

Attn: For Profits and Non Profits

*Does connecting with 750 eldercare professionals
From Massachusetts and around New England interest you?
Then you may be interested in this event...*

Massachusetts Association of Councils on Aging and Senior Center Directors

presents

“Councils on Aging: Your Community Connection”

*Our Annual Conference at the Sturbridge Host Hotel in Sturbridge, MA on Cedar Lake
October 7, 8, and 9, 2009*

Opportunities exist for

Sponsors (\$2500- 7500) Exhibitors (\$500-750) Non Profit Vendors (\$100) Advertisers (\$125-400)

The Massachusetts Association of Councils on Aging and Senior Center Directors (MCOA) invites your organization to be a sponsor, exhibitor, non profit vendors, or advertiser to our annual convention to be held at the Sturbridge Host Hotel in Sturbridge, Massachusetts on October 7, 8, and 9, 2009.

Enclosed is important information your organization will need to create this direct link to over 700 potential customers from around southern New England. These customers offer services for more than a million and a half elders and their caregivers from Massachusetts, Connecticut, and Rhode Island.

The Massachusetts statewide network includes the most visible eldercare professionals in the cities and towns providing a range of services and programs for older adults. **Council on Aging Directors, their staff and board members will be in attendance, as will members of the Mass Home Care, AARP, Massachusetts Senior Action Council (MSAC), the Massachusetts Gerontology Association (MGA), Mass ALFA, the Massachusetts Association of Older Americans (MAOA), and the Local Officials Human Service Council (LOHSC). To promote interstate learning and sharing of best practices, our counterparts from Rhode Island and Connecticut have been invited to join us this year; making this one of the largest gathering of eldercare professionals in New England.**

MCOA is a 501c3 Non Profit organization that specializes in linking our members with services and programs that target individuals age 60 and older. We sincerely appreciate your attendance and support!

Featured Improvements from 2008: Increased Time and an Expanded Invitation List

- All Exhibitor and Vendor Space will be located in the Exhibit Conference Hall. All meals and refreshments break will be served in this space.
- All three days are now available for exhibitors to pick and chose what days best accommodates your busy schedules. The conference schedule for each day has been adjusted to allow for more break time between each session.
- Senior Center Directors and other eldercare professionals from Connecticut and Rhode Island will be invited to join us again this year.

Your opportunities include:

Sponsoring:

- **8 Events** are available during these three days ranging in cost from \$2500- \$7500.
- Sponsors can choose the location of their display table(s).
- See the enclosed chart for details on the special perks sponsors will receive.

Exhibiting Opportunities for For Profits and Non Profits:

- **For Profit Exhibit** space will be available beginning on **Wednesday, October 7 and Thursday, October 8 for \$500.**
If you would like to stay for **two days**, the space will be available on **Wednesday and Thursday or Thursday and Friday** for an **additional charge of \$250; a total of \$750.**
- **Non-Profit Vendors and Government Agencies** are welcome to set up display booths on **Friday, October 9th.** A **\$100 fee** is required to cover costs.
- Exhibit/Vendors **hours for Wednesday and Thursday are 8-5pm and on Friday 8-2pm.**
- Each Exhibitor/Vendor will receive **one All Day Meal Ticket** for the day they are scheduled. **Additional All Day Meal Tickets may be purchased @ \$50 each** but must be **reserved by September 29, 2009.** All Day Meal Tickets allow the bearer to enter breakfast and lunch buffet lines. Refreshments for morning and afternoon breaks will also be provided.
- All Exhibitor and Non Profit Vendor tables will be co-located in the Hawthorne Exhibit Hall.

Approval Notification: Exhibitor's space is limited and must be reserved on a **first come, first served basis.** **Vendors and non profits 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 2009 Fall Conference and the tab: "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 MCOA's Newsletter and our newly revamped web site – www.mcoaonline.com.

Preliminary Registration: Interested Parties should contact MCOA for a complete **Vendor Registration Package (including contracts) immediately and submit the required material no later than September 25, 2009.** Remember space is limited, and we have sold out of **vendor spaces** at past conferences. Contact us as soon as possible if you are interested in participating.

The registration deadline for the discounted hotel rooms is **September 15th.** MCOA and the Sturbridge Host Hotel in Sturbridge 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, 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 25, 2009.**

Don't miss out on this important opportunity to reach these professionals with your product or service. Please join us on October 7-9, 2009 at the Sturbridge Host Hotel in Sturbridge, MA.

If you are interested in any of these options contact us immediately to receive the necessary contract forms. Call us at (413)527-6425. Space is limited and we have sold out in previous conferences.

Sincerely,
David P. Stevens
Executive Director

Penny Gordon
Exhibit Manager

Janiece Leach
Office Manager

SPONSORSHIP, EXHIBITING, AND ADVERTISING OPPORTUNITIES

MCOA's Annual Fall Conference

October 7, 8, and 9, 2009 at the Sturbridge Host Hotel on Cedar Lake

Sponsorships:

There are a select number of Conference Sponsorship Opportunities that will provide a very visible presence during this three day event. MCOA is a 501c3 Non Profit Organization and counts on this income to sustain operations throughout the year. MCOA invites feedback and suggestions on how we can better serve your needs.

