



**2025**  
**LEADERSHIP**  
**CONFERENCE**  
*SPONSORSHIP*  
*OPPORTUNITIES*



***June 16 - 17, 2025***

Beauport Hotel  
55 Commercial Street  
Gloucester, MA



MASSACHUSETTS  
SENIOR CARE  
ASSOCIATION



## 2025 Leadership Conference

### *When Caring Gets Complicated: Strategies for Difficult Situations*

Massachusetts nursing facilities are experiencing increasing challenges with effectively working with abusive or non-compliant residents and family members. The Leadership Conference will offer strategies and best practices for addressing these issues, particularly in relation to patient care and the timely collection of payments. There will be three dedicated sessions, including a panel discussion featuring case studies on handling challenging patients and families, an overview of legal responsibilities surrounding potential discharges, and guidance on how facilities can respond when residents or family members refuse to complete required insurance or payment forms. The Leadership Conference will conclude with a closed door Strategic Policy Session that will focus on the day's key takeaways and discussion on initiatives that MSCA can advance to better assist members in addressing consumer challenges.

#### • 2025 LEADERSHIP CONFERENCE SCHEDULE •

##### Monday, June 16

|                   |  |
|-------------------|--|
| 2:00 pm - 2:30 pm | Attendee Check-in                          |
| 2:30 - 4:30 pm    | Board of Directors Meeting                 |
| 6:00 - 7:00 pm    | Cocktail Reception & Legislative Reception |
| 7:00 pm           | Dinner                                     |

##### Tuesday, June 17

|                    |   |
|--------------------|---|
| 7:30 - 9:00 am     | Breakfast   |
| 8:00 - 9:00 am     | Provider Owned Network Board of Directors Meeting |
| 9:00 am - 12:00 pm | Leadership Conference Morning Program             |
| 12:00 - 1:00 pm    | Working Lunch                                     |
| 1:00 - 2:00 pm     | Leadership Conference Afternoon Program           |
| 2:00 - 3:30 pm     | Strategic Policy Session                          |

Room reservations can be made through the Beauport Hotel, by calling **(978) 282-0008** and requesting the group rate for **Mass Senior Care**.

Please note: the deadline for room reservations is  
**Monday, June 2, 2025.**



## 2025 Leadership Conference *When Caring Gets Complicated: Strategies for Difficult Situations*

Premier Sponsor



Platinum Annual Sponsor/  
Exclusive LTC Pharmacy Partner



Platinum Annual Sponsor/  
Exclusive Educational Partner



### Sponsorship Opportunities **\*Associate Members Only\***

#### **Exclusive Leadership Conference Sponsor | Investment: \$10,000    EXCLUSIVE OPPORTUNITY**

- Registration for 3 to attend the Leadership Conference
- Overnight accommodations for 3 at The Beauport Hotel, Gloucester
- Recognition as “Leadership Conference Sponsor” on printed materials and event signage, logo recognition
- Company marketing pamphlet or materials included in attendee packets
- Opportunity to provide brief remarks at podium during dinner on Monday evening
- Company logo highlighted on MSCA website
- Two complimentary E-Newsletter Sponsorships

#### **Cocktail Reception & Dinner Sponsor | Investment: \$5,000    4 OPPORTUNITIES AVAILABLE**

- Registration for 2 to attend the Leadership Conference
- Sponsor for signature cocktails on Monday evening
- Recognition from the podium as “Cocktail Reception & Dinner Sponsor” and on bar napkins, printed materials, and dedicated signage
- Company logo highlighted on MSCA website
- One complimentary E-Newsletter Sponsorship

#### **Breakfast Sponsor | Investment: \$3,000    4 OPPORTUNITIES AVAILABLE**

- Registration for 2 to attend the Leadership Conference
- Vendor table at breakfast on Tuesday and podium recognition at Breakfast
- Logo/sponsor recognition as “Leadership Conference Breakfast Sponsor” on dedicated signage
- Company logo highlighted on MSCA website

#### **Lunch Sponsor | Investment: \$2,000    5 OPPORTUNITIES AVAILABLE**

- Registration for 1 to attend the Leadership Conference
- Podium recognition at lunch on Tuesday
- Logo/sponsor recognition as “Leadership Conference Lunch Sponsor” on dedicated signage
- Company logo highlighted on MSCA website



## 2025 Leadership Conference Sponsorship Opportunities Form

Mass Senior Care Association is pleased to offer Associate Members a limited number of sponsorship opportunities for our 2025 Leadership Conference, *When Caring Gets Complicated: Strategies for Difficult Situations*, at the Beauport Hotel in Gloucester on June 16 & 17. Join Mass Senior Care Board Members and C-Suite staff from free-standing and multi-facility, multi-state organizations for a critically important facilitated discussion focused on strategies and best practices for managing the challenges presented by difficult residents and family members.

*Sponsorship Opportunities are available on a first-come, first-served basis.*

Please contact Caitlin Hughes, Membership Engagement and Communications Manager, at 617-558-0202 or [chughes@maseniorcare.org](mailto:chughes@maseniorcare.org) if you need additional information.

Company Name:  
Type of Business:  
Address:  
City, State, Zip Code:  
Phone Number:  
Website:  
Contact Name:  
Contact Email:

### Sponsorship Opportunities

Submission of the Sponsorship Form is a commitment to pay.  
All sponsorships must be paid at least 14 days prior to the event.

- Exclusive Leadership Conference Sponsor (\$10,000 - 1 Opportunity Available)
- Cocktail Reception & Dinner Sponsor (\$5,000 - 4 Opportunities Available)
- Breakfast Sponsors (\$3,000 - 4 Opportunities Available)
- Lunch Sponsors (\$2,000 - 5 Opportunities Available)

### METHOD OF PAYMENT (Please Print):

Charge to: MC  VISA  AMEX   
Card Number:  
Exp. Date:  
3 or 4 digit security #:  
Name on Card:  
Home Zip Code (if personal card):  
Signature:

Check to be mailed  *Please make checks payable to: Massachusetts Senior Care Association*

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

### Please email completed form to:

Caitlin Hughes, Membership Engagement and Communications Manager  
[chughes@maseniorcare.org](mailto:chughes@maseniorcare.org)

If you have any questions, please contact Caitlin Hughes, (617) 558-0202 ext. 238