



“Taking Charge of Change”

Annual Fall Conference
DoubleTree by Hilton
Danvers, Massachusetts
October 11-13, 2023

Sponsor & Exhibitor Package

The Massachusetts Councils on Aging (MCOA) invites your organization to be a sponsor/exhibitor at our annual conference. MCOA is a 501(c)(3) non-profit membership organization serving the Commonwealth’s 350 municipal Councils on Aging. Our mission is building strategic partnerships to educate, empower, and advocate for professionals who work with older adults.

As a sponsor/exhibitor, you will engage and connect with approximately 500 aging professionals who serve Massachusetts’ 1.7 million older adults and their caregivers. Our fall conference, one of the largest gatherings of aging professionals in New England, features professional learning and development opportunities and peer-to-peer networking. Don’t miss out on this valuable and exciting opportunity. Space is limited and has previously sold out.

Key Features

- A new dedicated conference app and website, providing enhanced visibility for sponsors/exhibitors and a more interactive experience for conference attendees
- New tiered sponsorship model
- Generous exhibition time
- All exhibitor booths located in the Exhibit Hall
- Scheduled break time between sessions to visit exhibitor area
- [Online registration](#)

Sponsorship Opportunities

Sponsorship opportunities range in cost from \$1,500-\$10,000. See the chart below for specific benefits by sponsorship level. Your generous support of the conference supports our year-long work.

	SPONSORSHIP LEVELS				
	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
Cost	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
Available opportunities	1	1	2	multiple	multiple
BENEFITS					
Dedicated app sponsorship	✓				
Static logo at top of conference website and app	✓				
Dedicated refreshment break sponsorship	✓				
10-min speaking slot during Wed or Thurs plenary	✓	✓			
Present at two MCOA events during the year	✓	✓			
Sponsor spotlight in four MCOA weekly newsletters	✓	✓	✓		
Sponsor recognition throughout event	✓	✓	✓		
Conference app "Thank You" push notifications	✓	✓	✓		
Highlight on conference website and app carousel	✓	✓	✓	✓	
Logo placement in conference brochure	✓	✓	✓	✓	
Quarterly access to MCOA membership list	✓	✓	✓	✓	✓
Hyperlinked logo in conference website and app	✓	✓	✓	✓	✓
Social media promotion/recognition of sponsorship	✓	✓	✓	✓	✓
Welcome letter to participants in app	✓	✓	✓	✓	✓
Booth space for two days	✓	✓	✓	✓	✓
Daily meal tickets (breakfast & lunch)	6	4	2	1	1

Exhibitor Information

We welcome for-profit, non-profit, and government organizations to exhibit at the conference.

- For-profit exhibit space is available Wednesday, October 11 and Thursday, October 12 at a rate of \$550 for one day or \$800 for both days. Limited space is available for two-day exhibits.
- Non-profit and government organization space is available Wednesday, October 11 and Thursday, October 12 at a rate of \$145 per day. Space permitting, a second day may be possible.
- All exhibitors will receive one six-foot display table and two chairs.
- Exhibit hall hours are Wednesday, October 11 from 10:15am-6:30pm and Thursday, October 12 from 8am-5pm. Set-up/break-down time will be announced.
- Exhibitors will be listed in the conference brochure and event app.
- Conference-sponsored prizes to drive participants to the Exhibit Area.
- Each exhibitor will receive one breakfast and one lunch ticket for their scheduled day. Additional tickets, available at \$80 per person, include breakfast and lunch, and must be reserved by September 20, 2023. Two refreshment breaks are also provided.
- Exhibitors may distribute merchandise and information at their booths.
- All exhibitor tables are located in the Exhibit Hall.

Sponsor and Exhibitor Approval Notification

- Sponsors and exhibitors must submit a completed registration form. Register online at <https://fs16.formsite.com/mcoa/wc6tfscxr7/index>
- Exhibit booth space is limited and is reserved on a first come, first served basis.
- MCOA reserves the right to refuse any sponsor or exhibitor access to this event.
- **Registration and all materials must be received by September 20, 2023, for inclusion in the conference app/website/brochure.**
- Approval notification will typically be sent two weeks after receipt of registration and materials, and no later than September 27, 2023.

Conference Guidelines

- Upon your completed registration, MCOA will share additional conference details (conference website, hotel room reservation block code/deadline, etc.) and request your marketing submissions (logo, welcome letter, etc.)
- **The deadline to submit completed registration, attachments, and payment in full is September 20, 2023.**
- An email cancellation must be provided by September 27, 2023, to receive a full refund. There will be no refunds given after September 27, 2023.
- Exhibition booth assignments cannot be reassigned due to space limitations.
- Sponsors and exhibitors are responsible for specifying electrical needs.
- Prospective organizations are encouraged to contact MCOA early to reserve their space.
- Your feedback is very important to us. As a conference sponsor/exhibitor you will receive a post-event survey. Please complete and share your experience with us so we can ensure a positive experience.

Keep in Touch

Please reach out to Tara Hammes at tara@mcoaonline.com/413-923-2160 or Kelly Burke at kelly@mcoaonline.com/413-923-1972 with questions or for more information on sponsor and exhibitor opportunities.

For more information about MCOA and to keep current on our programs, events, and trainings, visit www.mcoaonline.com, subscribe to our free newsletter, the *Brief* by contacting info@mcoaonline.com, or follow us on [Facebook](#), [LinkedIn](#) and Twitter (@masscoa).

We appreciate your support and look forward to seeing you at the conference!