

## WHO WE ARE

Together with our national partner LeadingAge, we provide tools, resources, and knowledge to help our members tackle their day-to-day challenges while empowering them to think strategically about the future. We serve the full spectrum of aging providers in the state, championing the mission driven organizations that are the backbone of their communities. Our members are collaborative, respected, forward thinking organizations focused on meeting the needs of older adults.

**WE ARE THE TRUSTED & INFLUENTIAL VOICE IN THE FIELD OF AGING SERVICES**

## WHY LEADINGAGE MA

When you join forces with LeadingAge MA you gain access to a membership of more than 200 not-for-profit aging service providers serving over 30,000 older adults throughout Massachusetts. Through the wide range of opportunities available to LeadingAge MA Business Affiliates, you can raise your visibility and show your company as a leader in innovative, efficient, and creative solutions for aging service providers.

## OUR SIGNATURE ANNUAL EVENTS

### 2024 Senior Living Symposium – March 21, 2024

The Senior Living Symposium is a one-day event designed to provide attendees with an update on current trends in senior living, ranging from finance to operations to legal considerations and other relevant topics. This event typically brings together over 200 senior leaders from across our provider member organizations. Beyond the high quality educational content, this event is known for it's high quality networking opportunities

### 2024 Annual Conference & Exhibition – June 2024

The LeadingAge MA Annual Conference & Exhibition is our most well-attended event, drawing aging services professionals from all over the state who are seeking to further their knowledge in trends and best practices. This event offers not only a robust education program, but also our only tradeshow opportunity of the year.

### 70th Annual Meeting of the Membership – October 9, 2024

The Annual Meeting is an opportunity for our members to come together in celebration and fellowship – to reflect on the past year, and to prepare for the year ahead. This event marries important Association activities with social opportunities that create the sense of community that is a hallmark of LeadingAge MA.



# 2024 BUSINESS AFFILIATE PROGRAM

## FRIEND MEMBER BENEFITS

**\$2000 ANNUALLY**

- Complimentary booth with two tradeshow attendees OR two full event attendee registrations at our Annual Conference
  - Also included for all Friends is a conference attendee list, as well as recognition throughout the event
- One Complimentary Registration to our Annual Meeting
- Detailed profile and full-color, half page ad in the 2024 LeadingAge MA Business Guide distributed to all Provider Members
- Business Affiliate pricing for all educational and networking events
- Access to members-only events and education
- Subscriptions to e-newsletters
- LeadingAge MA Web Directory Entry

## ASSOCIATE MEMBER BENEFITS

**\$600 ANNUALLY**

- Business Affiliate rate for booth with two attendees at our tradeshow
- Company name and website listed in the 2024 LeadingAge MA Business Guide distributed to all Provider Members
- Advertisement opportunities
- Business Affiliate pricing for all educational and networking events
- Subscriptions to e-newsletters
- LeadingAge MA Web Directory Entry

*For more information on our Business Affiliate Program or our Partnership Program please contact Sarah Lacasse at [SLacasse@LeadingAgeMA.org](mailto:SLacasse@LeadingAgeMA.org)*