GSA 2025
November 12–15
BOSTON, MA

Innovative Horizons in Gerontology

EXHIBITOR AND SPONSORSHIP PROSPECTUS

Exclusive Benefits and Opportunities

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Join Us!
Meet and network with attendees.

The Gerontological Society of America (GSA) Annual Scientific Meeting (GSA 2025) is the premier conference for cutting-edge scholarship, research, networking, and opportunities for career development in the field of aging. GSA 2025 in Boston 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. 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.

GSA attendees have the opportunity to learn from aging experts, thought leaders, build strategic partnerships, and network with students, educators and professionals serving in the aging industry.

Take this Opportunity to:

- Meet over 4,500 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?

Over 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.

BOOTH RATES

Standard | $3,100
Non-Profit | $2,200

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

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 2025 Annual Scientific Meeting Mobile App and Program Website.
- Drape and ID sign.

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.)

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 programing in the exhibit hall.

RESERVE YOUR BOOTH TODAY

Exhibit Hall Dates and Times

Wednesday, November 12	Thursday, November 13	Friday, November 14	Saturday, November 15
Exhibitor Set Up 9:00 AM–4:30 PM **Welcome Reception** 5:30 PM–7:30 PM	**Exhibit Hall Open** 11:30 AM–3:30 PM	**Exhibit Hall Open** 11:30 AM–3:30 PM	**Exhibit Hall Open** 11:30 AM–3:30 PM **Exhibitor Tear Down** 3:45 PM–7:00 PM

SPONSORSHIP PACKAGES

⚪ Platinum Sponsorship | $45,000

Wi-Fi Buyout (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 the conference announcing Wi-Fi sponsorship.

President's Opening Plenary Session (1 available)

- Welcome remarks in plenary session (up to 2 minutes).
- Printed signage at the convention center and sponsored logo on plenary slides.
- Email communication ahead of the conference announcing plenary sponsorship.

President's Opening Exhibit Hall & Welcome Reception (1 available)

- Sponsor logo on digital signage above exhibit hall doors.
- Sponsor logo on printed signage at all food/beverage locations in the exhibit hall.
- Announcement in exhibit hall thanking sponsor.
- Email communication ahead of the conference announcing reception sponsorship.

AgeTech: Life Course Innovations & Implications Event (1 available)

- See page 10 for sponsorship details.

Above platinum sponsorships include the following:

(**8**) Complimentary registrations.

(**1**) 10x20 Exhibit Booth.

(**10**) Complimentary exhibit hall booth staff badges.

(**4**) Invitations to the GSA Leadership Reception.

(**1**) GSA-designed social media posting.

(**1**) Mobile app push notification message onsite to all attendees.

Digital recognition on GSA2025.org, the GSA 2025 program website, and mobile app.

Onsite recognition on printed signage.

(**1**) Private conference room for all open days of the conference.

(**1**) Podcast recording or (**1**) webinar.

⚪ Diamond Sponsorship | $35,000

(**5**) Complimentary registrations.

(**1**) 10x20 Exhibit Booth.

(**10**) Complimentary exhibit hall booth staff badges.

(**2**) Invitations to the GSA Leadership Reception.

(**1**) Mobile app push notification message onsite to all attendees.

Onsite recognition on printed signage.

Digital recognition on GSA2025.org, the GSA 2025 program website, and mobile app.

(**1**) Podcast recording or (**1**) webinar.

⚪ Gold Sponsorship | $25,000

(**2**) Complimentary registrations.

(**1**) 10x10 Exhibit Booth.

(**5**) Complimentary exhibit hall booth staff badges.

(**2**) Invitations to the GSA Leadership Reception.

(**1**) Mobile app push notification message onsite to all attendees.

Onsite recognition on printed signage.

Digital recognition on GSA2025.org, the GSA 2025 program website, and mobile app.

