

# GROUND GROWING

2024 GSLA CONFERENCE & TRADE SHOW      OCTOBER 21 - 23, 2024 | ATL

**SUPPORT PROGRAM**  
*SPONSORSHIP & MARKETING  
PROSPECTUS*

**[WWW.GASLA.ORG](http://WWW.GASLA.ORG)**

## WHO IS GS�A?

Founded in 1998 to represent a growing assisted living industry, the **Georgia Senior Living Association (GS�A)** is the state trade association representing all senior living in the state of Georgia. GS�A exists to promote the quality of life for Georgia seniors by leading the senior living industry through education, advocacy, and partnerships. GS�A is your professional connection to the Senior Living Industry.

GS�A's reach within the senior living industry is deep and continues to grow. GS�A's member communities represent over 50% of the state-licensed beds (25+). The Association's education and communications reach is over 3,800 and accounts for more than 85% of the professionals in the industry. The education and partnership events of the Association garner more than 2,000 professional touchpoints each year. Many owners, C-suite executives, regional representatives, and decision-makers call GS�A their home association for education, advocacy, and partnership opportunities.

## WHY SPONSOR, EXHIBIT, AND ADVERTISE?

GS�A education and partnership events attract over 1,600 senior living professionals annually. The Conference provides attendees with the most up-to-date information on the latest technologies, regulations, best practices, care, and services, plus new ideas to make their work lives manageable. There is a perfect blend of education, partnership, and fun. The GS�A Conference & Trade Show also serves as an excellent platform to break the barrier with new clients while cultivating relationships with existing partners. Over the last three years, we have seen an exponential growth in attendees, making the GS�A Conference & Trade Show the largest of its kind in the southeast. After the significant success of the Conference in Savannah in 2023, the Conference now rotates between the Atlanta and Savannah areas. It is expected that more than 600 Senior Living Professionals will attend.

This year's theme, "Grounded and Growing," symbolizes our industry's unwavering commitment to building strong foundations for exponential growth. GS�A is focused on fostering connections that will serve as the bedrock for our future. Thanks to the relationships and knowledge we share, we are stronger than ever. Despite workforce shortages, funding deficits, and a challenging regulatory environment, GS�A communities have shown resilience. Now, we stand ready to embark on the next phase, enriching the lives of seniors across Georgia.





# PREMIER SPONSORSHIP OPPORTUNITIES

All Premier Sponsorships receive the benefits below, in addition to company recognition in all printed conference materials, signage throughout the conference space, and a number of additional communication mediums. Premier Sponsorships are available in addition to advertising, exhibit booth, and conference registration fees.

[CLICK HERE TO RESERVE YOUR PREMIER SPONSORSHIP ONLINE](#)

## PLATINUM SPONSOR | \$10,000

- Four (4) complimentary All-Access Conference registrations.
- Four (4) complimentary invitations to the GSLA Board & Senior Leadership Opening Reception VIP Section.
- Opportunity to present an educational session during the Conference.
- Full-page ad (inside front or back cover) in the Conference Program - *first come, first served*.
- Logo & link on GSLA Conference website & app.
- Recognition as Platinum Sponsor in the Conference Program.
- Recognition as Platinum Sponsor in Conference communication (email, social media, GSLA events).
- Recognition as Platinum Sponsor on the Conference registration page.
- Platinum sponsor ribbon on company name badges.
- Rolling slide deck and verbal recognition at all Keynote & Plenary Sessions.

## GOLD SPONSOR | \$7,000

- Three (3) complimentary All-Access Conference registrations.
- Three (3) complimentary invitations to the GSLA Board & Senior Leadership Opening Reception VIP Section.
- Half-page ad in the Conference Program.
- Logo & link on GSLA Conference website & app.
- Recognition as Gold Sponsor in the Conference Program.
- Recognition as Gold Sponsor in Conference communication (email, social media).
- Gold sponsor ribbon on company name badges.
- Verbal recognition at Opening Session.
- Rolling slide deck recognition at all Keynote & Plenary Sessions.

