



MASSACHUSETTS
SENIOR CARE
ASSOCIATION

2023 ANNUAL MEETING & TRADE SHOW

Thursday, November 16, 2023
DCU Center, Worcester, MA

CONNECTING THE LONG TERM CARE COMMUNITY
EDUCATION | NETWORKING | TRADESHOW



2023 Premier Sponsor

September 27, 2023

Mass Senior Care Association is pleased to host our Annual Meeting & Trade Show on **Thursday, November 16, 2023 at the DCU Center in Worcester**. This year's Annual Meeting & Trade Show will be limited to 50 sponsors and exhibitors and we anticipate 275 long term care professionals including owners, corporate staff, Administrators, DNS, department heads, and staff from all areas of facility operations will attend.

Sponsorship opportunities and exhibit booths are exclusive to Associate Members only and will be awarded on a first-come, first-served basis. Due to the limited number of trade show booths, we encourage you to return your reservation form and payment as soon as possible. *Please note that 2023 MSCA Associate Dues must be paid in full in order to participate in the Annual Meeting & Trade Show.* Discounted hotel rooms are available at the [Hilton Garden Inn](#) across from the DCU Center at \$144.00 plus tax per night. Please book directly on the website using corporate code 9870005.

We are excited to offer opportunities to promote your business, increase awareness of your products and services, and help you reach your audience. Thank you for your continued support of Mass Senior Care Association.

MARCUM
ACCOUNTANTS • ADVISORS

2023
Educational
Partner

Please contact Caitlin Hughes at 617.558.0202 or CHughes@maseniorcare.org for additional information on sponsorship opportunities.



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SPONSOR AND EXHIBITOR OPPORTUNITIES

LTC Heroes Sponsor – \$5,000 (4 opportunities)

- One complimentary exhibit booth with prime location at the trade show
- Opportunity to introduce company during trade show and luncheon
- Signage with sponsor name/logo at attendee registration area
- Recognition in conference materials
- Two complimentary E-News Update ads
- Thank you from the podium during the morning program



2023 Premier Sponsor

Conference Tote Bag Sponsor – \$3,000 exclusive

- Sponsor name/logo recognition on conference tote bags
- **One complimentary exhibit booth with prime location** **SOLD OUT**
- Signage with sponsor name/logo at attendee registration area
- Recognition in conference materials
- Thank you from the podium

Lanyard Sponsor – \$3,000 exclusive

- Sponsor name/logo recognition on neck cords
- **One complimentary exhibit booth with prime location** **SOLD OUT**
- Signage with sponsor name/logo at attendee registration area
- Recognition in conference materials
- Thank you from the podium

Notepad and Pen Sponsor – \$3,000 exclusive

- Sponsor name/logo recognition on notepad distributed to attendees
- **One complimentary exhibit booth with prime location** **SOLD OUT**
- Signage with sponsor name/logo at attendee registration area
- Recognition in conference materials
- Thank you from the podium

Trade Show Buffet Lunch Sponsor – \$2,500 4 opportunities

- Signage with sponsor logo **SOLD OUT**
- **One complimentary exhibit booth with prime location at the trade show** **SOLD OUT**
- Recognition in conference materials
- Thank you from the podium and tradeshow floor

Exhibitor – \$850 per booth

The trade show will be on November 16th from 11:30 am - 1:00 pm on the 3rd floor in the South Ballroom. Each exhibit booth will be 8' wide by 8' deep and will include an 8' skirted table, two folding chairs, one wastebasket, and an Exhibitor ID sign with booth number. The exhibit hall will be carpeted.

Please contact Caitlin Hughes at 617.558.0202 or CHughes@maseniorcare.org for additional information on sponsorship opportunities.

2023 Annual Meeting & Trade Show Sponsorship & Exhibitor Reservation Form

Company Name: _____

Type of Business: _____

Address: _____ City, State _____
Zip Code: _____

Phone: _____ Website: _____

Primary Contact: _____ Email: _____

Trade Show Contact Person - Optional (If you have an additional person who should receive trade show information, please add their information below.)

Trade Show Contact: _____ Email: _____

SPONSORSHIP & EXHIBITOR OPPORTUNITY

- | | |
|--|--|
| <input type="checkbox"/> LTC Heroes Sponsor
\$5,000 (4) 3 Opportunities Remaining | <input checked="" type="checkbox"/> Notepad & Pen Sponsor
\$3,000 Exclusive SOLD OUT |
| <input checked="" type="checkbox"/> Conference Tote Bag Sponsor
\$3,000 Exclusive SOLD OUT | <input checked="" type="checkbox"/> Trade Show Lunch Sponsor
\$2,500 (4) SOLD OUT |
| <input checked="" type="checkbox"/> Lanyard Sponsor
\$3,000 Exclusive SOLD OUT | <input type="checkbox"/> Exhibitor
\$850/booth Number of Booth(s) _____ |

Please Note: You will receive an exhibitor service kit from our decorator, CorpEvents NE, which will include information on shipping, storage, electricity, and other services. Additional Charges: Electrical outlets can be purchased directly from the DCU Center by using the order forms in the exhibitor service kit. Within 10 days of the Trade Show you will receive a confirmation package from Mass Senior Care including booth number assignment, directions, agenda and set-up and breakdown times.

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: _____

Signature: _____

All sponsorships and exhibit booths must be paid 7 days prior to the trade show. Exhibit booths canceled prior to October 16th will be refunded, minus a \$100 processing fee. Any cancellations received after October 16th will not receive a refund. All cancellations must be submitted in writing and emailed to Loan Nguyen at Lnguyen@maseniorcare.org.

Please mail payment to:
Massachusetts Senior Care Association
PO Box 1657, Easton, MA 02334
TEL (617) 558-0202 · FAX (617) 558-3546