



2025 CSA Conference Sponsorship Prospectus

**Baltimore, Maryland
August 22-24, 2025
Hyatt Regency Baltimore Inner Harbor**

Introduction

Dear Valued Partner,

As we look ahead to the 2025 CSA Conference, we are excited to welcome you to a gathering that unites professionals from all disciplines dedicated to improving the lives of older adults. The aging population is growing rapidly, and with it, the demand for innovative solutions that address their diverse needs. The longevity economy is a transformative force, creating new opportunities across industries such as healthcare, housing, finance, insurance, law, and beyond. This conference offers a unique opportunity to connect with leaders and experts in all industries who are working together to shape the future of aging.



Join us from August 22-24, 2025, in Baltimore, Maryland at the Hyatt Regency Inner Harbor for the 10th Annual Society of Certified Senior Advisors (SCSA) *Building Knowledge and Empowering Networks* Conference. This premier event brings together a transdisciplinary community of professionals—including Certified Senior Advisors, in all industries, as well as other healthcare providers, financial advisors, legal experts, housing specialists, and more—who share a commitment to enhancing the quality of life for older adults.

At the CSA Annual Conference, you'll find a dynamic platform to increase visibility for your brand among a diverse and engaged audience, spanning a wide range of sectors. Our conference attracts thought leaders, students, industry partners, and professionals eager to collaborate and innovate for the future of aging. Our sponsorships allow you to customize your participation to align with your organizational goals. Whether you are looking to network, showcase your products or services, or deepen your knowledge of aging-related issues, the CSA Conference provides the ideal environment for meaningful connections and collaboration.

Join us for two and a half days of insightful presentations, in-depth discussions on emerging trends, and opportunities to collaborate with others in the field. Together, we will explore how we can better serve older adults, address critical issues, and create a future where aging is celebrated as a cherished part of life. We look forward to welcoming you to Baltimore, where we will unite in our shared vision to transform aging into a process of life that is valued and embraced by all.

Sincerely,
David Cox, President and CEO



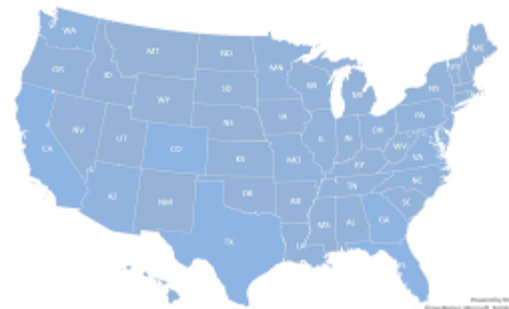
CSA Conference Attendees

The CSA Conference...Your Chance to Network with All Disciplines Serving Older Adults at ONE EVENT

The CSA Conference brings together professionals in a wide range of disciplines from across the country who are all passionate about serving older adults. With educational sessions in Finance & Insurance, Health Care & Home Care, Aging Trends and Business Development topics, attendees appreciate the chance to learn from and network with experts in a wide variety of fields and are looking to find products and services to help themselves and their clients.

