



American Society  
on Aging

**Unites, Empowers & Champions Everyone Striving to Improve Aging**

In this decade, for the first time, there will be more people ages 65 and older than there are children younger than age 18, with 11,200 Americans turning age 65 each day. We each play a role in fostering healthy, interconnected and purposeful aging, and that role is now more critical than ever.

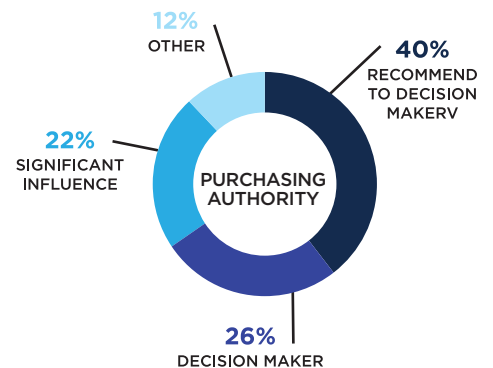
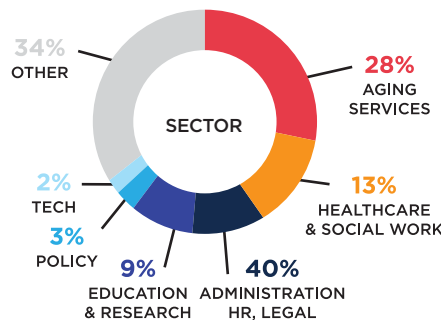
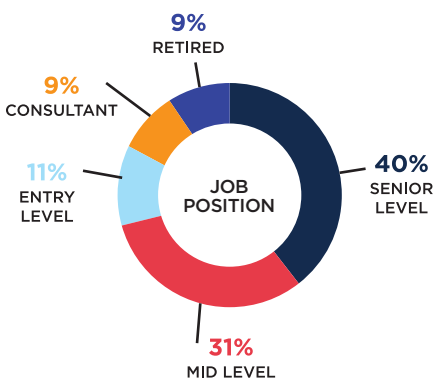
# ASA at a Glance

We represent and engage more than 5,000 multidisciplinary leaders across the country who, broadly defined, work in the aging sector. They are advocates, practitioners, researchers, policymakers, business leaders, social workers, educators, caregivers, healthcare professionals, technologists, and legal experts. They come from nonprofits, healthcare organizations, senior living, aging services, government agencies, educational institutions, private industry, faith-based organizations, and the tech innovation sector. Some are new to aging, and others have devoted years, if not decades, to improving the lives of older adults.

## Our Reach

Our network reaches over 96,000 followers on social media and 110,000 subscribers for our weekly newsletter, ASA News.

## Our Members & Stakeholders



**62%**

HAVE BEEN IN THE FIELD OF AGING FOR 10 YEARS OR MORE

**29%**

IDENTIFY AS BIPOC (BLACK INDIGENOUS, & PEOPLE OF COLOR)

