



GSA 2026
November 4–7
National Harbor, MD

EXHIBITOR AND SPONSORSHIP PROSPECTUS

Exclusive Benefits and Opportunities





Join us at the Harbor!

This is *the* global event where the aging field's brightest minds and biggest influencers converge—and your brand deserves to be at the center of it.

As a sponsor or exhibitor, you'll connect with over 4,500 leading professionals in the field of aging. Spotlight your brand, introduce solutions, and spark high-impact conversations with an elite, interdisciplinary audience of researchers, clinicians, educators, and industry leaders.

This is your chance to amplify brand visibility, fuel demand, and build partnerships that move business forward in the rapidly evolving field of aging.

Own the moment. Stand out. Be seen. GSA 2026 is where influence happens.

Who Are Our Attendees?

- **Health Sciences**

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

- **Behavioral and 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 those studying evolutionary forces that determine longevity differences among species.

- **Social Research, Policy & Practice**

Educators, researchers, practitioners, and policy makers.

- **Academy for Gerontology in Higher Education (AGHE)**

AGHE is GSA's education group of colleges and universities that offers education, training, curricular innovations, and research programs in the aging field.

- **Emerging Scholar and Professional Organization (ESPO)**

ESPO provides students with opportunities to be actively involved in the field of gerontology.



All photos in this prospectus from GSA 2025, Boston, are credited to Alabastro Photography.



Who Exhibits?

Align your brand with 70+ premier and diverse organizations who showcase at the GSA Annual Scientific Meeting, including:

- Research institutions and non-profits driving change
- Top universities and academic institutions
- Aging technology and innovation providers
- Government agencies and public sector partners
- Geriatric care centers and service organizations
- Professional associations and societies
- Leading pharmaceutical companies
- Industry manufacturers and suppliers
- Nutrition and wellness organizations



**LOCK IN YOUR
BOOTH NOW!**

2026 BOOTH RATES
(cost per 10x10 booth)

Standard | \$3,300

Non-Profit | \$2,400

What's Happening?

- Kick off the week with a high-octane Welcome Reception in the exhibit hall on Wednesday—complete with food, cash bars, and live entertainment that gets everyone talking.
- Innovations in Aging Theater—featuring hands-on programming and cutting-edge product showcases.
- Experience 500 new scientific posters every day, fueling nonstop discovery, debate, and breakthrough ideas.
- Keep the energy up with daily refreshment breaks and buzzing networking lounges where conversations turn into connections.
- Level up with daily pickleball sessions, wellness programming, and interactive networking experiences that get attendees moving—and mingling.

Exhibit Hall Dates and Times

Wednesday, November 4	Thursday, November 5	Friday, November 6	Saturday, November 7
Exhibitor Set Up 9:00 AM–4:30 PM Welcome Reception 5:30 PM–7:30 PM	Exhibit Hall Open 11:30 AM–3:00 PM	Exhibit Hall Open 11:30 AM–3:00 PM	Exhibit Hall Open 11:30 AM–3:00 PM Exhibitor Tear Down 3:15 PM–7:00 PM



Your Booth Purchase Includes:

RESERVE YOUR BOOTH TODAY

- (1) full conference registration and (5) booth personnel badges (exhibit hall access only)
- 14 hours of exhibition time to educate attendees about your organization's products and services
- Listing on the GSA 2026 Annual Scientific Meeting Program Website and Mobile App
- Booth drape and ID sign

(Items NOT included in the cost: Carpet, tables, chairs, furniture, catering, electricity, internet, etc.)

Visit the Exhibits and Sponsorship Purchasing Hub!

The online exhibits and sponsorship hub lets you view the floor plan, reserve your booth, stay on track with event planning, and explore sponsorship opportunities to enhance your conference experience.





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 conference announcing Wi-Fi sponsorship

President's Opening Plenary Session (1 available)

- Welcome remarks in plenary session (up to 2 minutes)
- Printed signage at convention center and sponsored logo on plenary slides
- Email communication ahead of 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 in exhibit hall at all food and beverage locations
- Announcement in exhibit hall thanking sponsor
- Email communication ahead of conference announcing reception sponsorship

Age Tech Program Sponsor (Exclusive sponsorship \$45,000/Sponsor buy-in \$25,000 each at Gold level)

Your organization will be the sole sponsor of this popular, returning meeting program feature. Package Includes:

- Branded Innovations in Aging Theater in exhibit hall
- Email communication ahead of conference announcing Age Tech sponsorship
- Sponsor logo on Age Tech meeting room presentation slides
- Logo on plenary slides

Platinum Sponsorships Packages include the following:

- (8) Complimentary full registrations
- (1) 10x20 Exhibit Booth
- (10) Complimentary exhibit hall booth staff badges
- (4) Invitations to the GSA Leadership Reception
- (1) Mobile app push notification onsite to all attendees

