



On Aging 2026

Atlanta, GA | April 20-23, 2026



The Power of Belonging:
Amplifying Voices, Advancing
Justice, Accelerating Connection

In this decade, for the first time, there will be more people ages 65 and older than there are children younger than age 18, with 11,200 Americans turning age 65 each day. We each play a role in fostering healthy, interconnected and purposeful aging, and that role is now more critical than ever.

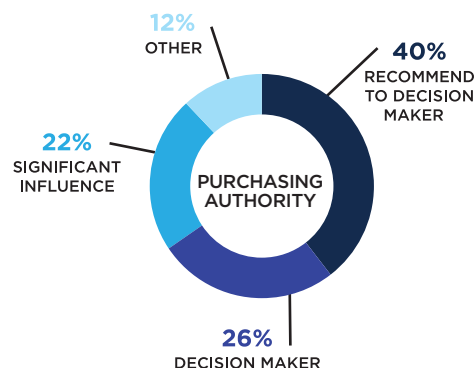
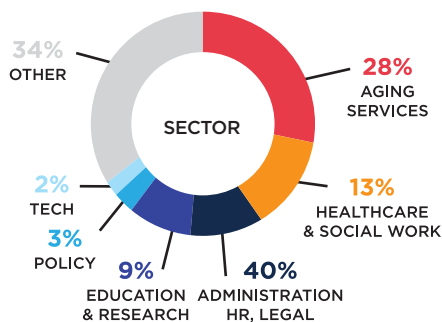
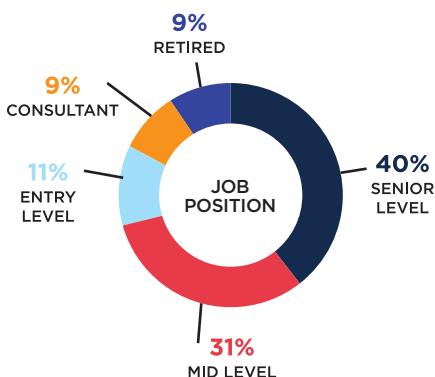
ASA at a Glance

We represent and engage more than 4,000 multidisciplinary leaders across the country who, broadly defined, work in the aging sector. They are advocates, practitioners, researchers, policymakers, business leaders, social workers, educators, caregivers, healthcare professionals, technologists, and legal experts. They come from nonprofits, healthcare organizations, senior living, aging services, government agencies, educational institutions, private industry, faith-based organizations, and the tech innovation sector. Some are new to aging, and others have devoted years, if not decades, to improving the lives of older adults.

Our Reach

Our network reaches over 59,000 followers on social media and 110,000 subscribers for our weekly newsletter, ASA News.

Our Members & Stakeholders



62%

HAVE BEEN IN THE
FIELD OF AGING FOR
10 YEARS OR MORE

29%

IDENTIFY AS BIPOC
(BLACK INDIGENOUS,
& PEOPLE OF COLOR)

80%

ARE WOMEN

90%

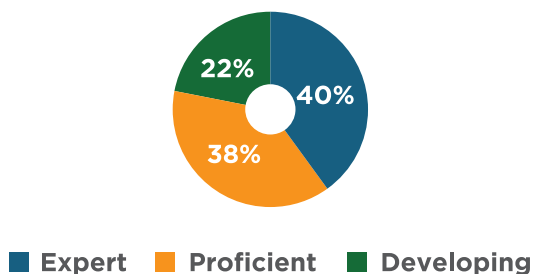
HOLD MASTER'S
DEGREE OR HIGHER

Conference at a Glance

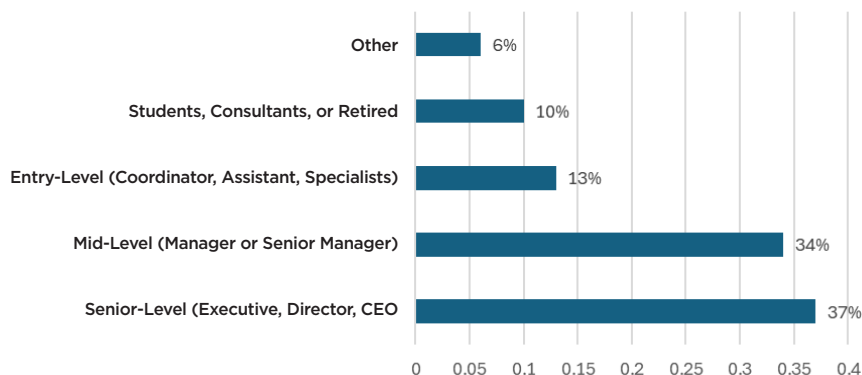
Each year over 2,000 attendees come together to network, learn, share their expertise and support each other at this event, to be held in Atlanta in 2026. Our conference sponsorship programs offer unique opportunities for your organization to network, brand, market and advertise, boosting your visibility. Support from our sponsors makes this conference possible and we will work with you to develop a customized sponsorship package that will meet your organization's priorities. All events, activities and items listed in the following pages are available for sponsorship first-come, first-served.

