



2025 MCOA ANNUAL FALL CONFERENCE

Facing the Future Together

Collaborating Toward Opportunities and Success



October 22nd - 24th

Wednesday, Thursday & Friday



Sea Crest Beach Resort

Falmouth, Cape Cod, MA

2025 Sponsor & Exhibitor Packet

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 strategies and reigniting passions
- Networking opportunities creating community connections & 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
- Receive quarterly access to MCOA's membership list

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.



"The interaction with the participants was very good. Being able to attend as an exhibitor for just a day was very practical for a small business like ours . . . I received a lot of valuable contacts during this conference and would absolutely attend again."

– 2024 conference exhibitor

"It was an amazing conference. I felt rejuvenated and energized. It was great to be among my peers, to learn and to help others."

– 2024 Council on Aging Director and conference attendee

Additional Features

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

For more information about MCOA and to keep current on our programs, events, and trainings:

- visit www.mcoaonline.org
- [subscribe](#) to our free, monthly newsletter, 'Aging Matters'
- follow us on [Facebook](#), [LinkedIn](#), [Instagram](#) and [Threads](#)

Sponsorship Opportunities

Sponsorship opportunities remain steady in 2025 at \$1,500-\$10,000. See the chart for specific benefits by sponsorship level. Thank you for your generous support of the conference, which helps us continue our vital work on behalf of our members.

		SPONSORSHIP LEVELS				
		DIAMOND \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500
<i>Available opportunities</i>		1	2	multiple	multiple	multiple
EVENT BENEFITS	Dedicated app sponsorship	x				
	Static logo at top of conference website & app	x				
	Dedicated refreshment break sponsorship	x				
	One 30-second video run on Exhibit Hall entrance screen	x				
	One appropriate-content developed webinar	x				
	Two 6' tables (available on request)	x	x			
	NEW - One complimentary exhibit table at MCOA's 2026 Spring Symposium	x	x			
	One 10-min speaking slot during Wednesday keynote or Thursday general session	x	x			
	Recognition at conference welcome	x	x			
	A 10-minute presentation at one 2026 MCOA Membership Meeting or Spring Symposium	x	x			
	Recognition on video screens within venue	x	x	x	x	
	Prominent table placement in sponsor's row	x	x	x	x	x
	Table signage noting event sponsor	x	x	x	x	x
	Exhibit table for two days	x	x	x	x	x
	Listing on attendee's booth visit log	x	x	x	x	x
	Daily lunch tickets	6	4	2	1	1

See next page for Marketing Benefits!

Sponsorship Opportunities, cont.

MARKETING BENEFITS	SPONSORSHIP LEVELS				
	DIAMOND \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500
	<i>Available opportunities</i>	<i>1</i>	<i>2</i>	<i>multiple</i>	<i>multiple</i>
Logo on conference registration website	x	x	x		
Sponsor spotlight in one MCOA monthly newsletter	x	x	x		
Conference app "Thank You" push notifications	x	x	x		
Highlight on conference website (upon receipt of payment) on app carousel	x	x	x	x	
Logo placement in conference mini-guide	x	x	x	x	
Listing in conference mini-guide	x	x	x	x	x
Hyperlinked logo in conference website & app	x	x	x	x	x
Social media posts – sponsorship recognition	3	2	2	1	1
Welcome message to participants in app	x	x	x	x	x
Hyperlinked social media accounts in app	x	x	x	x	x



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

Exhibitor Information

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

- For-profit exhibit space is available Wednesday, October 22 and Thursday, October 23 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 22 and Thursday, October 23 at a rate of \$175 or \$300 for both days.
- All exhibitors receive one six-foot display table and two chairs.
- Exhibit hall hours:
 - Wednesday, October 22, 8am-5pm
 - Thursday, October 23, 8am-5pm
- Set-up times:
 - Tuesday, October 21, 3-6pm
 - Wednesday, October 22 and Thursday, October 23, after 7am
- Exhibitors are listed in the conference mini-guide and event app.
- A booth-visit log with prizes will drive participants to the exhibit hall. All sponsors and exhibitors will be listed.
- Each exhibitor receives one lunch ticket for their scheduled day. Additional tickets, available at \$90 per person, must be reserved by **Wednesday, October 1, 2025**. 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 fully [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 **Wednesday October 1, 2025**, for inclusion in the conference app, website and mini-guide.
- **Payment is expected upon registration and required by Wednesday, October 1, 2025. If payment is not received by Wednesday, October 1, 2025, your exhibit booth will be forfeited.**
- Approval notification will typically be sent two weeks after receipt of registration and materials, and no later than **Wednesday, October 1, 2025**.

Conference Guidelines

- The deadline to submit completed registration, attachments, and payment in full is **Wednesday, October 1, 2025**.
- An email cancellation must be provided by **Wednesday, October 1, 2025**, to receive a full refund. There will be no refunds given after **Wednesday, October 1, 2025**.
- Exhibition booth assignments cannot be reassigned due to space limitations.
- Sponsors and exhibitors are responsible for specifying electrical needs.
- All workshops are reserved exclusively for registered conference attendees. As a sponsor or exhibitor, we kindly ask that you do not attend these sessions unless you have also registered as a conference attendee. This policy helps us ensure ample space and resources for those who have signed up specifically for the workshops.
- Your feedback is very important to us. As a conference sponsor/exhibitor you will receive a post-event survey. Please complete it and share your experience with us so we can ensure a positive experience.

Keep in Touch

Contact Tara Hammes at
tara@mcoaonline.org or 413-923-2160
with questions or for more information
on sponsor and exhibitor opportunities.

