GSA 2018
ANNUAL SCIENTIFIC MEETING
The Purposes of Longer Lives

EXHIBIT, SPONSORSHIP & ADVERTISEMENT PROSPECTUS

November 14-18, 2018
John B. Hynes Veterans Memorial Convention Center
BOSTON, MASSACHUSETTS
ABOUT THE GERONTOLOGICAL SOCIETY OF AMERICA

The Gerontological Society of America (GSA) is the oldest and largest interdisciplinary scientific organization devoted to the advancement of gerontological research. Through its Annual Scientific Meeting, GSA offers more than 3,500 professionals in the field of aging the opportunity to learn the latest trends and developments from industry leaders, build strategic partnerships to address aging challenges, and network with business professionals.

GSA’s Annual Scientific Meeting attendees represent aging on a global scale, with individuals coming from almost 40 countries representing the fields of geriatrics, biological sciences, nursing, nutrition, medicine, social work, economics, policy, psychology, and more.

YOU ARE INVITED

GSA invites you to participate in the GSA 2018 Annual Scientific Meeting. As one of the major events in aging, this conference offers you the ideal occasion not only to show your support for advancing the field but also to build your brand, value, and connections. It’s the ultimate networking event experience to showcase your company’s products and services before leading professionals in the aging arena who have the decision-making authority and purchasing power for you to make the sale.

Not sure which opportunity is right for you? Choose from the available marketing options or contact GSA’s Exhibits and Advertising Sales Manager at exhibits@geron.org for assistance in building a customize package.

MEMBER AFFILIATIONS

Behavioral and Social Sciences (BSS): Economists, epidemiologists, political scientists, psychologists, sociologists, anthropologists, humanists, social workers, and other clinicians.

Biological Sciences (BS): 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.

Health Sciences (HS): Physicians, dentists, nurses, pharmacists, nutritionists, and other allied health professionals.

Social Research, Policy, and Practice (SRPP): Educators, researchers, practitioners, and policy makers.

2016 ATTENDEE CAREER FOCUS

- Administrative: 6%
- Consulting: 1%
- Direct Services: 2%
- Other: 4%
- Patient Care: 3%
- Research: 72%
- Teaching: 12%

2016 ATTENDEE AFFILIATION

- Behavioral & Social Sciences: 38%
- Biological Sciences: 3%
- Health Sciences: 20%
- Social Research, Policy & Practice: 17%
- No section identified: 17%
- At-large: 5%

2016 GEOGRAPHICAL ATTENDANCE

3,544 Total Attendees
616 International Attendees (representing 39 countries)
2,928 Attendees from the United States (representing all 50 states)

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

*Locations highlighted in yellow represent GSA geographical attendance.
WHO EXHIBITS?
Nearly 70 exhibitors attend the GSA Annual Scientific Meeting, including:
• Publishers
• Government Agencies
• Pharmaceutical Companies
• Geriatric Care Centers
• Universities and Colleges
• Associations and Societies
• Manufacturers
• Nutritional Organizations and Suppliers

WHAT’S INCLUDED WITH YOUR BOOTH PURCHASE?
All 10’ x 10’ Booths include:
• 10’-high backdrop drapery and 3’-high side-rail drapery.
• Identification sign with organization or company name and booth number.
• One (1) free (non-transferable) exhibitor conference registration (valued at over $575).
• Five (5) additional (non-transferable) Exhibit Hall–only badges (these badges allow individuals to set up/tear down and staff booth, valued at $450 total).
• Listing on the GSA Annual Scientific Meeting mobile app.
• Listing and 40-word description in official Program Book providing comprehensive information about the scientific sessions, exhibits, and social events for the GSA 2018 Annual Scientific Meeting.
• Complimentary refreshment breaks in Exhibit Hall.
• Special discounted rates on advertising in the GSA 2018 Annual Scientific Meeting Program Book.
• 24-hour security coverage in the Exhibit Hall.

Please note: tables, chairs, furniture, etc. are NOT included in the cost of the booth.