Primary Organization Focus: Aging Services, Area Agency on Aging, Education, Caregiving, Tech, Policy & Advocacy, Healthcare.

Expertise Level



Career Stage



Speaking Opportunity Details

Highlighted Summit

Sponsors will lead in the development of content and presentation for a **90-minute session** that will accommodate up to 200 attendees. Inclusions: A/V recording; special call out in schedule; post-event contact list for all attendees of the program.

Lunch & Learn

Sponsors will lead in the development of content and presentation for a **90-minute session** that will accommodate up to 200 attendees. Inclusions: food and beverage; up to 10 hours of ASA staff time to help develop program theme and content; post-event contact list for all attendees of the program.

Highlighted Session

Sponsors will lead in the development of content and presentation for a **60-minute session** that will accommodate up to 200 attendees. Inclusions: A/V recording; special call out in schedule; post-event contact list for all attendees of the program.

Keynote

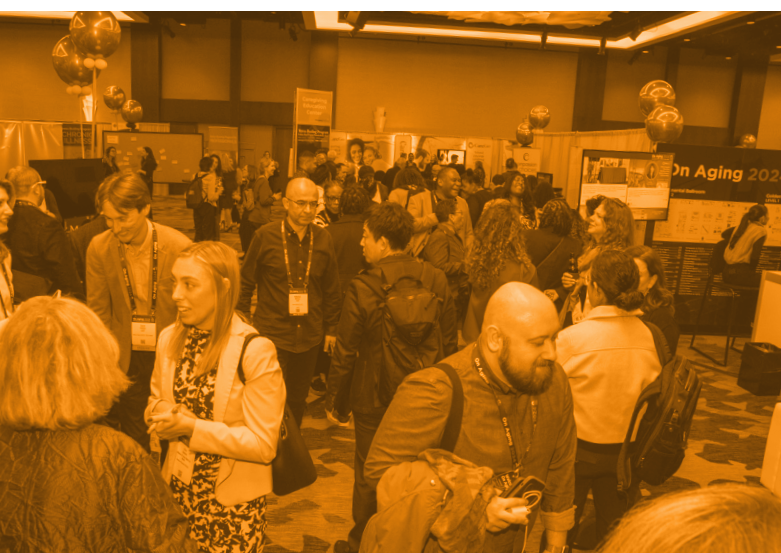
Sponsors will lead in the development of content and presentation for a 45-minute keynote that will be promoted to all Conference Attendees. The first Keynote will be the opening session and the second Keynote will be part of our brand new On Aging Celebration. Luncheon. Inclusions: Up to 10 hours of ASA staff time to help develop theme and content and table attendees, A/V recording, one reserved table. Additional tables available for purchase.

Pre-Conference Workshop Presenting Sponsor

With this opportunity, the Presenting Sponsor will gain exposure to all pre-conference workshop attendees through brand amplification, 2 handouts for attendees, introductions for workshop panels, and post-event contact list for all attendees of the program.



Networking Opportunity Details



CEO Breakfast

Connect with different executive level attendees in industry-related discussions, networking, and gain insight into different issues attendees are facing. Sponsor receives exclusive visibility among senior level leaders from ASA membership.

First-Time Attendee Orientation

Welcome and connect with first-time attendees at an exclusive orientation event. Sponsors of this event receive exclusive visibility and score the first opportunity to welcome conference newcomers and professionals new to the field of aging. Approximately 50% of attendees at the On Aging conference are first-time attendees.

Opening Reception

Partner with ASA to show On Aging attendees a good time! Sponsors support the opening reception which is open to all conference attendees. Sponsors will have the **opportunity for visibility** by naming a signature cocktail, underwriting a food station, or introduction of performers/speakers.

Focus Group

Partner with ASA to create a quiet, invitation-only setting to spend **60 minutes** diving deep with up to 25 attendees on a topic that will impact your business delivery. ASA will confirm all logistics and will work with your company to create a customized invitation sent to a list of up to 50 preselected conference attendees.

Resource Center

When you participate in the Resource Center at On Aging 2026, you're not just securing a booth—you're gaining unmatched opportunities to amplify your brand, showcase your innovations, and connect with industry leaders in the aging sector and beyond.

