



Massachusetts
Councils On Aging

FOCUSED ON
WHAT MATTERS

SUPPORTING
OUR OLDER
ADULTS

2026

Fall Conference



October 21st - 23rd



Wellsworth Hotel
Southbridge, MA

2026 SPONSOR & EXHIBITOR PACKET



LEARN

from inspiring
speakers



CONNECT

with experts
from all over MA



BUILD

relationships and
opportunities



MAKE AN IMPACT

on the lives
of older adults

BUILDING STRONGER COMMUNITIES FOR A BRIGHTER FUTURE



www.mcoaonline.org

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SUPPORTING OUR OLDER ADULTS



OCTOBER 21-23, 2026

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Why Partner with MCOA? Connect with New England's largest gathering of Council on Aging and Senior Center professionals. Reach over 500 decision-makers dedicated to improving the lives of Massachusetts' 1.7 million older adults.

What makes this conference special:



Expert Workshops: Dynamic sessions fostering new strategies and innovation.



Powerful Networking: Building community connections and sharing industry best practices.



Uplifting Speakers: Inspiring attendees to make a remarkable local impact.

Sponsor & Exhibitor Value

By joining us, your organization will:



Gain Visibility: Secure valuable exposure to a highly dedicated, passionate audience.



Showcase Commitment: Align your brand with the well-being of older adults.

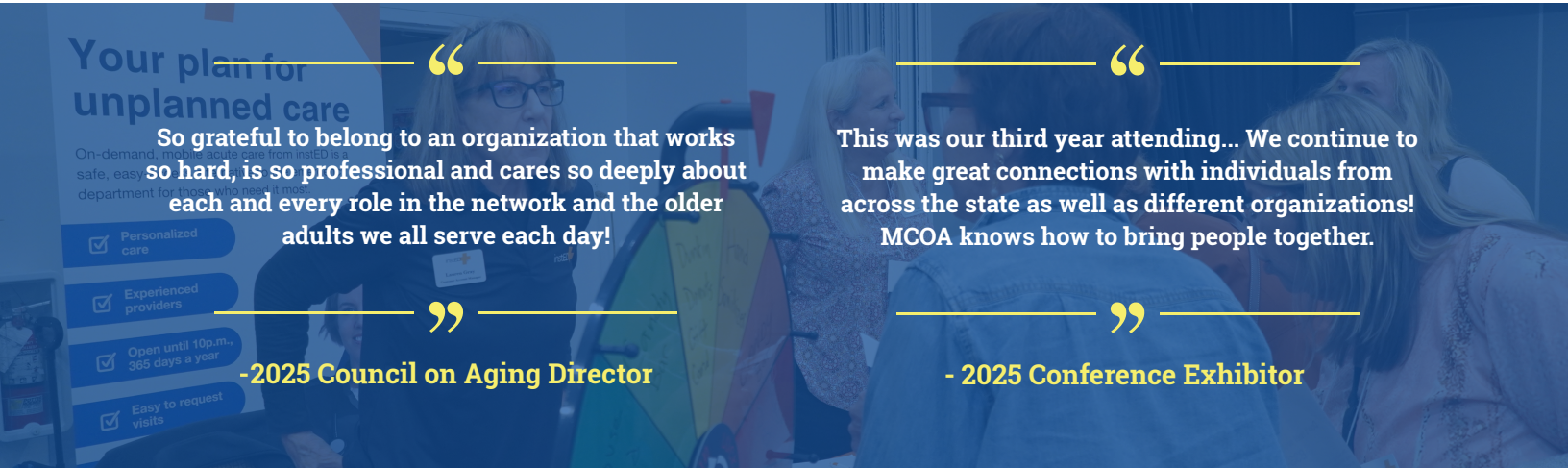


Grow Your Reach: Receive quarterly access to the exclusive MCOA Director list.

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.

Listen to What Our Partners Have to Say!



“
So grateful to belong to an organization that works so hard, is so professional and cares so deeply about each and every role in the network and the older adults we all serve each day!
”

-2025 Council on Aging Director

“
This was our third year attending... We continue to make great connections with individuals from across the state as well as different organizations! MCOA knows how to bring people together.
”

- 2025 Conference Exhibitor

Conference Features & Perks



Dedicated Event App: Enhanced visibility on our official conference app and website.



18 Hours of Exhibit Time: Maximum marketing exposure spaced strategically over two days.



Easy Online Registration: Clean, fast registration portal accepting major credit card payments.

Connect with us!



@macouncilsonaging



linkedin.com/company/mcoa



@macouncilsonaging



@masscouncilsonaging

Find us online at www.mcoaonline.org, and read our free quarterly digital publication, *Aging Matters*.

