Join the Conversation and Collaboration!

Every year, more than 1,200 national and local aging leaders, policymakers, decision makers and business executives attend the USAging Answers on Aging Annual Conference & Tradeshow, making it the largest gathering of local aging industry professionals in the U.S.

The Conference provides the business community with its best opportunity to engage the Aging Network and key decision makers who can support your company’s business and marketing goals.

Whether you select an existing sponsorship opportunity, or ask that an opportunity be customized to meet the needs of your business, USAging will work with you to design a Conference experience that provides you with the greatest value.
Offering more than $8 billion worth of programs and services annually to serve more than 40 million adults age 60 and older, the nation’s 617 Area Agencies on Aging (AAAs) and more than 270 Title VI Native American Aging Programs have been the go-to local resource for home and community-based services for more than four decades. At USAging, we’re proud to be their national membership association. Our network’s expertise includes reaching special populations such as the hard-to-reach, people living with dementia or other chronic conditions, those with the greatest social and economic need, caregivers and more. And we’re committed to addressing racial and health equity for a growing and more diverse aging population.

AAA Revenue Sources

- **Government**
- **Business to Business**
  - Managed care organizations
  - Hospitals
  - Physician groups
  - Federally Qualified Health Centers
  - Behavioral health units
  - Public health departments
  - Employee Assistance Programs
  - Accountable Care Organizations
- **Business to Consumer**
- **Grants**
The National Aging Network: A Critical Partner in Addressing the Social Determinants of Health

In recent years, many AAAs have increasingly grown their service portfolios to include integrated care, Medicaid managed care, care transitions, evidence-based programs, population health programs and direct-to-consumer business lines.

As a result, AAAs are increasingly sought out by hospitals and managed care organizations, Accountable Care Organizations and other health care providers and systems that recognize AAAs can help them bridge the gap between medical care and long-term services and supports for older adults and people with disabilities. And, just as important, they provide a wide range of services and supports through deep connections to their communities.

Because AAAs manage a multi-billion-dollar book of business, they are constantly looking for products and services that can help them efficiently meet their growing business needs, including tools that can help them manage provider networks, handle administrative needs such as data management and billing, and provide education and training to their staff and networks.

The Aging Network is also looking to learn from industry experts about products and services that can help agencies meet the needs of their payer partners, grow their businesses and continue to serve their ever-growing client base.
USAgeing’s Leadership

For more than 45 years, Area Agencies on Aging have relied on USAging as a trusted and essential partner to help them navigate in times of change and transformation.

To support our members in this fast-changing environment, we must be nimble, too.

We build relationships, form partnerships and foster innovative programs and services targeted to older adults, people with disabilities and their caregivers.

Select USAging Initiatives and Partners

- **U.S. Administration on Community Living (ACL)**
  - Capacity/Data Collection Research Project
  - Eldercare Locator National Consumer Call Center
  - engAGED: The National Resource Center for Engaging Older Adults
  - Disability Information and Access Line (DIAL)
- **U.S. Department of Transportation**
  - National Aging and Disability Transportation Center
- **The John A. Hartford Foundation & The SCAN Foundation**
  - Aging and Disability Business Institute
- **USAgeing Leadership Institute**
  - TRIO Community Meals
  - WellSky
- **Aging Innovations and Achievement Awards**
  - iN2L

USAgeing Serves Our Members and Governmental, Grant and Industry Stakeholders By

- Working with leading health care providers to develop pilot programs
- Developing and conducting research to strengthen our industry and market knowledge
- Helping members strengthen business systems and build human capital
- Working with key training partners to develop meaningful professional training that meets the needs of payers while driving excellent outcomes
- Offering a wide range of technical assistance from customized in-person sessions to large-scale training and education
- Working with partners to drive best practices, model programs, solutions and innovations
Who Attends Our Conference?

- AAA and Title VI Directors and Staff
- Federal government officials—HHS, ACL, CMS, VA, FTA, FCC
- Leaders from national aging and disability organizations
- Aging Network providers and consultants
- Business and industry leaders invested in LTSS and HCBS solutions
- Health plan, integrated care, population health and IT executives
- Federal, state and local policymakers and elected officials
- Academic thought leaders

Academic thought leaders

AA, integrated care, population health and IT executives

Leaders from national aging and disability organizations

Business and industry leaders invested in LTSS and HCBS solutions
Promote your products and services at US Aging’s 2022 Annual Conference and Tradeshow to ensure that the local leaders in aging who deliver and coordinate services in multiple markets know about your business.

Here’s a sampling of just some of the marketing opportunities available at the US Aging Annual Conference and Tradeshow.

- Sponsor a **General Session, Hot Topic, Corporate Workshop, Workshop Track or networking break.**

- Advertise in the **Conference program** that all attendees receive.

- Sponsor the **Conference mobile app** that is used by 1,200+ Conference attendees.

- Add your logo to the **nametag lanyard, water bottle or other promotional items** that all Conference attendees will receive.

- Add your company logo to the **key card** used by all guests staying at the Conference hotel.

- Have an idea not listed above or on our website? Let us know and we can work with you to create a **customized sponsorship.**

Ready to take the next step?
**Contact corporateprograms@usaging.org to learn more!**
Take the Next Step!

Connect with USAging now to learn about the best ways your business can participate in the 2022 USAging Conference and Tradeshow in Austin, TX, from July 10–13, 2022.

Visit USAgingConference.org to find a wide range of sponsorship options, details on USAging’s Tradeshow and information on how you can supplement your involvement with advertising opportunities.