



Building Knowledge and Empowering Networks



# 2018 CSA CONFERENCE SPONSORSHIP PROSPECTUS

DALLAS, TEXAS  
AUGUST 24-26, 2018  
HYATT REGENCY DALLAS AT REUNION





# ***Introduction***

Dear Valued Partner,

As you already know, the aging industry is growing. With more and more individuals turning 65 every day the need for service providers catering to the older adult market continues to increase, as does their need for connecting with key partners like you in the aging industry. The CSA Conference provides a unique opportunity to build relationships with a diverse group of service providers and decision makers, all unified by one thing ... a commitment to providing outstanding service to our aging demographic. Join SCSA, August 24-26, 2018 in Dallas, Texas at the Hyatt Regency at Reunion to connect with hundreds of CSAs and aging professionals from across the country!

We hope you will join us at our event and support the movement of CSAs as we spend two full days learning about emerging trends, tackling important issues, and connecting with aging professionals all with one question in mind - How can our efforts benefit seniors?

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

The 5<sup>th</sup> Annual CSA Conference offers a wide range of sponsorship opportunities to suit your company's needs. We encourage you to review the details provided in this Prospectus and respond as soon as possible because packages will sell quickly. Important sponsorship dates and deadlines are outlined in this Prospectus, and exhibit booth location selection will be based on your submission date.

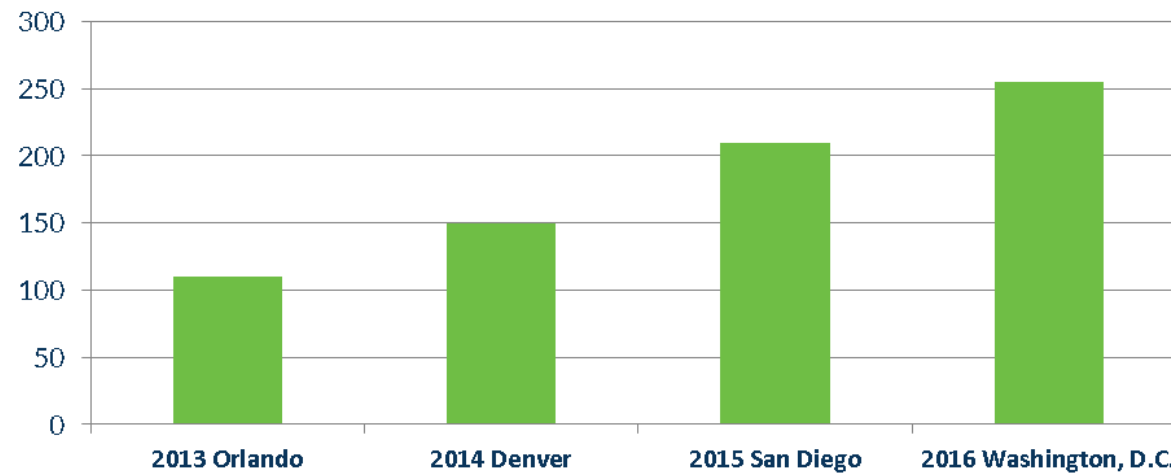
On behalf of the SCSA, we invite you to participate in what we expect to be our most successful CSA Conference yet!