EXHIBITOR INFORMATION

TAKE THIS OPPORTUNITY TO...
• Meet more than 3,500 professionals in the field of aging
• Build brand awareness
• Answer inquiries about your company/organization
• Promote new products, services, and technology
• Obtain direct orders for your company/organization
• Recruit new talent
• Secure client referrals
• Support GSA

EXHIBIT HALL DATES & TIMES*

<table>
<thead>
<tr>
<th>NOVEMBER</th>
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<td>WED</td>
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<tr>
<td>14</td>
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<tr>
<td>Exhibitor Set-Up 9:00 am – 5:00 pm</td>
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<tr>
<td>President’s Welcome Reception 6:00 pm – 8:00 pm</td>
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*All dates and times are subject to change.
SPECIAL BENEFIT FOR AGHE MEMBERS
Institutional members of the Association for Gerontology in Higher Education (AGHE) will receive a $200 discount on exhibiting at GSA when signing up to exhibit at AGHE’s 44th Annual Meeting and Educational Leadership Conference at the same time.

STAND OUT FROM OTHER EXHIBITORS!
Increase your listing’s visibility in the Program Book by taking advantage of one of these great offers!

1. Place your black and white logo next to your listing for an additional $50.
2. Place your color logo next to your listing for an additional $125.
3. Place your listing with color/highlighted background for $200.

EXHIBIT HALL C IN THE JOHN B. HYNES VETERANS MEMORIAL CONVENTION CENTER
The floor plan has been modified - view the updated floor plan at www.geron.org/meetings-events/gsa-2018-annual-scientific-meeting/support-2018/exhibit

EXHIBITOR INFORMATION

EXHIBIT BOOTH RATES

<table>
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<tr>
<th>FOR PROFIT</th>
<th>PREMIER</th>
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<tbody>
<tr>
<td>Standard</td>
<td>Premier</td>
</tr>
<tr>
<td>$1,995</td>
<td>$2,295</td>
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</tbody>
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<table>
<thead>
<tr>
<th>FOR PROFIT</th>
<th>PREMIER</th>
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<tbody>
<tr>
<td>Non-Profit</td>
<td>Premier</td>
</tr>
<tr>
<td>$1,450</td>
<td>$1,750</td>
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All booths are 10’ deep by 10’ wide and are available on a first-come, first-served basis.

STAND OUT FROM OTHER EXHIBITORS!
Increase your listing’s visibility in the Program Book by taking advantage of one of these great offers!
SPONSORSHIPS

GSA offers several sponsorship opportunities to increase your presence at the GSA 2018 Annual Scientific Meeting. Sponsorship offers important value-added opportunities to create brand awareness and highlight your organization’s products and services. Maximize your exhibit investment by standing out from the competition and positioning your organization as a leader committed to advancing the field of gerontology through sponsorship.

We will work with you to deliver the perfect mix of visibility and networking opportunities. All of the following events, activities, and items are available on a first-come, first-served basis.

SPONSOR BENEFITS

- Acknowledgment in the 2018 Program Book
- Recognition in GSA’s Annual Scientific Meeting email newsletter and messages
- 10% Discount on Exhibit Hall booth
- One-time use of GSA’s pre-registration list (emails not included) prior to meeting, if requested
- Recognition in GSA’s newsletter, Gerontology News
- Promotional signage including your logo at the event
- Listing on GSA’s Annual Scientific Meeting website geron.org/2018

LOOKING FOR SPONSORSHIP ITEMS TO FIT YOUR BUDGET?

PRESIDENT’S OPENING PLENARY SESSION | $25,000
Our 2018 keynote speaker sets the stage for another amazing year; uncover new ways in which we can embrace the interdisciplinary nature of our work to view our goals in a different manner.

PRESIDENT’S WELCOME RECEPTION & EXHIBIT HALL OPENING | $25,000
All attendees are invited for entertainment and appetizers in the Exhibit Hall. Guests can visit the 70 exhibits displaying new products, technologies, publications, and information about programs and centers while socializing and networking with their colleagues.

INDUSTRY-SUPPORTED SYMPOSIUM | $15,000
Host one of the limited independent educational sessions at GSA’s Annual Scientific Meeting. Take advantage of this opportunity to gain additional exposure to this influential group. For more information and an application, please contact Gena Schoen at gschoen@geron.org.
SPONSORSHIPS

IMPORTANT DATES AND DEADLINES

- Program Book Reservation and Advertisements
  Thursday, September 13, 2018
- Program Book Booth/Services Description (40-word)
  Thursday, September 13, 2018
- Exhibitor Badge Form Deadline
  Wednesday, October 10, 2018

PUBLICATIONS RECEPTION | SOLD
Contribute to one of the meeting’s prime receptions; network with editors, reviewers, contributors, and editorial board members of GSA’s peer-reviewed multidisciplinary journals and affiliate publications.

