



“Where Do We Grow from Here?”

Annual Fall Conference
Sea Crest Beach Hotel and Conference Center
Falmouth, Massachusetts
October 19-21, 2022

Sponsor, Exhibitor, Vendor and Advertiser Information

Connect with over 600 eldercare professionals from Massachusetts and New England!

The Massachusetts Councils on Aging (MCOA) invites your organization to be a sponsor, exhibitor, non-profit vendor or advertiser at our annual conference. You will have access to over 600 potential customers. These community-based eldercare professionals offer services to millions of older adults and their caregivers. Our conference is one of the largest gatherings of eldercare professionals in New England. It's also the only one of its kind in the Northeast for municipally-based council on aging directors, staff, and board members.

Key Features

- Several new sponsorship opportunities
- Generous exhibition time
- All exhibitor and vendor booths located in the Exhibit Hall
- Leisure break time between sessions for participants to visit vendor area
- NO CHANGE in rates for sponsors, for-profit exhibitors or advertisers
- Sponsor/exhibitor/vendor/advertiser [online registration](#).

Opportunities

Sponsors	\$1500-\$7500
Exhibitors (for profit)	\$550-\$850
Non-Profit vendors	\$145
Advertisers	\$125-\$400

Sponsoring

- Thirteen opportunities are available ranging in cost from \$1500-\$7500.
- Sponsorship includes exhibit space with banners in prime traffic areas.
- See the enclosed chart for details.

Exhibiting Opportunities for Profit and Non-Profit Organizations

- Daily for-profit exhibit space at \$550 is available Wednesday, October 19 *or* Thursday, October 20. Limited space is available for two-day exhibits at an additional charge of \$300 (\$850 total for both days).
- Non-profit vendors and government agencies are welcome to set up display booths Wednesday, October 19 *or* Thursday, October 20. Non-profit vendors are limited to one day at \$145 but a second day may be possible if space is available.
- Exhibit hall hours are Wednesday 10:15am-6:30pm and Thursday 8am-5pm.
- Each exhibitor/vendor receives 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 27, 2022. Two refreshment breaks are also provided.
- All exhibitor and non-profit vendor tables are located in the Exhibit Hall.

Approval Notification - Sponsors, exhibitors and non-profit vendors must submit a completed registration to participate. Exhibit booth space is limited and must be reserved on a first come, first served basis as registrations are received. MCOA reserves the right to refuse any sponsor, exhibitor, non-profit vendor or advertiser to this event. Register online at <https://mcoonline.com/2022-fall-conference>. Registration and all materials must be received by September 27, 2022 for inclusion in the program book. Approval notification will typically be sent two weeks after receipt of registration and materials, and no later than Friday, October 7, 2022.

Advertising - MCOA publishes a program book in which companies may advertise. Other advertising opportunities exist on www.mcoonline.com and at our events during the year.

Reservation Deadline - The discounted hotel room rate deadline is September 27, 2022. MCOA and the Sea Crest Beach Hotel and Conference Center cannot guarantee overnight hotel rooms beyond this date. MCOA room block code will be sent upon registration. For a participant Conference Planning Packet listing workshops, special events, and hotel registration form, visit <https://mcoonline.com/2022-fall-conference> or call (413) 527-6425.

Final Registration - Registrations, artwork and payments are due September 27, 2022.

**Don't miss out on this valuable opportunity.
Space is limited and has sold out in the past.**

MCOA partners with the Executive Office of Elder Affairs, and a variety of state agencies, non-profits and academic institutions seeking to improve the quality of life of the Commonwealth's 1.7 million older adults age sixty and up. 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 Street, Suite 306, Easthampton, MA, 01027.

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

MCOA invites feedback on how we can better serve your needs. We appreciate your support and look forward to seeing you.

Sincerely,

Elizabeth Connell
Interim Executive Director

Kathleen Bowler
Conference Manager

Kelly Burke
Sponsorship Manager

OPPORTUNITY DETAILS

Sponsors

Choose the opportunity that provides the most visible preference for your organization.

All sponsorships include:

- A full-page ad in the program book. (Friday breakfast receives a half page.)
- A one-page welcoming letter in the program book.
- Display table(s), available all day Wednesday (10:15am-6:30pm) and Thursday (8am-5pm). Set up time to be announced.
- Banner location placement of your choice.
- MCOA Membership which includes the current mailing list.

