

## Business Benefits



Advocacy | Communications | Excellence

Relationships | Common Ground | Integrity

The Florida Council on Aging can be the key to your profitability and help you better reach the growing Baby Boomer market.

Beginning now and for the next 20 years, the fastest-growing part of our population will be those age 60+. Over 55% of Florida's population boom will be older adults!

What is your business strategy for this market segment? Savvy businesses know there is opportunity to grow and prosper in the "Longevity Economy" that is emerging in Florida.

### Sponsorship Opportunities

#### The Florida Conference on Aging

- Conference Program
- Exhibit Shot with 60+ Vendors
- VIP Access to Speakers and Leaders

#### Digital Advertisements

- AgeWise Newsletter
- Email Alerts to Membership
- Website Advertisements
- Membership Directory

**FCOA holds special events throughout the year.  
Contact us to discuss a package that's right for you!**

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## How can partnering with FCOA benefit my business?

**Access** - FCOA's membership represents diverse sectors of those who work with older adults in every county. Members include healthcare, community organizations, and professionals in law, education, insurance, and transportation, making it the most comprehensive aging network of its kind.

**Connection** - FCOA can connect you with organizations in the aging business. We connect people and organizations to their target market.

**Credibility** - For 60 years, FCOA has been the leading resource for businesses, elders, Legislators, caregivers and every professional in aging. FCOA is in touch with members continually. With FCOA as the connector, your organization's value will be amplified to potential customers.

**Expertise** - FCOA can help you reach the largest customer market with the greatest spending power: the aging market.

**Results!** - Partnering with the right people leads to success. FCOA is your key to unlocking the potential to reach 67 counties and nearly any industry in aging.

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