



2024 CSA Conference Sponsorship Prospectus

**Phoenix, Arizona
August 26-28, 2024
The Wigwam Resort**

Introduction

Dear Valued Partner,

More than ever, the rapid expansion of the longevity economy offers unprecedented demand for innovative new products and services designed to the needs of our aging population. This sector is rapidly emerging as a key driver of employment and job growth, rivaling even the technology industry in its scope and impact. Meeting the needs of our older population will require profound shifts in understanding how we live, learn, and connect as we live longer lives.

If you believe your future exists in the care and service of older adults and wish to position your business for success in response to the needs of a new generation in aging, please join us August 26-28 in Phoenix, Arizona at The Wigwam Resort for the 9th Annual Society of Certified Senior Advisors **Building Knowledge and Empowering Networks Conference**.

The Society of Certified Senior Advisors (SCSA) is the premier transdisciplinary membership and community of interest organization committed to educating and certifying individuals from various professional backgrounds who are passionate about serving older adults.

The CSA Annual Conference is a premier event, offering an unparalleled platform to increase visibility for your brand among leaders spanning health care, housing, placement, financial, insurance, legal, and more. The conference attracts a wide array of participants, including key thought leaders, Certified Senior Advisors, students, industry partners, and other professionals.

The 9th Annual CSA Conference offers a wide range of expanded sponsorship opportunities allowing you to tailor your involvement to best suit your organization's objectives. On behalf of SCSA, we extend a warm invitation to you to be an integral part of another enriching and successful CSA Conference.

Join us for two insightful days where we will explore emerging trends, address critical issues, and foster connections with fellow professionals in the field of aging, all with one question in mind - how can our efforts better serve older adults?

Let's unite in our shared vision to transform aging into a process of life that is cherished and valued, rather than an experience to be feared.

