



2023 CSA CONFERENCE SPONSORSHIP PROSPECTUS

INDIANAPOLIS, INDIANA
AUGUST 23-25, 2023
HYATT REGENCY INDIANAPOLIS

Introduction

Dear Valued Partner,

More than ever, the rapid expansion of the longevity economy offers unprecedented demand for innovation in new products and services, which will rival technology as one of the top areas for employment and job growth. 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 enhance your career path in response to the needs of a new generation in aging, please join us August 23-25 in Indianapolis, Indiana at the Hyatt Regency Indianapolis for the 8th 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 desire to serve older adults.

The CSA Annual Conference is a unique opportunity to build awareness about your brand among leaders from all industries: healthcare, housing, placement, financial, insurance, legal, and more. Attendees of the conference include key thought leaders, Certified Senior Advisors, students, industry partners, and other professionals.

The 8th Annual CSA Conference offers a wide range of sponsorship opportunities to suit your company's needs. On behalf of SCSA, we invite you to participate in making this another enriching, successful CSA Conference.

We hope you will join us for two full days to learn about emerging trends, tackle important issues, and connect with professionals in aging, all with one question in mind - how can our efforts better serve older adults?

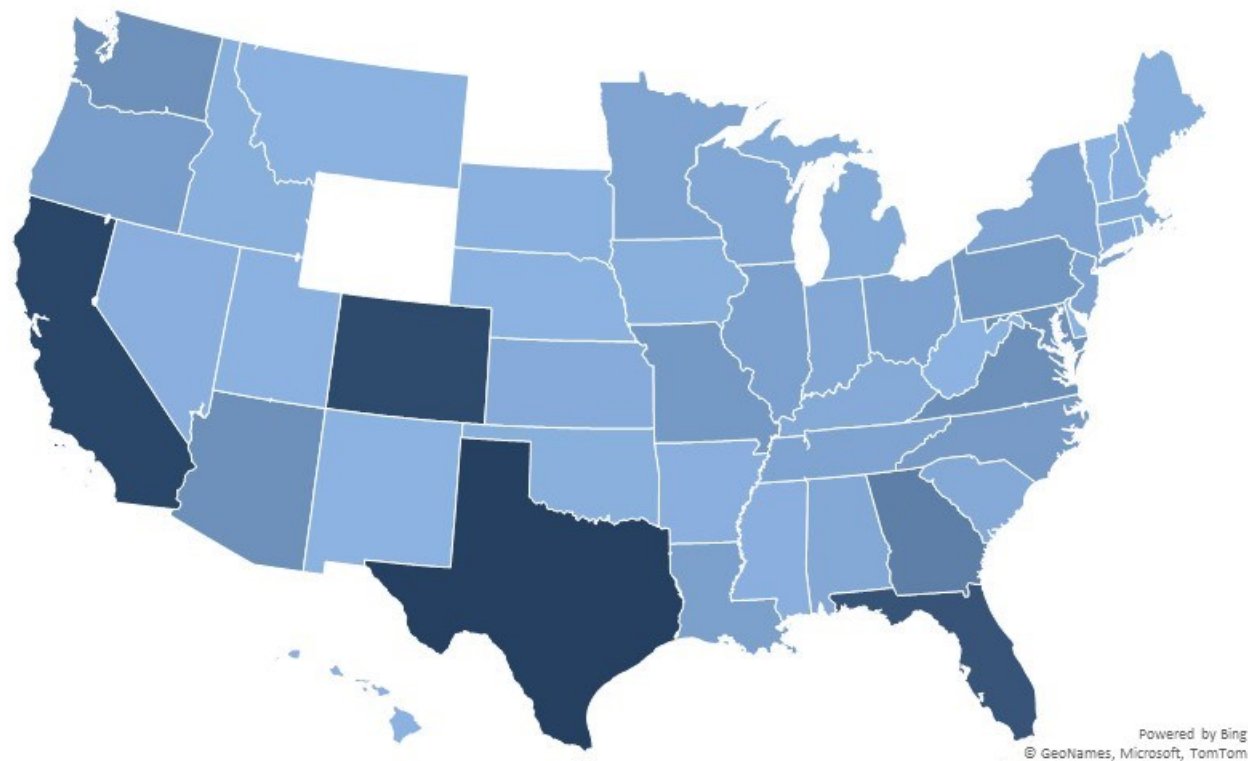
Let's connect and together will make aging a state to be enjoyed and valued instead of an experience to be feared.

