



MASSACHUSETTS
SENIOR CARE
ASSOCIATION

SPRING CONFERENCE & TRADE SHOW

Back in-person again!

May 3, 2022 | DCU Center, Worcester

March 21, 2022

Dear Associate Member,

Mass Senior Care Association is pleased to host our first in-person Spring Conference & Trade Show in more than two years on Tuesday, May 3, 2022 at the DCU Center in Worcester. Due to the continued uncertainties of the COVID-19 virus, we are scaling back on the number of exhibitors and attendees to ensure the safety and wellbeing of all attendees. All attendees will be required to wear face masks and to be fully vaccinated against COVID-19. This year's Spring Conference & Trade Show will be limited to 50 sponsors and exhibitors and we anticipate 200 long term care professionals including owners, corporate staff, Administrators, DNS, department heads and staff from all areas of facility operations.

Sponsorship opportunities and exhibit booths are exclusive to Associate Members only and will be awarded on a first-come, first-served basis. Due to the limited number of trade show booths, we encourage you to return your reservation form and payment as soon as possible. Please note that 2022 MSCA Associate Dues must be paid in full by March 31st in order to participate in the Spring Conference & Trade Show.

We are excited to be able to offer opportunities to promote your business, increase awareness of your products and services, and help you reach your audience. Thank you for your continued support of Mass Senior Care Association.

Sincerely,

Tara M. Gregorio
President



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Please contact Jennifer Chen at 617.558.0202 or jchen@maseniorcare.org for additional information on sponsorship opportunities.



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SPONSOR & EXHIBITOR OPPORTUNITIES

NEW! LTC Heroes Sponsor \$5,000 4 Opportunities Available

- Sponsor of 'Thank You LTC Heroes' Cocktail Reception following afternoon session
- Sponsor of LTC Heroes Video with logo recognition
- One complimentary exhibit booth with prime location at the trade show
- Opportunity to introduce company during trade show and luncheon
- Signage with sponsor name/logo at attendee registration area
- Recognition in conference materials
- One complimentary *E-News Update* ad
- Thank you from the podium during the morning program

Conference Tote Bag Sponsor \$3,000 exclusive

- Sponsor name/logo recognition on conference tote bags
- One complimentary exhibit booth with prime location at the trade show
- Signage with sponsor logo at attendee registration area
- Recognition in conference materials
- Thank you from the podium

Lanyard Sponsor \$3,000 exclusive

- Sponsor name/logo recognition on neck cords
- One complimentary exhibit booth with prime location at the trade show
- Signage with sponsor logo at attendee registration area
- Recognition in conference materials
- Thank you from the podium

Notepad and Pen Sponsor \$3,000 exclusive

- Sponsor name/logo recognition on notepad distributed to attendees
- One complimentary exhibit booth with prime location at the trade show
- Signage with sponsor logo at attendee registration area
- Recognition in conference materials
- Thank you from the podium

Trade Show Buffet Lunch Sponsor \$2,500 5 Opportunities Available

- Signage with sponsor logo at lunch stations
- One complimentary exhibit booth with prime location at the trade show
- Recognition in conference materials
- Thank you from the podium and tradeshow floor

Exhibitor \$700 per booth

The trade show will be on May 3rd from 11:30 am - 1:00 pm on the 3rd floor in the South Ballroom. Each exhibit booth will be 10' wide by 8' deep and will include an 8' skirted table, two folding chairs, one wastebasket, and an Exhibitor ID sign with booth number. The exhibit hall will be carpeted.



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2022 Spring Conference & Trade Show Sponsorship & Exhibitor Reservation Form

Company Name: _____

Type of Business: _____

Address: _____ City, State
Zip Code: _____

Phone: _____ Website: _____

Primary Contact: _____ Email: _____

Trade Show Contact Person - Optional (If you have an additional person who should receive trade show information, please add their information below.)

Trade Show Contact: _____ Email: _____

SPONSORSHIP & EXHIBITOR OPPORTUNITY

LTC Heroes Sponsor
\$5,000 4 Opportunities Available

Conference Tote Bag Sponsor
\$3,000 Exclusive

Lanyard Sponsor
\$3,000 Exclusive

Notepad & Pen Sponsor
\$3,000 Exclusive

Trade Show Lunch Sponsor
\$2,500 5 Opportunities Available

Exhibitor
\$700/booth Number of Booth(s) _____

Please Note: You will receive an exhibitor service kit from our decorator, CorpEvents NE, which will include information on shipping, storage, electricity, and other services. **Additional Charges:** Electrical outlets can be purchased directly from the DCU Center by using the order forms in the exhibitor service kit. Within 10 days of the Trade Show you will receive a confirmation package from Mass Senior Care including booth number assignment, directions, agenda and set-up and breakdown times.

METHOD OF PAYMENT (Please Print):

A. Check enclosed Please make checks payable to: **Massachusetts Senior Care Association**

B. Charge to: **MC** **VISA** **AMEX**

Card Number: _____

Exp. Date: _____ 3 or 4 digit security # _____

Name on Card: _____

Signature: _____

All sponsorships and exhibit booths must be paid 7 days prior to the trade show. Exhibit booths canceled prior to April 11, 2022 will be refunded, minus a \$100 processing fee. Any cancellations received less than 3 weeks prior to the show date will not receive a refund. All cancellations must be submitted in writing and emailed to Loan Nguyen at Lnguyen@maseniorcare.org.

Please mail payment to:
Massachusetts Senior Care Association
PO Box 1657, Easton, MA 02334
TEL (617) 558-0202 · FAX (617) 558-3546