

Massachusetts Councils on Aging (MCOA) presents

“REFRAMING AGING”

Annual Fall Conference at the Sea Crest Hotel, North Falmouth, MA

October 24, 25, and 26, 2018

Conference Sponsors, Exhibitors, Advertisers, and More

Does connecting with 600 eldercare professionals from Massachusetts and around New England interest you?

Then you may be interested in this event...

Opportunities exist for:

- **Sponsors (\$1500- \$7500)**
- **Exhibitors (\$550-\$850)**
- **Non Profit Vendors (\$125)**
- **Advertisers (\$125-\$400)**

The Massachusetts Councils on Aging (MCOA) invites your organization to be a sponsor, exhibitor, non-profit vendor, or advertiser to our annual conference. The three-day conference will be held on scenic Cape Cod at the Sea Crest Hotel, North Falmouth, Massachusetts on October 24, 25, and 26.

Enclosed is important information for your organization to help you link to more than 600 potential customers from around New England. These eldercare community-based professionals offer services to millions of older adults and their caregivers. This one of the largest gathering of eldercare professionals in New England, and the only one of its kind in the Northeast for municipally-based Council on Aging directors, staff, and Board members.

MCOA partners with the Executive Office of Elder Affairs, a variety of state agencies, other non-profits, and academic institutions, all seeking to improve the quality of life of the Commonwealth's 1.7 million older adults over the age of sixty.

MCOA is a 501(c)(3) non-profit membership organization serving the Commonwealth's municipally-based Councils on Aging. Our mission is building strategic partnerships to educate, empower, and advocate for professionals who work with older adults. Our office is located at 116 Pleasant St., Suite 306, Easthampton MA 01027. For more information about programs, events, and trainings visit MCOA's website at www.mcoaonline.com, or subscribe to our free newsletter the Weekly Brief by contacting Lynn@mcoaonline.com or follow us on [Facebook](#) and [Twitter](#).

Featured Improvements:

- Increased Time and an Expanded Invitation List
- All Exhibitor and Vendor Space will be located in the Exhibit Hall.
- We have increased 'break time' between sessions for participants to leisurely stroll thru the vendor area.
- Senior Center Directors and other eldercare professionals from New England will be invited to join us again this year.
- The Sponsorship Rates and Benefits have remained the same - so check the chart carefully -but remember everything is negotiable.
- Registration for Vendor / Sponsorship opportunities can be completed online at www.mcoaonline.com. Look under Events/2018 Fall Conference and the link: "Sponsor, Exhibitor, Advertiser, and Vendor information."

Your Opportunities to Support the Fall Conference Include:

Sponsoring:

- 9 Events are available during these three days ranging in cost from \$1500- \$7500.
- Sponsor Exhibit tables and banners are located in prime traffic areas.
- See the enclosed chart for details on the special perks sponsors will receive.

Exhibiting Opportunities for Profits and Non Profits:

- For Profit Exhibit space will be available on Wednesday, October 24th or Thursday, October 25th only for \$550. If you would like to exhibit for two days, a few spaces will be available on for an additional charge of \$300 or a total of \$850 for both days.
- Non-Profit Vendors and Government Agencies are welcome to set up display booths on Wednesday, October 24th or Thursday, October 25th. A \$125 fee is required to cover costs. Non-Profit Vendors are limited to one day or a second day may be possible if space is available.
- Exhibit/Vendors hours are Wednesday and Thursday 8am-5pm.
- Each Exhibitor/Vendor will receive one breakfast and one lunch Ticket for the day they are scheduled. Additional breakfast and lunch tickets may be purchased for \$60 each but must be reserved by September 21, 2018. Refreshments for morning and afternoon breaks will also be provided.
- All Exhibitor and Non-Profit Vendor tables will be co-located in the Exhibit Hall.

