

*Does connecting with 600 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

“COA Strong”

*Our Annual Conference at the Doubletree by Hilton, Danvers, MA
October 18, 19, and 20, 2017*

Opportunities exist for

Sponsors (\$1500- \$7500) Exhibitors (\$550-\$850) Non Profit Vendors (\$125) 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 vendor, or advertiser to our annual convention to be held at the Doubletree by Hilton, Danvers, Massachusetts on October 18, 19, and 20.

Enclosed is important information your organization will need to create this direct link to over 600 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 (MMA- HSC). 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 501(c)(3) 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 2016: 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 2017 Fall Conference and the tab: "Sponsor, Exhibitor, Advertiser and Vendor information".

Your opportunities 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 18th or Thursday, October 19th only for \$550.
If you would like to stay 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 18th or Thursday, October 19th. 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 8-5pm.
- 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 @ \$60 each but must be reserved by September 23, 2017. 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 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 2017 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 our newly revamped web site – www.mcoaonline.com as well as at other MCOA events through the year.

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 23, 2017. 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.

The reservation deadline for the discounted hotel rooms is September 17th. MCOA and the Doubletree by Hilton 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 23, 2017.

Don't miss out on this important opportunity to reach these professionals with your product or service. Please join us on October 18-20, 2017 at the Doubletree by Hilton in Danvers.

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

Kathleen Bowler
Exhibit Manager

SPONSORSHIP, EXHIBITING, & ADVERTISING OPPORTUNITIES

MCOA's Annual Fall Conference

October 18, 19, and 20, 2017 at the Doubletree by Hilton, Danvers MA

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 501 ©(3) 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	Re-served for:	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 \$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.

Additional Opportunities at MCOA's 2017 Conference at the Doubletree by Hilton

For Profit Exhibitors:

For Profit Exhibitors are invited to display their products and service on October 18th and 19th. 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 23th)
- **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 18-19th, 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 5pm. **To offset our costs, we require a fee of \$125/day. This includes a 6 - foot 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 at the following rates:

Full Page (8 x 10 1/2")	\$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

Companies exhibiting or sponsoring events can pro-rate Ad Costs if larger sizes are desired. All camera ready materials must be received **by September 23rd 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 23rd. 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 2016.

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 Kathy Bowler at (413)527-6425.

MCOA
Sponsorship Contract
for the Annual Conference
October 18-20, 2017 at the Doubletree by Hilton, Danvers

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 _____

-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 23, 2017:

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 23, 2017.

**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 18-20, 2017 at the Doubletree by Hilton

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 23rd

One meal ticket for breakfast and lunch (additional meal tickets are required for each additional exhibitor for \$60- reserve by September 23rd).

To complete this agreement, the exhibiting agency must submit the following by September 23, 2017.

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 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 23, 2017

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 18-20, 2017 at the Doubletree by Hilton

Public Information Tables for Non Profits and Government Agencies

On October 18-19, 2017 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 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 all-day meal ticket that includes 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. 18th _____ Thursday, Oct. 19th

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

To complete this agreement each agency must submit the following by September 23rd:

- 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 23, 2017**

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
for the Annual Conference Program Booklet
on October 18-20, 2017 at the Doubletree by Hilton

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 23, 2017.

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

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2017 MCOA Fall Conference At A Glance

Doubletree by Hilton – October 18, 19, & 20, 2017

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.....