Sincerely,

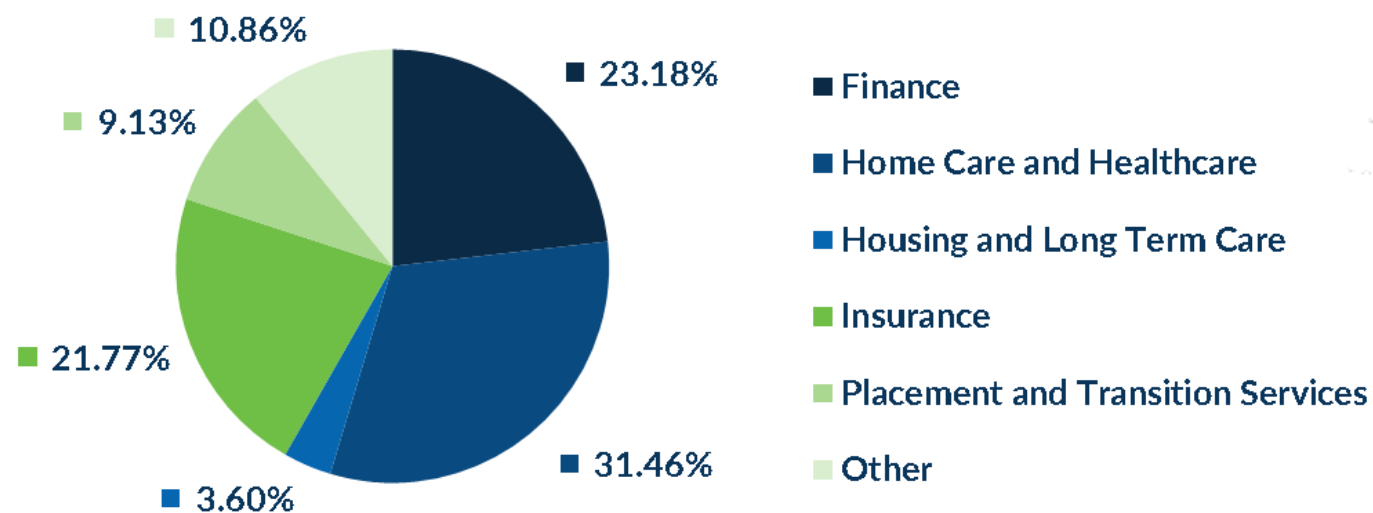
David Cox  
President and CEO

# The CSA Conference Attendees

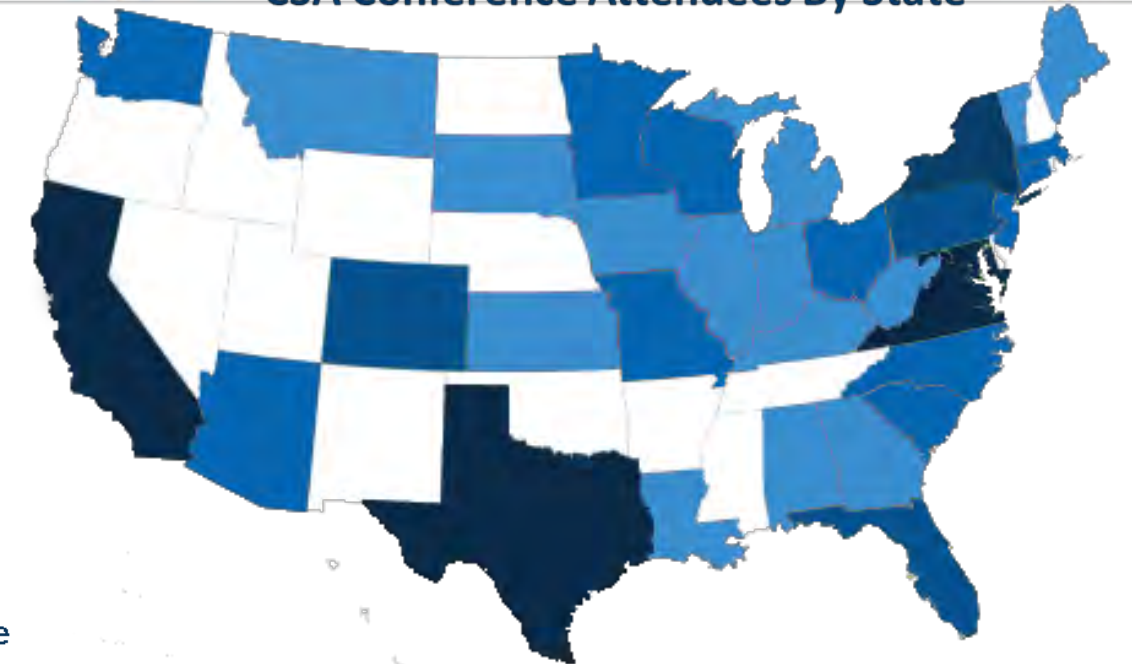
CSA Conference Attendee Growth by Year



CSA Conference Attendees by Industry



CSA Conference Attendees By State





# Thank You to Past Sponsors

The CSA Conference has had the opportunity to partner with more than 55 different organizations since our first conference back in 2013.

