FLORIDA COUNCIL ON AGING

2027

SPONSORSHIP, EXHIBITION & PROMOTIONAL OPPORTUNITIES

GLOWING *older*



OUR EVENT

Florida Council on aging hosts the premier conference for multi-disciplinary professionals working in the field of aging in Florida and beyond.

We invite you to participate as an attendee, exhibitor or sponsor for the 2027 Annual Conference & Trade Show set for August 16-18, at the Hyatt Regency in Orlando, FL. This preeminent event is the ideal venue for maximum exposure of your company to our 500+ attendees representing the entire state of Florida.

ABOUT US

FLORIDA COUNCIL ON AGING (FCOA) is a membership association, established in 1955 and boasts representation from all 67 counties. Our mission to provide Education, Advocacy and Information-Sharing goes beyond our membership to the entire Aging Network supporting the continuum of professionals working in the aging market.

Our reach includes nearly 9,000 individuals and over 2,700 companies that provide an array of services and supports, including nursing, home care, housing, senior centers, adult day centers, disease specific programming, evidence-based interventions, health and wellness, health insurance, mental health, higher education and research, transportation, caregiver support, social work and care management, nutrition, utilities, local and state government, technology, hospice and palliative care, PACE programs, guardianship, Medicare support, adult protective services, fraud and exploitation, elder law and many other sectors and services for people older adults and their families.

ATTENDEES

Florida's aging network invests millions of dollars each year in products and services for their clients, staff and community members. The FCOA Conference & Trade Show is the most attractive showcase for exhibitors targeting older adults and providers of services to older adults and caregivers in the community based care market.

This annual event brings together network professionals, including purchasing decision-makers. Representation includes chief executives, business owners, administrators, regional managers, clinical directors, social workers, dietary and nutrition providers, and other employees who provide quality care all across Florida's aging continuum of services.

Ceola Grant Tallahassee Senior Center	*I'm so grateful for the time your team put into organizing this event. I'm enjoying every aspect of it, from the sessions and networking to using the Whova app to access it all.*
Chris Johnson United Way Of South Sarasota County	*Thank you for your hard work. This event has been fantastic so far! The sessions are great, and the app is helping me stay organized and meet people I wouldn't have otherwise.*
Jessica Perez Collier Senior Center	*Thank you so much for organizing such a fantastic event. I'm having a great time connecting with other attendees, and the Whova app has made everything so easy.*
Lisa Bretz, MSW Advantage Aging Solutions	*What an amazing event! Thank you for all the effort, and for choosing Whova. It's really helping me engage with others and build my schedule.*
Chris Merritt Empath Health	*Such a great event! Everything is just clicking - smooth sessions, great people, and the app has kept it all organized for me.*

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

E: fcoa@fcoa.org O: 850-222-8877

MARKET

Why Engage with the Florida Council on Aging?

- The Florida Council on Aging, with over 70 years of education, advocacy and information-sharing excellence, 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 years old.
- The 60+ population in Florida will be over 7 million by 2030.
- Nearly 800,000 Veterans over 65 years old live in Florida.
- The traditional Aging Network in Florida, a majority of the Florida Conference on Aging attendees, interacts with over 4 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 11 service regions covering 67 counties.
- In 2025, Florida was home to the 7th largest county, by population, in the country at over 2.8 million people.
- Population growth in Florida has been shifting in the last few years to mid-sized counties, as Polk, Pasco and Marion. These are the strongest destination for domestic movers to Florida.
- Florida has three of the five fastest-growing U.S. metro areas between 2024 and 2025: Ocala, FL (3.4%); Lakeland-Winter Haven, FL (2.7%); and Punta Gorda, FL (2.7%). Clewiston, FL was one of the six fastest-growing U.S. micro areas between 2024 and 2025 with a 2.9% population increase.
- 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.

We appreciate your commitment to working with older adults and caregivers in Florida, and in turn are committed to helping you make the most of your time with FCOA. Whether it's exhibiting in our Trade Show or investing in one of our sponsorship opportunities, you can count on us to help you network with current and future customers, as well as showcase your company in a professional environment. Let FCOA light the way to reaching this market and achieving your mission.