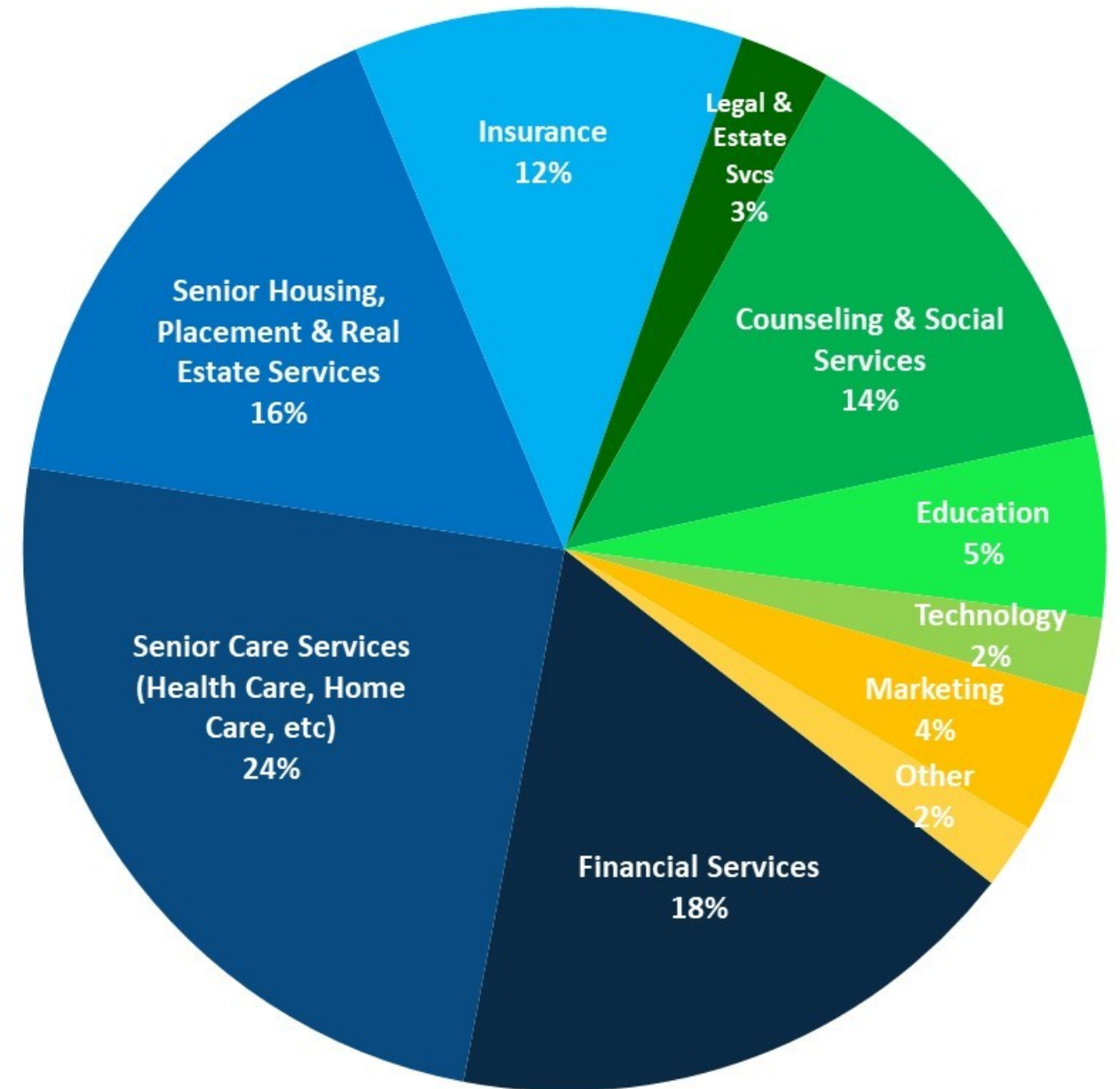
“Professionals in all walks of life, different ages, and serving in an array of services, all working together to achieve a greater outcome for the aging. THAT was very inspirational!”

“I love attending the CSA Conference because it brings together professionals from a variety of disciplines, all dedicated to serving older adults. The diverse expertise and shared commitment among the members create a unique and enriching environment.”



“Attending and sponsoring my first CSA conference was a wise investment in my business...I definitely plan to return!”

Attendees by Industry 2024 Conference



Thank You to Past Sponsors

The CSA Conference has had the opportunity to partner with nearly 150 different organizations since our first conference in 2013. Thank you to all our past sponsors – your involvement is what makes the CSA Conferences a success. We hope you will join this list of industry leaders as a sponsor at the 2025 CSA Conference!



PARTNER COMPANIES



Our Event

The 10th Annual CSA Conference will be held at the [Baltimore Hyatt Regency Inner Harbor hotel](#) in Baltimore, Maryland. The venue is an easy 15-minute drive from Baltimore/Washington International Thurgood Marshall airport (BWI).

Sponsorships

Packages for the CSA Conference are designed to suit all of your needs. There are a wide variety of options, including custom and a-la-carte 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, to include thousands of additional contacts who will see your branding on social media and in CSA correspondence.

Exhibitor Space

SCSA believes that engagement with our sponsors and exhibitors enhances our attendees' experience by connecting them with businesses positioned to meet their growing needs. Our Gold, Platinum, Diamond, and Premier sponsorships all include an exhibit space located in the main atrium area—the central gathering place for the conference—with multiple opportunities throughout the conference 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.

Reserve Your Spot

All packages are available on a first-come, first-served basis, and space is limited. Select item packages are exclusively available for only one sponsor per item! For additional questions email us at conference@csa.us or call [303-951-6571](tel:303-951-6571).