A LA CARTE SPONSORSHIP ITEMS

Add one of these focused events and/or marketing opportunities to amplify your visibility and increase your return on investment.

Multi-Platform Digital Branding Package | $20,000

*Deadline October 15

- Linked logo on the GSA 2025 Program Website.
- Linked logo on the 2025 Mobile App.
- Linked logo on the GSA 2025 website homepage.

Onsite Printed Special Issue of Gerontology News | $20,000 (1 available)

*300 DPI high-resolution PDF to be provided by September 1

This is the only printed item that GSA will distribute to attendees onsite. It is a special edition of GSA's monthly membership newsletter recognizing the Society's distinguished members and volunteer leaders, while also showcasing major projects from the Society. Your organization will receive acknowledgement on the front cover and a full-page placement on the back cover.

Hotel Key Card | $15,000 (1 available)

*Deadline September 15

Join GSA in welcoming all GSA 2025 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.

Lanyards | $12,000 (1 available)

*Deadline August 15

Each meeting attendee (4,500+) will wear a lanyard with your company logo! Lanyards will be handed out at registration to each participant at the conference, a guaranteed premier opportunity to get your organization's brand in front of thousands.

Wellness Challenge | $10,000 (2 available)

*Deadline September 1

Sponsor the first GSA Fitness Challenge and encourage attendees to engage in healthy activities, some friendly competition and win prizes. We will promote the challenge prior to the conference via attendee emails and the GSA 2025 Program website.

- Your logo on a leaderboard monitor.
- Your logo at the Wellness Challenge registration booth.
- Your logo on the Wellness Challenge online registration page and app.
- Digital recognition on the GSA 2025 program website, and mobile app.
- Increased traffic at your booth with the "scan for points" feature which allows participants to check-in at your booth for added wellness challenge points.

Pickleball Courts | $10,000 (2 available)

*Deadline October 1

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

- (2) Pickle ball courts in the exhibit hall to include one branded giveaway item, hosted workshops, games, and events by pickle ball instructors.
- Onsite recognition on printed signage.
- Digital recognition on the GSA 2025 program website, and mobile app.
- Mobile app push notification message will be sent each day to onsite attendees on upcoming health & wellness events.

Exhibit Hall Attendee Snack Break | $10,000 (3 available)

*Deadline October 15

Spotlight your organization by hosting an afternoon break in the exhibit hall served from 11:30 AM – 1:30 PM on Thursday, Friday, or Saturday. Attendees are sure to notice your generosity with the food and drink stations situated in key traffic areas throughout the hall. Package Includes:

- Printed signage at each food station in the exhibit hall.
- Onsite push notification on the day of your break.
- Digital recognition on the GSA 2025 program website and mobile app.

GSA Fellows, ESPO and International Attendee Reception | $10,000 (multiple sponsors)

*Deadline October 15

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, and most have traditionally attended. Package includes:

- Onsite welcome to all attendees, speaking for up to 3 minutes.
- Presentation slide with organization logo to play throughout the evening.
- Logo included on event signage.
- (1) Mobile apps push notification message to be sent to onsite attendees on the day of the event.
- Digital recognition on the GSA 2025 program website and mobile app.

Headshot Booth | $7,500 (2 available)

*Deadline October 15

Based on attendee yearly feedback, the headshot booth is one of the most appreciated and highly attended services offered in the exhibit hall. Help our attendees update their photos or allow students to take their first professional shots! The headshot booth will be open Thursday – Saturday of the conference during exhibit hall hours. Package includes:

- Logo on signage at the headshot booth.
- Logo on signage at convention center registration area.
- (3) Mobile app push notification message to be sent to onsite attendees (one each day).
- Digital recognition on the GSA 2025 program website and mobile app.

