



MASSACHUSETTS
SENIOR CARE
ASSOCIATION

2025 ANNUAL MEETING & TRADE SHOW

THURSDAY, NOVEMBER 13, 2025
DCU CENTER, WORCESTER, MA

September 29, 2025

Mass Senior Care Association is pleased to host our Annual Meeting & Trade Show on **Thursday, November 13, 2025 at the DCU Center in Worcester, MA!** This year's trade show will be limited to 60 sponsors and exhibitors, and we anticipate nearly 300 long term care professionals including owners, corporate staff, Administrators, DNS, department heads, and staff from all areas of facility operations will attend.

Sponsorship opportunities and exhibit booths are exclusive to Associate Members only and will be awarded on a first-come, first-served basis. Trade show booths will be available in both the Ballroom and Pre-Function Area, but due to the limited number, we encourage you to return your reservation form and payment as soon as possible. *Please note that 2025 MSCA Associate Dues must be paid in full in order to participate in the Annual Meeting & Trade Show.*

Discounted hotel rooms are available at the [Hilton Garden Inn](#) across from the DCU Center at \$152.00 plus tax per night. Please book directly on the hotel website using **corporate code 9870005**. There is no cut off date to use the corporate code. Guests can book up until the day of arrival as long as the hotel has availability.

We are excited 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.



**2025 Platinum Annual Sponsor/
Exclusive LTC Pharmacy Partner**



2025 Premier Sponsor



**2025 Platinum Annual Sponsor/
Exclusive Educational Partner**

Please contact Loan Nguyen at 617.558.0202 or LNguyen@maseniorcare.org
for additional information on sponsorship opportunities.



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SPONSOR & EXHIBITOR OPPORTUNITIES

Quality Award Sponsor

\$5,000 Exclusive

- Opportunity to present Quality Awards during Morning Program
- Signage with sponsor logo throughout the venue
- **One complimentary exhibit booth with prime location at the trade show**
- Prominent recognition in conference materials
- Thank you from the podium
- One complimentary E-News Update Ad

LTC Heroes Sponsor

\$3,500 (3 Sponsorships)

- **One complimentary exhibit booth with prime location at the trade show**
- Signage with sponsor name/logo at attendee registration area
- Prominent recognition in conference materials
- Thank you from the podium during the morning program
- Thank you to company during trade show luncheon
- One complimentary E-News Update Ad

Trade Show Buffet Lunch Sponsor

\$2,500 (6 Sponsorships)

- 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

Exhibitor – \$850 per booth

The trade show will be on November 13th from 11:30am - 1:00pm on the 3rd Floor in the South Ballroom and Pre-Function Area. Each exhibit booth will be 8' wide by 8' deep and will include a 6' skirted table, two folding chairs, one wastebasket, and an Exhibitor ID sign with booth number. The exhibit hall will be carpeted.

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 name badge lanyards
- **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

Please contact Loan Nguyen at 617.558.0202 or LNguyen@maseniorcare.org for additional information on sponsorship opportunities.

2025 Annual Meeting & Trade Show Exhibitor & Sponsorship 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 details, please add their information below.)

Trade Show Contact: _____ Email: _____

SPONSORSHIP & EXHIBITOR OPPORTUNITIES:

- | | |
|--|--|
| <input type="checkbox"/> Quality Award Sponsor
\$5,000 (Exclusive) | <input type="checkbox"/> Conference Tote Bag Sponsor
\$3,000 (Exclusive) |
| <input type="checkbox"/> LTC Heroes Sponsor
\$3,500 (3 Sponsorships) | <input type="checkbox"/> Lanyard Sponsor
\$3,000 (Exclusive) |
| <input type="checkbox"/> Trade Show Lunch Sponsor
\$2,500 (6 Sponsorships) | <input type="checkbox"/> Notepad & Pen Sponsor
\$3,000 (Exclusive) |
| <input type="checkbox"/> Exhibitor \$850/booth
Number of Booth(s) _____ | |

Please Note: You will receive an exhibitor service kit from our decorator, Capital Conventions, 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 October 13th will be refunded, minus a \$100 processing fee. Any cancellations received after October 13th 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