



SPONSORSHIP & ADVERTISING OPPORTUNITIES 2024

THE MASSACHUSETTS ASSISTED LIVING ASSOCIATION, INC.

781.622.5999

WWW.MASS-ALA.ORG

MASSALA@MASS-ALA.ORG



Corporate Sponsorship

Excellence Awards Dinner

Nurses Training Regulations Training Annual In-Service Trainings Mandated by EOEA

Annual Conference & Tradeshow

Throughout The Year

SOLD! DIAMOND \$25,000 <i>*Exclusive*</i>	Awards dinner sponsor Two gold tables Premium full page ad in the program book Logo on the invitation Logo on the registration page Logo on the event emails Logo on the slideshow	Premium full page ad in the program book Logo on the registration page Logo on the slideshow Logo on the event emails	Conference and tradeshow sponsor Five tickets Premium full page ad in the program book Logo on the registration page Logo on the event emails Logo on the slideshow	Logo on the website Four tickets at one of our educational sessions of your choice Logo on event emails Recognition at all events Logo on various signage
PLATINUM \$15,000	One gold table Full page ad in the program book Logo on the registration page Logo on the event emails Logo on the slideshow	Full page ad in the program book Logo on the registration page Logo on the slideshow Logo on the event emails	Four tickets Full page ad in the program book Logo on the registration page Logo on the event emails Logo on the slideshow	Logo on the website Two tickets at one of our educational sessions of your choice Logo on event emails Logo on various signage Recognition at all events
GOLD \$10,000	One gold table Half page ad in the program book Logo on the registration page Logo on the event emails Logo on the slideshow	Half page ad in the program book Logo on the registration page Logo on the event emails Logo on the slideshow	Three tickets Half page ad in the program book Logo on the registration page Logo on the event emails Logo on the slideshow	Logo on the website Logo on event emails Recognition at all events Logo on various signage
SILVER \$5,000	Three tickets Quarter page ad in the program book Logo on the registration page Logo on the event emails Logo on the slideshow	Quarter page ad in the program book Logo on the registration page Logo on the event emails Logo on the slideshow	Two tickets Quarter page ad in the program book Logo on the registration page Logo on the event emails Logo on the slideshow	Logo on the website Recognition at all events Logo on various signage
BRONZE \$2,000	One ticket Quarter page ad in the program book Logo on the registration page Logo on the slideshow	Quarter page ad in the program book Logo on the registration page Logo on the slideshow	One ticket Quarter page ad in the program book Logo on the registration page Logo on the slideshow	Logo on the website Recognition at all events Logo on various signage

Boot Camp Training Sponsor \$5,000

Opportunity to be the **EXCLUSIVE** Boot Camp sponsor for 2024 at 4 Boot Camp trainings

- Company presentation at the beginning of the training (3-minutes)
- Full page advertisement in the manual and in the slideshow
- Logo on the slideshow and on the registration page ****Exclusive****
- Logo on the website
- Logo displayed on digital pieces; emails/postcards etc.

QA/QI Training Sponsor \$3,000

Opportunity to be the **EXCLUSIVE** QA/QI sponsor for 2024 at 4 QA/QI trainings

- Company presentation at the beginning of the training (3-minutes)
- Full page advertisement in the manual and in the slideshow
- Logo on the slideshow and on the registration page ****Exclusive****
- Logo on the website
- Logo displayed on digital pieces; emails/postcards etc.

To sign up to be a 2024 Sponsor, contact CGreenberg@mass-ala.org/781.622.5999 x107

2024 *EVENT SPONSORSHIPS*

Nurses (3 Virtual Trainings: March, May & September) \$2,000 EXCLUSIVE **SOLD!**

- Company presentation (*up to 3 minutes*)
- Full page advertisement in the online program book and in the slideshow
- 3 free attendee registrations
- Inclusion in social media posts
- Recognition during remarks
- Logo on the virtual training slideshow, on emails and on postcards (*if applicable*)
- Contact list of registered participants

Annual In-Service Trainings Mandated by EOE (Virtual: December) \$1,000 EXCLUSIVE