Thank you to all our past sponsors – your involvement is what makes the CSA Conferences a success.

We hope you too will join this list of industry leaders as a sponsor at the 2018 CSA Conference!



# ***Our Event***

The 5<sup>th</sup> Annual CSA Conference in Dallas, Texas will be held in the thriving area of Downtown Dallas, the Reunion District, which is a gateway to the many amenities and attractions that the city of Dallas has to offer. Access the Hyatt Regency quickly and easily from both major Dallas area airports.

## ***Sponsorships***

Packages for the CSA Conference are designed to suit all of your needs. There is 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, but will also include the 6,000 subscribers of the CSA Journal, the thousands of Certified Senior Advisors located across the country, and for the first year ever, the thousands of Certified Professional Consultants on Aging located throughout Canada.

## ***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 [sponsorships@csa.us](mailto:sponsorships@csa.us) or call 800.653.1785. Reserve your sponsorship package online at [Become a CSA Conference Sponsor](#).





## ***Exhibitor Space***

SCSA believes that contributions and 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. Exhibit space selection will begin in July of 2018.





# Packages Available

	 DIAMOND \$2100	 PLATINUM \$1600	 GOLD \$1200	 SILVER \$1000
One sponsored breakout session	✓			
Exclusive sponsorship of one of the official conference events (meals, breaks, etc.)		✓		
Opportunity to address attendees during a sponsored conference event ( <i>for select events only</i> )		✓		
One 10-foot exhibit area	✓	✓	✓	
Opportunity to host a table during a conference luncheon	✓	✓	✓	
Exclusive sponsorship of conference materials and promotional items (bags, pens, lanyards, etc.)				✓
Recognition on the conference website	✓	✓	✓	✓
1/6 page ad space 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	✓	✓	✓	✓
	Full-Page	Half-Page	Half-Page	Half-Page
Registration for the CSA Conference	✓	✓	✓	✓
	2 Attendees	2 Attendees	1 Attendee	1 Attendee



# ***Diamond Sponsorship—\$2,100***



Diamond Sponsorship of the 2018 CSA Conference provides organizations with the opportunity to speak at one of only two 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 10-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
- ♦ A 1/6 page ad space within the CSA Conference Program
- ♦ Recognition on CSA's social media channels as an official 2018 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
- ♦ Logo included in all PowerPoint slides during the conference to be displayed before and after any presentations
- ♦ Ad space included in the rotating banner for the official CSA Conference mobile app
- ♦ Full-page ad space included in the CSA Journal, with distribution to more than 6,000 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.*



# Platinum Sponsorship—\$1,600



Platinum Sponsorship of the 2018 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, and breaks:

	Friday Reception	Saturday Breakfast	Saturday AM Break	Saturday Luncheon	Saturday PM Break	Saturday Reception	Sunday Breakfast	Sunday Luncheon	Sunday Break
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
- ◆ One 10-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
- ◆ A 1/6 page ad space within the CSA Conference Program
- ◆ Recognition on CSA's social media channels as an official 2018 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
- ◆ Logo included in all PowerPoint slides during the conference to be displayed before and after any presentations
- ◆ 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 6,000 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





## ***Gold Sponsorship—\$1,200***



Gold Sponsorship of the 2018 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 10-foot designated area with their own booth (width and height restrictions may apply), or will be provided with a six-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 10-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
- ♦ A 1/6 page ad space within the CSA Conference Program
- ♦ Recognition on CSA's social media channels as an official 2018 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
- ♦ Logo included in all PowerPoint slides during the conference to be displayed before and after any presentations
- ♦ 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 6,000 professionals working in the aging industry
- ♦ One attendee registration included, with the option to purchase additional registration for the reduced sponsor rate of \$300

# Silver Sponsorship—\$1,000



Silver Sponsorship of the 2018 CSA Conference provides organizations with the opportunity for exclusive sponsorship of one of only six available items during the CSA Conference. Items available include the conference attendee bag, lanyards, attendee hotel room keys, welcome packets provided at hotel check-in, meeting room WiFi branded with your company name as the password or internet name, and pens included in attendee bags.

