



MASSACHUSETTS  
SENIOR CARE  
ASSOCIATION

## **EXCLUSIVE ASSOCIATE MEMBER BENEFIT**

### ***Mass Senior Care Offers Sponsorship Opportunities for 2017 Annual Meeting & Trade Show on November 9<sup>th</sup>***

Massachusetts Senior Care Association is pleased to offer Associate Members exclusive opportunities to sponsor our largest event of the year which draws a crowd of 800+ members! Learn how these sponsorships can promote your business, increase awareness of your products and services, and help you reach your audience. Review the enclosed **Sponsorship Opportunities** available only to Mass Senior Care Associate Members for the 2017 Annual Meeting & Trade Show on November 9<sup>th</sup> at the DCU Center in Worcester.

- **NEW OPPORTUNITY – Conference Sponsorships**  
**Includes exhibitor booths in prime location at both the Attendee Breakfast in the morning and the Trade Show in the afternoon. Limited spaces available!**
- **EXCLUSIVE OPPORTUNITIES – Lanyard and Tote Bag Sponsors**  
**Include your company's name/logo on neck cords or tote bags distributed to over 800 members and receive an exhibitor booth in a prime location for the Trade Show/Lunch.**
- Mass Senior Care's trade show attracts leaders and decision makers in long term and post-acute care from across the state
- Connect face-to-face with decision makers from national companies, regional multi-facility owners, independent owners, clinical leaders and operations staff
- Reach key contacts who are actively seeking the latest innovations in healthcare technologies, services, and solutions

These sponsorship opportunities are available only to Mass Senior Care Associate Members, and are awarded on a first come, first serve basis and availability is not guaranteed. Standard exhibitor booths are also available, please see the reservation form for additional information. Please contact Jennifer Chen at 617-558-0202, ext. 239 with if you have questions or would like to discuss sponsorship availability.



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# 2017 Annual Meeting & Trade Show Sponsorship Opportunities

**Date:** Thursday, November 9, 2017

**Approximate Attendance:** 800-1,000 Members

**Location:** DCU Center, Worcester

**Attendees:** Owners, Corporate Staff, Administrators, Purchasing Agents, Department Heads, and staff from all areas of facility operations

## CONFERENCE SPONSORS \$5,000

Three Opportunities Available

### New Opportunity to exhibit in the morning and during the trade show!

- One complimentary exhibit booth in prime location during Attendee Breakfast
- One complimentary exhibit booth in prime location at the Trade Show
- Sponsor name/logo displayed on event registration materials
- Signage with sponsor name/logo at attendee registration area
- Front cover logo placement on Sponsor and Exhibitor Directory
- Recognition on conference handout and in program slideshow
- Conference Sponsor recognition on Mass Senior Care's website
- Acknowledgement in pre show E-News 6 weeks prior to Annual Meeting
- Pre and post show event attendee list
- Thank you from the podium during the morning program

## LANYARD SPONSOR \$4,000 exclusive

Name/Logo on neck cord distributed to 1,000 attendees

## TOTE BAG SPONSOR \$4,000 exclusive

Name/Logo on tote bags distributed to 1,000 attendees

Lanyard and Tote Bag Sponsors also receive:

- One complimentary exhibit booth in prime location at the Trade Show
- Signage with sponsor name/logo at attendee registration area
- Logo placement in Sponsor and Exhibitor Directory
- Pre and post show event attendee list
- Post show acknowledgement on website and in E-News article
- Recognition in conference handouts and program slideshow
- Thank you from the podium during the morning program

**SOLD OUT**

## LUNCH SPONSORS \$2,500

Four Opportunities Available

- One complimentary exhibit booth in prime location at the Trade Show
- Signage with sponsor name/logo at all food stations in Trade Show
- Logo placement in Sponsor and Exhibitor Directory
- Recognition in conference handouts and program slideshow
- Pre and post show event attendee list
- Recognition in conference handouts, program slideshow and post show E-News article
- Thank you from the podium during morning program and during the tradeshow raffle

**SOLD OUT**

Please contact Jennifer Chen at [jchen@maseniorcare.org](mailto:jchen@maseniorcare.org) for sponsorship opportunities or additional questions!

# 2017 Annual Meeting & Trade Show Sponsorship Reservation Form

Please list the information exactly as you would like it to appear in the handout materials.

Company Name: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Address: \_\_\_\_\_ City, State & Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

## SPONSORSHIP OPPORTUNITY:

Sponsorships must be paid in full by October 27, 2017.

Conference Sponsor -- 3 Opportunities  
\$5,000

Lanyard Sponsor  
\$4,000 Exclusive

**SOLD OUT**

Tote Bag Sponsor  
\$4,000 Exclusive

**SOLD OUT**

Lunch Sponsor  
\$2,500

**SOLD OUT**

## METHOD OF PAYMENT (Please Print):

A. Check enclosed  Please make checks payable to: Massachusetts Senior Care Association

B. Charge to: MC  VISA  AMEX

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3 or 4 digit security # \_\_\_\_\_

Name on Card: \_\_\_\_\_

Home Zip Code (if personal card): \_\_\_\_\_

Signature: \_\_\_\_\_

Please mail payment to: Massachusetts Senior Care Association

800 South Street, Suite 280, Waltham, MA 02453

(617) 558-0202 · FAX (617) 558-3546

[jchen@maseniorcare.org](mailto:jchen@maseniorcare.org)



MASSACHUSETTS  
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**Annual Meeting & Trade Show  
November 9, 2017  
DCU Center, Worcester**

**Please list the information below exactly as you would like it to appear in the meeting handout materials**

Exhibit Reservation Form				
COMPANY NAME:			TYPE OF BUSINESS (limit 3 words):	
ADDRESS:				
CITY:	STATE:	ZIP:	PHONE #:	WEBSITE:
Number of Booths: _____			CONTACT PERSON:	
FEE: \$800 PER BOOTH			CONTACT EMAIL:	

**Trade Show will be from 11:30am - 1:30pm in the North Exhibit Hall.**

Each booth will be 10' wide by 8' deep and will be constructed with an 8' high backdrop, 3' high side rails, an 8' skirted table, two folding chairs, one wastebasket liner, and an Exhibitor ID sign with booth number. The exhibit hall will be carpeted. Once we receive your reservation form, you will receive an **exhibitor service kit from our decorator, SER Exposition Services**, which will include information on shipping, storage, electricity, telephone/computer lines and other services.

**Additional Charges:** Electrical outlets and telephone lines can be purchased directly from the DCU Center by using the order forms in your exhibitor service kit.

Within 14 days of the tradeshow you will receive a confirmation package from Mass Senior Care including booth number assignment, directions, agenda and set-up and breakdown times.

**FEE: \$800 PER BOOTH** **TOTAL AMOUNT DUE \$** \_\_\_\_\_

**A. CHECK ENCLOSED**  Please make check payable to: **MASS SENIOR CARE**

**B. CHARGE TO: MC:**  **AMEX:**  **VISA:**

**CARD NUMBER:** \_\_\_\_\_

**EXPIRATION DATE:** \_\_\_\_\_ **3 or 4 digit CID security code #** \_\_\_\_\_

**NAME ON CARD:** \_\_\_\_\_

(PLEASE PRINT)

**SIGNATURE:** \_\_\_\_\_

PLEASE RETURN TO:  
**MASS SENIOR CARE ASSOCIATION**  
800 SOUTH STREET, SUITE 280  
WALTHAM, MA 02453  
(617) 558-0202 FAX (617) 558-3546  
[AANTOLINI@MASENIORCARE.ORG](mailto:AANTOLINI@MASENIORCARE.ORG)