

2027



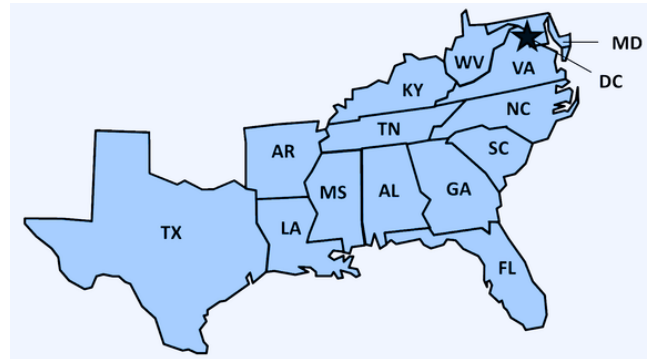
**SOUTHERN
GERONTOLOGICAL
SOCIETY**

Bridging Aging Research & Practice

SPONSORSHIP OPPORTUNITIES

ABOUT SGS

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 improve the quality of life for older adults through education, research, and practice.



For nearly 50 years, SGS has proactively engaged in strategic and collaborative projects and partnerships to enhance the strengths and opportunities, as well as face the challenges of aging in the South. We engage members who reflect a diverse audience of researchers, practitioners, entrepreneurs, students, older adults, and caregivers.

<https://southerngerontologicalsociety.org/meeting.html>
www.southerngerontologicalsociety.org
engage@southerngerontologicalsociety.org
866-920-4660



**SOUTHERN
GERONTOLOGICAL
SOCIETY**

Bridging Aging Research & Practice



48th Annual Meeting & Conference

April 1 - 4, 2027

New Orleans, Louisiana

Integrating Approaches for Aging Well Together

THE VENUE

InterContinental Hotel: New Orleans

The 48th Annual Southern Gerontological Society Conference will take place at the elegant InterContinental New Orleans, ideally located in the heart of the city and just steps from the historic French Quarter, renowned restaurants, museums, and the vibrant Riverwalk. This premier location offers attendees an exceptional blend of professional learning, networking, and the unforgettable culture of New Orleans.

The conference attracts a diverse audience of professionals dedicated to improving the lives of older adults, including researchers, healthcare providers, social workers, educators, policymakers, aging services professionals, students, and community leaders from across the South and beyond. This multidisciplinary gathering creates valuable opportunities for sponsors to engage directly with influential decision-makers, emerging leaders, and organizations shaping the future of aging.



By partnering with SGS, sponsors gain meaningful visibility while supporting an event that fosters innovation, collaboration, and excellence in gerontology—all in one of America's most celebrated destinations.

THE ANNUAL CONFERENCE

As the primary mission of SGS is to bridge aging and research, the society welcomes a diverse audience to its annual conference. The Annual Meeting & Conference focuses on advances and collaboration in gerontological research and applied practice, bringing together those engaged in the field and future of aging to attend and/or present their latest research, programs, interventions, and workshops. Each year, SGS utilizes member research to determine the most timely and pressing topics (domains) on which to focus the conference's sessions. The call for presentations and papers is widely disseminated and is open to anyone who wishes to have their work considered for the conference programming. This year, these domains reflect the following priority topics.

2027 CONFERENCE DOMAINS:

Age-related Health and Wellness

Diversity Topics in Aging Communities

Caregiving, Care Support, and Care Partnerships

Gerontological Education and Professional Development

Advocacy for or by Older Adults

AUDIENCE



CONFERENCE ATTENDEES INCLUDE:

Educators

Aging network personnel

Researchers

Health professionals/clinicians

Policy makers

Students of all disciplines

Other professionals in the aging field

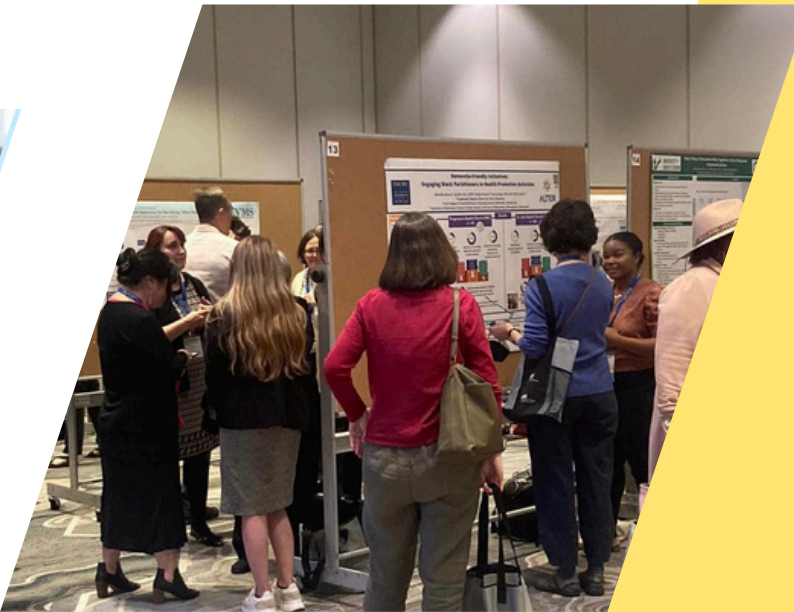
Community members

Older adults / Care partners

SPONSORSHIP BENEFITS

- Spotlight your organization's resources, products, events, and services both during the conference and even after.
- Exceptional exhibit booth visibility in high traffic areas with set exhibit participation hours.
- 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.
- Reach a cross-sector of stakeholders in the aging network.
- Engage with stakeholders across different platforms both in-person and virtually.