**80%**

ARE WOMEN

**90%**

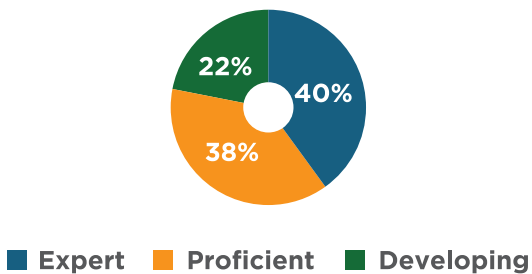
HOLD MASTER'S DEGREE OR HIGHER

# Conference at a Glance

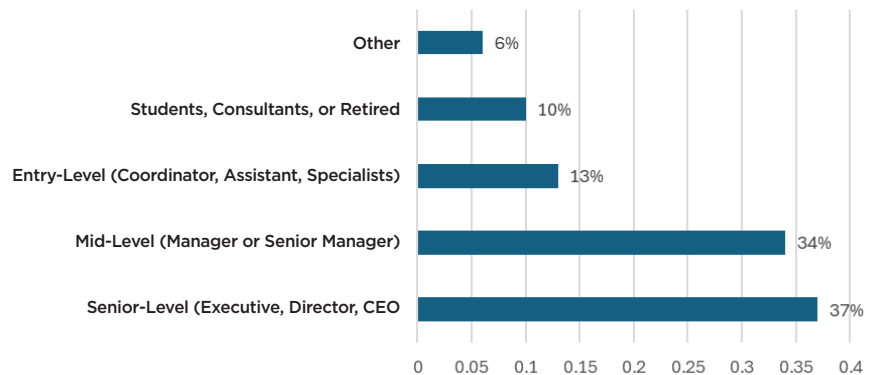
Each year over 2,000 attendees come together to network, learn, share their expertise and support each other at this event, to be held in Orlando in 2025. Our conference sponsorship programs offer unique opportunities for your organization to network, brand, market and advertise, boosting your visibility. Support from our sponsors makes this conference possible and we will work with you to develop a customized sponsorship package that will meet your organization's priorities. All events, activities and items listed in the following pages are available for sponsorship first-come, first-served.

**Primary Organization Focus:** Aging Services, Area Agency on Aging, Education, Caregiving, Tech, Policy & Advocacy, Healthcare.

Expertise Level



Career Stage





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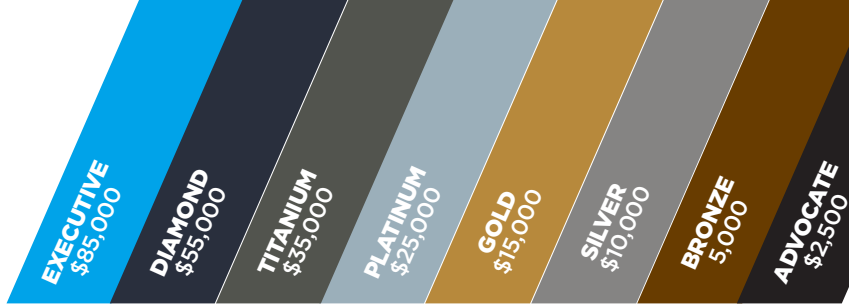
# On Aging 2025 Prospectus

LEVEL	OPPORTUNITY	AVAILABILITY
<b>EXECUTIVE</b> \$80,000	General Session Keynote (45 minutes)	SOLD OUT
<b>DIAMOND</b> \$55,000	Pre-Workshops	3
	Lunch & Learn (90 minutes)	2
<b>TITANIUM</b> \$35,000	Co-Branded Resource Center Stage	2
	Co-Branded Learning Center	SOLD OUT
<b>PLATINUM</b> \$25,000	CEO Breakfast	Exclusive
	Highlighted Summit (90 minutes)	2
	Co-Branded Education Hub	4
	Opening Reception	3
	Closing Reception	3
<b>GOLD</b> \$15,000	Hotel Key Card	Exclusive
	Highlighted Session (60 min)	3
	Co-Branded Resource Center Lounge	3
<b>SILVER</b> \$10,000	CE Sponsor	Exclusive
	Wellness Lounge	Exclusive
	Focus Group (60 min)	4
	Resource Center Lunch Sponsor	3
<b>BRONZE</b> \$5,000	Conference App	Exclusive
	First Time Attendee Orientation	Exclusive
	Coffee/Afternoon Break	4
	Resource Center Session (30 minutes)	10

**ADVOCATES FOR ASA \$2,500**

LEARN MORE OR INQUIRE ABOUT PERSONALIZED OPTIONS: [EMAIL\\_DEVELOPMENT@ASAGING.ORG](mailto:EMAIL_DEVELOPMENT@ASAGING.ORG)