Digital recognition on GSA2026.org, the GSA 2026 program website, and mobile app

Onsite recognition on convention center signage





Diamond Sponsorship | \$35,000

(5) Complimentary full registrations

(1) 10x20 Exhibit Booth

(8) Complimentary exhibit hall booth staff badges

(2) Invitations to the GSA Leadership Reception

(1) Mobile app push notification onsite to all attendees

Onsite recognition on printed signage

Digital recognition on GSA2026.org, the GSA 2026 program website, and mobile app



Gold Sponsorship | \$25,000

(2) Complimentary full registrations

(1) 10x10 Exhibit Booth

(5) Complimentary exhibit hall booth staff badges

(2) Invitations to the GSA Leadership Reception

(1) Mobile app push notification onsite to all attendees

Onsite recognition on printed signage

Digital recognition on GSA2026.org, the GSA 2026 program website, and mobile app



Momentum Discussions | \$35,000

These sessions address topics of great momentum in gerontology. They highlight advances in research and practice and how gerontologists can support the needs of the aging population. Speakers engage in a dialogue with a moderator and the audience. The Discussions are produced with GSA oversight. Each program includes a moderator and three to four panelists taking part in a live 60-minute panel discussion, including audience engagement.

Email Jennifer Pettis for more information: JPettis@geron.org

Industry-Supported Symposium | \$18,000

We invite you to elevate your brand by hosting an industry-supported symposium in conjunction with the Gerontological Society of America's 2026 Annual Scientific Meeting. These sessions enhance the meeting's educational programming while giving your organization direct access to an influential, multidisciplinary audience. Increase visibility of your clinical, research, ethical, academic, or public policy initiatives among gerontologists, geriatricians, and key decision makers in gerontology with a lunch or dinner event held in the convention center.

Email Kara North for more information: knorth@geron.org



A LA CARTE SPONSORSHIP ITEMS

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

Multi-Platform Digital Branding Package | \$20,000

Deadline October 1

- Linked logo on the GSA 2026 Program Website
- Linked logo on the 2026 Mobile App
- Linked logo on the GSA 2026 website homepage

Onsite Printed Special Issue of Gerontology News | \$300 – \$1,800

Consider placing an ad in the Special Issue of Gerontology News that will be delivered directly to over 4,500 professionals attending the GSA 2026 Annual Scientific Meeting where leaders in aging and gerontology connect for pioneering research, education, and insight. This exclusive print edition is the only publication distributed at the meeting, ensuring unmatched visibility and direct connection with experts in the field.

Ad Size (in inches)	Cost
Back Cover: 8.0" x 10"	\$1,800
Inside Cover: 8.0" x 10"	\$1,600
Inside Back Cover: 8.0" x 10"	\$1,400
Interior Full-Page: 8" x 10"	\$1,200
Interior 1/2 Page Horizontal: 8" x 5"	\$700
Interior 1/4 Page: 4" x 5 1/4"	\$500
Interior 1/8 Page: 3 3/4" x 2 1/4"	\$300

Hotel Key Card | \$15,000 (1 available) – *Sold*

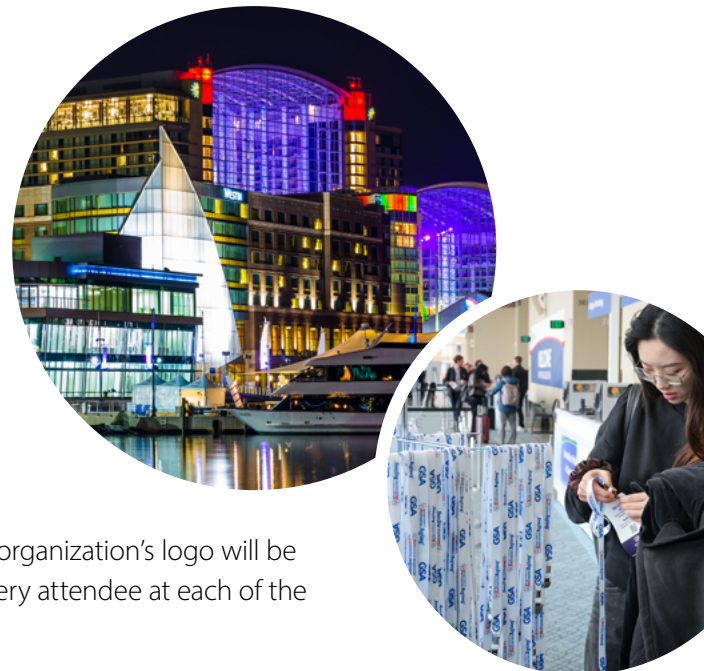
Deadline September 15

Join GSA in welcoming all GSA 2026 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 the contracted hotel properties.

Lanyards | \$12,000 (1 available) – *Sold*

Deadline August 15

Each meeting attendee (4,000+) 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 | \$12,000 (2 available)

Deadline September 1

Sponsor the 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 2026 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 2026 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 (1 available)

Deadline October 1

As an association focused on aging in a meaningful way, GSA is offering health and wellness opportunities throughout the conference to support 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 2026 program website, and mobile app
- GSA 2026 mobile app push notification message will be sent each day to onsite attendees on upcoming health and wellness events





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

Deadline October 1

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 GSA 2026 mobile app push notification on the day of your break
- Digital recognition on the GSA 2026 program website and mobile app

Morning Coffee Break | \$8,500 (4 available)

Deadline October 1

Boost your brand visibility and goodwill by powering attendees through the day. Sponsoring a coffee break gives you prime exposure during a peak networking window, with branded signage and opportunities to interact with attendees while they recharge. Cost is per day, available Wednesday – Saturday.