MCOA EVENT	COST	AD SIZE in Program Book	WELCOMING LETTER (one page)to be 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	# OF CONFERENCE REGISTRATIONS (additional available at \$50/day)
Wednesday Luncheon	\$4000	full page	yes	Location of your choice	Two on Wednesday, Thursday & Friday	yes	Two on Wednesday, Thursday & Friday
Wednesday Welcome Social	\$2500	half page	yes	Location of your choice	One on Wednesday & Thursday	yes	One on Wednesday & Thursday
Thursday's Breakfast	\$2500	half page	yes	Location of your choice	One on Thursday & Friday	yes	One on Thursday Friday
Thursday's Luncheon	\$5000	full page	yes	Location of your choice	Two on Wednesday, Thursday & Friday	yes	Two on Wednesday, Thursday & Friday
Annual Meeting Dinner on Thursday	\$4000	full page	yes	Location of your choice	Two on Wednesday, Thursday & Friday	yes	Two on Wednesday, Thursday & Friday
Friday's Breakfast	\$2500	half page	yes	Location of your choice	One on Thursday & Friday	yes	One on Thursday Friday
Friday's Lunch	\$4000	full page	yes	Location of your choice	Two on Wednesday, Thursday & Friday	yes	Two on Wednesday, Thursday & Friday
National Sponsor*	\$7500	Full page	yes	Location of your choice	Two on Wednesday, Thursday & Friday	yes	Two on Wednesday, Thursday & Friday

* In addition the **National Sponsor** can choose up to 6 additional events including spring conferences, membership meetings and working group summits. Ask for more details

Additional Opportunities at MCOA's 2009 Conference at the Sturbridge Host Hotel

For Profit Exhibitors:

For Profit Exhibitors are invited to display their products and services on October 7, 8 and 9th. The cost for either Wednesday or Thursday is \$500; for Wednesday and Thursday or Thursday and Friday it is \$750.

Exhibitors will receive:

- 6' Display Table all day for Wednesday and Thursday in Hawthorne Exhibitor Hall (8AM-5PM) and on Friday (8AM-2PM).
Set up time will be announced later.
- In the Program Book a Business Card size ad.
- **One** all day meal ticket (Additional tickets are **required for additional staff** at \$50 each- Reservations due no later than September 29, 2009.)
- **MCOA 'For Profit' membership for one year; includes mailings and a current membership list (disk, labels and/or updated hard copy available throughout the year).**

Public Information Tables for Non Profits and Government Agencies:

On Friday, October 9th, a limited number of Public Information Booths 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 2pm. **To offset our costs, we require a fee of \$100. This includes a six-foot table and one all-day meal ticket. Additional meal tickets are available at \$50 each.**

Advertisers in the Conference Program Book:

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

Full Page (8 x 10 ½")	\$400	Half Page (4 ¾ x 7 ½")	\$300
Quarter Page (3 ½ x 4 ¾")	\$200	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 14th 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 14th.** This includes a signed agreement, camera ready material and full payment.
- Prospective businesses are encouraged to contact MCOA early to reserve their space.

Note: Most options were sold out in 2008.

Conference Planning Packet:

The Conference Planning Packet, which includes information detailing each days events, a registration form, & a discounted hotel reservation form, can be mailed to you upon request – contact Janiece Leach at (413)527-6425.

MCOA
Sponsorship Contract
for the Annual Conference

“Councils on Aging: Your Community Connection”

October 7- 9, 2009 at the Sturbridge Host Hotel on Cedar Lake

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 \$4000 _____

Wednesday Welcome to Reception \$2500 _____

Thursday's Breakfast \$2500 _____

Thursday's Luncheon \$5000 _____

Annual Meeting Dinner on Thursday \$4000 _____

Friday's Breakfast \$2500 _____

Friday's Brunch \$4000 _____

National Sponsor \$7500 _____

-Over-

Sponsorship Contract p.2

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 14, 2009:

- 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 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 14, 2009.

**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

“Councils on Aging: Your Community Connection”

October 7- 9, 2009 at the Sturbridge Host Hotel in Sturbridge

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 \$500. _____

A limited number of two day spaces (*Wednesday and Thursday or Thursday and Friday*) are available for \$750. (Circle the two days that you want to exhibit.) _____

Agency's Name _____

Address (w/ zip) _____

Contact Person _____ Title _____

Telephone _____ Fax _____

Email _____

Exhibitors will receive:

Display table all day Wednesday in Exhibitors Room (8AM-5PM). The setup time will be established later.

Business Card Size Ad in Program Book.

One all day meal ticket (additional all day meal tickets are required for each additional staff for \$50 – reserve by September 14th).

To complete this agreement the exhibiting agency must submit the following by September 14, 2009.

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 \$45 surcharge for all electrical hookups.

Describe in writing the type of materials that will be advertised or distributed

Send a camera ready business card size ad (2" x 3") for the program book

– upgrades available see Advertising!