Sincerely,
David Cox, President and CEO



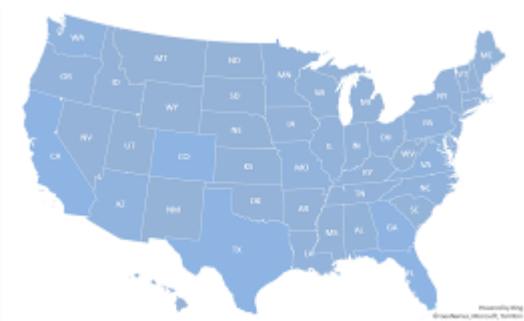


CSA Conference Attendees

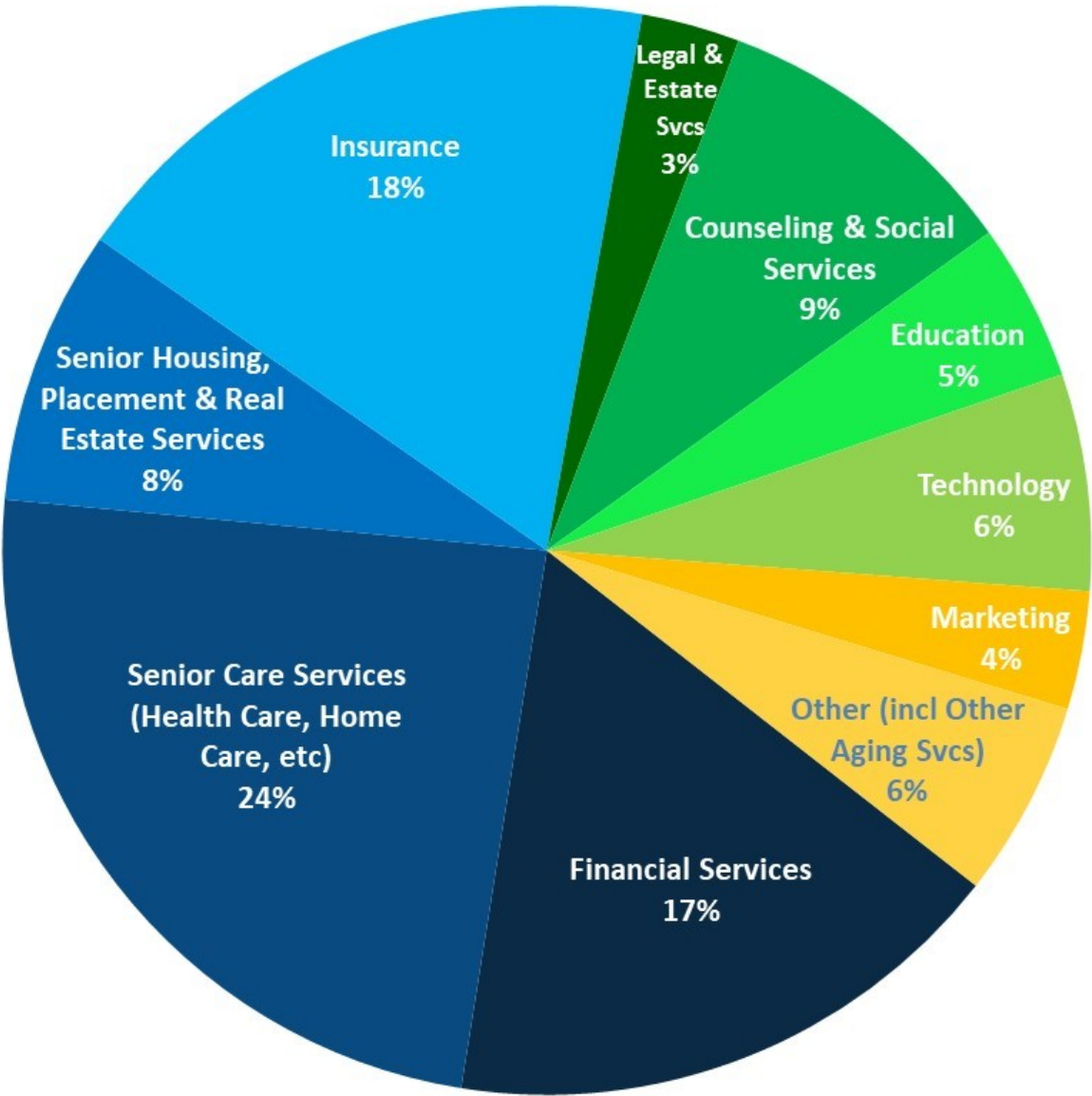
The CSA Conference brings together professionals in a wide range of disciplines from across the country who are all passionate about serving older adults. With educational sessions in Finance & Insurance, Health Care & Home Care, and Aging Trends topics, attendees appreciate the chance to learn from and network with experts in a wide variety of fields and are looking to find products and services to help themselves and their clients.

“Professionals in all walks of life, different ages, and serving in an array of services, all working together to achieve a greater outcome for the aging. THAT was very inspirational!”

“I always enjoy the CSA conference, I walk away with new information and new connections I did not have prior to the conference.”



Attendees by Industry 2023 Conference



Thank You to Past Sponsors

The CSA Conference has had the opportunity to partner with more than 100 different organizations since our first conference in 2013. Thank you to all our past sponsors – your involvement is what makes the CSA Conferences a success. We hope you will join this list of industry leaders as a sponsor at the 2024 CSA Conference!



Our Event

The 9th Annual CSA Conference will be held at the historic, award-winning Wigwam Resort in Litchfield Park, Arizona in Phoenix's West Valley. Access The Wigwam from Phoenix Sky Harbor International Airport (PHX).

Sponsorships

Packages for the CSA Conference are designed to suit all of your needs. There are a wide variety of options, including custom and a-la-carte packages, allowing you to showcase your products and services in the most effective way possible to benefit your brand. All sponsorship packages provide multiple touch points with attendees before, during, and after the event with recognition through email, social media, on-site announcements, giveaways, grab-bag items, program recognition, and much more! Your reach as a sponsor will extend beyond just conference attendees, to include the 3,500 recipients of the CSA Journal and thousands of additional contacts who will see your branding on social media and in CSA correspondence.

Reserve Your Sponsorship

All packages are available on a first-come, first-served basis, and space is limited. Select event and item packages are exclusively available for only one sponsor per event! For additional questions email us at conference@csa.us or call 303-951-6571. Online reservations for sponsorship can be made at <https://scsa.regfox.com/2024-sponsorship>.

Exhibitor Space

SCSA believes that engagement with our sponsors and exhibitors enhances our attendees' experience by connecting them with businesses positioned to meet their growing needs. The exhibit space will be located in a highly trafficked area with multiple opportunities throughout the conference to engage with conference attendees. As an exhibitor, you will have the opportunity to select your designated booth space prior to the event based on the order in which you confirm your sponsorship.