## SILVER SPONSOR | \$5,000

- Two (2) complimentary All-Access Conference registrations.
- Two (2) complimentary invitations to the GSLA Board & Senior Leadership Opening Reception VIP Section.
- Quarter-page ad in the Conference Program.
- Logo on GSLA Conference website & app.
- Recognition as Silver Sponsor in the Conference Program.
- Recognition as Silver Sponsor in Conference communication (email, social media).
- Silver sponsor ribbon on company name badges.
- Rolling slide deck recognition at all Keynote & Plenary Sessions.

## BRONZE SPONSOR | \$3,000

- One (1) complimentary All-Access Conference registration.
- One (1) complimentary invitation to the GSLA Board & Senior Leadership Opening Reception VIP Section.
- Name recognition on GSLA Conference website & app.
- Recognition as Bronze Sponsor in the Conference communication (Program Book, email, social media).
- Bronze sponsor ribbon on company name badges.
- Rolling slide deck recognition at all Keynote & Plenary Sessions.

# EVENT SPONSORSHIP OPPORTUNITIES

All Event Sponsorship opportunities receive the benefits below, in addition to company recognition in most printed conference materials, signage for the specific event during the conference, and a number of additional communication mediums. Event Sponsorship Opportunities are available in addition to advertising, exhibit booth, and conference registration fees.

[\*\*CLICK HERE TO RESERVE YOUR EVENT SPONSORSHIP ONLINE\*\*](#)

## KEYNOTE SPONSOR | \$10,000 (QTY. 1)

- Four (4) complimentary All-Access Conference registrations.
- Host Keynote speaker in Tradeshow booth for book sign with a bookmark
- Full-page ad in the Conference Program
- Logo & link on GSLA Conference website & app.
- Recognition as Platinum Sponsor in the Conference Program
- Recognition as Platinum Sponsor in Conference communication (email, social media, GSLA events).
- Platinum sponsor ribbon on company name badges.

## OPENING RECEPTION SPONSOR | \$7,000 (QTY. 2)

- Three (3) complimentary All-Access Conference registrations.
- Three (3) complimentary invitations to the GSLA Board & Senior Leadership Opening Reception VIP Section.
- Opportunity to offer collateral at the Opening Reception.
- Opportunity to introduce the band at the Opening Reception – first come, first served.
- Half-page ad in the Conference Program.
- Logo & link on GSLA Conference website & app.
- Recognition as Gold Sponsor in the Conference Program.
- Recognition as Gold Sponsor in Conference communication (email, social media).
- Gold sponsor ribbon on company name badges.
- Verbal recognition at Opening Session.
- Rolling slide deck recognition at all Keynote & Plenary Sessions.

## GSLA BOARD & SENIOR LEADERSHIP OPENING RECEPTION VIP SPONSOR | \$6,000 (QTY. 1)

- Three (3) complimentary All-Access Conference registrations.
- Five (5) complimentary invitations to the GSLA Board & Senior Leadership Opening Reception VIP Section.
- Half-page ad in the Conference Program.
- Logo & link on GSLA Conference website & app.
- Recognition as Gold Sponsor in the Conference Program.
- Recognition as Gold Sponsor in Conference communication (email, social media).
- Gold sponsor ribbon on company name badges.
- Verbal recognition at Opening Session.
- Rolling slide deck recognition at all Keynote & Plenary Sessions.

## CHEF COMPETITION & LUNCHEON SPONSOR | \$6,000 (QTY. 2)

- Three (3) complimentary All-Access Conference registrations.
- Three (3) complimentary invitations to the GSLA Board & Senior Leadership Opening Reception VIP Section.
- Opportunity to provide collateral at the Chef Competition & Luncheon.
- Opportunity to provide one (1) judge for the Chef Competition
- Half-page ad in the Conference Program.
- Logo & link on GSLA Conference website & app.
- Recognition as Gold Sponsor in the Conference Program.
- Recognition as Gold Sponsor in Conference communication (email, social media).
- Gold sponsor ribbon on company name badges.
- Verbal recognition at Opening Session & throughout Luncheon.
- Rolling slide deck recognition at all Keynote & Plenary Sessions.