[Conference Photo Gallery—2024 Conference](#)



Reserve your sponsorship package today: <https://csa.us/conference>

Sponsorship Packages Available



All Sponsorship Levels Include:

- Recognition on the conference website, social media, and emails before, during, and after the conference
- Conference Attendee Lists - preliminary and final, permitted for use on three email communications
- Logo and company information included in the conference Mobile App & scavenger hunt participation
- Logo and name listing in the printed Conference Program
- Logo included on all opening and closing slides before and after all events in the main ballroom
- Opportunity to contribute a product or service during the Closing Event & Raffle
- Opportunity to include promotional materials in the conference attendee bags

Contact us to customize a package at any sponsorship level: conference@csa.us or 303.951.6571

Key Benefits included at each Level:

	PREMIER \$5000	DIAMOND \$3500	PLATINUM \$2200 - \$2500	GOLD \$1500	SILVER \$1200	BRONZE \$350- 650
• Sponsorship of Opening Keynote & Meeting , including main stage company presentation with the ability to address attendees for up 2 minutes and company signage displayed during event; 2 dedicated social media posts with link to your website. Max of 3 slots available.	✓					
• Present a 50-minute Breakout Session on the educational topic of your choice, bypassing the session selection process. One sponsored breakout time slot per day with max of 3 sessions each slot (Fri/Sat/Sun), including Marketing/Business Development topic sessions slot on Friday afternoon		✓				
• Sponsorship of one of the official conference events: Platinum I (\$2500)- speak from the main stage (Workshop, Luncheons, Plenary, Closing); Platinum II (\$2200) - sponsorship of networking event (Receptions, Breakfasts, Breaks). Max of 3 sponsors per event with signage/recognition.			✓			
• Ability to submit a company promo video to be included on conference website, email promotions, social media, and conference Mobile App	✓	✓	✓			
• One 8-foot exhibit area in the main atrium (included in all sessions Gold and above)	✓	✓	✓	✓		
• Sponsorship of conference materials or a sessions track (Mobile App, WiFi, attendee bags, lanyards, hotel keys, Finance/Insurance, Health Care/Home Care, Aging Trends, or Business Development track)					✓	
• Ad space included in the printed Conference Program (half-page \$650, quarter-page \$500, eighth-page \$350), in addition to logo and name listing	Half Page					✓
• Ad space included in a post-conference issue of the CSA Journal	Full Page	Half Page	Half Page			
• Free Attendee Registrations for the CSA Conference (<i>note: all exhibitors must be registered</i>), with discounted sponsor registration rate of \$300 for additional attendees	2	2	2	1	1	

Premier Sponsorship—\$5,000



Sponsorship of the Opening Keynote at the 2025 CSA Conference provides an organization with the opportunity to speak on the main stage right before the Opening Keynote session on Saturday morning (max of 3 available). Premier sponsorship packages include the following:

- ◆ **Sponsorship of the Opening Keynote and Meeting on Saturday morning, including main stage company presentation to all attendees**
- ◆ Ability to submit a **company promo video** to be included on the conference website, email promotions, social media, and the conference Mobile App
- ◆ One **8-foot exhibit area** in the highly trafficked main atrium location at the conference (6-foot table)
- ◆ **Preliminary and final conference attendee lists** with permission to send up to three emails directly to conference attendees
- ◆ **Recognition on CSA's social media channels** as an official sponsor of the 2025 CSA Conference before, during, and after the event with 2 dedicated Premier sponsor posts (one pre-conference and one post-conference)
- ◆ Option to **host a table** during the Service to Seniors Luncheon or Scholarships Luncheon
- ◆ **Recognition** with logo, description, and URL link on the CSA Conference website
- ◆ **Half-page ad space** in the printed **Conference Program**
- ◆ Opportunity to **include an item in the closing raffle** which will be given away with recognition for your company
- ◆ Opportunity to **include promotional and swag material** in the conference attendee bags
- ◆ Ad space included in the official CSA Conference **Mobile App**
- ◆ **Full-page ad space in a post-conference issue of the CSA Journal**, with distribution to more than 3,500 professionals working in the aging industry
- ◆ **Two free attendee registrations** , with the option to purchase additional registrations at the reduced sponsor rate of \$300



Reserve your sponsorship package today: <https://csa.us/conference>



Diamond Sponsorship—\$3,500



Diamond Sponsorship of the 2025 CSA Conference provides organizations with the opportunity to speak at one of the available 50-minute educational sessions during the conference. Sponsored sessions are a great way to present important information to the conference attendees for a session during the event. Diamond sponsorship packages include the following:

- ◆ **Present a 50-minute educational sponsored breakout session of a topic of your choosing***
- ◆ Ability to submit a **company promo video** to be included on the conference website, email promotions, social media, and the conference mobile app
- ◆ One **8-foot exhibit area** in the highly trafficked main atrium at the conference (6-foot table)
- ◆ **Preliminary and final conference attendee lists** with permission to send up to three emails directly to conference attendees
- ◆ Option to **host a table** during the Service to Seniors Luncheon or Scholarships Luncheon
- ◆ **Recognition** with logo, description, and URL link on the CSA Conference website
- ◆ Logo and name listing within the **printed Conference Program**
- ◆ **Recognition on CSA's social media channels** as an official 2025 CSA Conference Sponsor before, during, and after the event
- ◆ Opportunity to **include an item in the closing raffle** with recognition for your company during the raffle
- ◆ Opportunity to **include promotional and swag material** in the conference attendee bags
- ◆ Ad space included in the official **CSA Conference mobile app**
- ◆ Half-page **ad space in a post-conference issue of the CSA Journal**, with distribution to more than 3,500 professionals working in the aging industry
- ◆ **Two free attendee registrations**, 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.*



Reserve your sponsorship package today: <https://csa.us/conference>

Platinum Sponsorship: \$2,200-\$2,500



Platinum Sponsorship includes sponsorship of one of the key events during the CSA Conference (max of 3 sponsors per event).

Platinum Sponsorship Highlights	Platinum I Level - \$2500					Platinum II Level - \$2200					
	Friday Business Workshop	Saturday Service to Seniors Luncheon	Sunday Plenary Session	Sunday Awards Luncheon	Sunday Closing Event & Raffle	Friday Welcome Reception & Exhibits	Saturday Breakfast & Exhibits	Saturday Breaks & Exhibits (2)	Saturday Themed Reception & Exhibits	Sunday Breakfast & Exhibits	Sunday Break/Book Signing & Exhibits
Sponsorship of the event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company signage displayed during the event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to address all attendees from main stage for 2 minutes; logo/video on main screens	✓	✓	✓	✓	✓						
Networking/Exhibits event sponsor (drink ticket/food sponsor, specialty drinks/food, photo booth)						✓	✓	✓	✓	✓	✓

Platinum sponsor packages also include:

- ◆ One **8-foot exhibit area** in the highly trafficked main atrium location at the conference (6-foot table)
- ◆ **Preliminary and final conference attendee lists** with permission to send up to three emails directly to conference attendees
- ◆ Ability to submit a **company promo video** to be included on the website, email promotions, social media, mobile app
- ◆ **Recognition** with logo, description, and URL link on the website & option to **host a table** at a luncheon
- ◆ Logo and name listing within the printed **Conference Program** and ad space and company info in the conference **Mobile App**
- ◆ **Recognition on CSA’s social media channels** as an official 2025 CSA Conference Sponsor before, during, and after the event
- ◆ **Two free attendee registrations** and the option to purchase additional registrations at the sponsor rate of \$300





Gold Sponsorship—\$1,500



Gold Sponsorship provides organizations with the opportunity to **exhibit in the main atrium** during the CSA Conference and engage with attendees throughout the event. All breaks and receptions 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.

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 include the following:



- ◆ **One 8-foot exhibit area in a highly trafficked location at the conference (6-foot table)**
- ◆ **Preliminary and final conference attendee lists** with permission to send up to three emails directly to conference attendees
- ◆ **Recognition** with logo, description, and URL link on the **CSA Conference website**
- ◆ Logo and name listing within the printed **Conference Program**
- ◆ **Recognition on CSA's social media channels** as an official 2025 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
- ◆ Opportunity to include **promotional and swag material** in the conference attendee bags
- ◆ Ad space included in official CSA Conference **Mobile App**
- ◆ **One free attendee registration** with the option to purchase additional registrations for the reduced sponsor rate of \$300



Reserve your sponsorship package today: <https://csa.us/conference>

Silver Sponsorship—\$1,200



Silver Sponsorship of the 2025 CSA Conference provides organizations with the opportunity for exclusive sponsorship of one of the available items during the CSA Conference OR sponsorship of one of the session tracks: Finance & Insurance, Health Care & Home Care, Aging Trends, or Business Development. Items available include the conference attendee bags, lanyards, conference WiFi, branded with your company name, the conference mobile app, attendee hotel room keys—or another item of your choice!