# Sponsorship Benefits



## COMMUNICATIONS

Verbal Recognition (opening & closing Keynote with slide coming up)	✓	✓	✓	✓	✓	✓	✓	✓
Conference Homepage Acknowledgment	LARGE LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Conference App Acknowledgment	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Social Media Acknowledgment (1)	DEDICATED POST	DEDICATED POST	SHARED POST	SHARED POST	SHARED POST	SHARED POST	SHARED POST w/NAME	SHARED POST w/NAME
Conference Announcement Email (sponsorship confirmed by 10/1/24)	LARGE LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Conference Email Campaign Inclusion (1)	LARGE LOGO	LOGO	LOGO	NAME	NAME	NAME	NAME	NAME
Conference App Pop-Up Notification	✓	✓	✓					
Registration Confirmation Email Acknowledgment	LARGE LOGO	LOGO	LOGO if confirmed by 10/1					

## VISIBILITY

Screen Projection Loop Of Logo Before/After Gen Session	DEDICATED SLIDE	DEDICATED SLIDE	SHARED SLIDE	SHARED SLIDE	SHARED SLIDE	SHARED SLIDE	NAME	NAME
Logo Displayed In Conference Registration Area	LARGE LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Logo Displayed At Entrance To Exhibit Hall	LARGE LOGO	LARGE LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Promotional Insert In Conference Tote	✓	✓	✓	✓				
Opportunity To Consult On General Session Content	✓							
Logo Displayed During General Session	✓							

## OTHER

Full Conference Passes	5	5	4	4	2	2	1	1
Exhibitor Reception Passes	2	2	2	2	1	1	1	1
Generations Gratitude Ad	DEDICATED AD	DEDICATED AD	DEDICATED AD	DEDICATED AD				
ASA News Gratitude Ad	DEDICATED AD	DEDICATED AD	DEDICATED AD					
Invitation to Exclusive VIP Events	1	1						

# Opportunity Details



## Highlighted Summit

Sponsors will lead in the development of content and presentation for a **90-minute session** that will accommodate up to 200 attendees. Inclusions: A/V recording; special call out in schedule; post-event contact list for all attendees of the program.

## Lunch & Learn

Sponsors will lead in the development of content and presentation for a **90-minute session** that will accommodate up to 200 attendees. Inclusions: Food and Beverage; Up to 10 hours of ASA staff time to help develop program theme and content; post-event contact list for all attendees of the program.

## Highlighted Session

Sponsors will lead in the development of content and presentation for a **60-minute session** that will accommodate up to 200 attendees. Inclusions: A/V recording; special call out in schedule; post-event contact list for all attendees of the program.

## CEO Breakfast

Connect with different executive level attendees in industry-related discussions, networking, and gain insight into different issues attendees are facing. Sponsor receives **exclusive visibility among senior level leaders** from ASA membership. These include representatives from organizations such as the National Alliance for Caregiving, American Academy of Physician Associates, Gerontological Society of America (GSA), LeadingAge, Justice in Aging, Alzheimer's Association, National Institute on Aging (NIA), State of NC Division of Aging and Adult Services, SAGE (Services & Advocacy for LGBT Elders), The SCAN Foundation, The National Healthcare & Housing Advisors, Association on Aging in New York, Inc, Center for Workforce Inclusion and more.





## Opening/Closing Reception

Partner with ASA to show On Aging attendees a good time! Sponsors support the opening or closing receptions which are open to all conference attendees. Sponsors will have the **opportunity for visibility** by naming a signature cocktail, underwriting a food station, or introduction of performers/speakers.



## Focus Group

Partner with ASA to create a quiet, invitation-only setting to spend **60 minutes** diving deep with up to 25 attendees on a topic that will impact your business delivery. ASA will confirm all logistics and will work with your company to create a customized invitation sent to a list of up to 50 preselected conference attendees.



## First-Time Attendee Orientation

Welcome and connect with first-time attendees at an exclusive orientation event. Sponsors of this event receive exclusive visibility and score the first opportunity to welcome conference newcomers and professionals new to the field of aging. Approximately 50% of attendees at the On Aging conference are first-time attendees.