Sponsorship Packages Available



All Sponsorship Levels Include:

- Recognition on the conference website and social media before, during, and after the conference
- Logo and name listing in the printed Conference Program
- Opportunity to contribute a product or service during the closing raffle
- Opportunity to include promotional materials in the conference attendee bags
- Preliminary and final conference attendee lists permitted for use on three email communications
- Logo included on all opening and closing slides before and after Keynote sessions and Luncheons
- Logo and company information included in the conference Mobile App



**Contact us to customize
a package at any
sponsorship level:
conference@csa.us or
303.951.6571**

Key Benefits included at each Level:

	PREMIER \$5000	DIAMOND \$3000	PLATINUM \$2200	GOLD \$1500	SILVER \$1200	BRONZE \$300-850
• Sponsorship of Day 1 Opening Keynote, including the ability to address attendees for up to 5 minutes and company signage displayed during event	✓					
• One 60-minute Breakout Session on the educational topic of your choice (1 of 2 concurrent sessions during the time slot)		✓				
• Exclusive sponsorship of one of the official conference events (meals, breaks, etc.), including the opportunity to address attendees during the event and company signage displayed during event			✓			
• Ability to submit a company promo video to be included on conference website, email promotions, social media, and conference Mobile App	✓	✓	✓			
• One 8-foot exhibit area	✓	✓	✓	✓		
• Opportunity to host a table during the Service to Seniors or Scholarships conference luncheon	✓	✓	✓	✓		
• Exclusive sponsorship of conference materials (wifi, bags, lanyards, hotel keys, etc.) or one of the session tracks: Finance & Insurance, Healthcare & Home Care, or Aging Trends					✓	
• Ad space included in the printed Conference Program (full-page, half-page, quarter-page, etc), in addition to logo and name listing						✓
• Ad space included in a post-conference issue of the <i>CSA Journal</i>	Full Page	Full Page	Full Page	Half Page	Half Page	Half Page
• Free Attendee Registrations for the CSA Conference	3	2	2	1	1	*



Premier Sponsorship—\$5,000

Sponsorship of the Opening Keynote at the 2024 CSA Conference provides an organization with the opportunity to speak right before the Opening Keynote session on Tuesday morning. The Keynote sponsorship package will include the following:

- ◆ Sponsorship of the Opening Keynote on Tuesday morning
- ◆ Ability to submit a company promo video to be included on the conference website, email promotions, social media, and the conference Mobile App
- ◆ One 8-foot exhibit area in a highly trafficked location at the conference (6-foot table)
- ◆ Option to host a table during the Service to Seniors Luncheon or Scholarships Luncheon
- ◆ Recognition with logo, description, and URL link on the CSA Conference website
- ◆ Logo and name listing within the printed Conference Program
- ◆ Recognition on CSA's social media channels as an official 2024 CSA Conference Sponsor before, during, and after the event
- ◆ Opportunity to include an item in the closing raffle which will be given away with recognition for your company during the raffle
- ◆ Opportunity to include promotional and swag material in the conference attendee bags
- ◆ Preliminary and final conference attendee lists with permission to send up to three emails directly to conference attendees
- ◆ Ad space included in the official CSA Conference Mobile App
- ◆ Full-page ad space in a post-conference issue of the CSA Journal, with distribution to more than 4,000 professionals working in the aging industry
- ◆ Up to three attendee registrations included, with the option to purchase additional registrations at the reduced sponsor rate of \$300



Reserve your sponsorship package today: <https://scsa.regfox.com/2024-sponsorship>



Diamond Sponsorship—\$3,000

Diamond Sponsorship of the 2024 CSA Conference provides organizations with the opportunity to speak at one of only four available one-hour educational sessions during the conference. Sponsored sessions are a great way to present important information to the conference attendees for a full hour during the event. Diamond sponsor packages will include the following:

- ♦ One, one-hour educational session of a topic of your choosing* *Sponsored Sessions sold out—Custom Diamond still available*
- ♦ Ability to submit a company promo video to be included on the conference website, email promotions, social media, and the conference mobile app
- ♦ One 8-foot exhibit area in a highly trafficked location at the conference (6-foot table)
- ♦ Option to host a table during the Service to Seniors Luncheon or Scholarships Luncheon
- ♦ Recognition with logo, description, and URL link on the CSA Conference website
- ♦ Logo and name listing within the printed Conference Program
- ♦ Recognition on CSA's social media channels as an official 2024 CSA Conference Sponsor before, during, and after the event
- ♦ Opportunity to include an item in the closing raffle which will be given away with recognition for your company during the raffle
- ♦ Opportunity to include promotional and swag material in the conference attendee bags
- ♦ Preliminary and final conference attendee lists with permission to send up to three emails directly to conference attendees
- ♦ Ad space included in the official CSA Conference mobile app
- ♦ Full-page ad space in a post-conference issue of the CSA Journal, with distribution to more than 4,000 professionals working in the aging industry
- ♦ Up to two attendee registrations included, with the option to purchase additional registrations for the reduced sponsor rate of \$300

*Sessions must be educational and will be required to adhere to the general requirements of the CSA Conference Program Committee.



Reserve your sponsorship package today: <https://scsa.regfox.com/2024-sponsorship>



Platinum Sponsorship—\$2,200

Platinum Sponsorship of the 2024 CSA Conference provides organizations with the opportunity for exclusive sponsorship of one of the available events during the CSA Conference. Events available include receptions, breakfasts, luncheons, coffee breaks, and raffles:

Platinum Sponsorship Highlights	SOLD OUT Mon Opening Reception	Tues Breakfast	Tues Breaks (2)	SOLD OUT Tuesday Luncheon	Tues Reception	Wed Breakfast	SOLD OUT Plenary Session	Wed Break/ Book Signing	SOLD OUT Wed Lunch	SOLD OUT Closing Event & Raffle
Exclusive sponsorship of the event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to address attendees for up to 5 minutes at the start or conclusion of the event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company signage displayed during the event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Platinum sponsorship ensures your organization will be recognized during the event along with exposure through the many available channels for reaching CSAs and conference attendees. Platinum sponsor packages will also include:

- ♦ One 8-foot exhibit area in a highly trafficked location at the conference (6-foot table)
- ♦ Ability to submit a company promo video to be included on the conference website, email promotions, social media, mobile app
- ♦ Recognition with logo, description, and URL link on the CSA Conference website & option to host a table at a luncheon
- ♦ Logo and name listing within the printed Conference Program and ad space and company info in the conference Mobile App
- ♦ Recognition on CSA’s social media channels as an official 2024 CSA Conference Sponsor before, during, and after the event
- ♦ Opportunity to include an item in the closing raffle which will be given away with recognition for your company during the raffle
- ♦ Opportunity to include promotional and swag material in the conference attendee bags
- ♦ Preliminary and final conference attendee lists with permission to send up to three emails directly to conference attendees
- ♦ Full-page ad space included in the CSA Journal, with distribution to more than 4,000 professionals working in the aging industry



Reserve your sponsorship package today: <https://scsa.regfox.com/2024-sponsorship>

Gold Sponsorship—\$1,500



Gold Sponsorship of the 2024 CSA Conference provides organizations with the opportunity to exhibit during the CSA Conference and engage with attendees throughout the event. The exhibit area will be located in a highly trafficked area during the event and all breaks will be located directly in the exhibit area. Sponsors will have the ability to select their booth location based on the order in which sponsorships are confirmed.

All exhibitors will have the option to setup their 8-foot designated area with their own booth (width and height restrictions may apply), or will be provided with a 6-foot table. Exhibit areas will include one power strip, seating for two, and table linens.

Gold sponsorship ensures your organization will have the opportunity to connect with attendees directly, along with the exposure you will gain through the many available channels for reaching CSAs and conference attendees. Gold sponsor packages will include the following:

- ♦ One 8-foot exhibit area in a highly trafficked location at the conference (6-foot table)
- ♦ Option to host a table during the Service to Seniors Luncheon or the Scholarships Luncheon
- ♦ Recognition with logo, description, and URL link on the CSA Conference website
- ♦ Logo and name listing within the printed Conference Program
- ♦ Recognition on CSA's social media channels as an official 2024 CSA Conference Sponsor before, during, and after the event
- ♦ Opportunity to include an item in the closing raffle which will be given away with recognition for your company during the raffle
- ♦ Opportunity to include promotional and swag material in the conference attendee bags
- ♦ Preliminary and final conference attendee lists with permission to send up to three emails directly to conference attendees
- ♦ Ad space included in official CSA Conference mobile app
- ♦ Half-page ad space included in the CSA Journal, with distribution to more than 4,000 professionals working in the aging industry
- ♦ One attendee registration included, with the option to purchase additional registrations for the reduced sponsor rate of \$300



