



**2026**

**SPONSORSHIP, EXHIBITION &  
PROMOTIONAL OPPORTUNITIES**



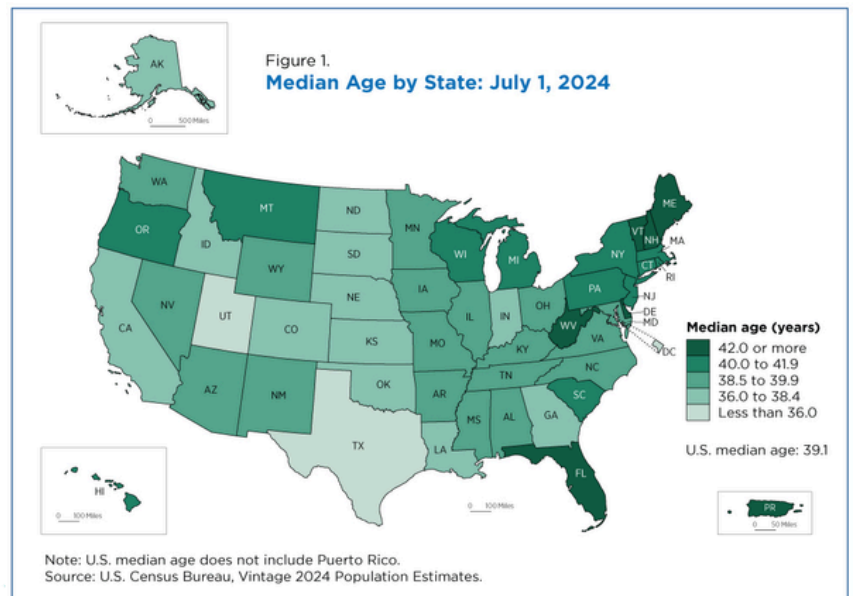
# MARKET

## Why Engage with the Florida Council on Aging?

- The Florida Council on Aging, with over 70 years of tradition, will work to maximize your visibility in your preferred sector.
- Over 6.5 million adults 60+ call Florida home.
- More than 1 in 4 Floridians is over 60.
- The 60+ population in Florida will be over 7 million by 2030.
- Over 700,000 Veterans over 65 years old live in Florida.
- The traditional Aging Network in Florida interacts with over 3.75 million people annually.
- Florida is home to over 4.5 million adult caregivers.
- More than 90% of older adults have access to a computer/internet and 70% of people 65+ have home broadband.
- Smartphone use among adults 65+ is 78%, while cellphone use, overall, is 95%.
- The Florida Council on Aging has member representation from all service regions covering 67 counties.
- Approximately 96% of Florida's 67 counties grew (only three counties lost population) from 2022 to 2023.
- Florida had four of the five fastest-growing U.S. metro areas between 2022 and 2023: Wildwood-The Villages, FL (4.7%); Lakeland-Winter Haven, FL (3.8%); Ocala, FL (3.4%); and Port St. Lucie, FL (3.1%). Clewiston, FL (4.2%) was one of the five fastest-growing U.S. micro areas between 2022 and 2023.
- The FCOA Board of Trustees represents a broad range of talent and experience from the private and public sectors of the aging network and beyond.
- The FCOA Management Firm has a combined 80 years of experience in Florida's aging network to help your company make the RIGHT connections.



2025 Florida Conference on Aging, Orlando, FL



Please contact Colette Vallee to discuss your participation in the Florida Conference on Aging.

E: [fcoa@fcoa.org](mailto:fcoa@fcoa.org) O: 850-222-8877

# GROW

## Advertise with the Florida Council on Aging

### General Advertising Options

#### AgeWise Newsletter

- Annual (12 full page ads or ~~international articles~~) - \$6,000 **SOLD**
- Full Page - \$400/per issue
- Half Page - \$250/ per issue
- Quarter Page - \$150/per issue

#### FCOA Website

Home page advertisement (on slideshow)  
\$100/month

#### FCOA Email Alerts

- Employment alert (1) - \$100/per mailing (\$50 for active FCOA Members)
- Advertising alert (1) to the membership - \$250
- General Email Sponsorship Spotlight - \$250/month with minimum of 4 communications sent via email with sponsor ad in the header/footer of the email alert.

### Education Options

#### Virtual Education Showcase

Exclusive sponsorship of the monthly webinar. Sponsor can select webinar content. (Second Tuesday of each month) - \$500 per month total of 11 offerings per year.

