRTUAL:

BECAUSE THE RESIDENTS WE SERVE ARE AMONG THE MOST VULNERABLE, TORCH IS DEDICATED TO BRINGING ASSISTED LIVING PROVIDERS THE EDUCATION AND PRODUCTS AND SERVICES THEY NEED, IN A MANNER THAT MEETS THEIR NEEDS.

THIS YEAR'S EVENT WILL INCLUDE **LIVE, IN-PERSON** SESSIONS IN THREE LOCATIONS: SAN ANTONIO, DALLAS, AND LUBBOCK. THIS ENABLES PROVIDERS ACROSS THE STATE TO ATTEND A DAY OF THE CONFERENCE IN-PERSON AND TO CONNECT WITH YOU AND OTHER PROVIDERS FACE-TO-FACE, WITHOUT HAVING TO SPEND THREE NIGHTS IN A HOTEL, IN ADDITION TO THE EXPENSE AND HASSLE OF TRAVELING HALFWAY ACROSS THE STATE. THESE PROVIDERS CAN STILL ATTEND THE OTHER TWO DAYS OF THE CONFERENCE VIA ZOOM.

THE BONUS FOR YOU, AS A SPONSOR/EXHIBITOR, IS THAT YOU ARE ABLE TO SPEND MORE FACE TIME WITH PROVIDERS IN THE AREA(S) THAT YOU SERVE.

THIS CONFERENCE WILL ALSO BE ACCESSIBLE VIRTUALLY THROUGH A DEDICATED EVENT PLATFORM COMPATIBLE WITH ANY INTERNET-ENABLED DEVICE. THIS GIVES YOU A UNIQUE OPPORTUNITY TO GET YOUR BRAND IN FRONT OF ALL OF OUR PARTICIPANTS THROUGHOUT THE CONFERENCE, AND TO CONNECT WITH THEM DIRECTLY IN YOUR VIRTUAL TRADE SHOW BOOTH, WHICH PARTICIPANTS WILL HAVE ACCESS TO FOR SEVERAL MONTHS FOLLOWING THE EVENT.

CONFERENCE PARTICIPANTS CAN USE THE TORCH 2021 CONFERENCE APP TO:

- ◆ IDENTIFY EXHIBITORS/SPONSORS THEY'D LIKE TO VISIT
- ◆ ACCESS EXHIBITOR/SPONSOR CONTACT INFORMATION AND MATERIALS
- ◆ MAKE NOTES ABOUT EXHIBITORS/SPONSORS
- ◆ MESSAGE EXHIBITORS/SPONSORS

EXHIBITORS/SPONSORS CAN USE THE APP TO:

- ◆ HIGHLIGHT YOUR PRODUCTS AND SERVICES
- ◆ SEARCH FOR ATTENDEES
- ◆ MESSAGE CUSTOMERS AND PROSPECTS

THE EDUCATION SESSIONS FOR ALL THREE DAYS WILL ALSO BE STREAMED VIA ZOOM, AND SPONSORS AND EXHIBITORS WILL BE PROMOTED BETWEEN SESSIONS. CONFERENCE PARTICIPANT CONTACT LISTS FOR EACH LOCATION WHERE YOU EXHIBIT WILL BE MADE AVAILABLE TO YOU, AS WELL.

CAPITALIZE ON THIS OPPORTUNITY TO MAKE CONNECTIONS TODAY!