Sincerely,

David Cox
President and CEO

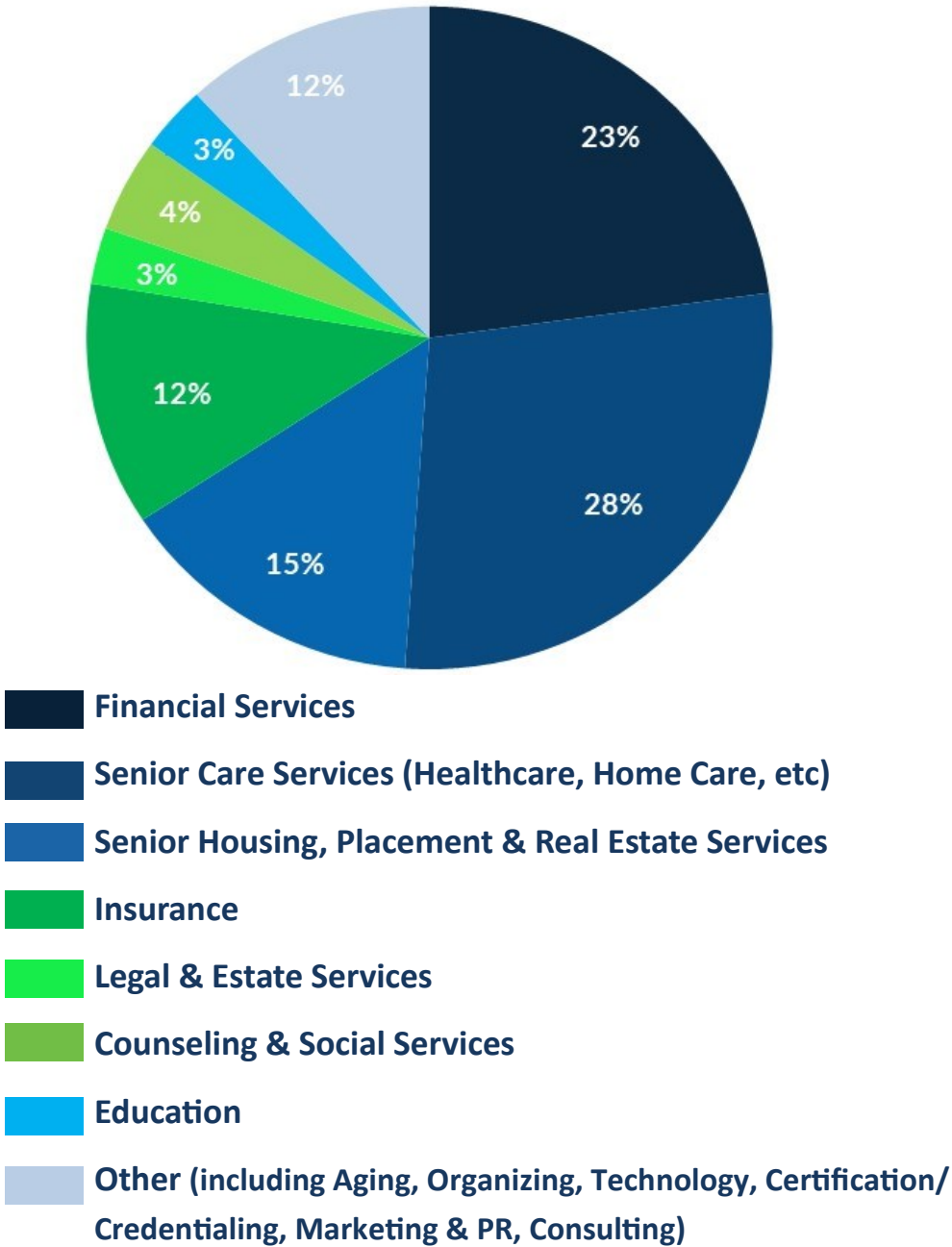


CSA Conference Attendees



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Attendees by Industry 2022 Conference



Thank You to Past Sponsors

The CSA Conference has had the opportunity to partner with more than 85 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 2023 CSA Conference!





