



MASSACHUSETTS
SENIOR CARE
ASSOCIATION

2026 ANNUAL MEETING & TRADE SHOW

TUESDAY, NOVEMBER 17, 2026

DCU Center, Worcester, MA

NETWORKING • EDUCATION • TRADE SHOW

Join colleagues from across the Commonwealth for a premier event bringing together providers, policymakers, and industry experts to shape the future of long-term care.

FEATURED SESSIONS • 4 CEUs

Advocating with Clarity: Telling the Story of Caring for Older Adults with Confidence

At a time when Medicaid cuts threaten access to care and public perceptions are too often shaped by misinformation, bias, and negative media coverage, it is more important than ever that providers tell their own story. At the heart of this work are the older adults we serve, the people who care for them, and a mission grounded in dignity, compassion, and humanity. This keynote will help participants use meaningful stories, real experiences, and credible data to communicate the value of long-term care with clarity and confidence – and build trust with families, the media, policymakers, regulators, and the broader community.



Avi Olitzky

Chair's Report and Annual Meeting

Mass Senior Care Board Chair and Alliance Health & Human Services COO, Tom Lavallee, reflects on the past year, highlights key achievements, and conducts the annual business meeting.



Tom Lavallee

State of the Sector

Mass Senior Care President and CEO, Tara Gregorio, delivers a candid look at where the nursing facility sector stands today and what is ahead for the field.



Tara Gregorio

Regulatory Update: AGO & DPH

Get the latest directly from the Attorney General's Office and the Department of Public Health, including a timely update on survey deficiencies and what they mean for your organization. This is your chance to hear regulatory priorities straight from the source and ask questions in real time.



THANK YOU TO OUR GENEROUS ANNUAL SPONSORS



2026 Premier Sponsor





2026 ANNUAL MEETING & TRADE SHOW

TUESDAY, NOVEMBER 17, 2026

July 22, 2026



2026 Premier Sponsor

Mass Senior Care Association is pleased to host our Annual Meeting & Trade Show on **Tuesday, November 17, 2026 at the DCU Center in Worcester, MA!** This premier annual event brings together providers, policymakers, and industry experts to discuss the latest hot topics and opportunities to shape the future of long-term care.

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 2026 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 \$154.00 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.



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



2026 ANNUAL MEETING & TRADE SHOW

TUESDAY, NOVEMBER 17, 2026

SPONSOR & EXHIBITOR OPPORTUNITIES

Quality Award Sponsor – \$5,000

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

LTC Heroes Sponsor – \$3,500

- **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
- One complimentary E-News Update Ad
- Thank you from the podium during the morning program
- Thank you to company during trade show luncheon

~~Trade Show Buffet Lunch Sponsor – \$2,500~~

(0 Sponsorships Remaining)

SOLD OUT

- 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

~~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~~ **SOLD OUT**

- 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~~

SOLD OUT

- 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

~~Exhibitor – \$875 per booth~~ **SOLD OUT**

The trade show will be on November 17th 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.

Please contact Loan Nguyen at 617.558.0202 or LNguyen@maseniorcare.org

for additional information on sponsorship opportunities.

2026 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:

☐ Quality Award Sponsor – \$5,000

☐ ~~Conference Tote Bag Sponsor – \$3,000~~ **SOLD OUT**
~~(Exclusive)~~

☐ LTC Heroes Sponsor – \$3,500

☐ ~~Lanyard Sponsor – \$3,000~~ **SOLD OUT**
~~(Exclusive)~~

☐ ~~Trade Show Lunch Sponsor – \$2,500~~ **SOLD OUT**
(0 Sponsorships Remaining)

☐ ~~Notepad & Pen Sponsor – \$3,000~~
~~(Exclusive)~~

☐ ~~Exhibitor \$875/booth: Number of Booth(s) _____~~ **SOLD OUT**

SOLD OUT

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 16th will be refunded, minus a \$100 processing fee. Any cancellations received after October 16th 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