[\*\*CLICK HERE TO RESERVE YOUR EVENT SPONSORSHIP ONLINE\*\*](#)

# MARKETING PARTNERSHIP OPPORTUNITIES

All Marketing Partnership opportunities receive the benefits below, in addition to company recognition within the conference space. Event Sponsorship Opportunities are available in addition to advertising, exhibit booth, and conference registration fees.

**[CLICK HERE TO RESERVE YOUR MARKETING PARTNERSHIPS ONLINE](#)**

## TRADE SHOW LOUNGE PARTNER | \$5,000 (QTY. 1)

- One (1) complimentary All-Access Conference registration.
- One (1) complimentary invitation to the GSLA Board & Senior Leadership Opening Reception VIP Section.
- Opportunity to host GSLA Trade Show Lounge (20x20 booth) in place of the traditional purchased booth space. This includes all furniture, design & setup.
- Logo recognition on signage in the lounge.
- Quarter-page ad in the Conference Program.
- Logo & link on GSLA Conference website.
- Recognition as Marketing Partner in the Conference Program.
- Verbal recognition at Opening Session and in conjunction with the Trade Show in educational sessions.
- Rolling slide deck recognition at all Keynote & Plenary Sessions.

## CONFERENCE APP PARTNER | \$5,000 (QTY. 1)

- One (1) complimentary All-Access Conference registration.
- One (1) complimentary invitation to the GSLA Board & Senior Leadership Opening Reception VIP Section.
- Logo on App Launch Screen.
- 2 promoted posts on Tuesday & Wednesday.
- Your logo and information in the app menu.
- Recognition as Marketing Partner in the Conference Program.
- Verbal recognition & rolling slide deck recognition at all Keynote & Plenary sessions.

## HEADSHOT PARTNER | \$4,000 (QTY. 1)

- One (1) complimentary All-Access Conference registration.
- One (1) complimentary invitation to the GSLA Board & Senior Leadership Opening Reception VIP Section.
- Opportunity to host Headshot Booth in addition to traditional purchased booth space.
- Logo recognition on signage in Headshot Booth.
- Logo & link on GSLA Conference website.
- Recognition as Marketing Partner in the Conference Program.
- Verbal recognition in conjunction with the Trade Show in educational sessions.
- Rolling slide deck recognition at all Keynote & Plenary Sessions.
- Post-conference online recognition with the posting of Headshots.

## COFFEE BREAK PARTNER | \$1,500 (QTY. 3)

- One (1) complimentary invitation to the GSLA Board & Senior Leadership Opening Reception VIP Section.
- Opportunity to provide cups, napkins, coffee stirs, etc., for sponsored coffee break(s).
- Recognition next to the Coffee Break in the Conference Program Agenda.
- Logo & link on GSLA Conference website.
- Recognition as Marketing Partner in the Conference Program.
- Rolling slide deck recognition at all Keynote & Plenary Sessions.

## EDUCATION COURSE PARTNER | \$500 (QTY. 15)

- Opportunity to act as Room Host and introduce partnered education course and your company.
- Logo recognition as Education Partner in the Conference Program alongside of partnered course.
- Website recognition as Marketing Partner.

# ADVERTISING OPPORTUNITIES

All Advertising Opportunities receive the benefits below and are available in addition to exhibit booth, and conference registration fees.

**[CLICK HERE TO RESERVE YOUR ADVERTISING OPPORTUNITIES ONLINE](#)**

## CONFERENCE BAG | \$1,500 (QTY. 1)

- Add your company name/logo to the conference attendee bags used by all attendees to carry their convention items, goodies, books, collectibles, and handouts.

## ROLL UP SIGNAGE | \$1,500 (QTY. 5)

- Make a statement with a free-standing, roll up signage structure placed in the main hall area of the event. Sign will be seen by all attendees each day navigating between the Keynote, courses and the exhibit hall.

## LANYARDS | \$1,750 (QTY. 1)

- All conference attendees are required to wear their conference badge within the complex, and many keep them for years to come. Highlight your company on the Conference lanyards and be in every picture!