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GROW

Advertise with the Florida Council on Aging

General Advertising Options

AgeWise Newsletter
- Annual (12 full page ads or informational articles) - $6,000
- 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 or Focus Group
Exclusive sponsorship of a lunch and learn or focus group in preferred region of the state or added on to any other FCOA planned activities. $3,000+ determined after consultation with Managment Firm (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
FCOA Conference exhibitors and sponsors receive 25% off Conference Program Advertising
- Back Cover - $2,000
- Inside Cover - $1,000 Front or 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 conference exhibit or sponsorship.

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

Registration Welcome Banner $1,750

Infomercial/Video - 30-120 sec. played 3x. (One per plenary session at the August Conference) $3,000

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. Annual attendance is expected to be 550 people.

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

Presenting Sponsor

Exclusive Opportunity	$30,000 or higher

Salute to Senior Nutrition

Overall Event Sponsor and Emcee	**(Call FCOA)**
Lunch Pop Up (3 openings)	$600
Breakfast Pop Up (3 openings)	$600
Reception Pop Up (3 openings)	$650
General Sampling of Food/Drink (open all expo hours)	$1,200
Ingredients/brand Sponsor	$2,500

(Reserved for wholesale distributers of supplies for restaurants and kitchens.)

Featured Speakers

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

Receptions

Opening Reception (Exhibit Hall)	$30,000*
Continental Breakfast (Exhibit Hall)	$30,000*
VIP Reception	$20,000
Closing Reception (Exhibit Hall)	$18,000*
Evening Hospitality Reception	$12,000
Cocktail Sponsor (create a specialty cocktail or mocktail for attendees) or Karaoke Happy Hour	$10,000*
Networking or CEO Breakfast (independently scheduled to take place during or outside of conference dates.)	$10,000
Movie Night & Networking	$8,000
Networking, Welcome, Young Professionals, New Members or General Reception	$5,000+* (Call FCOA to discuss)
Dessert Reception	$5,000

Awards

Quality Senior Living Award (QSLA) Sponsorship	$15,000
Advocacy Award Sponsorship	$5,000
Lifetime Award Sponsorship	$5,000

Luncheon or Brunch

Awards Luncheon	$35,000*
General Luncheon or Brunch	$35,000*

Morning or Afternoon Breaks

Opening Session Refreshments	$6,000*
Coffee/Refreshment Break	$6,000*
Welcome Cocktail Sponsor	$7,000+*
Infused Water Station (w/branded cups)	$2,500
Banana Break (branded)	$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! Branded cups and flavored syrups and creamers	$3,500

Educational Opportunities

Education/Workshop Track	$10,000*
Continuing Education Sponsor	$6,000*
Leadership Academy/Intensive	$5,000
Scholarship Partner	$2,000*

Business, Technology & Aging Session Opportunities

EXCLUSIVE SPONSOR OPTION	$20,000

(2 opportunities and comes with 10 min plenary presentation)

Education Table Top + 5 Min Presentation	$500
Table Top + 5 Min Presentation + 1 push notification	$600

***Co-Sponsorships available**

Only co-sponsorship available

NEW

2027 Florida Council on Aging Annual Sponsorship

The Florida Council on Aging has a number of great partners who step up to support education, advocacy and information sharing throughout the year.

Let us develop an annual sponsorship agreement with a mix of year-round visibility, event-specific recognition, and direct networking perks.

Digital and Brand Visibility

- Logo placement: Featured on the organization's main website, digital newsletters, and routine email blasts.
- Social media promotion: Dedicated posts or recurring shout-outs across platforms like LinkedIn, Facebook, or Instagram.
- Content integration: Opportunities to contribute guest blog posts, co-host webinars, or be highlighted in other ways.
- Category exclusivity: Protection ensuring no direct competitors are sponsored in the same category.
- Naming rights: Having your brand integrated into the event title or a specific component, such as a "Signature Cocktail Station" or "Charging Lounge".

Event and On-Site Perks

- Exhibitor space: Priority or complimentary exhibit booths at annual conferences, or regional meetings.
- Speaking slots: Opportunities to give a keynote introduction, lead a workshop session, or join a panel.
- Signage and collateral: Prominent logo display on banners, video boards, and printed programs at all physical events.