Rotating Banner Ad on GSA 2025 Program Website | $7,500 (5 available)

*Deadline October 31

Magic Mirror Photobooth | $5,000 (1 per day)

*Deadline September 15

Allow attendees to get creative and capture memories from GSA 2025! Sponsor an onsite photo booth complete with five hours of photo attendant, unlimited sessions/prints, custom layout (to include organization logo) and fun props. Package includes:

- (1) Photobooth to be in a high-traffic area for 5 hours on one day of the conference (Thursday, Friday, OR Saturday).
- Logo on custom design printed/texted photos.
- Signage at the photo booth.
- Onsite push notification on the day of the sponsorship.
- Digital recognition on the GSA 2025 program website and mobile app.

Massage Chairs | $4,000 (6 available – 2 sponsors per day)

Attendees will thank you for hosting massage chairs in the convention center. Help attendees relax and take a breather by sponsoring massage chairs and giving the gift of relief! Package includes:

- (2) Massage chairs located in a high-traffic area for one 8-hour day of the conference (Thurs-Sat).
- Signage at massage chair location.
- Onsite push notification on the day of massage chair rental.
- Digital recognition on the GSA 2025 program website and mobile app.

Charging Station Bank | $7,000 (5 available)

*Deadline October 15

Stand out at the conference by sponsoring one of these highly utilized 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.

Charging Station Cylinder/Coffee Table | $5,000 (8 available)

*Deadline October 15

Be the center of the conversation with these charging cylinders! These cylinders will be placed in lounge areas in the convention center and HQ hotels 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 and sides of the unit.

Exhibit Hall Aisle Signage | $5,000 (1 available)

*Deadline October 15

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.

Digital Signage at the Hynes Convention Center | $3,000 per Ad, per day (3 available per day, Thursday–Saturday)

*Deadline September 15

Welcome attendees throughout the week at high traffic locations strategically placed throughout the convention center. You design your Ad, and GSA will cast it out to all attendees on each floor of the convention center via 21 LCD screens.

Pre-Conference Email Ad | $900 per Ad, two ads per week, April–October

EMAIL AD ORDER FORM

*Deadline: Ads are due by the 15th of the month before they run.

Reach all attendees before the meeting. Secure your spot in a pre-conference email—only 4 spots available per month from April to October.

GSA Fun-Run | $500 (multiple sponsors)

Support our GSA runners and walkers by contributing toward the 2025 GSA fun-run held Saturday, November 15th at 7:00 AM. This is a fast-growing popular event that our attendees enjoy every year! Package Includes:

- Waters and bananas for participants.
- Glow bracelets for participants to keep them seen along their route.
- Signage at onsite check in table.
- Onsite push notification on the day prior to the event.
- Digital recognition on the GSA 2025 program website and mobile app.

AgeTech: Life Course Innovations & Implications

The GSA 2025 Annual Scientific Meeting will feature special programs dedicated to exploring advances in technology, driving the development of new applications related to independent living, health monitoring, lifestyle support, clinical care, caregiving, care coordination, social isolation, cognition, financial security, education, and more. We will spotlight the enormous possibilities ahead through product demonstrations, case studies, workshops, and panel discussions.

## AgeTech Platinum Sponsor | $45,000 (1 available)

Your organization will be the sole Platinum sponsor of this popular, returning Annual Meeting feature. Packages Include:

- (8) Complimentary registrations.
- (4) Invitations to the GSA Leadership Reception.
- (1) Mobile app push notification message onsite to all attendees.
- Digital recognition on GSA2025.org, the GSA 2025 program website, and mobile app.
- Printed signage at Product Theater and sponsored logo on plenary slides.
- Email communication ahead of the meeting announcing AgeTech sponsorship. Sponsor logo on digital signage at Product Theater and in meeting rooms. Announcement in exhibit hall thanking sponsor.
- (1) 30-minute demo slot in Product Theater schedule.
- (1) Podcast recording or (1) webinar.
- (1) 10x20 Exhibit Booth.
- (10) Complimentary exhibit hall booth staff badges.
- (1) GSA-designed social media posting.
- (1) Private conference room for all open days of the conference.

