

45TH ANNUAL MEETING & CONFERENCE



A Balanced Approach:
*Seeking Evidence-Based Holistic
Strategies to Promote Healthy Aging*

APRIL 2 – 6, 2024
GREENVILLE, SC

SPONSOR & EXHIBITOR OPPORTUNITIES

The Southern Gerontological Society (SGS), is a network of the South's most respected gerontology professionals, representing 14 southern states and the District of Columbia. The mission of SGS is to provide the bridge between research and practice, translating and applying knowledge in the field of aging. The SGS Annual Meeting and Conference focuses on advances in gerontological research and applied practice, bringing together those engaged in the field of aging to attend and/or present their latest research, programs, interventions, and workshops. Anyone with an interest in aging is encouraged to attend.

The conference typically draws approximately 300 attendees representing:

- Educators
- Aging network personnel
- Researchers
- Health Professionals
- Policy makers
- Other professionals in the aging field
- Students
- Community members
- Older adults and their care partners

WHY SPONSOR THE SGS ANNUAL MEETING & CONFERENCE?

- Spotlight the resources, products, and services your company has to offer.
- Participate in valuable networking opportunities that allow you to have one-on-one conversations with potential consumers.
- Support the SGS mission of improving the quality of life for older adults through education, research, and practice.
- Designated exhibitor breaks will allow registered attendees to participate in all conference activities.
- Stay in downtown Greenville and enjoy the area's best dining, shopping, and entertainment.

**20% off
exhibits and
advertising costs
for SGS
organizational
members**

Opportunities are limited. Complete your request at:

<https://southerngerontologicalsociety.org/meeting-sponsorship.html>

Stay up to date on the latest conference information at:

<https://southerngerontologicalsociety.org/meeting.html>

Southern Gerontological Society • PO Box 80786, Conyers, GA 30013 • Phone: 866-920-4660
Email: admin@southerngerontologicalsociety.org • Web: www.southerngerontologicalsociety.org

SPONSOR PACKAGES

CHOOSE YOUR LEVEL	PLATINUM \$5000	GOLD \$3000	SILVER \$2000	BRONZE \$1000
EXHIBIT BOOTH	Premium location	Premium location	Premium location, space permitting	Yes
INCLUDED REGISTRATIONS	5	3	2	1
SIGNAGE AND PRINTED MATERIALS	Logo in most prominent position on all conference signage and printed materials	Logo in prominent position on all conference signage and printed materials	Logo on all conference signage and printed materials	Listed as a sponsor on all conference signage and printed materials
NAME BADGE	Logo on conference name badge available to first Platinum Sponsor			
CONFERENCE PROGRAM ADVERTISING	Full page ad in conference program, inside covers available to first two Platinum Sponsors	Full page ad in conference program	1/2 page ad in conference program	1/4 page ad in conference program
OPTION TO INCLUDE MATERIALS IN ATTENDEE BAGS	YES	YES	YES	YES
SOCIAL MEDIA	4 featured spotlights on SGS social media and an article in a SGS newsletter	3 featured spotlights on SGS social media	2 featured spotlights on SGS social media	1 featured spotlight on SGS social media
ADDITIONAL MARKETING	Opportunity to speak for 3 minutes during a key event / Mention during all major events	Mention during all major events		

NON-SPONSOR EXHIBIT OPTIONS

Exhibit Booth + Attendee Registration: \$550

Exhibit Booth Only: \$300

CONFERENCE PROGRAM ADVERTISING

Full Page Ad \$500 Live area: 6.375" x 9.625"

Half Page Ad \$300 Live area: 6.625" x 4.25"

1/4 Page Ad \$150 Live area: 3.125" x 4.25"

1/8 Page Ad \$75 Live area: 3.125" x 2"

PERSONALIZED SPONSOR OPPORTUNITIES

Interested in sponsoring a specific event, such as a meal or refreshment break, networking lounge, or conference domain?

Contact us to discuss a personalized sponsorship.

Deadline to submit artwork and secure ad space in the program is 2/9/2024.