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PROSPECTUS

National Association of Area Agencies on Aging

CHICAGO 2018

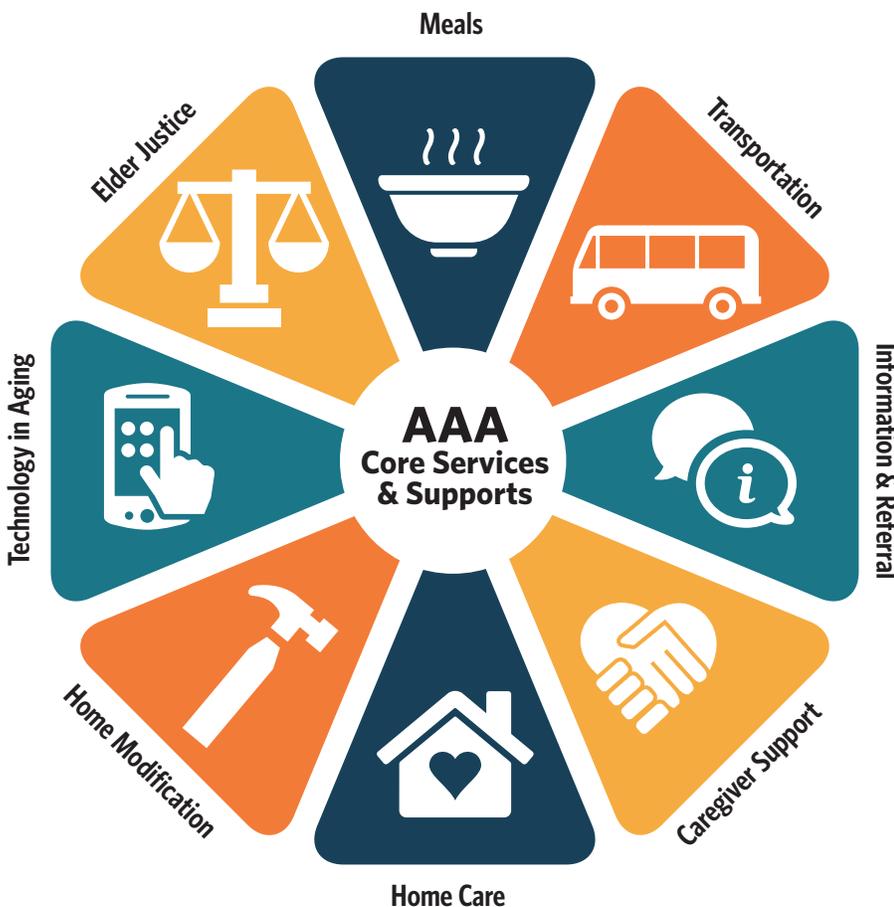


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n4a
ANSWERS
ON CHICAGO
AGING™

**For details of n4a's sponsorship,
tradeshow and advertising
opportunities, visit us at
n4aConference.org.**

Offering more than 6 billion dollars' worth of programs and services annually to serve more than 40 million people age 60 and older, the nation's 622 Area Agencies on Aging (AAAs) and 256 Title VI aging programs have been the go-to local resource for home and community-based services for more than four decades.



AAA Revenue Sources

- **Government**
- **Business to Business**
 - › Managed Care Organizations
 - › Hospitals
 - › Physicians groups
 - › Federally Qualified Health Centers
 - › Behavioral health units
 - › Public health departments
 - › Employee assistance programs
 - › Accountable Care Organizations
- **Business to Consumer**
- **Grants**