EXHIBIT HALL SPOTLIGHT BREAK (3 SPONSORSHIPS AVAILABLE) | $5,000 EACH
These breaks are held in the Exhibit Hall along with the GSA Poster Sessions and are a great opportunity to spotlight your organization and services. Signage with your company’s name and logo will be posted in the break areas along with two brief announcements on the public address system.

NEW MEMBER MEET & GREET | $3,500
All new and potential members are invited to learn more about the benefits and opportunities of GSA membership.

ESPO LOUNGE | $5,000
Emerging scholars and junior researchers represent 25% of GSA’s membership and are the continuing force of aging research. The lounge offers our ESPO members computer and internet access, a place to network, and a break area between sessions.

MOBILE APP SPONSOR | SOLD
Put your company’s brand and message right in attendees’ hands with the mobile app sponsorship! Attendees can access session times, exhibitor listings, event information, and a map of the Exhibit Hall using their mobile devices. Your banner ad will be displayed throughout the app! A dedicated email blast promoting the mobile application will be sent to all registrants.

ATTENDEE TOTE BAGS | SOLD
Provide the bag each attendee will carry during the Annual Scientific Meeting and back to the office. Your organization name and/or logo will appear prominently on the bag.

ANNUAL MEETING WEBSITE SPONSOR | SOLD
As the exclusive sponsor of our meeting’s website, your URL is just a click away from the thousands of GSA members and attendees who go to our association’s Annual Scientific Meeting website for information about our gathering in Boston.

LANYARDS | $7,500
As a sponsor of this item, your company’s name and/or logo will be printed on the lanyards that attendees receive with their badge.

MEETING BAG INSERTS | $3,500
Promote your company to all attendees by placing a small promotional item (e.g., flyer, brochure, notepad, keychain) in the Annual Scientific Meeting bags. All materials must first be reviewed and approved by GSA. If you do not have promotional items already, GSA will work with you to order the supplies (for an additional cost).

ANNUAL SCIENTIFIC MEETING ENEWSLETTER | $2,000 PER ISSUE/$7,500 EXCLUSIVE
Become the sponsor of our meeting’s eNewsletter which is sent five times leading up to the Annual Scientific Meeting. This highly read informational newsletter is sent to all 5,500+ GSA members, pre-registrants, and past attendees with your logo and message prominently displayed in a 437 x 114-pixel banner ad.

ROOM DROPS | PRICE VARIES
Have your company’s brochure, flyer, gift, or promotional item delivered right to attendees’ hotel rooms. All room drops must be approved by GSA. Call 202-587-5890 for details.

HOTEL
The host hotels for the GSA 2018 Annual Scientific Meeting are the Sheraton Boston and Boston Marriott Copley Place. The GSA-negotiated special rates for our attendees at these hotels are on a first-come, first-served basis. Discounted rooms are reserved until October 15, 2018, and based on availability. Group rates are available three days pre- and post-conference based on hotel availability. Group rate includes in-room internet.
LEARN HOW TO REACH YOUR TARGET MARKET AT GERON.ORG/EXHIBIT

ADVERTISING

AD SIZE (B&W) | PRICE | EXHIBITOR
--- | --- | ---
FULL PAGE | $1,100 | $990
HALF PAGE | $700 | $630
QUARTER PAGE | $400 | $360
EIGHTH PAGE | $250 | $225

Color Rates (additional cost)*
- 2 colors | $1,125
- 3 or 4 Colors | $1,260
- Metallic Color | $1,395

Special Position Rates (additional cost)**
- Inside Front Cover | $1,350
- Back Cover | $1,575
- Inside Back Cover | $1,450
- Page Opposite Table of Contents | $650

*Color and Special Position charges are in addition to full-page advertising space and color costs.
**Cover positions require a 60-day notice of cancellation.

Annual Meeting Program
Advertisers get a 15% discount on any ads placed in GSA’s monthly publication, Gerontology News if placed by December 31, 2018.

ADDITIONAL INFORMATION
- Payment and materials are due Thursday, September 13, 2018.
- Full payment is due at time of ad reservation—see enclosed contract.
- Acceptable high-resolution file types include jpg, pdf, eps, and tiff. All files must be 300 dpi, CMYK. Must be Mac compatible.
- Ads placed by agencies are not eligible for exhibitor discounts. Double discounts are not possible.
- Ad prices listed are for the GSA 2018 Annual Scientific Meeting Program Book.