We are happy to work with you to design your own sponsorship package that best meets your budget and goals.
To discuss innovative ways to reach our audience contact us at: engage@southerngerontologicalsociety.org



FLEUR-DE-LIS SPONSOR: \$10,000

Direct Conference Benefits:

- Premier exhibit booth location at the Annual Meeting & Conference
- 10 included registrations for the Annual Meeting & Conference
- Remarks opportunity during conference
- Recognition during all prominent conference events
- Prominent logo on conference digital backdrops
- Logo on Annual Meeting & Conference badge (available to first Fleur-de-Lis sponsor)
- Full page ad in conference program (inside covers in full color available to first two Fleur-de-Lis sponsors)
- Prominent banner advertisement on conference app
- Opportunity to record a sponsor video that will be spotlighted at the Annual Meeting & Conference, on all social media outlets, and on our website
- Attendee bag insert

Beyond the Conference Benefits

- Access to attendee list (of those attendees who have chosen to share their information) to allow for targeted outreach and further relationship building
- A spotlight article in our Southern Gerontologist member newsletter which will also be shared on our homepage and to our full SGS email network
- Opportunity to have a co-hosted webinar and a mention during all 2027 SGS webinars
- 1 year corporate or organizational membership to the Southern Gerontology Society
- Logo in most prominent position for all SGS events during the year
- Prominent logo and description on SGS website



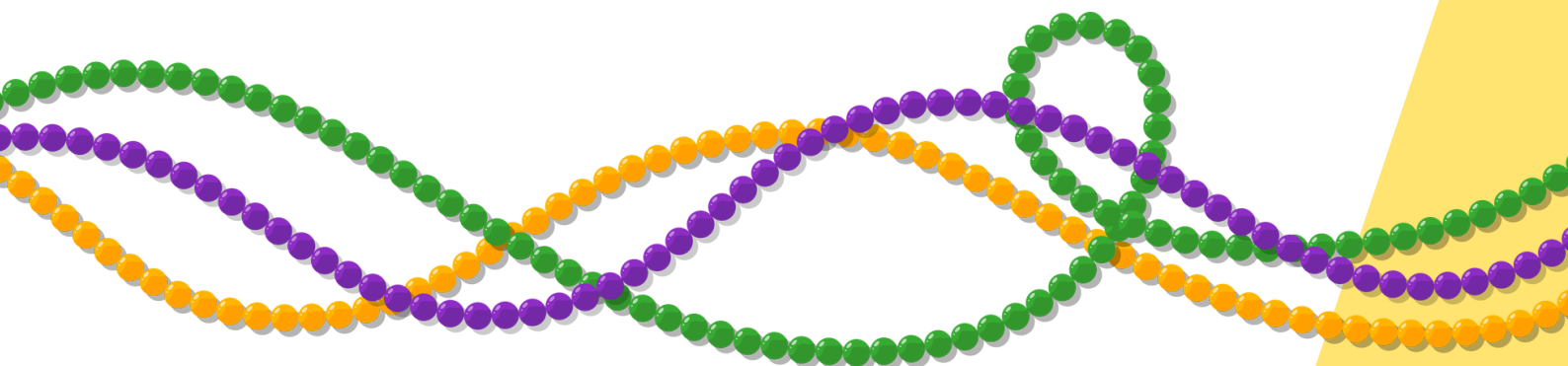
JAZZ LEGACY SPONSOR: \$7,500

Direct Conference Benefits

- Premier exhibit booth location at the Annual Meeting & Conference
- 7 included registrations for the Annual Meeting & Conference
- Remarks opportunity during conference
- Choice of conference event (while available) as sponsored conference activity with highlighted recognition
- Full page ad in conference program
- Logo placement on conference digital backdrops
- Prominent logo placement on conference app
- Opportunity to record a sponsor video that will be spotlighted at the Annual Meeting & Conference, on all social media outlets, and on our website.
- Attendee bag insert

Beyond the Conference Benefits

- Access to attendee list (of those attendees who have chosen to share their information) to allow for targeted outreach and further relationship building
- Logo in prominent position for all SGS events during the year
- Prominent logo and description on SGS website
- A spotlight article in our *Southern Gerontologist* member newsletter
- Mention during all 2027 SGS webinars
- 1 year corporate or organizational membership to the Southern Gerontology Society



