

MCOA 2024 FALL CONFERENCE



 **OCTOBER 23 - 25**
SEACREST RESORT, FALMOUTH, MA

It Starts With Us!

CREATING COMMUNITY CONNECTIONS FOR 45 YEARS

Sponsor & Exhibitor Package

Do you want to empower and inspire those working with Massachusetts' 1.7 million older adults and their caregivers? Do you have a product or service to improve the lives of older adults? Massachusetts Councils on Aging's (MCOA) annual conference is a unique opportunity to network and introduce your organization. It's also one of the largest gatherings of its type in New England. The event reaches over 500 participants who are primarily Council on Aging/Senior Center professionals.

What makes this conference special:

- **engaging workshops** led by experts, fostering new strategies and reigniting passions
- **networking opportunities** creating community connections and sharing best practices
- **uplifting speakers** inspiring attendees to make remarkable impacts

As a sponsor or exhibitor, you will:

- **align your** brand with a cause that matters
- **demonstrate your commitment** to the well-being of older adults
- **gain valuable** exposure to a dedicated and passionate audience
- **play a vital role** supporting professional development

Connect with our Community

MCOA is a 501(c)(3) non-profit membership organization serving the Commonwealth's 350 municipal Councils on Aging. We build strategic partnerships to educate, empower, and advocate for professionals working with older adults.

Don't miss out on this valuable and exciting opportunity. Space is limited and has previously sold out. Join us and make a difference.

"Learning from and listening to the many presenters was as inspiring as I'd hoped. It is invigorating to hear from those immersed in age-related research, including the policies and programs aimed at making life better for older adults individually and on a macro level. It is so validating and rewarding to be a part of this network of people."

- Council on Aging Director of Senior Services and 2023 conference attendee

"I always love the MCOA conferences. The attendees really are interested in what we do and not just what we have on our tables. We're looking forward to the Sea Crest in 2024."

- 2023 conference exhibitor

Additional Features

- A dedicated conference app and website, enhancing sponsor/exhibitor visibility
- Eighteen (18) total hours of exhibition time over two days
- Four between-session refreshment breaks inside exhibitor area
- [Online registration](#)
- NEW: now accepting credit card payments

Sponsorship Opportunities

Sponsorship opportunities range \$1,500-\$10,000. See the chart below for specific benefits by sponsorship level. Your generous support of the conference supports our ongoing work to support our members.

	SPONSORSHIP LEVELS				
	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	Cost \$10,000	\$7,500	\$5,000	\$2,500	\$1,500
Available opportunities	1	2	multiple	multiple	multiple
BENEFITS					
Dedicated app sponsorship	✓				
Static logo at top of conference website and app	✓				
Dedicated refreshment break sponsorship	✓				
30-second video run on Exhibit Hall entrance screen	✓				
One appropriate content developed webinar	✓				
10-min speaking slot during Wednesday keynote or Thursday plenary	✓	✓			
Recognition at conference welcome	✓	✓			
10-minute presentation at two MCOA events during the year	✓	✓			
Logo and recognition on updated MCOA website	✓	✓			
Sponsor spotlight in four MCOA weekly newsletters	✓	✓	✓		
Conference app "Thank You" push notifications	✓	✓	✓		
Logo placement on two MCOA email blasts	✓	✓	✓		
Highlight on conference website (upon receipt of payment) and app carousel	✓	✓	✓	✓	
Recognition on video screens throughout venue	✓	✓	✓	✓	
Logo placement in conference mini-guide	✓	✓	✓	✓	

Listing in conference mini-guide	✓	✓	✓	✓	✓
Prominent exhibit table placement in 'sponsor's row'	✓	✓	✓	✓	✓
Exhibit table signage noting event sponsor	✓	✓	✓	✓	✓
Quarterly access to MCOA membership list	✓	✓	✓	✓	✓
Hyperlinked logo in conference website and app	✓	✓	✓	✓	✓
Social media posts – sponsorship recognition	3	2	2	1	1
Welcome message to participants in app	✓	✓	✓	✓	✓
Hyperlinked social media accounts in app	✓	✓	✓	✓	✓
Exhibit table for two days	✓	✓	✓	✓	✓
In-app scavenger hunt participation listing	✓	✓	✓	✓	✓
Daily lunch tickets	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 23 and Thursday, October 24 at a rate of \$600 for one day or \$950 for both days. Limited space is available for two-day exhibits.
- Non-profit and government organization space is available Wednesday, October 23 and Thursday, October 24 at a rate of \$175 per day. Space permitting, a second day may be possible.
- All exhibitors receive one six-foot display table and two chairs.
- Exhibit hall hours are Wednesday, October 23, 8am-5pm and Thursday, October 24, 8am-5pm. Set-up times are Tuesday, October 22, 3-7pm, and Wednesday and Thursday after 7am.
- Exhibitors are listed in the conference mini-guide and event app.
- A scavenger hunt with prizes will drive participants to the exhibit hall.
- Each exhibitor receives one lunch ticket for their scheduled day. Additional tickets, available at \$90 per person, must be reserved by October 1, 2024. Also provided are daily coffee/tea services and an afternoon refreshment break.

- Exhibitors may distribute merchandise and information at their booths.
- All exhibit tables are located inside the exhibit hall.

Sponsor and Exhibitor Approval Notification

- Sponsors and exhibitors must [register online](#).
- 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, payment and all materials must be received by October 1, 2024, for inclusion in the conference app/website/mini-guide.**
- Approval notification will typically be sent two weeks after receipt of registration and materials, and no later than October 1, 2024.

Conference Guidelines

- **The deadline to submit completed registration, attachments, and payment in full is October 1, 2024.**
- An email cancellation must be provided by October 1, 2024, to receive a full refund. There will be no refunds given after October 1, 2024.
- Exhibition booth assignments cannot be reassigned due to space limitations.
- Sponsors and exhibitors are responsible for specifying electrical needs.
- 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.org, 413-923-2160 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.org
- [subscribe](#) to our free, updated newsletter, *Aging Matters*
- follow us on [Facebook](#), [LinkedIn](#), [Instagram](#) and [Threads](#)

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