Co-Branded Stage

Sponsors are front and center by co-branding the resource center stage. Receive visibility throughout the hours the center is open.

Resource Center Hours

Monday: 3:30–5 PM

Tuesday: 11 AM–2 PM

On Aging Celebration: 5–7 PM

Wednesday: 11:30 AM–1 PM

Co-Branded Education Hub

Education Hubs are a featured space to provide attendees with a “one stop shop” to learn about key topics through speakers, networking, and materials. The 20' by 20' space is in an area of key visibility.

Pickleball and Fun Zone

These offer attendees a chance to relax, recharge, and enjoy friendly competition in a welcoming environment. Featuring casual games, interactive activities, and opportunities for social connection, this space adds an element of fun to the conference while encouraging wellness and community-building among participants.

Mini Sessions

Share your thought leadership on our stage housed in the Resource Center and Exhibit Hall with a 30-minute speaking session. Topics should relate to the conference theme of The Power of Belonging.

Booth Options:

- Spotlight Exhibitor Package
- General Exhibitor Package
- AgeTech Start-up Package

Reserve a Booth

asaging.org/on-aging-exhibit



American
Society
on Aging



On Aging 2026 Prospectus

RESOURCE CENTER

LEVEL	OPPORTUNITY	AVAILABILITY
TITANIUM \$35,000	Co-Branded Resource Center Stage	Exclusive
PLATINUM \$20,000	Co-Branded Education Hub	3
GOLD \$15,000	Pickleball Zone	Exclusive
SILVER \$10,000	Fun Zone Reception Food	Exclusive Exclusive
BRONZE \$5,000	Reception Drink Stage Session	2 4

CONFERENCE

LEVEL	OPPORTUNITY	AVAILABILITY
EXECUTIVE \$80,000	Keynote	2
DIAMOND \$55,000	Pre-Conference Presenting Sponsor Lunch & Learn WiFi Sponsor	Exclusive 3 Exclusive
TITANIUM \$35,000	Co-Branded Education Center	2
PLATINUM \$25,000	CEO Breakfast Highlighted Summit (90 minutes)	Exclusive 3
GOLD \$15,000	Hotel Key Card Highlighted Session (60 minutes) Conference App	Exclusive 3 Exclusive
SILVER \$10,000	CE Sponsor Focus Group	Exclusive 4
BRONZE \$5,000	On Aging Celebration Table Sponsor First Time Attendee Orientation Coffee/Afternoon break	4 Exclusive 3

ADVOCATES FOR ASA \$2,500

LEARN MORE OR INQUIRE ABOUT PERSONALIZED OPTIONS: EMAIL DEVELOPMENT@ASAGING.ORG

Sponsorship Benefits

EXECUTIVE
\$80,000

DIAMOND
\$55,000

TITANIUM
\$35,000

PLATINUM
\$25,000

GOLD
\$15,000

SILVER
\$10,000

BRONZE
\$5,000

ADVOCATE
\$2,500

COMMUNICATIONS

Verbal Recognition (opening & closing Keynote with slide coming up)	✓	✓	✓	✓	✓	✓	✓	✓
Conference Homepage Acknowledgment	LARGE LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Conference App Acknowledgment	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Social Media Acknowledgment (1)	DEDICATED POST	DEDICATED POST	SHARED POST	SHARED POST	SHARED POST	SHARED POST	SHARED POST w/NAME	SHARED POST w/NAME
Conference Email Campaign Inclusion (1)	LARGE LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Conference App Pop-Up Notification	✓	✓	✓					

VISIBILITY

Screen Projection Loop Of Logo Before/After Gen Session	DEDICATED SLIDE	DEDICATED SLIDE	SHARED SLIDE	SHARED SLIDE	SHARED SLIDE	SHARED SLIDE	NAME	NAME
Logo Displayed In Conference Registration Area	LARGE LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Logo Displayed At Entrance To Exhibit Hall	LARGE LOGO	LARGE LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Promotional Insert In Conference Tote	✓	✓	✓	✓				
Opportunity To Consult On General Session Content	✓							
Logo Displayed During General Session	✓							

OTHER

Full Conference Passes	5	5	4	4	2	2	1	1
Partner Reception Passes	2	2	2	2	1	1	1	1
Generations Gratitude Ad	DEDICATED AD	DEDICATED AD	DEDICATED AD	DEDICATED AD				
ASA News Gratitude Ad	DEDICATED AD	DEDICATED AD	DEDICATED AD					
Invitation to Exclusive VIP Events	1	1						

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Our Sponsors

