

EVERY STORY

GSLA CONFERENCE & TRADE SHOW | OCTOBER 28 - 30, 2026 | ATL

SUPPORT PROGRAM
*SPONSORSHIP & MARKETING
PROSPECTUS*

WWW.GASLA.ORG

WHO IS GSLA?

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

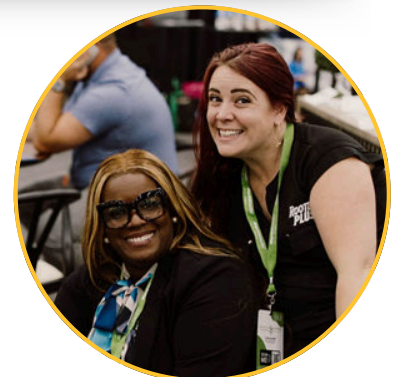
GSLA's reach within the senior living industry is deep and continues to grow. **GSLA's** member communities represent over 50% of the state-licensed beds (25+). The Association's education and communications reach is over 3,800 and accounts for more than 85% of the professionals in the industry. The 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 **GSLA** their home association for education, advocacy, and partnership opportunities.

WHY SPONSOR, EXHIBIT, AND ADVERTISE?

GSLA's education and partnership events connect more than 1,600 senior living professionals annually from across the region. The **GSLA Conference & Trade Show** is one of the Southeast's premier senior living events, bringing together industry leaders for regulatory updates, innovative solutions, best practices, and meaningful partnership opportunities.

Following a standout conference in Savannah with over 700 attendees and a record-breaking Atlanta conference with nearly 800 attendees, the 2026 **GSLA Conference & Trade Show** returns to the Gas South Convention Center in Atlanta on October 28-30, where we anticipate more than 800 senior living professionals from across Georgia and beyond.

Every Story. In senior living, every resident, caregiver, leader, and partner carries experiences that shape not only individual lives, but the future of our industry. At the 2026 **GSLA Conference & Trade Show**, **Every Story** celebrates the moments, relationships, and purpose behind the work we do every day. Join us as professionals from across the country come together to learn, connect, and be reminded that every story matters — and every story moves us forward.



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.
- A 10 x 10 Trade Show Booth
- 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.
- Bag swag into the attendees' bags
- Recognition in social feed notifications

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.
- Bag swag into the attendees' bags
- Recognition in social feed notifications
- A 10 x 10 Trade Show Booth

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. 2)

- Four (4) complimentary All-Access Conference registrations
- Four (4) complimentary invitations to the GSLA Board VIP Reception.
- 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.

GSLA BOARD VIP RECEPTION SPONSOR | \$7,000 (QTY. 2)

- Three (3) complimentary All-Access Conference registrations.
- Five (5) complimentary invitations to the GSLA Board VIP Reception.
- 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.

CULINARY COMPETITION SPONSOR | \$6,000 (QTY. 2)

- Three (3) complimentary All-Access Conference registrations.
- Three (3) complimentary invitations to the GSLA Board VIP Reception.
- Opportunity to provide collateral at the Culinary Competition.
- Opportunity to provide one (1) judge for the Culinary 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.

OPENING RECEPTION SPONSOR | \$5,000 (QTY. 2)

- Three (3) complimentary All-Access Conference registrations.
- Three (3) complimentary invitations to the GSLA Board VIP Reception.
- Opportunity to offer collateral at the Opening Reception.
- Opportunity to introduce the Corn Hole Tournament Champion – first come, first served.
- Half-page ad in the Conference Program.
- Logo & link 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.
- Verbal recognition at Opening Session.
- Rolling slide deck recognition at all Keynote & Plenary Sessions.

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 traditionally purchased booth space. The company is responsible for furniture, design & setup. **electricity additional*
- Logo recognition on signage in the lounge.
- Quarter-page ad in the Conference Program.
- Logo & link on GSLA Conference website & app.
- Recognition as Marketing Partner in the Conference Program.
- Verbal recognition at the 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 and Link on App Launch Screen.
- 2 promoted posts on during high user hours during the conference.
- 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.

CULINARY SHOWCASE PARTNER | \$2,000 (QTY. 1)

- One (1) complimentary All-Access Conference registration.
- One (1) complimentary invitation to the GSLA Board & Senior Leadership Opening Reception VIP Section.
- Logo recognition on signage at Showcase.
- Logo & link on GSLA Conference website.
- Recognition as Marketing Partner in the Conference Program.
- Rolling slide deck recognition at all Keynote & Plenary Sessions.

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](#)

EVERY STORY SPONSORSHIP | \$4,750 (QTY. 1)

- Be part of every attendee's experience. This sponsorship includes a branded giveaway item, selected by GSLA, placed in every conference bag, giving your company visibility in the hands of all attendees.
- Sponsorship Includes:
 - • Two (2) All-Access Conference registrations
 - • Two (2) invitations to the GSLA Board VIP Reception
 - • Quarter-page ad in the Conference Program
 - • Logo placement on the Conference website & app
 - • Recognition as a Silver Sponsor across conference materials and communications
 - • Silver sponsor ribbon on name badges
 - • Recognition in rolling slides during Keynote & Plenary Sessions

GENERAL SESSION TABLE TOP | \$2,000 (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*)!

LANYARDS | \$1,875 (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!

CONFERENCE BAG | \$1,750 (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.

CORNHOLE BOARD (SET) | \$700 (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!

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 GSLA.

CORNHOLE SCOREBOARD (SET) | \$150 (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!

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

SCHEDULE OF EVENTS

*SUBJECT TO CHANGE

WEDNESDAY, OCTOBER 28

8:30am - 4:00pm	Pre-Conference Education
12:00pm - 4:00pm	Trade Show Registration & Move-In
2:30pm - 4:30pm	Attendee Registration
5:30pm - 7:30pm	Opening Reception & Chef Showcase

THURSDAY OCTOBER 29

7:15am	Attendee Registration Opens
7:15am - 8:30am	Exhibit Hall Open - Breakfast & Networking inside the 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
5:30pm	GSLA Board VIP Reception (<i>by invitation only</i>)

FRIDAY, OCTOBER 30

8:00am	Attendee Registration Opens
8:30am - 10:00am	Breakfast with Providers & Keynote
10:00am - 12:00pm	Exhibit Hall Open - Coffee & Education in Exhibit Hall
12:00pm - 1:15pm	Culinary Competition
12:00pm - 4:00pm	Exhibit Hall Breakdown
1:30pm - 2:30pm	Education Breakout 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? GSLA 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 GSLA Membership today!

memberservices@gasla.org | 678.407.2060 EXT 1