Approval Notification: Exhibitor's space is limited and must be reserved on a first come, first served basis. Vendors and nonprofits are required to submit a contract to participate and MCOA reserves the right to refuse any sponsor, vendor, exhibitor or advertiser to this event. Contracts are located at the web site: www.mcoaonline.com. Look under Events/2018 Fall Conference and the link: "Sponsor, Exhibitor, Advertiser, and Vendor information."

Advertising: MCOA Publishes a detailed Program Book in which companies may advertise. Other Advertisement Opportunities also exist throughout the year in our newly revamped web site – www.mcoaonline.com as well as at other MCOA events through the year.

Preliminary Registration: Interested parties should register online no later than September 21, 2018. Remember space is limited, and we have sold out of Vendor space at past conferences. Contact us as soon as possible if you are interested in participating.

Reservation Deadline: The discounted hotel room rate is September 7th. MCOA and the Sea Crest Hotel cannot guarantee overnight hotel rooms beyond this date. Ask for the MCOA rate or contact MCOA for the reservation form. If you would like a participant's Conference Planning Packet which lists the various workshops and special event activities, and also includes the hotel registration form, available at www.mcoaonline.com or contact MCOA at (413) 527-6425.

Final Registration: Final signed agreements, ads, and payments for Sponsors, Exhibitors, and Advertisers will be accepted no later than September 21, 2018.

Don't miss out on this important opportunity to reach these professionals with your product or service. Join us on October 24-26, 2018 on scenic Cape Cod, at the Sea Crest Hotel, North Falmouth.

If you are interested in any of these options contact us immediately. Register online or complete one of the contract forms below. Remember space is limited and we have sold out in previous years.

Sincerely,
David P. Stevens
Executive Director

Kathleen Bowler
Conference Manager

SPONSORSHIP, EXHIBITING, & ADVERTISING OPPORTUNITIES

Sponsorships:

There are a select number of Sponsorship Opportunities that will provide a visible presence during this three-day event.

MCOA EVENT	COST	AD SIZE in Program Book	WELCOMING LETTER (one page) included in the Program Booklet in addition to AD	BANNER PLACEMENT	DISPLAY TABLE(S) ON SPECIFIED DATES	FOR PROFIT MEMBERSHIP TO MCOA & Current Mailing List Included	NUMBER OF STAFF ATTENDEES (additional available at \$60/day)
Wednesday Luncheon	\$5000	Full Page	Yes	Location of your choice	Two on Wednesday & Thurs	Yes	Two on Wednesday & Thursday
Wednesday Plenary	\$2000	Full Page	Yes	Location of your choice	One on Wednesday & Thurs	Yes	One on Wednesday & Thursday
Wednesday Dinner	\$3000	Full Page	Yes	Location of your choice	Two on Wednesday & Thurs	Yes	Two on Wednesday & Thursday
Thursday Breakfast	\$2500	Full Page	Yes	Location of your choice	One on Wednesday & Thurs	Yes	One on Wednesday & Thursday
Thursday Luncheon	\$5000	Full Page	Yes	Location of your choice	Two on Wednesday & Thurs	Yes	Two on Wednesday & Thursday
Thursday Plenary	\$2000	Full Page	Yes	Location of your choice	One on Wednesday & Thurs	Yes	One on Wednesday & Thursday
Thursday Reception	\$2000	Full Page	Yes	Location of your choice	One on Wednesday & Thurs	Yes	One on Wednesday & Thursday
Friday Breakfast	\$1500	Half Page	Yes	Location of your choice	One on Wednesday & Thurs	Yes	One on Thursday & Friday
Friday Lunch	\$2500	Full Page	Yes	Location of your choice	One on Wednesday & Thurs	Yes	One on Thursday & Friday

Conference Booklet	\$2500	Full Page	Yes	Location of your choice	One on Wednesday & Thurs	Yes	One on Thursday & Friday
National Sponsor*	\$7500	Full Page	Yes	Location of your choice	Two on Wed, Thurs & Friday	Yes	Two on Wednesday, Thursday & Friday

* In addition, the National Sponsor can choose up to 4 additional events including spring conferences, membership meetings, and working group summits. Ask for more details.