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 the available conference items, listed above OR one of the session tracks throughout the conference**
- ◆ **Recognition** with logo, description, and URL link on the **CSA Conference website**
- ◆ **Preliminary and final conference attendee lists** with permission to send up to three emails directly to conference attendees
- ◆ Logo and name listing within the printed **Conference Program**
- ◆ **Recognition on CSA's social media channels** as an official 2024 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
- ◆ Ad space included in the official CSA Conference **mobile app**
- ◆ **One free attendee registration**, with the option to purchase additional registrations for the reduced sponsor rate of \$300



Reserve your sponsorship package today: <https://csa.us/conference>



Bronze Sponsorship: \$350-\$650



Bronze Sponsorship of the 2025 CSA Conference provides organizations with the opportunity to be recognized at the CSA Conference and through the website and social media. This sponsorship provides organizations with a means of connecting with conference attendees and the community of Certified Senior Advisors. Bronze sponsor packages include the following:

- ◆ **Ad space included in the CSA Conference Program (ad size based on Bronze-level price: half-page \$650, quarter-page \$500, eighth-page \$350)**
- ◆ **Preliminary and final conference attendee lists** with permission to send up to three emails directly to conference attendees
- ◆ **Recognition** with logo, description, and URL link on the **CSA Conference website**
- ◆ **Recognition on CSA's social media channels** as an official 2025 CSA Conference Sponsor before, during, and after the event
- ◆ Opportunity to **include an item in the closing raffle** with recognition for your company during the raffle
- ◆ Opportunity to include **promotional and swag material** in the conference attendee bags
- ◆ Logo and links included in the CSA Conference **Mobile App**

Bronze packages flexibly allows you to attend the CSA Conference or not, and select the package right for you based on ad size selection in the CSA Conference program. Contact us at 800.653.1785 or at conference@csa.us for rates and details.



Reserve your sponsorship package today: <https://csa.us/conference>

Custom Sponsorship Opportunities

Don't see what you're looking for? We are happy to customize a sponsorship package to fit your needs. Let us know if you have other ideas on customizing a package, and we will be happy to work with you to make it work.

Contact us at [303.951.6571](tel:303.951.6571) or email conference@csa.us to discuss customized options!

Easy Online Payment Portal

Sponsorship for the CSA Conference can be purchased easily through our online portal at <https://portal.csa.us/product-category/conference/sponsorship-packages/>.

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 [303.951.6571](tel:303.951.6571) or email conference@csa.us.



Reserve your sponsorship package today: <https://csa.us/conference>

Sponsor Dates and Deadlines

- ◆ December 2024—Sponsorship portal opens
- ◆ June 16, 2025—Exhibitor booth space selections begin
- ◆ July 25, 2025—Deadline for all artwork to be included in the Conference Program and Mobile App
- ◆ July 25, 2025—Deadline for confirming participation in the closing raffle and attendee bags
- ◆ July 31, 2025—Sponsors receive preliminary attendee list
- ◆ August 18, 2025—Sponsors receive updated preliminary attendee list
- ◆ August 21, 2025—Date to deliver swag and promotional material to the hotel for inclusion in attendee bags (all deadlines and details included in Sponsor Packet)
- ◆ August 22, 2025—Exhibitor booth setup begins 12:00pm
- ◆ August 24, 2025—Exhibitor booth breakdown 4:00pm
- ◆ September 4, 2025 —Sponsors receive final attendee list

SCSA looks forward to partnering with your organization for another successful event. For any questions regarding sponsorship packages please call **303.951.6571** or email conference@csa.us



Other Opportunities

Attending the CSA Conference

The CSA Conference is open to all professionals, regardless of membership with the Society of Certified Senior Advisors. If you would like to join us in Baltimore for the 2025 10th Annual *Building Knowledge and Empowering Networks* conference, registration is available online at <https://scsa.regfox.com/2025-csa-conference>.

Speaking Opportunities

Each year our program committee invites professionals from across the country to submit proposals for speaking opportunities at the CSA Conference. Participate in the 2025 Call for Speakers by submitting a proposal here: <https://www.csa.us/csa-conference/call-for-speakers/>. Proposals are due January 31, 2025.

Volunteer Opportunities

SCSA is always seeking the assistance of volunteers to help review sessions for conference program, connect with sponsor organizations, review Service to Seniors awards, and much more. Contact us at 800.653.1785 or conference@csa.us to volunteer for the 2025 conference.



Reserve your sponsorship package today: <https://csa.us/conference>