



# Exhibitor and Sponsorship Prospectus

Exclusive Benefits and Opportunities for the  
GSA Annual Scientific Meeting

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November 13-16, 2024

Seattle Arch Convention Center  
705 Pike St, Seattle, WA 98101

# Join Us!

## Meet and network with attendees.

The Gerontological Society of America (GSA) Annual Scientific Meeting (GSA 2024) is the premier conference for cutting-edge scholarship, research, networking, and opportunities for career development in the field of aging. GSA 2024 in Seattle will gather researchers, clinicians, educators, and other professionals in the aging field from around the world to discuss the latest trends, research, and key issues. The interdisciplinary attendees collaborate among behavioral and social scientists, physicians, nurses, biologists, psychologists, social workers, educators, economists, policy experts, practice leaders, those who study the humanities and the arts, and many other scholars and researchers in aging.

The GSA Annual Scientific Meeting draws attendees and exhibitors have the opportunity to learn from industry leaders, build strategic partnerships, and network with outstanding business professionals.

### Take this Opportunity to:

- Meet more than 4,000 leading professionals in the aging arena, many with decision-making authority.
- Build brand awareness.
- Answer inquiries and promote products, services, and technology.
- Obtain direct leads and orders for your company/organization.
- Recruit new talent.
- Secure client referrals.



### Affiliation

- Behavioral and Social Sciences (BSS) 40%
- Biological Sciences (BioSci) 7%
- Health Sciences (HS) 29%
- Social Research, Policy, and Practice (SRPP) 19%
- At-Large (AT)/No Group Affiliation 5%

## Attendee Demographics

**4,000** Total

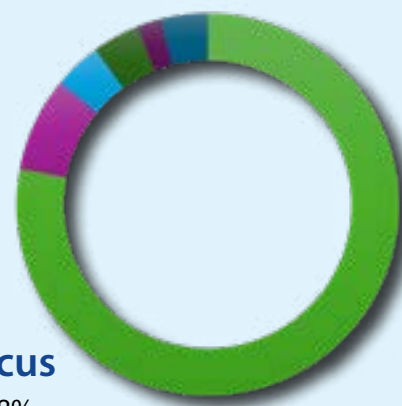
**84%** from the US  
representing all 50 states

**16%** International  
representing 45+ countries



### Top Five International Countries Represented

1. Canada
2. Republic of South Korea
3. United Kingdom
4. Japan
5. China



### Career Focus

- Research 78%
- Teaching 8%
- Administrative 4%
- Patient Care 4%
- Direct Services & Consulting 2%
- Other 4%

# Exhibit With Us!

## Who Exhibits?

Nearly 70 exhibitors attend the GSA Annual Scientific Meeting, including:

- Publishers.
- Government Agencies.
- Geriatric Care Centers.
- Universities and Colleges.
- Associations and Societies.
- Manufacturers.
- Nutritional Organizations and Suppliers.
- Research Organizations and Non-Profits.

## Your Booth Purchase Includes:

- One full conference registration and five booth personnel badges-Exhibit area only.
- 14 hours of exhibit time to educate attendees about your organization’s products and services.
- Listing on the GSA 2024 Annual Scientific Meeting Mobile App and Program Website.
- Drape and ID sign.
- Digital Attendee roster.

## Items below are NOT included in the cost:

- Carpet, tables, chairs, furniture, etc. (Order services through the Freeman Exhibitor Service Kit.)
- Utilities: Electricity, Internet, etc. (Utilities are offered and purchased through the Convention Center service providers.)

## Booth Rates

Standard ..... \$3,000  
 Non-Profit ..... \$2,100

All booths are 10’ deep by 10’ wide and are available on a first-come, first-served basis.



## Online Hub!

The online exhibits and sponsorship purchasing hub will allow you to view the floor plan, purchase your booth, stay on track for organizing this year’s event, and shop for new sponsorship products and events that will amp up your conference experience!