For-Profit Exhibitors:

For-Profit Exhibitors are invited to display their products and service on October 24th and 25th. The cost for Wednesday or Thursday is \$550 and for Wednesday and Thursday is \$850.

Exhibitors will receive:

- A 6' display table all day Wednesday or Thursday in Exhibitor Hall (8AM-5PM).
Set up time will be announced later.
- A business card size ad (2" x 3") in the Program Book.
- One breakfast and lunch meal ticket (Additional tickets are required for additional vendors at \$60 each)
(Reservations due no later than September 21th.)
- MCOA 'For Profit' membership for one year; includes mailings and updated and password protected membership list year round. The list is available at MCOA's website under the "Members Only Section."

Public Information Tables for Non-Profits and Government Agencies:

On Wednesday and Thursday, October 24-25, a limited number of Public Information Tables will be made available to a select group of non-profit and government agencies that wish to distribute information to conference participants. A six-foot table will be available from 8 am until 5pm on one day only, Wednesday or Thursday. To offset our costs, we require a fee of \$125. This includes the table and one meal ticket for breakfast and lunch. Additional meal tickets are available at \$60 each.

Advertisers in the Conference Program Book:

Companies may wish to advertise in the Conference Program Book. MCOA requires camera ready advertisements. The rates are below:

(1)	Full Page (8" x 10 ½")	\$400	(3)	Half Page (4¾" x 7 ½")	\$300
(2)	Qtr. Page (3½" x 4¾" ")	\$200	(4)	Business Card (2" x 3")	\$125

Companies exhibiting or sponsoring events can pro-rate Ad Costs if larger sizes are desired. All camera ready materials must be received by September 21st for inclusion in the Program Book.

Merchandising:

Exhibitors & Vendors wishing to distribute merchandise and information at their designated booths may do so at their pleasure. MCOA will distribute items in our Conference Welcome Bags for a slight handling fee. Contact MCOA for details.

Conference Guidelines:

- MCOA reserves the right to select or refuse all sponsors, exhibitors, public service vendors & advertisers.
- Deadline for completed application is September 21st. This includes a signed agreement, camera ready ad (a black & white (600ppi min.) ad, saved as a PDF file) and full payment.
- Prospective businesses are encouraged to contact MCOA early to reserve their space.
Note: Most options were sold out in 2017.
- MCOA invites feedback on how we can better serve your needs.
- We appreciate your attendance and support.

Conference Planning Packet:

The Conference Planning Packet —which includes information detailing each day's events, a registration form & a discounted hotel information— can be mailed to you upon request - contact MCOA at (413)527-6425.

MCOA Sponsorship Contract
for the Annual Conference
October 24-26, 2018 at the Sea Crest Hotel, North Falmouth, MA

There are a select number of sponsorship opportunities available that will provide agencies an exclusive occasion to communicate with conference participants. If you wish to be considered a sponsor, please complete the following:

Agency's Name _____

Address _____

City/State/Zip _____

Contact Person _____ Title _____

Telephone _____ Fax _____

Email _____

The above named agency/ company agrees to sponsor the following event (check):

Wednesday Luncheon \$5000	_____
Wednesday Plenary \$2000	_____
Wednesday Annual Dinner \$3000	_____
Thursday Breakfast \$2500	_____
Thursday Luncheon \$5000	_____
Thursday Plenary \$2000	_____
Thursday Casual Social \$2000	_____
Friday's Breakfast \$1500	_____
Friday's Lunch \$2500	_____
National Sponsor \$7500	_____

In return for your sponsorship of the designated event, sponsors will receive those benefits designated on the Sponsorship Chart. If you have questions or suggestions contact MCOA.