MARDI GRAS SPONSOR: \$5,000

Direct Conference Benefits

- Premier exhibit booth location at the Annual Meeting & Conference
- 4 included registrations for the Annual Meeting & Conference
- Mention during all major events at the Annual Meeting & Conference
- Half (1/2) page ad in conference program
- Logo placement on conference digital backdrops
- Logo placement on conference app

Beyond the Conference Benefits

- Logo at all SGS events during the year
- Logo and description on SGS website
- Social media spotlight
- Mention during all 2027 SGS webinars
- 1 year corporate or organizational membership to the Southern Gerontology Society



BAYOU SPONSOR: \$3,000

- Exhibit booth at the Annual Meeting & Conference
- 3 included registrations for the Annual Meeting & Conference
- Logo placement on conference digital backdrops
- Logo placement on conference app
- Logo on conference signage and printed materials
- Quarter (1/4) page ad in conference program
- Social media spotlight
- Logo and description on SGS website
- 1 year corporate or organizational membership to the Southern Gerontology Society



FRENCH QUARTER SPONSOR: \$1,500

- Exhibit booth at the Annual Meeting & Conference
- 2 included registrations for the Annual Meeting & Conference
- Logo on conference signage and printed materials
- Logo placement on conference digital backdrops
- Logo and description on SGS website
- Logo placement on conference app
- Banner advertisement in printed conference program
- Social media spotlight

MAGNOLIA SPONSORS: \$850

- Exhibit booth at the Annual Meeting & Conference
- 1 included registration for the Annual Meeting & Conference
- Listed as exhibitor in SGS printed conference program, on conference app, on conference digital backdrops, and on printed conference signage
- Multiple opportunities to meet with attendees during specified one hour break periods throughout the conference
- One followup marketing email, sent via SGS, to attendees and general SGS membership

Exhibit Booth Days & Times

April 1st Thursday	12:00PM	1:00PM
April 2nd Friday	10:00AM 1:30PM	10:45AM 3:00PM
April 3rd Saturday	9:30AM 1:00PM	10:15AM 1:45PM



ADDITIONAL SPONSORSHIP OPPORTUNITIES

VIRTUAL CONFERENCE SPONSOR: \$2,500

Support virtual access to select keynote and educational sessions, expanding the Southern Gerontological Society Annual Conference beyond the meeting venue. Your sponsorship helps make high-quality programming accessible to professionals who cannot attend in person while increasing your organization's visibility among both in-person and virtual audiences.

Sponsor Recognition Includes:

- Exclusive recognition as a Virtual Conference Sponsor
- Company logo displayed on the virtual conference platform and streamed sessions
- Recognition in the conference program and mobile app
- Verbal acknowledgment during virtual programming
- Recognition on the SGS conference website and sponsor signage

NETWORKING LOUNGE SPONSOR: \$2,000

Great ideas need a quiet space for collaboration and refueling! Help keep our conference attendees energized by sponsoring our networking lounge. It's a highly visible sponsorship that demonstrates your commitment to the health and well-being of professionals dedicated to improving the lives of older adults.
(multiple opportunities available)

TECHNOLOGY SPONSOR: \$1,500

Join the conference as one of the most critical kind of supporters. Technology sponsors support important infrastructure by providing our conference wi-fi and supporting our attendee conference app. These sponsors will be featured on all conference signage and digital backdrops

POSTER SESSION SPONSOR: \$1,000

Encourage the emerging works of both students and professionals by supporting these important poster sessions. Poster session sponsors will be highlighted with special acknowledgements within the poster session space. Included are 2 registrations for the Annual Meeting & Conference. An exhibit booth option in lieu of the 2 conference registrations is available.

INNOVATIVE PROJECTS SUPPORTER: \$250

Support our annual SGS grant program which aims to finance projects and initiatives that support the mission of SGS. Donors who give \$250+ will be recognized in the Annual Meeting & Conference Program and on the SGS website.



“The future of our society is tied to needed innovations in bridging research to practice in aging. My previous donations support that mission.

- Dr. Jennifer Craft Morgan, SGS Past-President

“I give because I was taught and believe in the philosophy that – ‘To whom much is given, much is required’ – not that I am wealthy in material possessions, rather, sharing with others is honorable!”

- Dr. Althea Taylor Jones, SGS Past-President



Please contact Lee Ann Steffen, Developments Coordinator, at engage@southerngerontologicalsociety.org to secure your sponsorship level.

Be sure to visit our website for the latest information on the Annual Meeting & Conference, the Advocacy in Aging Virtual Forum, other events.

www.southerngerontologicalsociety.org

Want to start planning for 2028?

Save The Dates

SGS 49th Annual Meeting & Conference



MARCH 30 - APRIL 2, 2028
WINSTON-SALEM, NC