

Locally presented by



Alzheimer's Association
California Southland Chapter
Los Angeles Office
5900 Wilshire Blvd., Ste. 1100
Los Angeles, CA 90036
323 930 6250 p
323 938 1642 f



Amy Berkholtz
Magnetic Management

Estee Bienstock
All Point Home Health

Monica Calderon

Daniel Davis
Silverado Senior Living

Jeff Friedman
Dynamic Home Care

Kim Friedman

Cindy Giordano-Taylor
Century Park

Earl Greinetz
Board of Directors

Marlene Harrison
Concepts for Living

Leslie Hirschman
Leslie Hirschman Insurance Services

Nina Irani
Knott & Glazier, LLP

Phil Leddel
The Leddel Company

Justin Levi
Shalev Senior Living

Mark Liberman
LA INC. The Los Angeles
Convention and Visitors Bureau

Dawneen Lorange
Belmont Village Assisted Living

Anne Martinez
United Stations Radio Networks

David Morse

Arnold Peter
Peter Rubin & Simon, LLP

Dale Prince
Assured In Home Care

Robert Rosowski

Kenneth Rothstein
Ralphs

David Solomon
Darvidventures.com

Irene Wechsler
Elderlinkers

Peter Winkler
PricewaterhouseCoopers

June 3, 2010

Dear Friends of the Alzheimer's Association,

We're pleased to announce that this year's Memory Walk will take place on Sunday, November 7, 2010 in beautiful Century City at the exclusive Century Park, housed between the new 2000 Avenue of the Stars building and the Century City Towers. We invite you to participate as an exhibitor in our Health & Wellness Expo. Memory Walk is a wonderful opportunity to promote your products and services to the more than 4,000 individuals and teams that we expect to be walking this year to help raise more than \$800,000 to support the important work that the Alzheimer's Association provides to our local communities.

This year's "Health and Wellness Expo" will be prominently situated in the event area to maximize exposure for each exhibitor and for easy access for the participants. Each full booth space will be provided one (1) six foot table and two folding (2) chairs. If possible, we suggest that you bring "fun" promotional items to distribute along with your information.

This year, we have several different options to participate:

- \$1,000 Alzheimer's Champion Exhibit Sponsor. Benefits include:
 - Listed as an Alzheimer's Champion on brochure if paid by **June 30, 2010**.
 - Listed as Alzheimer's Champion on select printed materials and a full table
 - Company logo listed on Memory Walk web site (scroll box and sponsor page).
- \$350 – New exhibitor (full table)
- \$300 – Returning exhibitor (full table)
- \$200 – Half table/one chair

On behalf of everyone affiliated with the California Southland Chapter of the Alzheimer's Association, we thank you for considering our request and look forward to welcoming you on November 7th for our 18th Annual Memory Walk. As space is limited, please respond early and be sure to either fax your completed form with your credit card information, or mail your completed form with your check enclosed.

As always, we greatly appreciate your continued support of the Alzheimer's Association and its mission of a "world without Alzheimer's."

Sincerely,

Marlene V. Harrison, BS, RN-BC
Exhibitor Chair
Concepts for Living
(818) 825-5747
marlene@conceptsforliving.com

Edna Landsman, BA, AD-C
Exhibitor Chair
(805) 526-3565
nytxca@aol.com