To complete this agreement the sponsoring agency must submit the following by September 21, 2018:

- Send full payment and signed contract for designated event
- Enclose camera ready advertisement in program book (see chart for size)
- Inform MCOA in writing of any needs you may have at the event or in the exhibitor's room (i.e. electrical hookup, etc.)
- Submit in writing the name/ address of the individual that should be included on our mailing list
- Describe in writing the type of materials that will be advertised or distributed

Sponsoring Agency's Designated Signature_____

Sponsoring Agency_____Date_____

Do you require any anything else or do your attendees have any special needs?

Name and title of your designated speaker for Program Book (only selected events- see chart).

Approval of MCOA's Executive Director_____

All materials including this contract (signed) and payment must be submitted to MCOA no later than September 21, 2018.

Mail to: MCOA
116 Pleasant Street, Suite 306
Easthampton, MA 01027-2781
attn: CONF-VEND

MCOA reserves the right, to refuse any sponsor, vendor, exhibitor, or advertiser to this event.

MCOA Exhibitors Contract
for the Annual Conference
October 24, 25, and 26 at the Sea Crest Hotel, North Falmouth

If you are interested in exhibiting at our annual conference, please complete the following:

(Choose one)

The cost for this full day (Wednesday or Thursday only) opportunity is \$550. _____

A limited number of two-day spaces (Wednesday and Thursday) are available for \$850 _____

*Check here for Electrical Hookup – additional \$50 charge _____

Agency's Name _____

Address (w/ zip) _____

Contact Person _____ Title _____

Telephone _____ Fax _____

Email _____

Exhibitors will receive:

- Display table all day Wednesday or Thursday in Exhibitors Hall (8AM-5PM).

Set up time to be established later.

- Business Card Size Ad in Program Book – submit by September 21
- One meal ticket for breakfast and lunch (additional meal tickets are required for each additional exhibitor for \$60- reserve by September 21).

To complete this agreement, the exhibiting agency must submit the following by September 21, 2018.

- Send Full payment for designated event
- Inform MCOA in writing of any needs you may have as an exhibitor (i.e. electrical hookup, accessibility issues etc.) *Note there will be a \$50 surcharge for all electrical hookups.
- Describe in writing the type of materials that will be advertised or distributed.
- Send a black and white camera ready business card size ad (format PDF file)
 - (2" x 3") for the program book
 - upgrades are available – see Advertising!

Name/Title of Agency Attendee for Registration Purposes _____

Sponsoring Agency's Designated Signator _____

Sponsoring Agency _____ Date _____

MCOA Executive Director _____

- All materials including this signed contract, ad, & payment must be submitted no later than September 21, 2018
- Mail to: MCOA, 116 Pleasant Street, Suite 306, Easthampton, MA 01027-2781 attn: CONF-VEND

MCOA reserves the right, to refuse any sponsor, vendor, exhibitor, or advertiser to this event.

MCOA Non-Profit Vendor Contract
for the Annual Conference
October 24, 25, and 26 at Sea Crest Hotel, North Falmouth, MA

Public Information Tables for Non-Profits and Government Agencies

On conference dates, October 24-25, 2018 a limited number of Public Information Tables will be made available to a select group of non-profit and government agencies that wish to distribute information to conference participants. These 6-foot tables will be located in the Exhibit Hall and will be available from 8 am until 5pm.

\$125 Fee: Includes a 6-foot table for one day and one meal ticket for breakfast and lunch.

If you are interested in distributing material at the conference, please complete the following:

Agency's Name _____

Address _____

City/State/Zip _____

Contact Person _____ Title _____

Telephone _____ Fax _____

Email _____

Preferred Day _____ Wednesday, Oct. 24th _____ Thursday, Oct. 25th

*Check here if Electrical Hookup is needed _____ Subject to \$50 charge

To complete this agreement each agency must submit the following by September 21st:

- Inform MCOA in writing of any needs you may have (i.e. electrical hookup, accessibility issues) *Note there will be a \$50 surcharge for all electrical hookups.
- Describe in writing the type of materials that will be advertised or distributed
- Send MCOA proof of your 501(c)(3) Non Profit Status (n.a. to government agencies)
- Additional Meal Tickets are available at \$60 each.