#### Ageism Day (October) Sponsor

Exclusive sponsorship of, planning support, for the recognition and education of Ageism \$12,000\*

#### Lunch & Learn

Exclusive sponsorship of a lunch and learn in preferred region of the state or added on to any other FCOA planned activities. \$10,000\* (plus any catering expenses - any time of year)

### Project Management, Project Administration & Education Campaigns

The Florida Council on Aging has a demonstrated track record of grant, education and project administration statewide. Administrative fees established based on the scope of work. Contact FCOA for more information.

### Annual Conference Advertising Options

#### Program

Exhibitors and sponsors receive 25% off Conference Program Advertising

- Back Cover - \$2,000
- Inside Cover - \$1,000 (Front ) Back
- Full Page (7.5" x 9.75") - \$750
- Half Page (7.5" x 4.75") - \$500
- Quarter Page (3.5" x 4.75") - \$250

#### Tote Bag 'Drop In'

Brochure or marketing item (up to 3) in attendee tote bag. \$300 or \$200 with paid exhibit or sponsorship.

**Room Drop Amenity** - varies based on amenity and quantity of deliveries \$500 - \$7,500

~~Registration Welcome Banner~~ \$1,750 **SOLD**

**Infomercial/Video** - 30 sec. played 3x. (One per plenary session at the August Conference) \$5,000

#### App Ads

(During August Conference)

- Push notification ad to all attendees at the conference through the Whova app will be \$500 each. Maximum ads are 4 per day for a total of 12 opportunities.

#### Registration Area Ads

- Television in the pre-function area with looping video of your choice. \$5,000 for all conference days EXCLUSIVE. Up to 10 slides.
- Rotating ads in pre-function area with a minimum of one impression per hour during conference hours. \$500 per day in rotation with ads from other sponsors. Up to 3 slides.
- Hotel digital ads in conference area - call FCOA for pricing and options.



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# CONNECT

## Annual Conference Sponsor and Promotional Opportunities

A sponsorship with the Florida Council on Aging offers opportunities to create brand awareness and highlight the resources, products and services your company has to offer.

Please call us at 850-222-8877 or email us at [fcoa@fcoa.org](mailto:fcoa@fcoa.org) to develop a custom sponsorship package that meets the needs of your company.

### Presenting Sponsor

Exclusive Opportunity \$40,000 or higher

### Top Meal Chef Sponsor (Call FCOA) ★

Tasting Menu  
Aprons  
Cook Stations (kitchen vendors)  
Ingredients/brand Sponsor  
Challenge Sponsor  
Quickfire Pantry Challenge

### Featured Speakers

Opening Keynote ★ \$25,000  
Awards Luncheon Speaker ★ \$15,000  
General Session Speaker ★ \$20,000\*

### Receptions

VIP Reception **SOLD** \$20,000  
Dessert Reception \$5,000  
Opening Reception (Exhibit Hall) ★ \$28,000\*  
Continental Breakfast (Exhibit Hall) ★ \$25,000\*  
Closing Reception (Exhibit Hall) ★ \$18,000\*  
Networking, Welcome or General Reception \$15,000+\*  
After Hours Hospitality Reception \$12,000  
Movie Night & Networking \$8,000  
Karaoke Happy Hour \$10,000\*  
Cocktail Sponsor (create a specialty cocktail or mocktail for attendees) \$10,000\*  
Networking or CEO Breakfast \$12,000

### Awards

Quality Senior Living Award (OSLA) **SOLD** Sponsorship \$10,000  
Advocacy Award Sponsorship \$5,000  
Lifetime Award Sponsorship \$5,000

### Luncheon or Brunch

Awards Luncheon ★ \$35,000\*  
General Luncheon or Brunch ★ \$30,000\*

### Morning or Afternoon Breaks

Opening Session Refreshments **SOLD** \$7,500\*  
Coffee/Refreshment Break \$7,500\*  
Welcome Cocktail Sponsor \$7,500+\*  
Infused Water Station (branded) \$2,000  
Banana Break (branded) **SOLD** \$3,000  
Soda Fountain Drink Station \$6,500  
Popcorn, Peanuts & Cotton Candy Break \$5,000  
Create a break! \$2,500 - \$12,000\*  
Coffee Break upgrade! \$2,500

### Educational Opportunities

Education/Workshop Track **SOLD** \$10,000\*  
Continuing Education Sponsor \$6,000\*  
Leadership Academy/Intensive \$5,000  
Scholarship Partner \$10,000\*

### Technology & Aging Day Opportunities (8/5/26)

EXCLUSIVE SPONSOR OPTIONS \$25,000 - \$40,000  
Education Table Top \$300  
Table Top + 4 Min Presentation \$450  
Table Top + 4 Min Presentation + 1 push notification \$600  
Juice Station (add \$850 for branded cups) \$4,000  
Coffee Break w/branded sleeves \$8,000  
Powerful Protein Breakfast \$10,000  
Luncheon Sponsor \$20,000

\*Co-Sponsorships available

★ Only co-sponsorship available



# 2026 Florida Conference on Aging Sponsorship Levels

## NEW PRESENTING SPONSOR

Presenting Sponsors (two available) will receive all of the Titanium benefits outlined below. Additional benefits include: 4 additional full conference registrations; a double booth in exhibit hall and 2 additional booth representatives; a welcome banner in the registration area of the conference; opportunity to address the attendees in a plenary session; additional 3 VIP reception invitations; logo on the front cover of the Conference Program and premium full page ad location; and ad or video (<1 min) shown at plenary session.