	Attendee Bags	Attendee Lanyards	Hotel Room Keys	Welcome Packets	Meeting Room WiFi	Pens for Attendee Bags
Exclusive sponsorship of Item	✓	✓	✓	✓	✓	✓
Item cost included in sponsorship	✓	✓	✓	✓	✓	✓
Ability to upgrade item selection for an additional cost	✓	✓				✓

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 four available conference items
- ♦ Recognition with logo, description, and URL link on the CSA Conference website
- ♦ A 1/6 page ad space within the CSA Conference Program
- ♦ Recognition on CSA's social media channels as an official 2018 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
- ♦ Logo included in all PowerPoint slides during the conference to be displayed before and after any presentations
- ♦ 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 6,000 professionals working in the aging industry
- ♦ One attendee registration included, with the option to purchase additional registration for the reduced sponsor rate of \$300







# ***Easy Online Payment Portal***

Sponsorship for the CSA Conference has never been easier! Use our online payment portal at <https://scsa.regfox.com/csa-conference-sponsorship> to confirm your sponsorship of the 5<sup>th</sup> Annual CSA Conference.

Select the package from the available options you wish to purchase:

- Diamond Sponsorship includes registration for two attendees. You can add your second attendee by selecting the “Additional Sponsor Registration” after saving your initial registration. Use code: “Diamond” in the coupon code section to ensure you are not charged for the second attendee. Limit one coupon code per Diamond sponsorship.
- Platinum Sponsorship includes registration for two attendees. You can add your second attendee by selecting the “Additional Sponsor Registration” after saving your initial registration. Use code: “Platinum” in the coupon code section to ensure you are not charged for the second attendee. Limit one coupon code per Platinum sponsorship.

Additional attendees may be added at the reduced sponsor rate at the time of initial purchase or up until August 15, 2018.

Register unlimited conference attendees with your organization at the reduced Sponsor Registration Rate of \$300.00 by selecting the “Additional Sponsor Registration” options after saving each registration.

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 [sponsorships@csa.us](mailto:sponsorships@csa.us).



# ***Sponsor Dates and Deadlines***

- ♦ February 1, 2018—SCSA will begin posting sponsor logos on CSA Conference website
- ♦ February 1, 2018—SCSA will begin announcing confirmed sponsors through social media channels
- ♦ July 1, 2018—Exhibitor booth space selections begin
- ♦ July 12, 2018—Deadline for Signed Sponsor Agreements
- ♦ July 16, 2018—Deadline for all artwork to be included in the Conference Program
- ♦ July 31, 2018—Deadline for all artwork to be included in the Conference Mobile App
- ♦ August 10, 2018—Sponsors receive preliminary CSV attendee list
- ♦ August 15, 2018—Deadline for confirming participation in the closing raffle and attendee bags
- ♦ August 21, 2018—Sponsors receive updated preliminary CSV attendee list
- ♦ August 22, 2018—Deadline for delivering swag and promotional material to the hotel for inclusion in attendee bags
- ♦ August 24, 2018—Exhibitor booth setup 2:00 PM—6:00 PM
- ♦ August 26, 2018—Exhibitor booth breakdown 3:30 PM—5:30 PM
- ♦ August 28, 2018—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 [Sponsorships@csa.us](mailto:Sponsorships@csa.us).





# ***Other Opportunities***

## ***Speaker Information***

SCSA is currently seeking speakers for the 2018 CSA Conference. If you or someone you know is interested in learning more about speaking opportunities available for the CSA Conference, please go to our online speaker submission form at [2018 CSA Conference Speaker](#).

## ***Volunteer Information***

SCSA strives to make the CSA Conference a reflection of the wants and needs of attendees. In order to do so, we rely on the feedback and engagement of volunteers to help shape the event. If you are interested in serving on any of the planning committees for the 2018 CSA Conference, please go to our online volunteer submission form at [2018 CSA Conference Volunteer](#).