37TH ANNUAL TORCH CONFERENCE SPONSORSHIP AND TRADE SHOW PACKAGES AND THE BENEFITS OF EACH

	Conference Sponsor \$10,000	Technology Sponsor \$5,000	Media Sponsor \$4,000	Meal Sponsor \$3,000	Education Materials Sponsor \$2,500	Speaker Sponsor (1 session) \$1,500	Trade Show Sponsor \$1,500	General Sponsor \$500	Lanyard Sponsor \$500	Trade Show Booth Only (no Sponsorship) \$500	Add-on: Extra Banner Ad in Event App (in addition to sponsorship) \$150
Advertisement in Conference Program	Full Page	1/2 page				1/4 page		Business card	Business Name Listing		
Advertisement in an issue of the <i>Newsflash</i> , the TORCH e- Newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Advertisement video linked in session repository	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Resource repository in your virtual exhibit booth (documents, web links, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Videoconference link in your booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Banner ad in Event app rotation (randomized, 6:1 size)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Logo presentation in all appropriate media releases	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Logo presentation on lanyards									<input checked="" type="checkbox"/>		
Logo presentation on badges	<input checked="" type="checkbox"/>										
Featured ad (on app Dashboard)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>									
Push notification in Event app (1 pre-scheduled)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>	
Logo presentation on conference binder and electronic materials	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>						
Additional banner ad in event app (more ads means more exposure for you)	2	2	2	1							<input checked="" type="checkbox"/>
# of Sponsorships available	1	1	1	3	2	6	3	10	1	30	20



37TH ANNUAL CONFERENCE AND TRADE SHOW SPONSOR/EXHIBITOR REGISTRATION

GENERAL INFORMATION

COMPANY NAME:		REGISTRATION DATE:
PRIMARY CONTACT:		
MAILING ADDRESS:		
CITY:		STATE: ZIP:
PREFERRED PHONE NUMBER:	EMAIL ADDRESS:	
TYPE OF PRODUCTS AND SERVICES YOU OFFER:		LUNCH INCLUDED FOR ONE PERSON PER BOOTH PER DAY <input type="checkbox"/> TUESDAY LUNCH (SAN ANTONIO) <input type="checkbox"/> WEDNESDAY LUNCH (DALLAS) <input type="checkbox"/> THURSDAY LUNCH (LUBBOCK)

TRADE SHOW BOOTH

IN-PERSON TRADE SHOW BOOTH AT ONE OR MORE LOCATIONS + A VIRTUAL BOOTH IN THE EVENTSENTIAL APP \$ _____

PURCHASE OF A BOOTH INCLUDES A TABLE, CHAIR, AND 8'X8' SPACE, PLUS A VIRTUAL BOOTH IN THE EVENTSENTIAL APP, FEATURING YOUR BUSINESS LOGO, YOUR COMPANY REPRESENTATIVES' PROFILES, RESOURCE REPOSITORY FOR DOWNLOADABLE MATERIALS, LINK TO YOUR PRIVATE ZOOM ROOM (OR WHATEVER VIDEOCONFERENCE SOFTWARE YOU USE), AND LINKS TO ANY SPONSORED SESSIONS (FOR SPEAKER SPONSORS).

<input type="checkbox"/> \$500 BOOTH AT ALL 3 LOCATIONS	<input type="checkbox"/> \$150 ELECTRICAL ACCESS	<input type="checkbox"/> \$ 150 Wi-Fi ACCESS
<input type="checkbox"/> \$200 BOOTH IN SAN ANTONIO ONLY	<input type="checkbox"/> \$50 ELECTRICAL ACCESS	<input type="checkbox"/> \$50 Wi-Fi ACCESS
<input type="checkbox"/> \$200 BOOTH IN DALLAS ONLY	<input type="checkbox"/> \$50 ELECTRICAL ACCESS	<input type="checkbox"/> \$50 Wi-Fi ACCESS
<input type="checkbox"/> \$200 BOOTH IN LUBBOCK ONLY	<input type="checkbox"/> \$50 ELECTRICAL ACCESS	<input type="checkbox"/> \$50 Wi-Fi ACCESS