	Titanium \$25,000	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Copper \$500+
Recognition on all Conference print materials	★	★	★	★	★	★
Recognition on all Conference email alerts	★	★	★	★	★	★
Signage recognition	★	★	★	★	★	★
Attendee Directory	★	★	★	★	★	★
Recognition on FCOA Conference webpage (linked)	★	★	★	★	★	★
Advertising opportunity in AgeWise	★	★	★	★	★	
Full Conference Registrations	6	4	3	2	2	
Exhibit Booth (2 Representatives)	★	★	★	★	★	
Invitation(s) to the VIP Reception	5	4	3	2	1	
FCOA Membership	1 year	1 year	1 year	1 year	1/2 year	
Conference Program Advertisement	Full Page	Full Page	Half Page	Half Page	Quarter Page	
Tote Bag Insert	★	★	★	★		
Podium recognition at plenary or luncheon event	★	★	★	★		
Opportunity to conduct a workshop	★	★	★			
FCOA home page ad (30 days - slideshow feature)	★	★				
Opportunity to present at one of FCOA's monthly webinars	★					



Contact Colette Vallee for information regarding Sponsorship Opportunities  
[fcoa@fcoa.org](mailto:fcoa@fcoa.org) or 850-222-8877

# REACH

## Promotional and Special Opportunities

### Special Opportunities

After Hours Evening Reception (Mon or Tue)	\$12,000*
Private Breakfast or Dinner w/FCOA Board Members or Attending Leadership (contact FCOA to discuss)	\$10,000+
Conference Phone App	\$10,000*
Karaoke Happy Hour	\$10,000*
Cocktail Sponsor Expo	\$10,000*
Photo booth	\$7,500*
Room drop amenity (lower price options avail.)	\$7,500
Regional Networking Forum (plus any catering expenses - any time of year)	\$6,000*
WiFi in the Conference Hall	\$6,000*
Networking Nook/Suite (contact FCOA to discuss and determine any additional catering costs)	\$6,000
Exhibit Hall or VIP Reception Entertainment	\$6,000
Exhibitor and Sponsor Lounge	\$5,000
Board and Speaker Lounge	\$5,000
Charging Station (w/advertising)	\$5,000*
Infomercial (30 sec. x 3 in plenary sessions)	\$5,000
Logo Coffee/Drink Gift Card for Hotel Market	\$5,000+
Rotating Ads on Registration Display (Exclusive option available)	\$5,000
<del>Focus Group/Listening Session</del> <b>SOLD</b>	<del>\$4,500</del>
<del>(plus any catering expenses if appropriate)</del>	
Movie Night & Networking (plus any catering expenses if appropriate)	\$4,000*
Professional Head Shots	\$3,750
FCOA Board of Trustees Meeting Sponsor (plus any catering expenses)	\$3,000

### Promotional

<del>Tote Bags</del> <b>SOLD</b>	<del>\$10,000*</del>
Pens (branded)	\$2,500
Umbrella (branded)	\$8,000*
Flip Flops	\$8,000*
Road Snacks Sack (logo bag w/shelf stable snacks for the ride home)	\$7,000
Power Banks (branded)	\$6,500
Note Pads	\$5,000
Branded Hotel Key Cards	\$5,000
Tote Snacks	\$3,500
Coffee cup logo sleeve	\$3,500
Flash Drives w/Exclusive Content	\$5,000
Pens	\$2,500
<del>Lanyards</del> <b>SOLD</b>	<del>\$3,750</del>
Sticky Notes	\$2,000
Conference branded t-shirts OR Socks	\$10,000*
Fitness or Team Building Activity	\$2,000-\$5,000*
Create a Break	\$2,500+
Infused Water Station	\$2,000
<del>Registration Banner</del> <b>SOLD</b>	<del>\$1,750</del>
Disinfecting Wipes	\$1,750
Reusable Water Bottles or Mugs	\$6,000
Tote Bag Drop In	\$300 or \$200 w/Booth
Floral Arrangements/Decorations	\$500+



# NETWORK

## RESERVE EXHIBIT SPACE!

Your market is here: The 2026 Florida Conference on Aging Exhibit Show is coming to the Hyatt Regency in Orlando, Florida. Showcase your company directly to organizations that need your business! Industry professionals and decision makers will be attending this event, August 3-5, 2026. This is the Aging Network Conference you do not want to miss.