## GENERAL SESSION TABLE TOP | \$1,500 (QTY. 1)

- Keep your company in view as part of the General Session tablescape. Every table for all main sessions will host a table sign with your logo, design, booth information, QR Code and more (*design to be provided*)!

## FLOOR MARKERS | \$1,000 (QTY. 3)

- Direct attendees and decision makers to your booth with branded floor markers placed between course rooms and the trade show exhibit hall. Three (3) floor markers per set.

## BAG SWAG | \$500 (QTY. 5)

- Provide a memorable piece of swag, a postcard, or special invitation to all attendees in the Conference Bag, picked up when attendees arrive at Registration. Limit one (1) item approved by GSIA.

## CORNHOLE BOARD (SET) | \$600 (QTY. 4)

- Be a BIG part of the fun and put your logo ON a cornhole board set and scoreboard. Boards will be used during the Opening Reception Tournament. After the conference, the boards are yours to keep!

## CORNHOLE SCOREBOARD (SET) | \$125 (QTY. 4)

- There is already talk of who will be contenders at the Cornhole Tournament during the Opening Reception. Put your logo in front of all of the players by advertising on a scoreboard.

## CONFERENCE PROGRAM | \$1,500 | \$1,000 | \$500

- Make your impact memorable by purchasing a full-page, half-page, or quarter-page ad in the Conference Program. Attendees reference the program all year long - keep your name in front of them!

## OPENING RECEPTION | PAC FUNDRAISING PRIZES | \$50+

- Be part of the highly anticipated raffle drawing at the Opening Reception and keep your name in the ears of attendees. Prizes of various sizes and experiences are welcome and are recognized by the MC.

**[CLICK HERE TO RESERVE YOUR ADVERTISING OPPORTUNITIES ONLINE](#)**



# SCHEDULE OF EVENTS

*\*SUBJECT TO CHANGE*

## MONDAY, OCTOBER 21

8:30am - 4:00pm	Pre-Conference Education
12:00pm - 5:00pm	Trade Show Registration & Move-In
1:00pm - 4:00pm	GSIA Board Meeting <i>(by invitation only)</i>
4:00pm - 5:30pm	GSIA Board & C-Suite VIP Reception
4:00pm - 6:00pm	Attendee Registration
5:30pm - 7:30pm	OPENING RECEPTION   PAC Fundraising Party

## TUESDAY, OCTOBER 22

7:15am	Attendee Registration Opens
7:15am - 8:30am	Exhibit Hall Open - Breakfast & Networking inside of Exhibit Hall
8:30am - 10:30am	Welcome & Opening Keynote
10:45am - 11:45am	Education Break Out Sessions I
11:45am - 1:45pm	Exhibit Hall Open - Lunch & Education in Exhibit Hall
2:00pm - 3:00pm	Education Break Out Sessions II
3:00pm - 4:00pm	Exhibit Hall Open - Coffee Break & Education in Exhibit Hall
4:15pm - 5:15pm	Education Break Out Sessions III
5:15pm	Networking & Partnership Evening
	Host your Provider clients and potential clients for dinner, drinks, or outings.

## WEDNESDAY, OCTOBER 23

8:00am	Attendee Registration Opens
8:30am - 10:00am	Plated Breakfast with Providers & Keynote
10:00am - 12:00pm	Exhibit Hall Open - Coffee & Education in Exhibit Hall
12:00pm - 1:15pm	Culinary Competition & Luncheon
12:00pm - 4:00pm	Exhibit Hall Breakdown
1:30pm - 2:30pm	Education Break Out Sessions IV
2:45pm - 3:45pm	Closing Session with DCH
3:45PM	Adjourn
4:00pm - 4:30pm	PAC RAFFLE

## NEXT STEP?

Ready to take the next step in Conference Sponsorship or Marketing Partnerships? GSIA would love to walk through this program with you and create a package that best meets the needs of your company.

- Have a budget that you want to work around? We can help you.
- Want to be involved in specific activities? We can fit your needs.

Our Member Services team would love to help you increase the value of your GSIA Membership today!

[memberservices@gasla.org](mailto:memberservices@gasla.org) | 678.407.2060