Name/Title of Agency Attendee for Registration Purposes _____

Sponsoring Agency's Designated Signator _____

Sponsoring Agency _____ Date _____

MCOA's Executive Director _____

All materials including this signed contract, ad, & payment must be submitted no later than September 14, 2009.

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.

2009 MCOA Fall Conference At A Glance **Sturbridge Host on Cedar Lake**

Tuesday Activities

2:00 – 3:30pm On Site Training

Wednesday Activities

8am – 5:00pm Registration & Resolution Desk
8am – 5:00pm Exhibitor's Hall Open: Hawthorne Exhibit Hall
8am – 10:00am Continental Breakfast: Hawthorne Exhibit Hall
9:00 – 10:15am Workshop Session I
10:15 – 10:45am Break: Hawthorne Exhibit Hall
10:45 – 12:00am Workshop Session II
12:00 – 1:00pm Crossroads Luncheon: Hawthorne Exhibit Hall
1:00 – 2:00pm Plenary Session:
2:15 – 3:30pm Workshop Session III
3:30 – 4:00pm Break: Hawthorne Exhibit Hall
4:00 – 5:15pm Workshop Session IV
5:00 – 7:00pm Welcome to the Conference Social:

Thursday Activities

7:00 – 8:00am Exercise Walk — meet at TBA
8:00 – 5:00pm Registration & Resolution Desk
8:00 – 5:00pm Exhibitors Hall Open: Hawthorne Exhibit Hall
7:30 – 9:00am Breakfast: Hawthorne Exhibit Hall
9:00 – 10:15am Workshop Session I
10:15 – 10:45am Break: Hawthorne Exhibit Hall
10:45 – 12:00pm Workshop Session II
12:00 – 1:00pm Minuteman Luncheon: Hawthorne Exhibit Hall
1:00 – 2:00pm Plenary Session:
2:15 – 3:30pm Workshop Session III
3:30 – 4:00pm Break: Hawthorne Exhibit Hall
4:00 – 5:15pm Workshop Session IV
5:00 – 7:00pm Cocktail Reception
5:15pm MCOA Annual Meeting / Annual Report and Election of Officers
6:00pm CEMACA Annual Meeting:
7:00pm MCOA Annual Dinner:

Friday Activities

7:00 – 8:00am Exercise Walk: meet at TBA
8:00 – 12:30pm Registration
7:30 – 9:00am Breakfast: Hawthorne Exhibit Hall
8:00 – 2:00pm Non Profit Exhibitors Hall Open: Hawthorne Exhibit Hall
9:00 – 10:15am Workshop Session I
10:15 – 10:45am Break: Hawthorne Exhibit Hall
10:45 – 12:00am Workshop Session II
12:00 – 1:00pm President's Luncheon: Hawthorne Exhibit Hall
1:00 – 2:15pm Workshop Session III
2:30 pm Conference Adjournment until.....

MCOA

Non Profit Vendor Contract for the Annual Conference

“Councils on Aging: Your Community Connection”

October 9, 2009 at the Sturbridge Host Hotel on Cedar Lake

Public Information Tables for Non Profits and Government Agencies

On Friday, October 9, 2009 a limited number of Public Information Booths will be made available to a select group of non-profit and government agencies that wish to distribute information to conference participants. These 6' tables will be located in Hawthorne Conference Center will be available from 8 am until 2pm.

Fee is \$100: Includes a six-foot table for one day, and one all-day meal ticket.

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 _____

To complete this agreement each agency must submit the following by September 14th:

- Inform MCOA in writing of any needs you may have (i.e., electrical hookup, accessibility issues)
Note there will be a \$45 surcharge for all electrical hookups.
- Describe in writing the type of materials that will be advertised or distributed
- Send MCOA proof of your 501-C3 Non Profit Status (n/a for government agencies)
- Additional All-Day Meal Tickets are available at \$50 each.

Agency's Designated Signator _____

Agency _____ Date _____

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

MCOA's Executive Director _____

All materials including this contract (signed) must be submitted to MCOA no later than September 14, 2009.

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

Advertising Contract

for the Annual Conference Program Booklet

“Councils on Aging: Your Community Connection”

on October 7 – 9, 2009 at the Sturbridge Host Hotel

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 ½ x 10")	\$400
Half Page	(4 ¾ x 7 ½")	\$300
Quarter Page	(3 ½ x 4 ¾")	\$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 14, 2009.
MCOA reserves the right, to refuse any sponsor, vendor, exhibitor or advertiser to this event.

Additional Opportunities in 2009-2010

MCOA Newsletter: Opportunities to advertise in MCOA NEWS are also available at these rates:

Full Page (8 x 10 ½")	\$400
Half Page (4 ¾ x 7 ½")	\$300
Quarter Page (3 ½ x 4 ¾")	\$200
Business Card (2 x 3")	\$125

The newsletter is published approximately 12 x a year and has a circulation of 600+. CONTACT MCOA for more details.

All materials including this contract (signed) must be submitted to MCOA no later than September 14, 2009.
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.