



20TH SHOW ME SUMMIT ON AGING & HEALTH 2025

Missouri Association of Area Agencies on Aging | ma4

September 8-10, 2025 | Columbia, MO
Holiday Inn Executive Center, Columbia, MO

SPONSOR AND EXHIBIT PROSPECTUS

As Missouri moves into year 3 of 3 for Missouri’s historic Missouri Master Plan on Aging, Missouri joins a handful of states recognizing the important demographic shift occurring all across the country: By 2030, older adults will outnumber minors for the first time ever. This profound shift has important implications for policy needs, economics, health and welfare, housing, planning, and more. The opportunities resulting from greater longevity abound. Communities that support aging, and especially aging in place, are the ones that will thrive. The future health of our communities depends on making a Missouri a place where we can all age well!

Stand with Missouri’s leaders in aging services.

ma4 is Missouri’s trusted voice for service, information, and advocacy to improve the lives of aging Missourians. We advocate at the local, state, and federal level for services and supports to enhance the lives of adults through the aging journey.

ma4 is the statewide association of Area Agencies on Aging (AAAs), which together provide almost **\$100 M worth of services annually** to adults ages 60+ throughout every county in Missouri. Members include highly trusted leaders in aging providing services including nutrition, home delivered meals, evidence-based health and wellness programs, home modifications, care transitions, transportation, social connectedness, caregiver support, in-home and personal care services, Medicare options counseling, legal services, long-term care ombudsman programs, ongoing learning, and many other services to support aging in place.

This fall, ma4 will host the 20th^h Show Me Summit on Aging & Health in Columbia, MO. Our annual summit convenes the most trusted experts and leaders in the field of aging services throughout Missouri. Attendees include professionals, volunteers, and advocates working with AAAs, senior centers, nutrition services, and other community organizations serving adults 60+.

Join us and position your business in the spotlight among the most trusted experts and leaders in the field of aging services!

BENEFITS OF SPONSORSHIP

The ma4 network includes expertise reaching adults age 60+, including special populations such as hard-to-reach older adults, adults living with chronic medical conditions, caregivers, rural and urban populations, and more. Join us Now and celebrate your support for aging adults by partnering with ma4 this fall in Springfield!

- **Almost 1 in 4 Missourians are age 60+ -- This is the fastest growing population segment!**
- Sponsorship offers your business the opportunity to engage professionals and key decision leaders in the growing market of aging services across the state.
- Promote your products and services to ensure that Missouri’s leaders in aging who deliver and coordinate services know about your business.
- Sponsorships come in variety of price-points and attractive benefits to help you gain visibility in the rapidly growing industry of aging services.
- **Exhibit Booths will close at the conclusion of day two (9/9/25)**

CUSTOMIZED ELITE SPONSORSHIPS

Customized Sponsorship Opportunities at Varying Price Points Created With You and For You!

Some Possibilities Included Here – Please Reach Out to Create Your Customized Sponsorship!

- Lead Presenting Sponsor!
- Special Friend of ma4: \$250
- Audio-Visual Sponsorship
- Dinner, Lunch, Breakfast Sponsor
- Break Sponsor
- Tote Bags
- Printed Event Program
- Water Bottle
- Board of Directors Luncheon

**Customized sponsorships include customized benefits mutually agreed upon (not necessarily complimentary registration)*

Feeling Creative? Customize your Unique Sponsorship Opportunity:
Contact Julie Peetz: jpeetz@ma4web.org | 314.620.4585

Questions about event details and registration, contact Jamie at Custom Meeting Planners:
Jamie@custommeetingplanners.com | 1.573. 445.2965

DIAMOND \$10,000

Premium recognition throughout summit including prime time to address attendees

Exclusive Opportunity to present brief (3-5 minute) promotional video to be aired at opening session and on screens between all sessions; and/or exclusive opportunity to introduce keynote speaker.

Premium branding throughout summit on scrolling presentation screens between sessions and during meals

Premium branding on ma4 website for one year with link to your website; option to provide updated messaging throughout the year

Premium branding in advance and on-site materials, including listserv, email blasts, social media, and broadcast

Complimentary premium exhibit booth and opportunity to include product swag in conference bag

Four complimentary conference registrations including all meals

Custom message opportunity in post-event survey to all attendees, including link to your website

PLATINUM SPONSOR- \$7,500

Exclusive opportunity to present brief (3-5 minutes) promotional video during banquet; and/or introduce panel or speaker.

Premium branding throughout summit on scrolling presentation screens between sessions and during meals

Premium branding on ma4 website for one year with link to your website; option to provide updated messaging throughout the year

Premium branding in advance and on-site materials, including listserv, email blasts, social media, and broadcast

Complimentary premium exhibit booth and opportunity to include product swag in conference bag

Four complimentary conference registrations including all meals

Custom message opportunity included on post-event survey to all attendees, including link to your website

GOLD SPONSOR- \$5,000

Prominent branding throughout summit on scrolling presentation screens between sessions and during meals

Prominent branding on ma4 website for one year with link to your website

Prominent branding in advance and on-site materials, including listserv, email blasts, social media, and broadcast

Complimentary premium exhibit booth and opportunity to include product swag in conference bag

Four complimentary conference registrations including all meals

Branding/logo included in post-event survey to all attendees

BRONZE SPONSOR \$2,500

Prominent branding throughout summit on scrolling presentation screens between sessions and during meals

Prominent branding in all advance and on-site promotional materials, including listserv, and email blasts

Complimentary exhibit booth and opportunity to include product swag in conference bag

Branding on ma4 website for one year with logo and one paragraph and link to your website

Two complimentary conference registrations including all meals

EXHIBIT BOOTHS \$500/\$800

- Maximize this opportunity to engage professionals and key decision-makers in aging services by reserving a booth and interacting with participants during breaks, meals, and between sessions on days one and two of the Summit.
- For-profit booths **\$800.00**
- Non-for-profit booths **\$500.00**
- Meals for two representatives on day two - Tuesday – breakfast and lunch) are included in the price. This does not include Monday Banquet. Additional meal tickets available for purchase.
- Standard booth includes basic 6' skirted table
- Exhibitors are responsible for all additional signage, giveaways, staffing, and design.
- Electrical hookups available at an additional cost (per hotel rates)
- Includes Exhibitor Directory listing for one year on ma4 website with link to your website
- Exhibits will be open on Day 1 and Day 2 (September 8-9) and close at the conclusion of Day 2
- We highly encourage exhibitors to provide a gift basket/giveaway to be used in attendance raffles for attendees.

SPONSOR/EXHIBITOR REGISTRATION