GSA 2022

November 2-6, 2022 | Indianapolis, IN

EXHIBIT & SPONSORSHIP PROSPECTUS
JOIN US!
Meet and network with attendees.

The Gerontological Society of America (GSA) Annual Scientific Meeting draws professionals in the field of aging on a global scale. Attendees represent specialties including geriatrics, biological sciences, nursing, nutrition, medicine, social work, economics, policy, psychology, and more.

GSA is the largest and most established international, interdisciplinary scientific organization devoted to the advancement of gerontological research. The GSA Annual Scientific Meeting draws attendees with the opportunity to learn from industry leaders, build strategic partnerships, and network with outstanding business professionals.

4,000 Total Attendees
547 International Attendees (representing 41 countries)
3,453 Attendees from the US (representing all 50 states)

GEOGRAPHICAL ATTENDANCE

Top 5 International Countries Represented
1. Canada
2. China
3. Japan
4. Korea
5. United Kingdom

TAKE THIS OPPORTUNITY TO:
- Meet more than 4,000 leading professionals in the aging arena who have decision-making authority
- Build brand awareness
- Answer inquiries and promote products, services, and technology
- Obtain direct orders for your company/organization
- Recruit new talent
- Secure client referrals

MEMBER AFFILIATIONS

Behavioral & Social Sciences > Economists, epidemiologists, political scientists, psychologists, sociologists, anthropologists, humanists, social workers, and other clinicians.

Health Sciences > Physicians, dentists, nurses, pharmacists, nutritionists, and other allied health professionals.

Biological Sciences > Individuals with interests varying from understanding molecular alterations that feature in the aging process to persons studying evolutionary forces that determine longevity differences among species.

Social Research, Policy & Practice > Educators, researchers, practitioners, and policy makers.

ATTENDEE AFFILIATION

Behavioral & Social Sciences: 41%
Health Sciences: 30%
Social Research, Policy & Practice: 17%
Biological Sciences: 7%
At-large: 5%

ATTENDEE CAREER FOCUS

Research: 72%
Teaching: 10%
Administrative: 5%
Patient Care: 4%
Direct Services and Consulting: 3%
Other: 6%
EXHIBIT WITH US!

70+ Exhibitors attend the GSA Annual Scientific Meeting, including:

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

EXHIBIT RATES

For Profit $2,395
Non-Profit $1,750

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

WHAT’S INCLUDED WITH YOUR BOOTH PURCHASE?

- One full conference registration and five Exhibit Hall–only badges
- 13.5 hours of exhibit time to educate attendees about your organization’s products and services
- Listing on the GSA Annual Scientific Meeting Mobile App, and Website
- Carpet, tables, chairs, furniture, etc. are NOT included in the cost of the booth. Order booth services through the Freeman Exhibitor Service Kit (available in August)

RESERVE YOUR EXHIBIT BOOTH

GSA2022.org

Contact exhibits@geron.org for questions about exhibits.

November 2022

EXHIBIT HALL DATES & TIMES*

WEDNESDAY | 2ND
Exhibitor Set Up 9:00 am–5:00 pm
Welcome Reception 6:00 pm–8:00 pm

THURSDAY | 3RD
Exhibit Hall Open 11:30 am–3:00 pm

FRIDAY | 4TH
Exhibit Hall Open 11:30 am–3:30 pm

SATURDAY | 5TH
Exhibit Hall Open 11:30 am–3:30 pm
Exhibit Tear Down 3:30 pm–7:00 pm

EXHIBIT HALL TRAFFIC BUILDERS

- Welcome Reception and Exhibit Hall Opening held Wednesday evening
- GSA’s Poster Sessions held daily at noncompetitive times in the Exhibit Hall
- Daily refreshment breaks
- Café serving lunch and snacks
SPONSOR WITH US!

Increase Your Visibility & Networking Opportunities

Sponsorship offers important value-added 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.

Select one of the general meeting support packages or an individual specialty item. All of the events, activities, and items listed below are available on a first-come, first-served basis. We will work with you to deliver the perfect mix of visibility and networking opportunities to meet your needs.

ALL SPONSOR LEVELS:
Recognition throughout all Meeting Platforms: Meeting Website, Pre-Conference Newsletter, Opening Plenary Session, Signage, Mobile App, and post-meeting Gerontology News

Opportunities to network with key opinion leaders and the GSA leadership

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<td>• Exclusive Conference Room for 10 People at the Convention Center</td>
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<td>• Sponsorship of One Momentum Discussion (with one enduring year-long component in 2023)</td>
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<td>• Invitation to GSA Leadership Reception (2)</td>
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<td>• 10’x10’ Exhibit Booth with 5 Exhibit Hall Registrations</td>
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<td>• Invitation to GSA Leadership Reception (1)</td>
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<td>• 25% Discount on Exhibit Booth</td>
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<td>• 10% Discount on Exhibit Booth</td>
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INDIVIDUAL SPECIALTY ITEMS

- Momentum Discussion/One Enduring Program | $50,000
- President’s Opening Plenary Session Sponsor | $35,000
- Welcome Reception & Exhibit Hall Opening Sponsor | $30,000
- Mobile App | banner positions; multiple advertisers; each at $10,000
- Mobile App Advertising skyscraper and box ads | Price Varies
- Annual Meeting Website | multiple advertisers; each at $10,000
- Industry-Supported Symposium | $18,500
- Lanyards | $10,000
- Exhibit Hall Spotlight Break | $5,500
- Literature Stand | $1,500

Promote your company to attendees by placing your literature on the GSA Literature Stand. GSA Staff will monitor and replenish as needed on site. All materials must be reviewed and approved by GSA. Deadline for application is September 15, 2022.
ADVERTISE

MOBILE APP
Rotating banner ad within the conference mobile app used by attendees.
- One rotating ad—$500

ATTENDEE NEWSLETTER
Reach 4,000 GSA 2022 attendees with your ad featured in our attendee newsletter.
- Two newsletter ads—$400

Contact advertising@geron.org for more information on advertising.

JOIN US
in Indianapolis, Indiana
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