YOU ARE INVITED

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 oldest and largest international, interdisciplinary scientific organization devoted to the advancement of gerontological research. The GSA Annual Scientific Meeting offers attendees the opportunity to learn the latest trends and developments from industry leaders, build strategic partnerships to address aging challenges, and network with outstanding business professionals.

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

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%

GEOGRAPHICAL ATTENDANCE

4,362
Total Attendees

774
International Attendees (representing 41 countries)

3,588
Attendees from the United States (representing all 50 states)

Top 5 International Countries Represented

1. Canada
2. Japan
3. United Kingdom
4. Korea
5. The Netherlands

MEMBER AFFILIATIONS

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

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.

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

Social Research, Policy & Practice: Educators, researchers, practitioners, and policy makers.
WHO EXHIBITS?
Nearly 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

WHAT’S INCLUDED WITH YOUR BOOTH PURCHASE?
• One full conference registration and five Exhibit Hall–only badges
• 18 hours of exhibit time to educate attendees about your organization’s products and services
• Listing on the GSA Annual Scientific Meeting Mobile App, Website, and in the Program Book
• Special discounted rates on advertising in the Program Book
• 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 booth online at geron.org/exhibit2020.

EXHIBIT HALL TRAFFIC BUILDERS
• Welcome Reception and Exhibit Hall Opening held Wednesday evening
• GSA’s Poster Sessions held daily at non-competitive times in the Exhibit Hall
• Daily refreshment breaks
• Café serving lunch and snacks

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.

PROGRAM BOOK LISTING ENHANCEMENTS
Black & White Logo .................................................. $50
Color Logo ............................................................... $125
Color/Highlighted Background ................................. $200

EXHIBIT HALL DATES & TIMES*

<table>
<thead>
<tr>
<th>NOVEMBER 2020</th>
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<tbody>
<tr>
<td>WED</td>
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<tr>
<td>4</td>
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<tr>
<td>Exhibitor Set Up 9:00 am–5:00 pm</td>
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<tr>
<td>Welcome Reception 6:00 pm–8:00 pm</td>
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*Times are subject to change.
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.

**GENERAL MEETING SUPPORT PACKAGES**

**PLATINUM – $100,000**
- Complimentary Meeting Registration (10)
- Exclusive Conference Room
- Sponsorship of One Momentum Discussion (with one enduring year-long component in 2021)
- On-site interview for GSA Spotlight TV
- 10’x20’ Exhibit Booth with 10 Exhibit Hall Registrations
- Color Advertisement in *Program Book* (full page, Special Position placement, based on availability)
- Invitation to GSA Leadership Reception (2)
- Logo and link highlighted in Pre-Conference Newsletter
- Recognition via GSA Social Media
- Alert via Mobile App

**GOLD – $50,000**
- Complimentary Meeting Registration (4)
- Exclusive Conference Room
- Exclusive Sponsorship of Opening Plenary Session or Welcome Reception
- 10’x10’ Exhibit Booth with 5 Exhibit Hall Registrations
- Color Advertisement in *Program Book* (full page)
- Invitation to GSA Leadership Reception (2)
- Logo and link highlighted in Pre-Conference Newsletter

**SILVER – $25,000**
- Complimentary Meeting Registration (2)
- Color Advertisement in *Program Book* (half page)
- Invitation to GSA Leadership Reception (1)
- 10% Discount on Exhibit Booth

**BRONZE – $10,000**
- Color Advertisement in *Program Book* (quarter page)
- Invitation to GSA Leadership Reception (1)
- 10% Discount on Exhibit Booth

**ALL SUPPORT LEVELS:**
- Recognition throughout all Meeting Platforms: 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

**INDIVIDUAL SPECIALTY ITEMS**

- Momentum Discussion/One Enduring Program .... $75,000
- President’s Opening Plenary Session ...................... $35,000
- Welcome Reception and Exhibit Hall Opening .... $30,000
- Mobile App ................................................................. $20,000
- Annual Meeting Website ........................................ $20,000
- Industry-Supported Symposium ............................ $18,500
- Lanyards ................................................................. $10,000
- Exhibit Hall Spotlight Break .................................. $5,500
- GSA Spotlight TV ................................................... Price Varies
- Mobile App Advertising ........................................... Price Varies
Reach out to attendees of the GSA 2020 Annual Scientific Meeting by placing an advertisement in the Program Book. Exhibitors receive a 10% advertising discount.

<table>
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<tr>
<th>AD SIZE (B&amp;W)</th>
<th>PRICE</th>
<th>EXHIBITOR</th>
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<tbody>
<tr>
<td>Full Page</td>
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<tr>
<td>Half Page</td>
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<td>$630</td>
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<tr>
<td>Quarter Page</td>
<td>$400</td>
<td>$360</td>
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<tr>
<td>Eighth Page</td>
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**COLOR & SPECIAL POSITION UPGRADES**

Charges are in addition to the above-listed advertising cost.

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<thead>
<tr>
<th>Color Rates</th>
<th>Special Position Rates</th>
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<tbody>
<tr>
<td>2 Colors</td>
<td>Inside Front Cover .................................. $1,350</td>
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<tr>
<td>3 or 4 Colors</td>
<td>Back Cover ........................................... $1,575</td>
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<tr>
<td>Metallic Colors</td>
<td>Inside Back Cover .................................. $1,450</td>
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<td></td>
<td>Page Opposite Table of Contents .............. $650</td>
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**LITERATURE STAND: $1500**

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 October 15, 2020. Contact exhibits@geron.org for more information.

FOR MORE INFORMATION
Get more details on these activities:
- Exhibits: geron.org/exhibit2020
- Sponsorships: geron.org/support2020
- Advertising: geron.org/advertise2020
Secure your exhibit space and sponsorship opportunities early! Visit geron.org/exhibit2020 today.