## Exhibit Hall Traffic Builders



- Welcome Reception in the exhibit hall on Wednesday.
- Daily GSA poster sessions.
- Daily attendee refreshment breaks and networking lounges throughout the exhibit hall.
- Daily pickleball workshops, games and programming in the exhibit hall.
- Lunch venue and seating in the exhibit hall.



## Exhibit Hall Dates and Times

At-A Glance



Wednesday November 13	Thursday November 14	Friday November 15	Saturday November 15
<p>Exhibitor Set Up 9:00 AM–4:30 PM</p> <p>Welcome Reception 5:30 PM–7:30 PM</p>	<p>Exhibit Hall Open 11:30 AM–3:30 PM</p>	<p>Exhibit Hall Open 11:30 AM–3:30 PM</p>	<p>Exhibit Hall Open 11:30 AM–3:30 PM</p> <p>Exhibitor Tear Down 3:45 PM–7:00 PM</p>

## Increase Your Visibility & Networking Opportunities!

Sponsorship offers opportunities to create brand awareness and highlight your organization’s products and services. Maximize your investment by standing out from the competition and positioning your organization as a leader committed to advancing the field of gerontology.

### Meeting Sponsorship Packages

Features	Level		
	Platinum \$60,000	Diamond \$50,000	Gold \$30,000
Exclusive Sponsor of	Opening Plenary	President’s Opening Reception	GSA Podcast Booth
Complimentary full ASM registrations	Ten (10)	Four (4)	Two (2)
Complimentary Exhibit Booth	✓ 10x20	✓ 10x10	✓ 10x10
Complimentary booth staff badges	Ten (10)	Five (5)	Five (5)
Invitation to GSA Leadership Reception	Four (4)	Two (2)	Two (2)
Digital recognition (program website & app)	✓	✓	✓
Private conference room	✓	✓	-
One Podcast recording	✓	✓	✓
Social media posting	✓	-	-
Mobile app push notification	✓	✓	✓



### Momentum Discussions — \$35,000 (8 available)

These sessions focus on the latest research and practices in gerontology, exploring ways gerontologists can assist the aging population. Speakers interact with both a moderator and the audience. GSA supervises the discussions, with each session including a moderator and three to four panelists who engage with the audience in a 60-minute live panel discussion.



## Explore our Exhibitor Packages for Enhanced Visibility and Impact!

Boost your visibility and enhance your conference experience by choosing one of these exhibitor packages! These combine high impact exhibit hall sponsorship opportunities with your booth rental, ensuring maximum exposure and engagement for your brand at the event.

### Exhibit Hall Sponsorship Packages

Features	Packages		
	Summit \$20,000	Provisions \$15,000	Basecamp \$10,000
Availability	One (1)	Three (3)	Five (5)
Complimentary 10x10 Booth	✓	✓	✓
Official Sponsor of	*Exhibit Hall Lounges	Exhibit Hall Snack Break	**1 Private suite
Mobile App Push notification	Two (2)	1 during sponsored break	-
Complimentary full ASM reg.	One (1)	One (1)	One (1)
Booth Staff Badges	Six (6)	Six (6)	Six (6)
Digital recognition (program website & app)	✓	✓	✓
Digital Attendee Roster	✓	✓	✓

\*Sponsorship of Exhibit Hall Lounges includes logo-printed lounge signage within the exhibit hall and printed logos on centerpieces on all lounge banquet tables. Sponsorship includes a centrally positioned charging/workstation with branding.

\*\*Reserved exclusively for your use, a private suite set in a conference style accommodates up to 8 individuals at the convention center, available from Wednesday through Saturday. This space is ideal for hosting private meetings, focus groups, interviews, and more. Food and beverage options are provided at cost to the sponsor.



## Sponsor an Onsite Event

Enhance your participation by sponsoring one of our attendee driven events!



