

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 26,000 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.



BUSINESS AFFILIATE PROGRAM

FRIEND MEMBER BENEFITS

\$2000 ANNUALLY

- Complimentary booth with two booth attendees at our virtual tradeshow
- Full access to tradeshow booth analytics
- One Complimentary Registration to our Annual Meeting
- Detailed profile and full-color, half page ad in the 2021 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

- Company name and website listed in the 2021 LeadingAge MA Business Guide distributed to all Provider Members
- Advertisement opportunities
- Business Affiliate pricing for all educational and networking events
- Business Affiliate rate for booth with two attendees at our virtual tradeshow
- 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