Reserve your sponsorship package today: <https://scsa.regfox.com/2024-sponsorship>

Silver Sponsorship—\$1,200



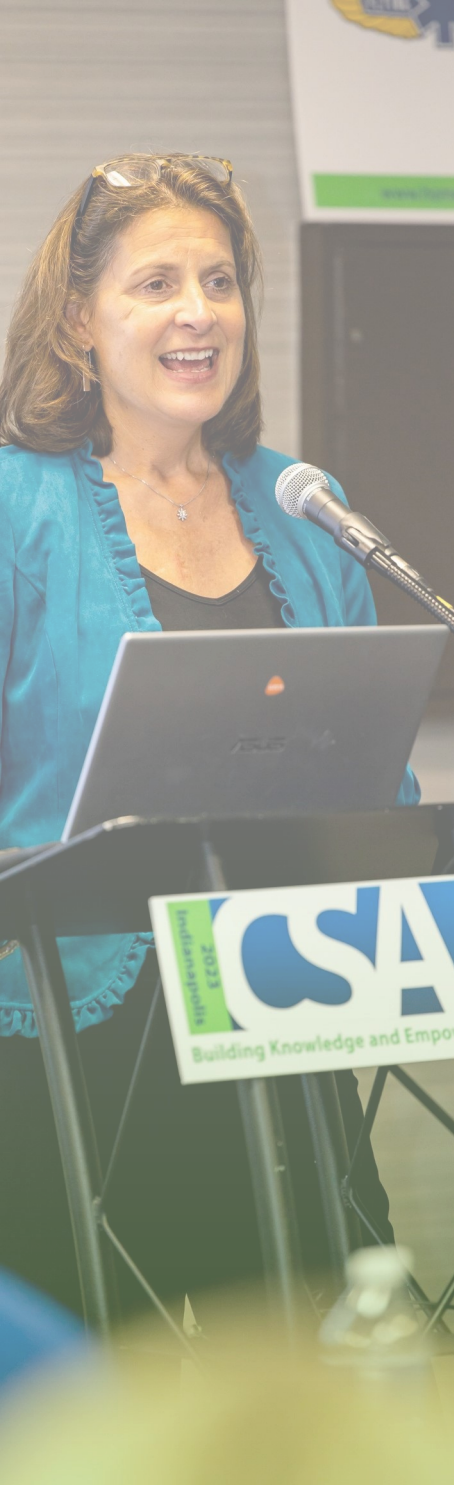
Silver Sponsorship of the 2024 CSA Conference provides organizations with the opportunity for exclusive sponsorship of one of the available items during the CSA Conference OR sponsorship of one of the session tracks: Finance & Insurance, Health Care & Home Care, or Aging Trends. Items available include the conference attendee bags, lanyards, attendee hotel room keys, welcome packets provided at hotel check-in, meeting room WiFi branded with your company name as the password, and pens included in attendee bags.

Silver sponsorship ensures your organization's branding will be prominent throughout the conference along with exposure you will gain through the many available channels for reaching CSAs and conference attendees. Silver sponsor packages will include the following:

- ♦ Exclusive sponsorship of one of the available conference items, listed above OR one of the session tracks throughout the conference
- ♦ Recognition with logo, description, and URL link on the CSA Conference website
- ♦ Logo and name listing within the printed Conference Program
- ♦ Recognition on CSA's social media channels as an official 2024 CSA Conference Sponsor before, during, and after the event
- ♦ Opportunity to include an item in the closing raffle which will be given away with recognition for your company during the raffle
- ♦ Opportunity to include promotional and swag material in the conference attendee bags
- ♦ Preliminary and final conference attendee lists with permission to send up to three emails directly to conference attendees
- ♦ Ad space included in the official CSA Conference mobile app
- ♦ Half-page ad space included in the CSA Journal, with distribution to more than 4,000 professionals working in the aging industry
- ♦ One attendee registration included, with the option to purchase additional registrations for the reduced sponsor rate of \$300



Reserve your sponsorship package today: <https://scsa.regfox.com/2024-sponsorship>