AgeTech Supporting Sponsor | $5,000

Your organization will be listed as a Supporting Sponsor of the AgeTech one-day event. Package includes:

- 1 Complimentary registration.
- Digital recognition on GSA2025.org, program website and mobile app.
- Printed or digital signage in AgeTech sessions recognizing supporting sponsors.
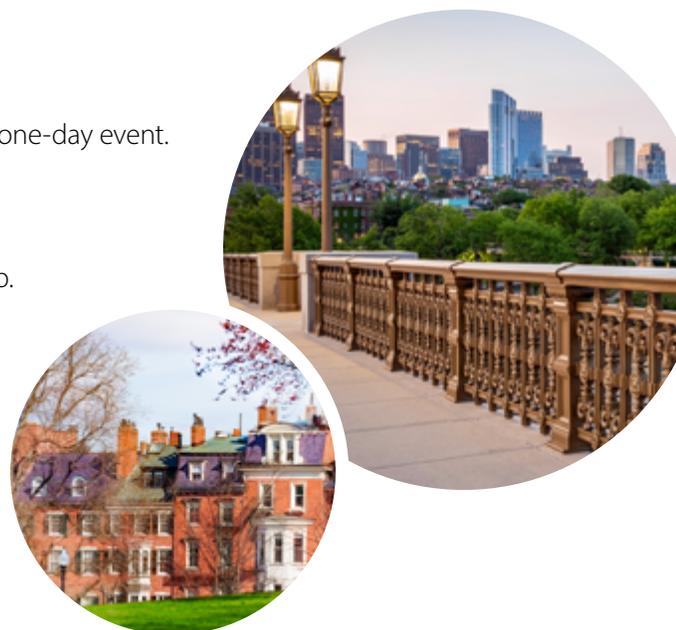
AgeTech Networking Reception Sponsor | $15,000 (1 available)

The AgeTech Networking Reception, on Thursday November 13, will be an opportunity for speed networking on a range of topics across AgeTech. Package includes:

- Digital or printed signage at the event with sponsor logo.
- (1) Complimentary registration.
- (1) GSA-designed social media posting.
- (1) Push notification on the day of the event.
- Email communication ahead of the partnership announcing AgeTech sponsorship.

Technology and AgeTech Product Demo Theater Sponsor | $12,000 (1 available)

Don't miss this opportunity to put your name on the GSA 2025 Technology and AI Innovation Day Demo Theater! This space will be set up on Thursday, November 13th, in the exhibit hall and will be the hub of technology demonstrations throughout the day, where attendees can get firsthand information on the newest advancements in your tech products and services for the field of aging. Package includes:

- Theater seating for 50 people.
- Stage for presentations will house a screen with sponsor logo.
- Theater branding includes sponsor logo.
- (1) 30-minute demo and attendee connection slot.
- (1) Push notification on the day of the event.
- (2) Complimentary registrations.
- (1) GSA-designed social media posting.
- Digital recognition on GSA2025.org, the GSA 2025 program website, and mobile app.
- Printed signage at Product Theater and sponsored logo on plenary slides.
- Email communication ahead of the meeting announcing AgeTech sponsorship.
- Sponsor logo on digital signage at Product Theater and in meeting rooms.

Technology and AI Innovation Day — AgeTech Product Demo Slot | $3,500
(6 available slots)
($2,500 for GSA members)

Present your latest technology services and/or products to GSA attendees during these demo slots available on Thursday, November 13, from 11:30 AM – 3:30 PM in the exhibit hall. Package includes:

- Theater seating for 50 people.
- Stage with presentation AV Equipment (Screen, podium, mic).
- (1) Push notification before event time.
- Digital recognition on the GSA 2025 program website and app.
- (1) 30-minute presentation time slot.

For more information on exhibitor and sponsorship opportunities contact us at

exhibits@geron.org