Hospitality and Access

- Complimentary passes: Free event registrations, VIP tickets, or reserved seating tables .
- Attendee data access: Access to pre- or post-event attendee directories or networking contact lists (compliant with FCOA policies).
- VIP networking: Invitations to exclusive leadership dinners, board receptions, or private speaker meet-and-greets.

Product Roll Out/Brand Launch

- Have a new product to share with the aging network? Let FCOA help you identify partners in your preferred region and business market.
- FCOA partnerships can support pop up lauches and pilot projects anywhere in the state.

Grant Administration & Support

- Does your foundation want to create a project that 'gives back' to local communities? Let FCOA and their expertise in project management assist from RFP to execution to final report.

Community Education and Goodwill

- Are you a company with a project or program to support Floridians or businesses who support older adult programming? Let us help you get the word out through parnterships, events and strategic opportunities in your target community.

Investment

- Your investment amount will be calculated based on the visibility to the aging network, through FCOA and partnerships, your company is interested in.
- Annual sponsorship base amount is $5,000.

FLORIDA CONFERENCE ON AGING
GLOWING Older

Contact FCOA for information regarding Sponsorship Opportunities

fcoa@fcoa.org or 850-222-8877

2027 Florida Conference on Aging Sponsorship Levels

Contact the Florida Council on Aging to start your customize partner or sponsorship. We are receptive to new ideas and opportunities above and beyond those in this prospectus.

Plenary session sponsors have the option to add centerpieces, decorations, favors and/or marketing materials at attendee tables.

NEW

	Presenting Partner $30,000+	Titanium $25,000	Platinum $20,000	Gold $15,000	Silver $10,000	Bronze $5,000	Copper $2,000+	Friend $500+
Recognition on all Conference materials								
Signage recognition								
Recognition on FCOA Conference webpage								
Attendee Directory								
Advertising in AgeWise Newsletter								
Full Conference Registrations	10	8	6	4	3	1		
Exhibit Booth w/2 Representatives - includes general conference registration	2 Premium Placement Booths for Presenting Partners and Titanium Sponsors							
Invitation(s) to the VIP Reception	8	5	4	3	2	1		
Conference Program Advertisement Size	Inside Cover	Full	Full	Half	Half	Quarter		
Complimentary FCOA Membership	3 yr	2 yr	1 yr	1 yr	1 yr			
Podium recognition during a plenary or luncheon event								
Opportunity to conduct a workshop								
Tote Bag Insert								
Opportunity to present at one of FCOA's monthly webinars								
Presentation of a 1-2 minute video at plenary session								
Ten Minute Presentation to Plenary								
FCOA home page ad 6 months slideshow feature								

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REACH

Promotional and Special Opportunities

Special Opportunities

After Hours Evening Reception (Mon or Tue)	$12,000*
Conference Phone App	$12,000*
Karaoke Happy Hour	$10,000*
Cocktail Sponsor Expo w/branded cup	$10,000*
Private Event w/Leadership (contact to discuss)	$10,000+
Branded chair back covers (Stage, workshops or plenary)	$1,500 - $8,000
Room drop amenity (lower price options avail.)	+/- $7,500
Regional Networking Forum (+catering expenses - any time of year)	$6,000*
WiFi in the Conference Hall	$6,000*
Networking Nook/Suite	$6,000
Exhibit Hall or VIP Reception Entertainment	$6,000
Photo booth	$5,750*
Exhibitor and Sponsor Lounge	$5,000
Dessert Station	$5,000
Board and Speaker Lounge	$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 avail.)	$5,000
Focus Group/Listening Session (plus catering if appropriate)	$4,500
Movie Night & Networking (plus catering if appropriate)	$4,000*
Charging Station (w/advertising)	$4,000*
Professional Head Shots	$3,750
FCOA Board of Trustees Meeting Sponsor	$2,500

UNIQUE OPPORTUNITY! Branded Monkey as attendee favors at the plenary session with Carl Hiaasen, author of Bad Monkey. Author can sign the t-shirt! $7,250