Sponsorship Opportunities

Become a valued partner in Massachusetts' premier conference for aging services professionals. Sponsorship opportunities from \$1,750 to \$10,000 offer exceptional visibility, high-traffic exhibit placement, and direct access to decision-makers from Councils on Aging and Senior Centers across the Commonwealth.

Select your sponsorship level below and reserve your spot today.

		SPONSORSHIP LEVELS				
		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Cost		\$10,000	\$7,500	\$5,000	\$2,500	\$1,750
Available opportunities		1	2	3	5	12
EVENT BENEFITS	Dedicated app sponsorship	x				
	Static logo at top of conference website & app	x				
	Dedicated refreshment break sponsorship	x				
	One appropriate-content developed webinar	x				
	Two 6' tables (available on request)	x	x			
	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 MCOA's 2027 Spring Symposium	x				
	A 10-minute presentation at one 2027 MCOA Membership Meeting		x			
	Recognition on video screens within venue	x	x			
	Prominent table placement near registration	x	x			
	Dedicated thank-you signage in two workshop rooms (one Wed, one Thurs)	x	x	x		
	10% Sponsorship discount at MCOA's 2027 Spring Symposium			x	x	
	Booth location in lobby foyer	x	x	x	x	x
	Logo on table tent signage (displayed at breakfast and lunch)	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 attendees' booth visit cards	x	x	x	x	x
	Sit-down lunch tickets (in dining room with attendees)	6	4	2		
Boxed lunches for consumption at sponsorship table				2	2	

See next page for Marketing Benefits!

Sponsorship Opportunities Continued

SPONSORSHIP LEVELS

		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
		\$10,000	\$7,500	\$5,000	\$2,500	\$1,750
<i>Available opportunities</i>		1	2	3	5	12
MARKETING BENEFITS	Logo on conference registration website	x	x	x		
	Post/repost selected content/events on MCOA's social media channels (1x month in 2027)	x	x	x		
	Conference app "Thank You" push notifications	x	x	x		
	Social media sponsorship recognition aligned with related workshop	2	1	1		
	Highlight on conference website (upon receipt of payment) and 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
	Hyperlink on conference website and in app	x	x	x	x	x
	Welcome message to participants in app	x	x	x	x	x
	Hyperlinked social media accounts in app	x	x	x	x	x

Basic Exhibit Package

Exhibitors are listed in the conference mini-guide and event app.

Exhibit space is available **Wednesday, October 21** and **Thursday, October 22**, in **Salons A & B**

Booth Setup: One 6-foot table and two chairs
Business (For-Profit): \$650 for one day
Business (For-Profit): \$950 (both days)
Non-Profit / Government: \$200 per day

Food: 1 complimentary boxed lunch for your scheduled day (*Extra tickets: \$40/person, must reserve by October 1, 2026*)

WE APPRECIATE YOUR SUPPORT!
WE CAN'T WAIT TO SEE YOU AT THE CONFERENCE!



Exhibitor Information

Logistics & Day-Of Operations

KEY EVENT TIMELINE

Vendor Setup Tues, Oct 20 3:00 PM – 6:00 PM	Vendor Setup Wed/Thurs, Oct 21–22 After 7:00 AM	Exhibit Hall Hours Wed/Thurs 8:00 AM – 5:00 PM
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INCLUDED PERKS & TRAFFIC DRIVERS

Booth Visit Cards

All sponsors and exhibitors are listed on attendee prize cards to encourage steady foot traffic to your table.

Daily Hospitality

Complimentary coffee/tea services and an afternoon refreshment break are provided.

Merchandise

You are welcome to distribute promotional merchandise and informational materials directly at your booth.

Year-Round Leads

Receive a quarterly updated copy of the official MCOA Membership Directory.

Booth assignments are final and cannot be reassigned due to space limitations at the venue



Guidelines, Deadlines & Next Steps

CRITICAL DEADLINES & REGISTRATION APPROVAL

Hard Deadline:
Wednesday, October 1, 2026

Completed online registration, all attachments, and payment in full must be received by this date to guarantee your booth space and media inclusion (app, website, and mini-guide).



First-Come, First-Served: Spaces are limited and reserved strictly in the order registration is completed.



Confirmation: Approval notifications are typically emailed within two weeks of receiving your materials, and no later than **October 1, 2026**.



Right of Refusal: MCOA reserves the right to refuse event access to any sponsor or exhibitor.

CANCELLATION & REFUND POLICY

By October 1, 2026: Written email cancellation must be provided to receive a full refund.

After October 1, 2026: No refunds will be granted under any circumstances due to fixed operational commitments.

Keep In Touch:

Contact: Tara Hammes | Email: tara@mcoaonline.org | Phone: 413-923-2160

Social Media: Tag us and track updates on Facebook, LinkedIn, Instagram, and Threads (Found on page 2)

www.mcoaonline.org

Register online and subscribe to our free monthly Aging Matters newsletter