- Full page digital advertisement in the online program book, and in the slideshow
- Company presentation (*up to 3 minutes*)
- 1 free attendee registration
- Inclusion in social media posts
- Recognition during remarks
- Contact list of registered participants
- Logo on the virtual training slideshow, on emails and on postcards (*if applicable*)

Webinar Sponsor \$500

- Company presentation (*up to 3 minutes*)
- Contact information on a slide
- Full page digital advertisement on the slideshow
- Inclusion in social media posts
- Inclusion in the video recording (*if applicable*)
- Contact list of registered participants
- Logo on emails, on the registration page and on postcards (*if applicable*)

Regulations Training (In person: June)

EDUCATIONAL WORKSHOP SPONSOR \$3,000 EXCLUSIVE

- Open one session workshop with brief remarks (*up to 3 minutes*)
- Free Exhibitor Table – Includes registration for 2
- Full page company ad featured in the program book
- Logo on the slideshow, on emails and on postcards (*if applicable*)
- Signage with your logo by the session room throughout the entire day

SWAG (PEN) SPONSOR \$2,000 EXCLUSIVE

- Your company logo on pens given to all attendees

SWAG (NOTEBOOK) SPONSOR \$2,000 EXCLUSIVE

- Your company logo on notebooks given to all attendees

LUNCH AD SPONSOR \$2,000 EXCLUSIVE

- Your company advertisement/logo displayed on each attendee table during lunch.
- Logo on all pre- and post- email communications.
- Logo displayed prominently on event registration page

NAME BADGE SPONSOR \$1,500 EXCLUSIVE

- Your company logo displayed on the name badges
- Logo on all pre- and post- email communications
- Logo displayed prominently on event registration page

\$1000 FULL-PAGE AD

- Full-page advertisement in the program book

\$500 HALF-PAGE AD

- Half-page advertisement in the program book

ANNUAL CONFERENCE & TRADESHOW

October 24, 2024, Boston Marriott Newton

\$4,000 KEYNOTE SPONSOR

- Open the keynote session with brief remarks (up to 5 minutes).
- Free Exhibitor Table – Includes registration for 4.
- Full page advertisement in the conference program book.
- Logo on all pre- and post- email communications.
- Logo displayed prominently on event registration page.
- Signage with your logo during keynote session.

\$3,000 PRESENTATION SPONSOR

- Open one session workshop with brief remarks (up to 3 minutes).
- Free Exhibitor Table – Includes registration for 2.
- Half page advertisement in the conference program book.
- Logo on all pre- and post- email communications.
- Logo displayed prominently on event registration page.
- Signage with your logo by the session room throughout the entire day.

\$2,500 SWAG (BAG) SPONSOR EXCLUSIVE

- Your company logo on bags given to all attendees.

\$2,500 SWAG (PEN) SPONSOR EXCLUSIVE

- Your company logo on pens given to all attendees.

\$2,500 SWAG (NOTEBOOK) SPONSOR EXCLUSIVE

- Your company logo on notebooks given to all attendees.

\$2,000 LUNCH AD SPONSOR EXCLUSIVE

- Your company advertisement/logo displayed on each attendee table during lunch.
- Logo on all pre- and post- email communications.
- Logo displayed prominently on event registration page.

\$2,000 NAME BADGE SPONSOR EXCLUSIVE

- Your company logo displayed on the name badges.
- Logo on all pre- and post- email communications.
- Logo displayed prominently on event registration page.

\$1,000 BREAKFAST SPONSOR

- Your company logo on signage during breakfast.
- Quarter page advertisement in the conference program book.
- Logo on all pre- and post- email communications.
- Logo displayed prominently on event registration page.

\$1,000 SNACK SPONSOR

- Your company logo on signage by the snacks.
- Quarter page advertisement in the conference program book.
- Logo on all pre- and post- email communications.
- Logo displayed prominently on event registration page.

\$1000 FULL-PAGE AD

- Full-page advertisement in the conference program book.

\$500 HALF-PAGE AD

- Half-page advertisement in the conference program book.

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