Promotional

Tote Bags (Exclusive OR co-Brand Option)	$12,000*
Conference branded t-shirts OR Socks	$10,000*
Umbrella (branded)	$8,000*
Snacks Sack (logo bag w/shelf stable snacks)	$7,000
Power Banks (branded)	$6,500
Reusable Water Bottles or Mugs	$6,000
Note Pad or Padfolio	$5,000
Flash Drives w/Exclusive Content	$5,000
Tote Snack (one logo snack for each attendee)	$3,500
Coffee cup w/logo or logo sleeve	$3,500 - $5,000
Lanyards $3,000	
Floor Branded Decals (3 location options)	$3,000ea
Create a Break	$2,500+
Pens (branded)	$2,500
Drink tickets - You can hand out at your table!	$2,000+
Sticky Note Pads	$2,500
Fitness or Team Building Activity	$2,000-$5,000*
Infused Water Station	$2,000
Registration Banner	$1,750
Disinfecting Wipes	$1,750
Carpet Floor Entrance Branding (2 available)	$2,500ea
Floral Arrangements/Decorations	$750+
Removeable Computer Calendar 2028	$750
Tote Bag Drop In	$300 or $200 w/Booth







NEW CUBE STACK w/up to 12 different images	$4,000
NEW Triangle board 3'x7' with 3 images	$3,500
NEW Light Box Sign or Cubes	$3,500

Contact FCOA for more information: fcoa@fcoa.org or 850-222-8877

NETWORK

RESERVE EXHIBIT SPACE!

Your market is here: The 2027 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 16-18, 2027. 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
$ 750	Non-Profit/Government Booth with NO power
$ 350	Additional Booth Reps (Limit 2)

Premium Booths in Pre-function area near conference guest registration are available for an additional $350. These booths will receive traffic from attendees even when the Exhibit Hall is officially closed due to other scheduled sessions.

Business, Technology & Aging Session

Each table comes with registration for two people on Wednesday, August 18, 2027 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 $100 discount off their TOTAL registration cost.

Speed Networking & Matchmaking

Exhibitors stay at their tables while attendees move throughout the room to seek them out! Vendors will identify 3-5 attendees or attendee businesses they want to talk to for at least 3 minutes during the conference. Each attendee who completes their list, and is verified by the vendor, is entered to win a $500 prize and complimentary conference registration.

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.

Sunday, August 15, 2027

3:00 PM - 5:00 PM	Vendor Set-Up

Monday, August 16, 2027

7:30 AM - 9:00 AM	Vendor Set-Up
9:30 AM - 10:30 AM	Welcome Refreshments
12:30 PM - 2:00 PM	Networking Walkabout in Expo Hall
5:00 PM - 7:00 PM	Grand Reception

Tuesday, August 17, 2027

7:30 AM - 9:00 AM	Continental Breakfast & Networking in Hall
10:30 AM - 11:30 AM	Refreshment Break in Hall
2:00 PM - 3:30 PM	Dessert Reception & Round Table Talks
4:45 PM - 5:45 PM	Speed Networking & Closing
6:00 PM	Tear Down

Wednesday, August 18, 2027

Exhibitors welcome to participate in final sessions. Exhibit Hall CLOSED. Limited complimentary table top space available to sponsors and exhibitors by request.

Space Assignment

Space assignment is processed on a first-come, first-serve basis, starting with exhibitors who are also sponsors. Booth assignment numbers are released 1 month prior to the conference. If you prefer to be placed near another vendor, please notify FCOA. We make every effort not to place competitors near each other. Booths are only assigned after reservation fees are received in full. Contact FCOA if you request an accommodation to this requirement.

*Schedule is subject to change.

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 ($1,700 value)
- Digital Attendee Directory sent 2 weeks prior to event and after the event
- Up to two (2) additional representatives can register for $350 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 are encouraged to attend other scheduled sessions 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, 2027. 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-FLC1 https://tinyurl.com/FCOA27

Room Rate: $194/night plus $10/night resort fee and convention fee is $205.94/night total before taxes and parking.

Parking Rate: Self parking is discounted at $19/day. Valet parking charged at regular rate of $56.

Bookings outside the block are not eligible for the reduced resort or parking fees. Hotel standard resort fee is $48/night and parking is $45/day.

Book your sleeping room by July 16, 2027 to receive the discounted rate.

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

















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