



SOUTHERN GERONTOLOGICAL SOCIETY  
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 organization 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 allow registered attendees to participate in all conference activities.
- Stay in downtown Greenville and enjoy the area's best dining, shopping, and entertainment.



**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>

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Email: [admin@southerngerontologicalsociety.org](mailto:admin@southerngerontologicalsociety.org) • Web: [www.southerngerontologicalsociety.org](http://www.southerngerontologicalsociety.org)

# SPONSOR PACKAGES

<b>CHOOSE YOUR LEVEL</b>	<b>PLATINUM \$5000</b>	<b>GOLD \$3000</b>	<b>SILVER \$2000</b>	<b>BRONZE \$1000</b>
<b>EXHIBIT BOOTH</b>	Premium location	Premium location	Premium location, space permitting	<b>Yes</b>
<b>INCLUDED REGISTRATIONS</b>	5	3	2	1
<b>SIGNAGE AND PRINTED MATERIALS</b>	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
<b>NAME BADGE</b>	Logo on conference name badge available to first Platinum Sponsor			
<b>CONFERENCE PROGRAM ADVERTISING</b>	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
<b>OPTION TO INCLUDE MATERIALS IN ATTENDEE BAGS</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>SOCIAL MEDIA/WEBSITE</b>	4 featured spotlights on SGS social media and an article in a SGS newsletter, listed on the SGS website with logo, description, and link	3 featured spotlights on SGS social media, listed on the SGS website with logo, description, and link	2 featured spotlights on SGS social media, listed on the SGS website with logo, description, and link	1 featured spotlight on SGS social media, listed on the SGS website with name and link
<b>ADDITIONAL MARKETING</b>	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 + One Attendee Registration: \$550

Exhibit Booth Only: \$300



## CONFERENCE PROGRAM ADVERTISING

**Full Page Ad \$500** (6.375" x 9.625")

**1/2 Page Ad \$300** (6.625" x 4.25")

**1/4 Page Ad \$150** (3.125" x 4.25")

**1/8 Page Ad \$75** (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 printed conference program is 2/28/2024.**