PROGRAM BOOK AD SPECIFICATIONS

Full Page

Ad Size
7.75” x 10.25”
Live Text Area
7.25” x 9.75”

Half Page Vertical

Ad Size
3.75” x 10.25”
Live Text Area
3.25” x 9.75”

Half Page Horizontal

Ad Size
7.75” x 5”
Live Text Area
7.25” x 4.5”

Quarter Page

Ad Size
3.75” x 5”
Live Text Area
3.25” x 4.5”

Eighth Page

Ad Size
3.75” x 2.375”
Live Text Area
3.25” x 2.875”
ELIGIBILITY TO EXHIBIT

GSA reserves the right to determine the acceptability of applications for exhibit space. The products or services to be exhibited must be of professional or educational interest, or beneficial to the registrant and are, in the opinion of GSA, related to the field of gerontology.

The character of the exhibits is subject to approval by the Exhibit Manager before and during the show. The right is reserved to refuse contract applications from those not meeting standards required or expected or to relocate an exhibit for the good of the show, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This applies to discount offers, display literature, advertising novelties, souvenirs, the conduct of persons, etc. Subleasing of exhibit space is prohibited. Exhibitors must confine their activities to within their booth.

No firm or organization is permitted to engage in direct sales within the Exhibit Hall. Merchandise Orders are permitted, but the onsite exchange of payment for exhibitor product is not. Any company found violating this rule will immediately have their booth removed from the Exhibit Hall.

SPACE ASSIGNMENT

All applications for exhibit space at The Gerontological Society of America’s (GSA) Annual Scientific Meeting must be made via the online exhibits portal at s1.goeshow.com/gsa/annual/2018/exhibit_application.cfm. Include a 40-word description of the products or services to be featured in the exhibit for approval of the Exhibit Manager and inclusion in the Program Book. This description is to be submitted online within 14 days of contract approval. GSA bases space assignments on the order in which reservations are received and are subject to change as deemed necessary.

INSTALLATION OF EXHIBITS

EXHIBIT HALL C
John B. Hynes Veterans Memorial Convention Center
900 Boylston Street
Boston, MA 02115

Wednesday, November 14, 2018 | 9:00 am–5:00 pm
(Subject to change)

All crates must be unpacked and ready for removal to storage by 5:00 pm, Wednesday, November 14, 2018. At the discretion of the GSA Exhibit Manager, crates not unpacked will be removed and stored or unpacked and set-up at the exhibitor’s expense. Any service personnel charges incurred after setup hours will be at exhibitor’s expense.

No set up or moving of material or equipment is permitted during exhibit hours. As a courtesy to the registrants and your fellow exhibitors, please be certain that your booth is staffed during all exhibit hours.

DISMANTLING

Saturday, November 17, 2018 | 3:00 pm–7:00 pm
(Subject to change)

Packing of equipment, literature, etc., or dismantling of exhibits will NOT be permitted until the official closing time. Exhibitors who do not comply will be given the “last choice” for booth selection the following year. Exhibit crates will be delivered to the booth after 3:00 pm and must be packed for removal from the exhibit area no later than 7:00 pm on Saturday, November 17, 2018.

SHIPPING INSTRUCTIONS

GSA’s general services contractor (Freeman) will send an exhibitor’s service manual detailing procedures for handling shipments and providing rates to each exhibitor in late summer.

FURNITURE, DECORATING, LABOR, AV, AND ELECTRICITY

All exhibit labor at the John B. Hynes Veterans Memorial Convention Center space falls within the jurisdiction of the appropriate union. Further information, order forms, and rates will be included in the exhibitor’s service manual provided in September 2018 by GSA’s general services contractor. Please note that exhibit booths are not pre-furnished.

DIMENSIONS AND SIGNS

All booths will be a standard 10’ x 10’ exhibit booth, with an 8’-high draped back wall and 3’-high side dividers. A two-line booth identification sign, measuring 7” x 44” and showing company name will be supplied.

All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. Exhibit Management reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and the exhibit program.

LAST IN/FIRST OUT

GSA reserves the right to identify any booth it deems necessary to have set up inside the Exhibit Hall at a later date or time and to have the booth taken down immediately at the conclusion of Exhibit Hall hours to help facilitate the overall needs of the convention and its exhibitors. For more information, please contact exhibits@geron.org.

EXHIBITOR REGISTRATION

Each booth is entitled to one (1) full non-transferable meeting registration and five (5) additional Exhibit Hall–only badges. Names must be received by October 10, 2018, in order to receive the complimentary registrations included with the booth purchase.