☐ DOOR PRIZE CASH OPTION **EARLY BIRD: \$100; AFTER 9/24/21: \$125** \$ _____

EACH EXHIBITOR IS EXPECTED TO CONTRIBUTE **TWO (2) DOOR PRIZE ITEMS** WORTH AT LEAST **\$50 EACH**. THIS SHOULD BE SOMETHING THE WINNER MIGHT BUY FOR THEMSELVES IF THEY WERE GIVEN THE CASH TO PURCHASE IT. YOU MAY, INSTEAD, OPT TO INCLUDE THAT \$100 IN YOUR REGISTRATION FEE, AND WE WILL HANDLE THE DOOR PRIZE FOR YOU. EXHIBITORS WHO DO NOT PARTICIPATE, OR WHO WAIT TO CHOOSE THIS OPTION UNTIL THE WEEK OF THE CONFERENCE, WILL BE BILLED **\$125** AT THE CONFERENCE (\$100 FOR THE ITEMS AND A \$25 CONVENIENCE FEE FOR US TO HANDLE IT THEN). TORCH RESERVES THE RIGHT TO COMBINE PRIZES FOR THE EVENTS.

TOTAL OF TRADE SHOW OPTIONS: \$ _____

SPONSORSHIPS

<input type="checkbox"/> \$10,000 CONFERENCE SPONSOR	<input type="checkbox"/> \$2,500 EDUCATION MATERIALS SPONSOR
<input type="checkbox"/> \$5,000 TECHNOLOGY SPONSOR	<input type="checkbox"/> \$1,500 SPEAKER SPONSOR (1 SESSION)
<input type="checkbox"/> \$4,000 MEDIA SPONSOR *	<input type="checkbox"/> \$1,500 TRADE SHOW/EXHIBITOR'S RECEPTION SPONSOR
<input type="checkbox"/> \$3,000 MEAL SPONSOR	<input type="checkbox"/> \$150 ADD-ON: EXTRA BANNER AD X _____ (QTY)
<input type="checkbox"/> * IN-KIND SPONSORSHIP? (WILL PROVIDE DIRECTLY)	<input type="checkbox"/> OTHER \$ _____

TOTAL SPONSORSHIP: \$ _____

PAYMENT INFORMATION:

TOTAL AMOUNT DUE (TRADE SHOW OPTIONS + SPONSORSHIPS): \$ _____			
<input type="checkbox"/> VISA	NAME ON CREDIT CARD:		EXPIRATION DATE:
<input type="checkbox"/> MC	CREDIT CARD NUMBER:		CVV:
<input type="checkbox"/> AMEX			
<input type="checkbox"/> DISCOVER			

REGISTER ONLINE:
SPONSORS AND EXHIBITORS: WWW.TXTORCH.COM/TRADESHOW

OR SCAN AND EMAIL THIS FORM TO EVENTS@TXTORCH.COM,
OR MAIL THIS FORM TO TORCH, PO Box 596, HUTTO, TX 78634.
ANY QUESTIONS? CALL US AT (512) 593-8810 OR EMAIL EVENTS@TXTORCH.COM.



37TH ANNUAL CONFERENCE AND TRADE SHOW SPONSOR/EXHIBITOR REGISTRATION

ADDITIONAL REGISTRANTS

ONE EXHIBITOR LUNCH IS INCLUDED PER TRADE SHOW DAY PURCHASED. THERE WILL BE A \$20 CHARGE FOR EACH ADDITIONAL LUNCH.

REGISTRANT NAME:	<input type="checkbox"/> TUESDAY LUNCH (SAN ANTONIO) <input type="checkbox"/> WEDNESDAY LUNCH (DALLAS) <input type="checkbox"/> THURSDAY LUNCH (LUBBOCK)
JOB TITLE:	PREFERRED PHONE NUMBER:
MAILING ADDRESS (LEAVE BLANK IF SAME AS PRIMARY CONTACT)	CITY: STATE: ZIP:
EMAIL ADDRESS:	

REGISTRANT NAME:	<input type="checkbox"/> TUESDAY LUNCH (SAN ANTONIO) <input type="checkbox"/> WEDNESDAY LUNCH (DALLAS) <input type="checkbox"/> THURSDAY LUNCH (LUBBOCK)
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