

Out of the Box Thinking: Strategies for Strengthening Our Workforce

2018 Spring Conference & Trade Show

Thursday, March 22, 2018

Boxboro Regency Hotel & Conference Center, Boxborough

9:30 am – 3:00 pm



Join us for a dynamic and informative program featuring experts in the field of labor and workforce development who will share their knowledge and provide best practices which can be immediately implemented at your facility.



Paul Osterman

Morning Session:

Welcome and Quality Jobs Campaign Update

Tara Gregorio, President, Massachusetts Senior Care Association

Keynote Presenters:

Paul Osterman, Nanyang Technological University Professor of Human Resources and Management, MIT Sloan School of Management

Author of **“Who Will Care For Us,”** Dr. Osterman will discuss the challenges facing America in providing long term care as the demand for such care explodes in the next two decades. His focus will include the broad set of long term care workforce issues and as well as nursing homes and how to attract more people into the field, expand their scope of practice, make the case that reforms are in everyone’s interest.

Rosalin Acosta, Secretary, Massachusetts Executive Office of Labor and Workforce Development, will speak on the current economic conditions in Massachusetts as well as workforce priorities.



Rosalin Acosta

Afternoon Session:

Best Practices & Key Insights on Recruiting, Developing and Investing in Frontline Staff

Kelly Aiken, Vice President & CareerSTAT Director, National Fund for Workforce Solutions

Improving Frontline Caregiving Jobs through Supervisory Training & Other Strategies

Susan R. Misiorski, Vice President of Workforce Innovations, PHI (Paraprofessional Healthcare Institute)

DAY AT A GLANCE

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|--------------------|--------------------------------------|
| 8:30 am – 9:30 am | Registration & Continental Breakfast |
| 9:30 am – 11:30am | Morning Session (2 CEUs) |
| 11:30 am – 1:00 pm | Trade Show and Buffet Lunch |
| 1:00 pm – 3:00 pm | Afternoon Session (2 CEUs) |



MASSACHUSETTS
SENIOR CARE
ASSOCIATION

Premier Sponsor





2018 Spring Conference & Trade Show Sponsorship Opportunities

2018 Spring Conference & Trade Show

Date: Thursday, March 22, 2018 **Anticipated Attendance:** 650

Location: Foxboro Regency Hotel & Conference Center, Foxborough

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

Lanyard Sponsor \$3,000 exclusive

- Sponsor name/logo recognition on neck cord distributed to 650 attendees
- One complimentary exhibit booth with prime location at the trade show
- Signage with sponsor name/logo at the registration area
- Recognition in conference handouts and program slideshow
- Thank you from the podium during the morning program

SOLD OUT

Conference Tote Bag Sponsor \$3,000 exclusive

- Sponsor name/logo recognition on conference tote bags distributed to 650 attendees
- One complimentary exhibit booth with prime location at the trade show
- Signage with sponsor name/logo at the registration area
- Recognition in conference handouts and program slideshow
- Thank you from the podium during the morning program

SOLD OUT

Charging Station Sponsor \$3,000 exclusive

- Sponsor name/logo recognition on two cell phone charging stations, one located at exhibit booth
- One complimentary exhibit booth with prime location at the trade show
- Signage with sponsor name/logo at the registration area
- Recognition in conference handouts and program slideshow
- Thank you from the podium during the morning program

SOLD OUT

Notepad and Pen Sponsor \$2,500 exclusive

- Sponsor name/logo recognition on notepad distributed to 650 attendees
- One complimentary exhibit booth with prime location at the trade show
- Signage with sponsor name/logo at the registration area
- Recognition in conference handouts and program slideshow
- Thank you from the podium during the morning program

SOLD OUT

Trade Show Buffet Lunch Sponsor \$2,000 4 Opportunities Available!

- Signage with sponsor name/logo at three food stations in the trade show
- One complimentary exhibit booth with prime location at the trade show
- Recognition in conference handouts and program slideshow
- Thank you from the podium during morning program and during the tradeshow raffle

SOLD OUT

Continental Breakfast Sponsor \$1,000

- Signage with sponsor name/logo at breakfast area
- One vendor table at the primary breakfast area with up to two representatives
- Thank you from the podium during the morning program

Only One Left!

General Session Sponsor \$650

- This opportunity is available for Associate Members to attend the Spring Conference & Trade Show who do not wish to exhibit, includes 2 registrations
- Signage with sponsor name/logo at registration area
- Recognition in conference handouts and program slideshow

Please contact Jennifer Chen at 617.558.0202
or jchen@maseniorcare.org for additional
information on sponsorship opportunities.

2018 Spring Conference & Trade Show Sponsorship Reservation Form

Company Name: _____

Type of Business: _____

Address: _____ City, State
Zip Code: _____

Phone: _____ Website: _____

Contact Name: _____ Contact Email: _____

- SPONSORSHIP OPPORTUNITY** **SOLD OUT** Conference Tote Bag Sponsor
- Lanyard Sponsor **SOLD OUT**
- Charging Station Sponsor **SOLD OUT**
- Notepad and Pen Sponsor **SOLD OUT**
- SOLD OUT** Trade Show Buffet Lunch Sponsor
(\$2,000 Non-Exclusive)
- Continental Breakfast Sponsor
(\$1,000 Non-Exclusive)
- General Session Sponsor
(\$650 Non-Exclusive)

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 Note: All sponsorships and exhibit booths must be paid 7 days prior to the trade show. Exhibit booths canceled prior to March 1, 2018 will be refunded, minus a \$100 processing fee. No refunds will be issued for cancellations made after March 1st. All cancellations must be submitted in writing and emailed to Loan Nguyen at lnghuyen@maseniorcare.org.

Please mail payment to:
Massachusetts Senior Care Association
800 South Street, Suite 280, Waltham, MA 02453
TEL (617) 558-0202 · FAX (617) 558-3546