HOTEL ACCOMMODATIONS

To obtain GSA discounted rates, please visit geron.org/hotel in late June 2018.
CONDUCTING EXHIBITS

All exhibit dimensions must conform to standards set by GSA. Backgrounds must not exceed 8’ in height, including the sign, and must not protrude from the back wall more than a maximum of 4’; foregrounds must not extend more than 2’ above the prescribed railing or counter height.

All measurements shown on the floor plan have been made as accurately as possible. However, GSA reserves the right to make such modifications as may be needed, making equitable adjustments with the affected exhibitors. Floor plan updates will be posted at geron.org/2018.

All exhibiting companies must remain within the confines of their own exhibit space, and no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other exhibitors. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. Inspections of the exhibits will be made during set-up time and an effort made to advise the exhibitor of any deviation from the exhibit rules. In the event the exhibitor is not available, the decorator, with the approval of the GSA Exhibit Manager, will provide draping deemed necessary (including draping of any unfinished tables) and submit charges to the exhibitor. Canvassing or distributing advertising matter outside of the exhibitor’s rented space is not permitted and is grounds for removal from the Exhibit Hall and permanent banishment from future GSA exhibitions.

Electrical or other mechanical apparatus must be muffled for noise and positioned so as not to interfere with other exhibits. X-ray equipment may not be operated. Volatile or flammable liquids, gases, unprotected picture film, other explosive or flammable matter or material (including uncertified table skirting or draping provided by the exhibitor), or any substance prohibited by City laws or insurance carriers are not permitted on the premises.

All demonstrations or other promotional activities including the distribution of circulars must be confined to the limits of the exhibit space. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit, which, in its sole opinion, detracts from the general character of the exposition as a whole. Microphones are not permitted. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the sound resulting from the demonstration will neither annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. It is strictly prohibited to publicize and/or maintain any extracurricular activities, inducements, or demonstrations away from the exhibition area during the exhibit hours.

Exhibiting companies who desire to engage in prize drawings, giveaways, or other promotional activity within their exhibit space must receive permission from Exhibit Management and submit their intention in writing 30 days prior (no later than October 15, 2018) to the opening of the Exhibit Hall. The use of live models, performers, and other similar persons, and those other than regular full-time staff members of the exhibiting firm or organization, within the exhibit area for demonstrations, performances, etc. shall be subject to the approval of Exhibit Management.

No balloons or other helium-inflated items can be used within the Exhibit Hall unless approved in advance and in writing by GSA. Additional Rules and Regulations including those of the John B. Hynes Veterans Memorial Convention Center space will be included in the Freeman Exhibitor Service Kit that will be sent to all confirmed exhibitors in late summer.

LIABILITY

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury, or damage to displays, equipment, and other property brought upon the center premises, and shall indemnify, defend, and hold harmless GSA, Freeman, the facility, its owners, affiliated companies, agents, servants, and employees from any and all such losses, damages, and claims. The exhibitor further agrees to pay, when due, all royalties, license fees, or other charges for any music, live or recorded, played, staged, or produced by the exhibitor, its agents or employees within the Exhibit Hall.

It is the responsibility of the exhibitor to obtain full comprehensive insurance coverage and to secure materials. GSA will make every effort to protect the Exhibit Hall (its contents and occupants) by providing security guards; however, GSA and the facility do not guarantee or protect the exhibitor against loss or damage of any kind. It is also the responsibility of the exhibitor to furnish, carpet, and rent electric or internet for their booth.

REFUND AND CANCELLATION POLICY

Notice of cancellation must be made in writing (no exceptions) and sent to exhibits@geron.org. Cancellations received by 5:00 pm ET, Friday, August 3, 2018, will be refunded 50% of the cost of the booth. After the signing of the Contract, a decrease in exhibit space is considered to be the equivalent of a cancellation. Exhibitors will be held responsible for the original terms of the agreement. Cancellations made after this date will receive no refund.

FORCE MAJEURE

Neither party shall be responsible for failure or performance due to acts of God, labor disputes, shortage of commodities, accidents, government regulation, disaster, civil disorder, curtailment of transportation facilities, or emergency making it impossible or illegal to provide facilities or hold said meeting.

AMENDMENT TO CONTRACT REGULATIONS

Any and all points not covered specifically are subject to the decision of GSA. GSA may, in its sole discretion, make reasonable changes, amendments, or additions to contract regulations. Any such changes shall be binding on the exhibitor equally with the other regulations contained herein.

LEARN HOW TO REACH YOUR TARGET MARKET AT GERON.ORG/EXHIBIT