Network on the Move

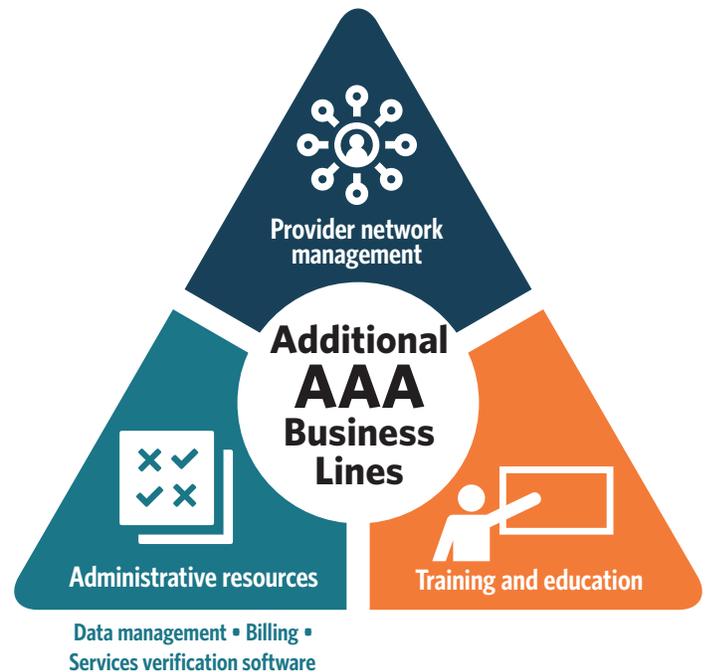
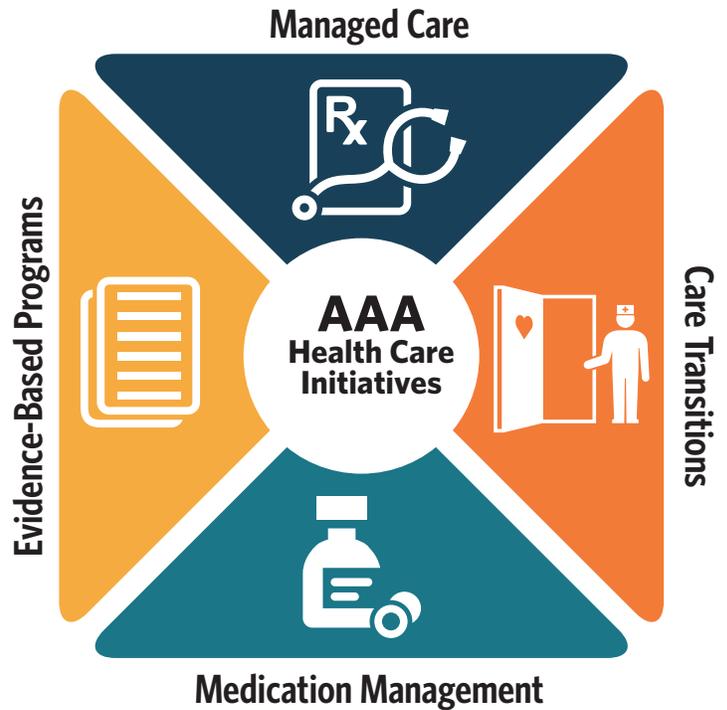
In recent years, many AAAs have significantly expanded their service portfolios to include integrated care, Medicaid managed care, care transitions, evidence-based programs, population health programs and direct-to-consumer business lines.

Today, AAAs are increasingly sought out by hospitals and Managed Care Organizations, Accountable Care Organizations and other health care providers and systems that recognize that AAAs can bridge the gap between medical care and long-term services and supports for older adults and people with disabilities. And, just as importantly, they can provide the services and supports and go deep into the community NOW!

Because AAAs manage a multi-billion-dollar book of business, they are constantly looking for great products and services to meet their contract needs. The Aging Network is also looking to learn from industry experts about products and services that can help agencies better meet the needs of their payer partners, grow their businesses and continue to serve their ever-growing client base.

If your company wants to move into a new local market in aging, the local AAA should be your first call.

If you wish to reach local communities in multiple markets, the National Association of Area Agencies on Aging (n4a) can match your needs with the most relevant opportunities and partners in those markets.



n4a's Leadership

For over 40 years, Area Agencies on Aging have relied on n4a 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 innovation in services targeted to older adults, people with disabilities and their caregivers.

Select n4a Initiatives and Funders

- **U.S. Administration on Community Living (ACL)**
 - › MLTSS & Integrated Care
 - › Information and Planning—Data Collection
 - › Eldercare Locator National Consumer Call Center
 - › National Aging Network Volunteer Resource Center
- **U.S. Department of Transportation**
 - › National Aging and Disability Transportation Center
- **The John A. Hartford Foundation; The SCAN Foundation**
 - › National Aging & Disability Business Institute
- **UnitedHealthcare**
 - › Medicare Education
 - › Diabetes Campaign
 - › National Medicare Education Week
- **Wells Fargo**
 - › Answers on Aging™: Financial Exploitation
- **Walgreens**
 - › Answers on Aging™: Pharmacy Benefits

n4a Serving Our Members and Governmental, Grant and Industry Stakeholders



Works with leading health care providers to develop **pilot programs**



Develops and conducts **research** to strengthen our industry and market knowledge



Helps members strengthen **business systems** and build human capital



Works with key training partners to develop **meaningful professional training** that meets the needs of payer partners and drives excellent outcomes



Offers a wide range of **technical assistance** from customized in-person sessions to large-scale training and education



Works with partners to drive best practices, model programs, solutions and innovation

Who Attends Our Conference?

AAA and Title VI Directors and Staff

AAA Board and Advisory Committee Members

National aging and disability organization leaders

Aging Network providers and consultants

Business and industry leaders invested in LTSS and HCBS solutions

Health plan, integrated care, population health and IT executives

Media

Academic thought leaders

Elected officials

Federal government officials— ACL, CMS, VA, FTA, FCC, HHS

Federal, state and local policy experts

The Place to Be

Every year, nearly **1,000 national and local aging leaders, policy decision makers and business executives** attend the National Association of Area Agencies 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, we will work with you to design a custom Conference experience that provides you with the greatest value.

Take the Next Step!



Visit n4aConference.org

to see a wide range of sponsorship options,
details on n4a's Tradeshow and
information on how you can supplement
your involvement with an eye-catching ad.



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National Association of Area Agencies on Aging

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