### Booth Fees

\$1,800	Double Booth inside the Hall with power
\$1,000	Corporate Booth inside the Hall with power
\$ 900	FCOA Corporate Member or Non-Profit/Government Booth with power
\$ 700	Non-Profit/Government Booth with NO power
\$ 300	Additional Booth Reps (Limit 2)

Premium Booths in Pre-function area near conference guest registration are available for an additional \$300. These booths will receive traffic from attendees even when the Exhibit Hall is officially closed due to other scheduled sessions.

### Round Table Tech Show Fees

See page 4 for pricing.

Each table comes with registration for two people on Wednesday, August 5, 2026 only. Presentations will be reviewed by the Florida Council on Aging prior to the event. FCOA reserves the right to decline a presentation that does not meet our standards for education. Vendors who have paid a booth fee for the Exhibit Hall, who also book a table, will receive a discount off their TOTAL registration cost.

### Exhibit Schedule\*

Exposition hall will be closed when workshops are in session so you can network with attendees as you attend workshops. Special accommodations may be available for vendors interested in scheduling appointments with clients during workshop hours.

#### Monday, August 3, 2026

8:00 AM - 12:00 PM (closed to attendees) Set-Up  
12:30 PM - 1:30 PM Networking Walkabout in Expo Hall with Lunch options  
5:00 PM - 7:00 PM Grand Opening Reception in the Hall

#### Tuesday, August 4, 2026

7:45 AM - 9:00 AM Continental Breakfast in Hall  
10:30 AM - 11:15 AM Coffee Break in Hall  
3:15 PM - 4:15 PM Networking Closing Reception  
4:30 PM Tear Down

\*Schedule is subject to change.

#### Wednesday, August 5, 2026

Exhibitors welcome to participate in final sessions. Exhibit Hall CLOSED. Tech Table Top Display Options available

### Space Assignment

Space assignment is processed on a first-come, first-served basis, starting with exhibitors who are also sponsors. Booths are not assigned until reservation fees are received. Contact FCOA if you request an accommodation to this requirement.



# JOIN US

## RESERVE EXHIBIT SPACE!

### What's Included With Our Booth

#### Reservation?

- ***Power to the booth for personal or display use*** (no power option available)
- One 8' x 10' pipe/drape booth with Identification sign and floor cover for move in/out
- 6' draped table, wastebasket, and two chairs
- Company listing in the Program and listing in the Exhibitor Directory
- Listing on the Conference web page WITH hyperlink to your website
- Listing on Conference-related emails
- Registration for two (\$1,100 value)
- Digital Attendee Directory sent 2 weeks prior to event and after the event
- Up to two (2) additional representatives can register for \$300 per person

#### Optional Items Available for Additional Fee

(Fees vary. Contact FCOA to discuss how we can support your request.)

- Audio visual equipment and cords
- Additional signage or easels for your booth
- Shipping of materials to the hotel and/or back home
- Furniture, carpet or other décor
- Staff assistance with setting up display

### Exhibitor Agreement

- Exhibits are subject to FCOA approval.
- Exhibitors selling merchandise in the Hall may be asked to donate a percentage of all sales to FCOA.
- All materials and costs for the exhibit, other than those provided by FCOA, are the responsibility of exhibitor.
- No flame or heating element in the hall. Options are available. Please coordinate with the FCOA team for further information.
- The Hall will be staffed during the exposition hall hours. When the hall is not open, exhibitors can attend other conference-related education and functions.
- Neither FCOA nor the Hyatt Regency Orlando assumes any liability responsibility for damage, loss or injury to an exhibit or exhibitor and/or its representatives.
- Exhibitor assures that all information provided to FCOA is accurate for publication.
- Deadline for cancellations is July 2, 2026. After this date, exhibitors will be billed at 50% of the Registration price.
- Exhibitors failing to cancel reservations and not attending the exhibit show will be charged the exhibit rate.
- Reservations are final upon receipt of payment.
- Booth assignments are not finalized until payment is received.

### Conference Hotel Information

Hyatt Regency - 9801 International Drive, Orlando, FL

**Reservations:** 402-593-5048 - Group Code = G-FOA1

**Room Rate:** \$192/night plus \$10/night resort fee (bookings outside the block this rate is \$48/day) and self-parking is \$18/day (discounted from \$38/day).

Book room by July 2, 2026.



# Be Part of the LARGEST Multi-Disciplinary Aging Conference in Florida!



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