



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.