Bronze Sponsorship—\$300-850

Bronze Sponsorship of the 2024 CSA Conference provides organizations with the opportunity to be recognized at the CSA Conference and through the CSA Journal. This sponsorship provides organizations with a means of connecting with conference attendees and the community of Certified Senior Advisors. Bronze sponsor packages will include the following:

- ♦ Ad space included in the CSA Conference Program in addition to logo and name listing (ad size based on Bronze-level price)
- ♦ Recognition with logo, description, and URL link on the CSA Conference website
- ♦ Recognition on CSA's social media channels as an official 2024 CSA Conference Sponsor before, during, and after the event
- ♦ Opportunity to include an item in the closing raffle which will be given away with recognition for your company during the raffle
- ♦ Opportunity to include promotional and swag material in the conference attendee bags
- ♦ Preliminary and final conference attendee lists with permission to send up to three emails directly to conference attendees
- ♦ Ad space included in the CSA Conference Mobile App
- ♦ Ad space included in a post-conference issue of the CSA Journal, with distribution to more than 4,000 professionals working in the aging industry

Bronze packages flexibly allow you to attend the CSA Conference or not, and select the package right for you based on ad size selection in the CSA Conference program and CSA Journal. Contact us at 800.653.1785 or at conference@csa.us for rates and details.



Reserve your sponsorship package today: <https://scsa.regfox.com/2024-sponsorship>

Custom Sponsorship Opportunities

Don't see what you're looking for? We are happy to customize a sponsorship package to fit your needs. Let us know if you have other ideas on customizing a package, and we will be happy to work with you to make it work!

Contact us at 303.951.6571 or email conference@csa.us to discuss customized options!

Easy Online Payment Portal

Sponsorship for the CSA Conference can be purchased easily through our online portal at <https://SCSA.regfox.com/2024-sponsorship>.

SCSA accepts payments both via credit card and by check. For any difficulties with purchasing your package, or for inquiries about customization of available options, call 303.951.6571 or email conference@csa.us.



Reserve your sponsorship package today: <https://scsa.regfox.com/2024-sponsorship>

Sponsor Dates and Deadlines

- ♦ June 17, 2024—Exhibitor booth space selections begin
- ♦ July 26, 2024—Deadline for all artwork to be included in the Conference Program
- ♦ July 26, 2024—Deadline for confirming participation in the closing raffle and attendee bags
- ♦ July 26, 2024—Deadline for all artwork to be included in the Conference Mobile App
- ♦ July 31, 2024—Sponsors receive preliminary attendee list
- ♦ August 18, 2024—Sponsors receive updated preliminary attendee list
- ♦ August 23, 2024—Date to deliver swag and promotional material to the hotel for inclusion in attendee bags (more flexible dates are possible—contact conference@csa.us to inquire)
- ♦ August 26, 2024—Exhibitor booth setup begins 12pm
- ♦ August 28, 2024—Exhibitor booth breakdown 3:30pm (Sponsors may NOT breakdown their booth prior to the set breakdown time)
- ♦ September 4, 2024—Sponsors receive final attendee list

SCSA looks forward to partnering with your organization for another successful event. For any questions regarding sponsorship packages please call **303.951.6571** or email conference@csa.us



Reserve your sponsorship package today: <https://scsa.regfox.com/2024-sponsorship>



Other Opportunities

Attending the CSA Conference

The CSA Conference is open to all professionals, regardless of membership with the Society of Certified Senior Advisors. If you would like to join us in Phoenix for the 2024 9th Annual *Building Knowledge and Empowering Networks* conference, registration is available online at <https://scsa.regfox.com/2024-csa-conference>.

Speaking Opportunities

Each year our program committee invites professionals from across the country to submit proposals for speaking opportunities at the CSA Conference. Participate in the 2024 Call for Proposals by submitting a proposal here: <https://www.surveymonkey.com/r/2024csaspeakers>. Proposals are due January 31, 2024.

Volunteer Opportunities

SCSA is always seeking the assistance of volunteers to help review sessions for conference program, connect with sponsor organizations, review Service to Seniors awards, and much more. Volunteer at <https://www.surveymonkey.com/r/24ConfVolunteer> or contact us at 800.653.1785 or conference@csa.us to volunteer for the 2024 conference.



Reserve your sponsorship package today: <https://scsa.regfox.com/2024-sponsorship>