



# COURAGE IGNITED

LeadingAge®  
Massachusetts

**JUNE 11, 2024 | ANNUAL CONFERENCE AND EXHIBITION  
FOUR POINTS SHERATON | NORWOOD MA**

## EXHIBITOR PROSPECTUS



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LeadingAge®  
Massachusetts

**June 11, 2024**

Four Points by Sheraton  
Norwood, MA



## Will we see you there?

The LeadingAge MA Annual Conference and Expo is specifically tailored for professionals and leaders in the aging services field. It serves as a hub for networking, learning, and staying updated on the latest trends and best practices. Attendees come from across the Commonwealth for this one-day event. You can expect to be joined by over 200 aging services professionals including CEOs, Executive Directors, Department Heads and other key decision makers.

As an Exhibitor, you'll have the opportunity to engage with peers and prospects. Participation in this event will give your company direct access to your target market and give you the visibility you need to stand out from the competition. By joining us, you will forge new relationships, gain insights, and deepen your knowledge of the aging services field.

Don't miss this opportunity to connect with dedicated leaders from around the state to boost your brand, expand your reach, increase your leads, and most importantly— support as many aging services organizations as possible.

### Expo Space

### Cost

Friend Level Member	\$0
Associate Level Member	\$1200
Non-Member	\$1,750

[Reserve expo space](#)



### Registration

### Cost

Non-Exhibiting, Members	\$600
Non-Exhibiting, Non-Members	\$750
Exhibitor additional registrations	\$300

**Please note:** Membership dues must be paid prior to registration in order to access member rates.

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## Sponsorship Opportunities

### Breakout Sponsorship \$1,000

- Choice of available sessions:
  - Opportunity to introduce the session
  - Logo on Conference materials
- Only 2 available

### Lunch Sponsorship \$1,000

- Acknowledgement from the podium
- Printed signage on food tables
- Logo on Conference materials
- Only 2 available

### Breakfast Sponsorship \$800

- Acknowledgement from the podium
- Printed signage on food tables
- Logo on Conference materials
- Only 2 available

### Wifi Sponsorship \$800

- Acknowledgement from the podiums
- Logo on Conference materials
- Only 1 available

[See remaining sponsorships](#)

[Reserve your sponsorship](#)

**Please note: Sponsorships are only open to members of LeadingAge MA**  
**Contact Sarah Lacasse at [SLacasse@leadingAgeMA.org](mailto:SLacasse@leadingAgeMA.org) with questions**

# EXHIBITOR FAQs

## JUNE 11, 2024

### Conference Venue

Four Points by Sheraton  
1125 Boston-Providence Turnpike  
Norwood, MA 02062

### What comes with an exhibit space?

- 6 foot table with 2 chairs (power available upon request)
- Listing on the event webpage
- A list of conference attendees prior to the event

### Can I view the exhibit hall floor plan to see what space is available?

Annual Partners and Friend Level Business Affiliates will have the option to provide booth preferences. All other exhibitors will be assigned with the intention of minimizing adjacent competition and creating a balanced show.

### Can I attend education sessions with my exhibitor badge?

Unfortunately, due to limited space, exhibitors are not able to attend education sessions. We encourage you to use breaks to network with attendees.

### How do I make a room reservation?

Attendees can call the hotel directly at 781-769-7900. Attendees must identify themselves with the LeadingAge Massachusetts name to receive the group guest room rate. Reservations must be received no later than 5pm on Friday, May 10, 2024 to receive the group guest room rate.

### Exhibitor Setup:

Monday, June 10, 6:00-8:00pm  
Tuesday, June 11, 7:00-8:00am

### Exhibitor Breakdown:

Foyer booth: 1:15pm  
Ballroom booth: 2:15pm

### Expo hours:

8:00-9:00am - Breakfast and Registration  
10:00-10:45am - Break  
12:00 - 1:15pm - Lunch

### Shipping instructions

Exhibitors are solely responsible for their inbound and outbound shipments to the venue. Please contact the venue directly at (781) 769-7900 to discuss shipment of exhibit materials prior to the event.

# EXHIBITOR FAQs

## JUNE 11, 2024

### Cancellation Policy

Exhibit registrations not paid in full by May 11 will be cancelled. Exhibit registrations received on May 11 or after must be paid in full at time of registration. Exhibit registrations cancelled prior to May 11 are subject to a \$250 cancellation fee. No refunds will be guaranteed after May 11.

### Assumptions of Risk and Safety Protocols

By voluntarily attending this event, participants acknowledge that they understand and assume all personal risks relating to resulting injury, illness, damage, loss, claim, liability, or expense, of any kind, that they may experience or incur in connection with their attendance. LeadingAge Massachusetts will follow the health and safety practices mandated by the venue, or by applicable federal, state, and local authorities, whichever requires the most protection. Those practices and others will be determined closer to the date of the event and may become more or less strict between registration and the event.

### Code of Conduct

LeadingAge Massachusetts is committed to providing a safe, productive and welcoming environment for all meeting participants and staff. Participants are encouraged to report any incidents of unacceptable behavior.

LeadingAge Massachusetts reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and LeadingAge Massachusetts reserves the right to prohibit attendance at any future meeting.

Unacceptable behavior includes, but is not limited to:

- any form of harassment or discrimination
- disruption of presentations during sessions, in the exhibit hall or at other events organized by LeadingAge Massachusetts
- holding separate events during scheduled LeadingAge Massachusetts events
- breaking down exhibits outside of specified teardown times
- unsportsmanlike, unethical, illegal or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage.

# ARE YOU READY TO JOIN US?

All requests for business membership, expo reservations and sponsorships are processed online only through our website, [www.LeadingAgeMA.org](http://www.LeadingAgeMA.org).

[Join as a member](#)



[Reserve Expo Space](#)



Please contact:

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617.244.2999 ext. 2

**LeadingAge Massachusetts**

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