Exhibitor and Sponsorship Prospectus

Exclusive Benefits and Opportunities for the
GSA Annual Scientific Meeting

November 13-16, 2024

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

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%

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

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.
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$3,000</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>$2,100</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Wednesday November 13</th>
<th>Thursday November 14</th>
<th>Friday November 15</th>
<th>Saturday November 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Set Up 9:00 AM–4:30 PM</td>
<td>Exhibit Hall Open 11:30 AM–3:30 PM</td>
<td>Exhibit Hall Open 11:30 AM–3:30 PM</td>
<td>Exhibit Hall Open 11:30 AM–3:30 PM</td>
</tr>
<tr>
<td>Welcome Reception 5:30 PM–7:30 PM</td>
<td></td>
<td></td>
<td>Exhibitor Tear Down 3:45 PM–7:00 PM</td>
</tr>
</tbody>
</table>
Sponsorship Opportunities

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

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

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.
Sponsorship Opportunities

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

<table>
<thead>
<tr>
<th>Features</th>
<th>Summit $20,000</th>
<th>Provisions $15,000</th>
<th>Basecamp $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability</td>
<td>One (1)</td>
<td>Three (3)</td>
<td>Five (5)</td>
</tr>
<tr>
<td>Complimentary 10x10 Booth</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Official Sponsor of</td>
<td>Summit</td>
<td>Provisions</td>
<td>Basecamp</td>
</tr>
<tr>
<td>*Exhibit Hall Lounges</td>
<td></td>
<td></td>
<td>**1 Private suite</td>
</tr>
<tr>
<td>Exhibit Hall Snack Break</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile App Push notification</td>
<td>Two (2)</td>
<td>One (1)</td>
<td></td>
</tr>
<tr>
<td>Complimentary full ASM reg.</td>
<td>One (1)</td>
<td>One (1)</td>
<td>One (1)</td>
</tr>
<tr>
<td>Booth Staff Badges</td>
<td>Six (6)</td>
<td>Six (6)</td>
<td>Six (6)</td>
</tr>
<tr>
<td>Digital recognition (program website &amp; app)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Digital Attendee Roster</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*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.

Reserve your Sponsor Package TODAY!
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!

<table>
<thead>
<tr>
<th>Exclusive Wi-Fi Buyout — $35,000 (1 available)</th>
<th>Charging Station Bank — $7,000 (3 available)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Custom design of home splash page</td>
<td>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.</td>
</tr>
<tr>
<td>• Custom password and network ID</td>
<td></td>
</tr>
<tr>
<td>• Printed signage (designed by sponsor and approved by GSA) placed throughout the convention center displaying logo and Wi-Fi log in information</td>
<td></td>
</tr>
<tr>
<td>• Email communication ahead of conference announcing Wi-Fi sponsorship</td>
<td></td>
</tr>
<tr>
<td>• Recognition on program website and mobile app</td>
<td></td>
</tr>
</tbody>
</table>

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.

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

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

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