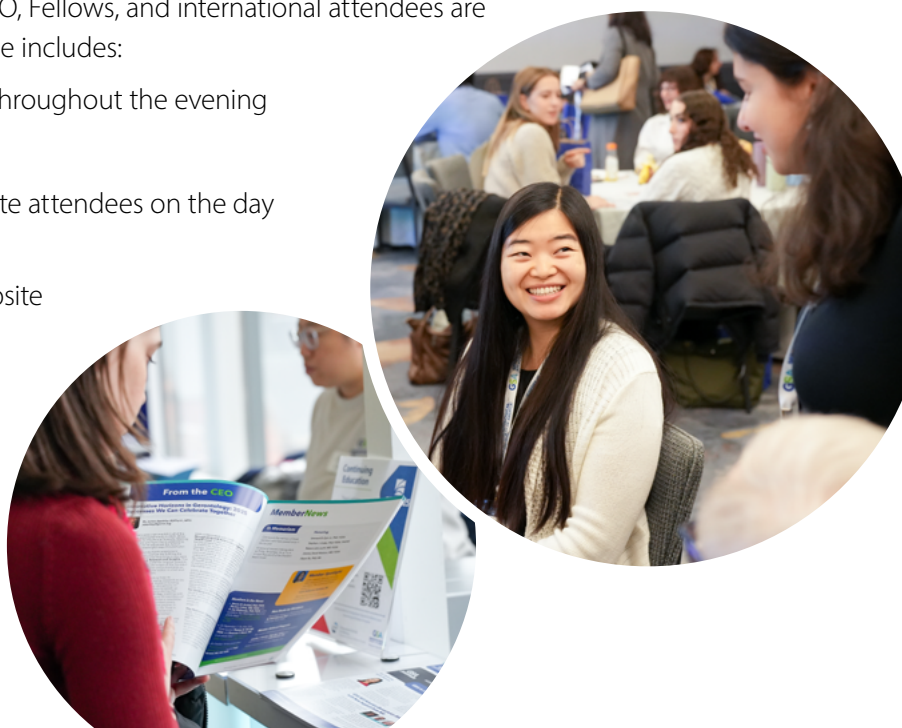
- Printed signage at the coffee station
- Onsite GSA 2026 mobile app push notification on the day of your break
- Digital recognition on the GSA 2026 program website and mobile app

GSA Fellows, International & ESPO Attendee Reception | \$500 – \$5,000 (multiple sponsors)

Deadline October 1

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:

- Presentation slide with organization logo to play throughout the evening
- Logo included on event signage
- (1) Mobile app push notification to be sent to onsite attendees on the day of the event
- Digital recognition on the GSA 2026 program website and mobile app





Photobooth | \$8,000 (1 available)

Deadline September 15

Allow attendees to get creative and capture memories from GSA 2026! Sponsor an onsite photo booth complete with a dedicated photo booth attendant, unlimited sessions and prints, custom layout (to include organization logo) and fun props. Package includes:

- (1) Photobooth to be in a high traffic area for 4 hours each day of the conference
- Logo or custom design printed and texted photos
- Branded signage at the photobooth
- Onsite GSA 2026 mobile app push notification message
- Digital recognition on the GSA 2026 program website and mobile app

Rotating Banner Ad on GSA 2026 Program Website | \$7,500 (5 available)

Deadline October 31

Charging Station Bank | \$7,500 (5 available)

Deadline October 1

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 (5 available)

Deadline October 1

Be the center of the conversation with these charging cylinders! These cylinders will be placed in lounge areas in the convention center and Headquarter 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 1

Sponsor the expo hall by adding your logo to the standing floor directional signage at each aisle entrance. Your logo will also be added to the entrance flags in the hallway leading to the exhibit hall.

Cherry Blossom Planters | \$5,000 for a package of 5 (2 available)

Deadline October 1

Showcase your brand on the planters surrounding the signature cherry blossom trees in the Gaylord's main atrium—one of the highest-traffic, most photographed areas of the venue. Package includes five planters, each branded on all four sides, with visibility for the duration of the conference.



Pre-Conference Email Ad | \$900 per Ad

EMAIL AD
ORDER FORM

Deadline: Content due the 15th of the month prior to running date.

Secure your visibility with this limited marketing opportunity, available April–October. With only four placements per month, your brand gets prime exposure through a featured ad in a pre-conference email sent to all attendees—driving awareness before they even arrive on site.

GSA Fun-Run | \$500 (multiple sponsors)

Support our GSA runners and walkers by contributing toward the 2026 GSA fun-run held Saturday, November 7th at 7:00 AM. This is a fast-growing popular event that our attendees enjoy every year! Package Includes:

- Signage at onsite check in table
- Onsite push notification in GSA 2026 mobile app on the day prior to the event
- Digital recognition on the GSA 2026 program website and mobile app