# Resource Center

## Co-Branded Education Hub

Education Hubs are 20' by 20' featured spaces in our Resource Center that provide attendees with a “one stop shop” to learn about key topics of interest to attendees of On Aging such as aging and HIV. These are placed in areas of key visibility.

When you participate in the Resource Center at On Aging 2025, you're not just securing a booth—you're gaining unmatched opportunities to amplify your brand, showcase your innovations, and connect with industry leaders in the aging sector and beyond.

## Wellness Lounge

Provide an opportunity for attendees to connect and recharge at the Massage & Wellness Lounge in the Resource Center.

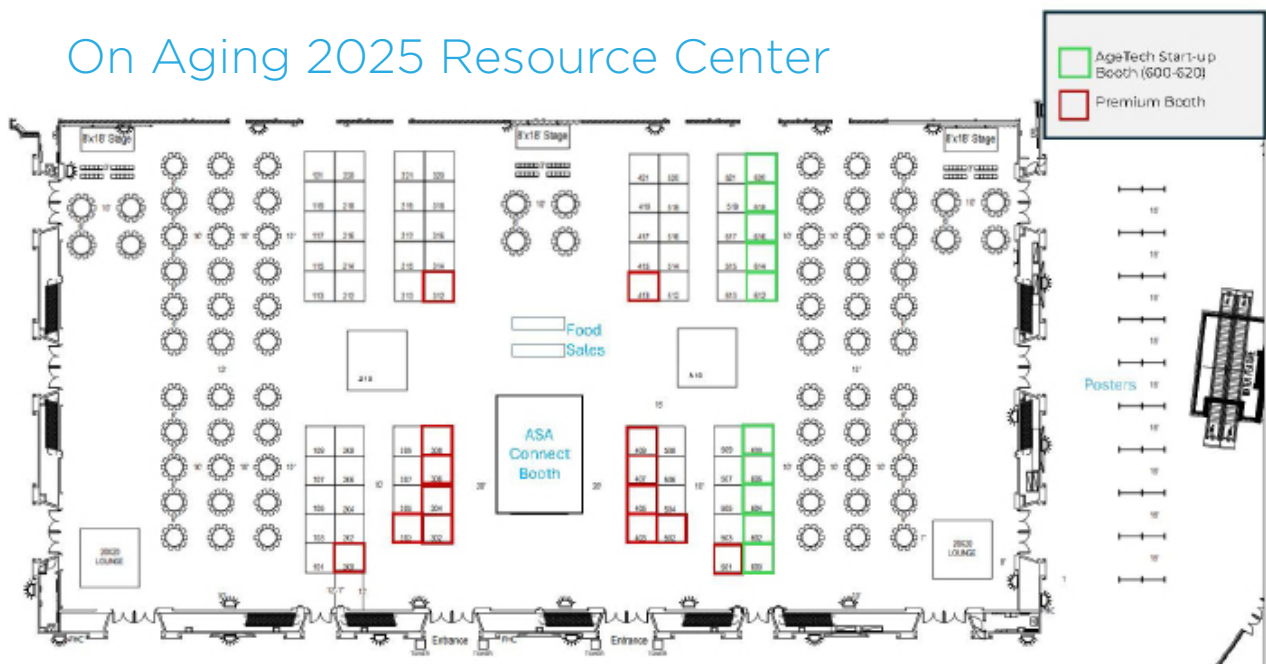
## Co-Branded Stage

Sponsors are front and center by co-branding either the AgeTech Stage, Health & Wellness Stage, or Equity in Aging Stage. Receive visibility throughout the hours the center is

## Mini Sessions

Share your thought leadership on one of our 3 stages housed in our Resource Center and Exhibit Hall with a 30-minute speaking session. Topics should relate to AgeTech, Health & Wellness, or Equity in Aging.

## On Aging 2025 Resource Center





# Our Sponsors