### Health & Wellness Program - \$15,000 (1 available)

As an association focused on aging in a meaningful way, we are offering health and wellness opportunities throughout the meeting in hopes of keeping our attendees centered, relaxed and focused on the goals of the convention. Package includes:

- Three (3) Pickleball courts in exhibit hall to include paddles with organization logo, balls, and hosted workshops, games, and events by pickle ball instructors.
- Two (2) Yoga Classes
- One (1) Paint and Socialize Class
- Two (2) Massage chairs with sponsor signage placed in high traffic areas of the convention center
- Recognition via the online program website, the mobile app and onsite signage.
- Mobile app push notification will be sent each day to onsite attendees on upcoming health & wellness events.



### GSA Fellows, ESPO and International Reception \$20,000 (2 available)

Help the future of gerontology by supporting trainees, post-docs, and early career members networking with GSA Fellows and international attendees. All GSA ESPO, Fellows and international attendees are invited.

**Package includes:**

- Onsite welcome to all attendees, speaking up to three minutes
- Presentation slide with organization logo to play throughout the evening
- Logo included on event signage
- (1) Mobile app push notification message to be sent to onsite attendees on the day of the event
- Recognition on program website and mobile app



### Headshot Booth — \$7,500 (1 available)

The headshot booth is a highly valued and popular service in the exhibit hall. Attendees can update their photos or let students take their first professional shots! The booth will operate Thursday through Saturday during exhibit hall hours.

**Package includes:**

- Logo on signage
- Logo on signage at convention center registration
- (3) Mobile app push notification message to be sent to onsite attendees (one each day)
- Recognition on program website and mobile app

## Onsite Marketing

Don't miss the chance to brand these onsite products and services to get your organization in front of GSA 2024 attendees!



### Exclusive Wi-Fi Buyout — \$35,000 (1 available)

- Custom design of home splash page
- Custom password and network ID
- Printed signage (designed by sponsor and approved by GSA) placed throughout the convention center displaying logo and Wi-Fi log in information
- Email communication ahead of conference announcing Wi-Fi sponsorship
- Recognition on program website and mobile app

### Lanyards — \$15,000 (1 available)

Each meeting attendee (4,000+) will wear a lanyard with your company logo! Lanyards will be handed out at registration to each and every participant at the conference, this is a guaranteed premier opportunity to get your logo in front of thousands!

### Hotel Key Card — \$15,000 (1 available)

Join GSA in welcoming all of our 2024 ASM attendees at hotel check in! Your organization's logo will be included on the GSA designed hotel key card, to be handed out to every attendee at each of our contracted hotel properties.

### Charging Station Bank — \$7,000 (3 available)

Stand out at the conference by sponsoring one of these showstopper charging banks. Each bank will include 6 stools to allow attendees to use these workstations for longer durations. Branding is available on each side of the bank. Each bank can have 18 plugs and 12 USB ports.

### Exhibit Hall Aisle Signage — \$5,000 (1 available)

Sponsor the expo hall by adding your logo to the standing floor directional signage. Each expo hall aisle will receive (1) sign at the entrance to the aisle, your logo will be prominently displayed on each sign.

### Charging Station Cylinder — \$3,500 (5 available)

Be the center of the conversation with these charging cylinders! These cylinders will be placed in lounge areas in the convention center where attendees can unwind, network, and appreciate a charge! Each cylinder comes with 12 outlets and 8 USB plugs; branding will be on the top of the unit.

## Digital Marketing Campaigns

### Multi-Platform Digital Branding Package — \$15,000

We will include access to visitor traffic reports once the show is over!

You do not want to miss this high producing trio!

- Linked logo on 2024 ASM Program Website
- Linked logo on 2024 Mobile App
- Linked logo on GSA 2024 ASM homepage

**Reserve your  
Package TODAY!**



Static/Exclusive Skyscraper and Box Ads on Online Meeting Program — \$10,000

Rotating Banner Ad on Online Meeting Program — \$7,500

E-Newsletter Ads — \$600 per Ad