Our Event

The 8th Annual CSA Conference will be held at the Hyatt Regency Indianapolis in the heart of historic downtown Indianapolis, Indiana. Access the Hyatt Regency Indianapolis conveniently from Indianapolis International Airport.

Sponsorships

Packages for the CSA Conference are designed to suit all of your needs. There are a wide variety of options, including a-la-cart 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 4,000 subscribers of the CSA Journal and the thousands of Certified Senior Advisors located across the country.

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 800.653.1785. Online reservations for sponsorship can be made at <https://scsa.regfox.com/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 each and every day 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.

Packages Available



	DIAMOND \$3000	PLATINUM \$2200	GOLD \$1400	SILVER \$1200	BRONZE \$350-850
One sponsored breakout session	✓				
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		✓			
One 8-foot exhibit area	✓	✓	✓		
Opportunity to host a table during a conference luncheon	✓	✓	✓		
Exclusive sponsorship of conference materials and promotional items (bags, pens, lanyards, etc.)				✓	
Ad space included in the CSA Conference Program (full-page, half-page, quarter-page, etc), in addition to logo and name listing					✓
Recognition on the conference website	✓	✓	✓	✓	✓
Logo and name listing in the conference program	✓	✓	✓	✓	✓
Recognition in social media outreach before, during, and after the conference	✓	✓	✓	✓	✓
Opportunity to contribute a product or service during the closing raffle	✓	✓	✓	✓	✓
Opportunity to include promotional materials in the conference attendee bag	✓	✓	✓	✓	✓
Preliminary and final conference attendee lists permitted for use on three email communications	✓	✓	✓	✓	✓
Logo included on all opening and closing slides before and after each breakout and general session	✓	✓	✓	✓	✓
Rotating banners included within the Conference Mobile App	✓	✓	✓	✓	✓
Ad space included in the post-conference edition of the CSA Journal	✓	✓	✓	✓	✓
	Half-Page	Quarter-Page	Quarter-Page	Quarter-Page	Quarter-Page
Registration for the CSA Conference	✓	✓	✓	✓	
	2 Attendees	2 Attendees	1 Attendee	1 Attendee	



Diamond Sponsorship—\$3,000

Diamond Sponsorship of the 2023 CSA Conference provides organizations with the opportunity to speak at one of only four available one-hour educational sessions during the conference. Sponsored sessions ensure your organization will have a platform to present an educational topic relevant to your company and its service offerings, as well as exposure through the many available channels for reaching CSAs and conference attendees. 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*
- ♦ One 8-foot exhibit area in a highly trafficked location at the conference (6-foot table)
- ♦ Option to host a table during one of the conference lunches
- ♦ Recognition with logo, description, and URL link on the CSA Conference website
- ♦ Logo and name listing within the CSA Conference Program
- ♦ Recognition on CSA's social media channels as an official 2023 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 rotating banner for 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
- ♦ 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/sponsorship>



Platinum Sponsorship—\$2,200

Platinum Sponsorship of the 2023 CSA Conference provides organizations with the opportunity for exclusive sponsorship of one of only nine available events during the CSA Conference. Events available include receptions, breakfasts, luncheons, coffee breaks, and raffles:

	Wednesday Reception	Thursday Breakfast	Thursday Breaks (2)	Thursday Luncheon	Thursday Reception	Friday Breakfast	Friday Breaks (2)	Friday Luncheon	Friday Raffle
Exclusive sponsorship of the event	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to address attendees for up to five 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 include the following:

- ◆ Exclusive sponsorship of one of nine available conference events with a 2-5 minute speaking slot within the event
- ◆ One 8-foot exhibit area in a highly trafficked location at the conference (6-foot table)
- ◆ Option to host a table during one of the conference lunches
- ◆ Recognition with logo, description, and URL link on the CSA Conference website
- ◆ Logo and name listing within the CSA Conference Program
- ◆ Recognition on CSA’s social media channels as an official 2023 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 rotating banner for the official CSA Conference mobile app
- ◆ Quarter-page ad space included in 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



Reserve your sponsorship package today: <https://SCSA.regfox.com/sponsorship>



Gold Sponsorship—\$1,400

Gold Sponsorship of the 2023 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
- ♦ Option to host a table during one of the conference lunches
- ♦ Recognition with logo, description, and URL link on the CSA Conference website
- ♦ Logo and name listing within the CSA Conference Program
- ♦ Recognition on CSA's social media channels as an official 2023 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 rotating banner for the official CSA Conference mobile app
- ♦ Quarter-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/sponsorship>

Silver Sponsorship—\$1,200



Silver Sponsorship of the 2023 CSA Conference provides organizations with the opportunity for exclusive sponsorship of one of the available items during the CSA Conference. 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
- ♦ Recognition with logo, description, and URL link on the CSA Conference website
- ♦ Logo and name listing within the CSA Conference Program
- ♦ Recognition on CSA's social media channels as an official 2023 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 rotating banner for the official CSA Conference mobile app
- ♦ Quarter-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/sponsorship>



Bronze Sponsorship—\$350-850

Bronze Sponsorship of the 2023 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, (full page, half page, quarter page, etc) in addition to logo and name listing
- ♦ Recognition with logo, description, and URL link on the CSA Conference website
- ♦ Recognition on CSA's social media channels as an official 2023 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 rotating banner for the official CSA Conference mobile app
- ♦ Quarter-page ad space included in 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/sponsorship>



Custom Sponsorship Opportunities

Don't see what you're looking for? We are happy to customize a sponsorship package to fit your needs. Additional sponsorship opportunities that can be part of a custom package include sponsoring the Keynote Session on Day 1, the Plenary Session on Day 2, and the inaugural SCSA Jeff Henson Memorial Scholarship Award Ceremony. Let us know if you have other ideas on customizing a package.

Contact us at 800.653.1785 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/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 800.653.1785 or email conference@csa.us.



Reserve your sponsorship package today: <https://SCSA.regfox.com/sponsorship>



Sponsor Dates and Deadlines

- ♦ June 15, 2023—Exhibitor booth space selections begin
- ♦ June 15, 2023—Deadline for all artwork to be included in the Conference Program
- ♦ July 20, 2023—Deadline for confirming participation in the closing raffle and attendee bags
- ♦ July 20, 2023—Deadline for all artwork to be included in the Conference Mobile App
- ♦ July 28, 2023—Sponsors receive preliminary CSV attendee list
- ♦ August 17, 2023—Sponsors receive updated preliminary CSV attendee list
- ♦ August 21, 2023—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 23, 2023—Exhibitor booth setup time TBD
- ♦ August 25, 2023—Exhibitor booth breakdown TBD (Sponsors may NOT breakdown their booth prior to the set breakdown time)
- ♦ August 31, 2023—Sponsors receive final CSV attendee list

SCSA looks forward to partnering with your organization for another successful event. For any questions regarding sponsorship packages please call **800.653.1785** or email conference@csa.us



Reserve your sponsorship package today: <https://SCSA.regfox.com/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 Indianapolis for the 2023 8th Annual *Building Knowledge and Empowering Networks to Benefit Seniors* conference, registration is available online at <https://scsa.regfox.com/2023>.

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 2023 Call for Proposals by submitting a proposal here: <https://www.surveymonkey.com/r/csaconf2023>.

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/CSAVolunteerCommittees> or contact us at 800.653.1785 or conference@csa.us to volunteer for the 2023 conference.