Agency's Designated Signator _____

Agency_____ Date_____

Name/title of Agency's Attendee for Registration Purposes _____

MCOA Executive Director _____

All materials including this contract (signed) must be submitted to MCOA no later than September 21, 2018

Mail to: MCOA, Attn: CONF-VEND,
116 Pleasant Street, Suite 306,
Easthampton, MA 01027-2781

MCOA reserves the right, to refuse any sponsor, vendor, exhibitor, or advertiser to this event.

MCOA Advertising Contract: Annual Conference Program Booklet
on October 24, 25 and 26 2018, at the Sea Crest Hotel, North Falmouth

Advertisers in Conference Program Book:

Companies may wish to advertise in the Conference Program Book. MCOA requires camera ready advertisements at the following rates:

Full Page (7 1/2" x 10") \$400
Half Page (4 3/4" x 7 1/2") \$300
Quarter Page (3 1/2" x 4 3/4") \$200
Business Card (2" x 3") \$125

Agency's Name _____

Address _____

City/State/Zip _____

Contact Person _____ Title _____

Telephone _____ Fax _____

We would like to reserve a _____ (size) in the Conference Program Book.
We have enclosed \$ _____ and the camera ready advertisement.

Agency's Designated Signator _____

Agency _____ Date _____

MCOA's Executive Director _____

All materials including this contract (signed) must be submitted to MCOA no later than September 21, 2018.

Mail to:

MCOA, attn: CONF-VEND
116 Pleasant Street, Suite 306,
Easthampton, MA 01027-2781

MCOA reserves the right, to refuse any sponsor, vendor, exhibitor, or advertiser to this event.

2018 MCOA Fall Conference At A Glance
Sea Crest Hotel, North Falmouth – October 24, 25, and 25, 2018

Wednesday Activities

8:00	–	5:00pm	Registration & Resolution Desk
8:00	–	5:00pm	Exhibitors Hall
7:30	–	9:00am	Continental Breakfast: Exhibitors Hall
9:00	–	10:15am	Workshop Session I
10:15	–	10:45am	Break: Exhibitors Hall
10:45	–	12:00pm	Workshop Session II
12:00	–	1:00pm	Crossroads Luncheon:
1:00	–	2:00pm	Plenary Session
2:15	–	3:30pm	Workshop Session III
3:30	–	4:00pm	Break: Exhibitors Hall
4:00	–	5:15pm	Workshop Session IV
5:30	–	8:30pm	Dinner

Thursday Activities

7:00	–	8:00am	Exercise Walk – meet in Hotel Lobby
8:00	–	5:00pm	Registration & Resolution Desk
8:00	–	5:00pm	Exhibitors Hall
7:30	–	9:00am	Breakfast:
9:00	–	10:15am	Workshop Session I
10:15	–	10:45am	Break: Exhibitors Hall
10:45	–	12:00pm	Workshop Session II
12:00	–	1:00pm	Minuteman Luncheon:
1:00	–	2:00pm	Plenary Session
2:15	–	3:30pm	Workshop Session III
3:30	–	4:00pm	Break: Exhibitors Hall
4:00	–	5:15pm	Workshop Session IV
5:30	–	8:30pm	Reception

Friday Activities

7:00	–	8:00am	Exercise Walk – meet in Hotel Lobby
8:00	–	10:00pm	Registration
7:30	–	9:00am	Breakfast:
9:00	–	12:00pm	Morning Intensive Session
12:00	–	1:00pm	President's Brunch Buffet:
1:45	–	2:30pm	Afternoon Wrap-Up Session
2:30pm			Conference Adjournment until.....ef