EVENT	COST	EXHIBIT HALL DISPLAY TABLES	NUMBER OF STAFF ATTENDEES (additional at \$80/day)
Wednesday breakfast	\$2500	One on Wed & Thurs	One on Wed & Thurs
Wednesday luncheon	\$5000	Two on Wed & Thurs	Two on Wed & Thurs
Wednesday plenary	\$2000	One on Wed & Thurs	One on Wed & Thurs
Wednesday reception	\$2000	One on Wed & Thurs	One on Wed & Thurs
Wednesday dinner	\$3000	Two on Wed & Thurs	Two on Wed & Thurs
Thursday breakfast	\$2500	One on Wed & Thurs	One on Wed & Thurs
Thursday luncheon	\$5000	Two on Wed & Thurs	Two on Wed & Thurs
Thursday plenary	\$2000	One on Wed & Thurs	One on Wed & Thurs
Thursday reception	\$2000	One on Wed & Thurs	One on Wed & Thurs
Friday breakfast	\$1500	One on Wed & Thurs	One on Thurs & Fri
Friday buffet lunch	\$2500	One on Wed & Thurs	One on Thurs & Fri
Conference booklet	\$2500	One on Wed & Thurs	One on Thurs & Fri
National sponsor*	\$7500	Two on Wed-Fri	Two on Wed-Fri

* The National Sponsor can choose up to four additional MCOA 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 services on October 19 & 20. The cost for Wednesday or Thursday is \$550, or \$850 for both days (space permitting).

All exhibitors will receive:

- One six-foot display table, available all day Wednesday (10:15am-6:30pm) or Thursday (8am-5pm). Set up time to be announced.
- One business card size ad (2" x 3") in the program book.
- One breakfast and one lunch ticket for the scheduled day. Additional tickets, available at \$80 per person, include breakfast and lunch, and must be reserved by September 27, 2022. Two refreshment breaks are also provided.
- A one-year MCOA 'for-profit membership' which includes mailings, and the year-round updated membership list. The list is available at MCOA's password-protected members-only website.

Non-Profit and Government Agencies

On Wednesday and Thursday, October 19-20, a limited number of public information tables will be available to distribute information to conference participants. The one-day cost is \$145.

All non-profit/government agencies will receive:

- One six-foot display table, available all day Wednesday (10:15am-6:30pm) or Thursday (8am-5pm). Set up time to be announced.
- One breakfast and one lunch ticket for the scheduled day. Additional tickets, available at \$80 per person, include breakfast and lunch, and must be reserved by September 27, 2022. Two refreshment breaks are also provided.

Advertisers

Companies may advertise in the conference program book. MCOA requires electronic JPG, PNG or PDF files. Rates are:

- Full page (8" x 10.5") \$400
- Half page (4.75" x 7.5") \$300
- Quarter page (3.5" x 4.75") \$200
- Business card (2" x 3") \$125

Companies exhibiting or sponsoring events can pro-rate ad costs if larger sizes are desired. All materials must be received by September 27, 2022 for inclusion in the program book.

Merchandising

Exhibitors and vendors may distribute merchandise and information at their booths. MCOA will distribute items in conference participant welcome bags for a small handling fee. Contact MCOA for details.

Conference Guidelines

- MCOA reserves the right to select or refuse all sponsors, exhibitors, public service vendors and advertisers.
- The deadline to submit payment in full, a completed registration and all attachments is September 27, 2022.
- Prospective businesses are encouraged to contact MCOA early to reserve their space.
- Most options were sold out during the last in-person conferences.
- MCOA invites feedback on how we can better serve your needs.
- We appreciate your attendance and support.

Conference Planning Packet

This includes information detailing each days' events, a registration form and discounted hotel information is available on request by contacting MCOA at (413) 527-6425.



2022 MCOA Fall Conference At-A-Glance

Sea Crest Hotel and Conference Center, Falmouth, October 19-21, 2022

Wednesday Activities

8:00am	-	5:00pm	Registration & Resolution Desk
10:15am	-	6:30pm	Exhibitors Hall
7:30am	-	9:00am	Continental Breakfast: Exhibitors Hall
9:00am	-	10:15am	Welcome and Keynote
10:15am	-	10:45am	Break: Exhibit Hall
10:45am	-	12:00pm	Workshop Session I
12:00pm	-	1:00pm	Luncheon
1:15pm	-	2:30pm	Workshop Session II
2:45pm	-	3:45pm	Workshop Session III
3:45pm	-	4:15pm	Break: Exhibit Hall
4:15pm	-	5:15pm	Workshop Session IV
5:30pm	-	6:30pm	Exhibit Hall Vendor Reception
6:30pm	-	8:30pm	Dinner

Thursday Activities

7:00am	-	8:00am	Morning Stretch
8:00am	-	5:00pm	Registration & Resolution Desk
8:00am	-	5:00pm	Exhibitors Hall
7:30am	-	9:00am	Breakfast
8:00am	-	8:45am	Morning Plenary
9:00am	-	10:15am	Workshop Session I
10:15am	-	10:45am	Break: Exhibit Hall
10:45am	-	12:00pm	Workshop Session II
12:00pm	-	1:00pm	Luncheon
1:00pm	-	2:30pm	Plenary Session
2:45pm	-	3:45pm	Workshop Session III
3:45pm	-	4:15pm	Break: Exhibit Hall
4:15pm	-	5:15pm	Workshop Session IV
5:30pm	-	8:30pm	Reception

Friday Activities

8:00am	-	10:00am	Registration
7:30am	-	9:00am	Breakfast
9:00am	-	10:15am	Workshop Session I
10:30am	-	11:45am	Workshop Session II
12:00pm	-	1:30pm	President's Buffet Lunch: Conference Adjournment