



11TH ANNUAL CSA CONFERENCE

SPONSORSHIP PROSPECTUS

Trailblazing Paths, Elevating Impact

August 14-16, 2026

Westminster/Denver, Colorado

The Westin Westminster



ABOUT US

The **Society of Certified Senior Advisors® (SCSA)** is a national membership organization focused on education, certification and support of professionals who serve older adults. Our main purpose is to improve the quality of services and advice provided to seniors by ensuring that professionals are knowledgeable about the aging population, their unique needs and adhere to strict professional ethics and business practices. Through continuing educational and networking opportunities, our members are considered trusted advisors and resources for older adults in local markets across the country.



BY THE NUMBERS

 MAILING LIST

34,301
SUBSCRIBERS

 MEMBERSHIP DATABASE

2,830
CERTIFIED
SENIOR ADVISORS

 SOCIAL MEDIA

10,972
FOLLOWERS

Dear Valued Partner,

On behalf of the Society of Certified Senior Advisors (SCSA), we invite you to participate as a sponsor of the **2026 CSA Conference**, taking place **August 14–16, 2026**, at The Westin Westminster in Westminster, Colorado, just 15 minutes north of downtown Denver. This year's theme—**Trailblazing Paths, Elevating Impact**—honors the innovators and leaders advancing the future of the longevity industry.

By sponsoring and exhibiting at this event, you gain visibility to nearly 34,000 subscribers and followers, with direct access to more than **400 leaders in the longevity industry, many of whom are small business owners and solopreneurs** from a wide range of fields including health and home care, financial services, senior living, real estate, legal and estate planning, and other professions dedicated to serving older adults. Conference attendees are decision-makers, influencers, and collaborators who seek meaningful connections with organizations aligned with their mission.

In addition to attendee engagement, you will have the opportunity to network with **other sponsors**, creating space for potential **strategic partnerships**, business alliances, and shared initiatives that extend well beyond the conference.

Your support helps us deliver an exceptional experience for our community members and special guests while elevating the collective impact we make in the lives of older adults. We would be honored to have you join us as we forge new pathways together.

Warm regards,

Kelly O'Connor, CSA
Vice President, Strategic Partnerships & Growth



11TH ANNUAL

CSA CONFERENCE

Westminster/Denver, Colorado

The **2026 CSA Conference** is a premier national event connecting sponsors with **400 highly engaged professionals** who serve older adults across the United States. Two-thirds of attendees are **Certified Senior Advisors**—trusted decision-makers and influencers—alongside a select group of industry experts shaping the future of the longevity industry.

Over three days, attendees find meaningful connections through **high-impact education sessions**, **engaging keynote programming**, and **curated relationship-building opportunities** designed to foster authentic connections and long-term partnerships. Held just 15 minutes north of downtown Denver in the thriving community of Westminster, the CSA Conference offers sponsors a powerful platform to build brand visibility, credibility, and influence within the senior services marketplace and longevity industry.

INDUSTRIES REPRESENTED

- Insurance
- Financial Services
- Technology
- Legal and Estate Services
- Real Estate
- Senior Living Placement
- Home Care
- Healthcare
- Social Services
- Counseling
- Education
- Marketing

... AND MORE!

“ I love attending the CSA Conference

because it brings together professionals from a variety of disciplines serving older adults. The diverse expertise and shared commitment among the members create a unique and enriching environment.

OUR AUDIENCE

We are expecting **more than 400 attendees** from various disciplines serving older adults, many of whom are small business owners and solopreneurs.

Historically two-thirds of the attendees are Certified Senior Advisors, with one-third of the attendees being longevity industry leaders and related business owners.



SPONSORSHIP OPPORTUNITIES

CUSTOM SPONSORSHIPS

You have specific goals in mind when considering conference sponsorship. **Custom sponsorship opportunities** may offer you greater strategic value than traditional pre-packaged options. Instead of fitting your organization into predetermined tiers, you can align your brand, message, and goals with conference experiences that matter most to you. This flexibility allows for strong visibility, authentic engagement, and highly targeted connections with attendees. Custom partnerships also let you highlight your unique strengths, differentiate yourself from competitors, and integrate more meaningfully into the event. By tailoring your benefits, branding, and interactions with our group, you maximize your return on investment and create deeper, more memorable touchpoints with aging -services professionals.

PACKAGED SPONSORSHIPS

If a tiered package approach fits better for your organization, we have also **curated packages** for your consideration. All selections provide multiple touchpoints with attendees before, during and after the event, as well as our full database of more than 34,000 subscribers.

EXHIBITOR SPACE

Our **exhibitor opportunities** connect you with our attendees face-to-face, with each attendee looking for vendors for their business and solutions for their clients. Similarly, many are sourcing speakers for their local events, providing you an opportunity to extend your reach beyond the conference itself. This year, our exhibit area will host receptions and breaks in an open area full of natural light.

SPONSOR BENEFITS

BRAND RECOGNITION

- Recognition on the conference website
- Recognition in social media

CONFERENCE PRESENCE

- Logo and company information included in the conference Mobile App
- Logo and name listing in the printed Conference Program
- Logo included on the opening and closing slides before and after all main ballroom events

AUDIENCE AND NETWORK ACCESS

- Conference attendee list – preliminary and final with permission for three email communications

PROMOTION AND INTEGRATION

- Product or service contribution to the Closing Event and Raffle
- Promotional materials or items included in the attendee bags

SPONSORSHIP LEVELS

PREMIER SPONSOR



- Sponsorship of the Opening Keynote Speaker including main stage company recognition and the ability to address attendees for up to 2 minutes.
- Two dedicated media posts with links to your website
- One six-foot exhibit table
- Two free attendees

\$5,000

DIAMOND SPEAKER OPPORTUNITY



- Present a 50-minute Breakout Session on the educational topic of your choice, bypassing the speaker selection process
- One six-foot exhibit table
- Two free attendees

\$3,750

PLATINUM EVENT PACKAGE



- Sponsorship of one of the official conference events: workshops, session tracks, luncheons, plenary session, closing event, receptions, breakfasts, or breaks
- Opportunity to address the corresponding audience for 2 minutes
- One six-foot exhibit table
- Two free attendees

\$2,500

SPONSORSHIP LEVELS

GOLD/EXHIBITOR OPPORTUNITY



- One six-foot table
- One free attendee

\$1,750

SILVER BRANDING OPPORTUNITY



- Sponsorship of conference materials: mobile app, wifi, lanyards, hotel keys, attendee bags, etc. Theme-aligned opportunities can be explored such as a Trail Mix Bar, Hydration Station, Trail Charging Stations and more
- One free attendee

\$1,250

BRONZE ADVERTISING OPPORTUNITY



- One-fourth or one-half page ad in the conference program

\$500

\$1,000

DATES & DEADLINES

JANUARY

05 Sponsorship portal opens

JULY

17 Deadline for all printed conference program materials

15 Exhibitor space selections begin

24 Sponsor Sponsors receive preliminary attendee list

AUGUST

13 Deadline for all attendee bags, promotional materials and booth set-ups to be delivered to the hotel

14 Exhibitor booth set-up; Time TBD

16 Exhibitor booth break-down; Time TBD

31 Final attendee list distributed to sponsors

LET'S CONNECT

Thank you for your interest in and support of the Society of Certified Senior Advisors. We appreciate the opportunity to partner together so our conference attendees have access to the latest information and resources in the industry today.



Kelly O'Connor, CSA



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www.csa.us/conference