



LONGEVITY INNOVATION SUMMIT

December 12-13, 2023
Washington, DC

Investment and Innovation
in the Care Economy



MARY FURLONG
and ASSOCIATES
Intelligence • Insight • Impact





The Longevity Innovation Summit is an opportunity to position your company as a leader in the longevity market, make connections with leaders in the space, and gain unique insights on how five generations are impacted by a growing older population.

ABOUT THE SUMMIT

2023 What's Next Longevity Innovation Summit

The Longevity Innovation Summit is an opportunity to position your company as a leader in the longevity market, make connections with leaders in the space, and gain unique insights on how five generations are impacted by a growing older population. This two-day event in Washington, DC helps leaders in the longevity ecosystem connect, and informs entrepreneurs and investors how to navigate the regulatory environment and build relationships with government and the nonprofit sector.

THEME: Investment and Innovation in the Care Economy

Experts in the government and longevity will address:

ABOUT THE SUMMIT

2023 What's Next

Longevity Innovation Summit

Experts in the government and longevity will address:

- The crisis of care in senior housing and home care
- Regulatory issues facing the longevity ecosystem
- Public/private partnerships
- Aging Well With Purpose: Informing Innovation, Investment, and Policy at the Local Level
- Innovative Approaches to Falls Management and Prevention
- AI and the Future of Care Work
- What Investors Are Looking For
- The Epidemic of Loneliness and Isolation
- Innovation in public policy at the local and national levels
- Hospital-at-Home models: Innovations in care

THE OPPORTUNITY

By 2030

65

All baby boomers will be 65 and older.

74.1M

People over 65 in the United States is anticipated to be 74.1 million.

\$12.6T

Economic activity (direct and indirect) of people over 50 will increase to \$12.6 trillion.

We project that the longevity economy will continue to grow at a rapid pace between now and then. The Longevity Innovation Summit is an opportunity to position your company as a leader in the longevity market, make connections with leaders in the space, and gain unique insights on how five generations are impacted by a growing older population: as family caregivers, as frontline care workers, and as services and supports in the world's third largest GDP: **the longevity economy**.

AREAS OF INNOVATION

Community Building

Personal Growth & Wellness

Fintech

Financial Resilience

MEMORY CARE

CAREGIVING

Public/Private Partnerships

INVESTING

Mobility

Incubators

Mental Health

Nutrition and Hydration

Social Isolation Solutions

Workforce Solutions

Medtech

AI Solutions

Global Connections

Collaboratives



KEY SPEAKERS



Greg Olsen

Acting Director,
New York State Office
for the Aging



Nancy LeaMond

Chief Advocacy &
Engagement Officer &
Executive Vice President,
AARP



Lance Robertson

Director, Guidehouse;
Former U.S. Assistant
Secretary for Aging



Mary Furlong

CEO and Founder,
Mary Furlong
and Associates



Sarita Mohanty

President and CEO,
The SCAN Foundation

KEY SPEAKERS



Robert Blancato

President, Matz,
Blancato
& Associates;
National Coordinator,
Elder Justice Coalition



Sherwin Sheik

CEO, Carelinx by
ShareCare



Sheila Collins

Senior Advisor,
Startup Programming,
AARP Innovation Labs



Laurie Orlov

Principal Analyst,
Aging and Health
Technology Watch



Joy Toliver

Program Analyst,
Small Business Research
Programs,
National Institute on Aging

WHY YOU SHOULD ATTEND

At the What's Next Longevity Innovation Summit you will:

Hear investors, regulators and entrepreneurs address regulatory challenges and global opportunities

Be among the first to learn about innovations for the longevity market

Hear about cutting-edge go-to-market strategies from successful entrepreneurs

Learn how the National Institute on Aging (NIA) has funding for aging and hear from successful companies who have benefited from NIA funding

Get a free exhibit placement with the chance to submit a video ad of your exhibit demonstrating your product and/or service

Gather research about the longevity marketplace

Understand how to navigate evolving regulatory environments



KICK-OFF EVENT

VIP Speaker/Sponsor Reception: Dec 11

Each year we kick off the conference with a private VIP reception with the conference speakers and sponsors. This year the event will take place on December 11.



WHY YOU SHOULD SPONSOR

Investment benefits:

Gain greater visibility among early adopters, thought leaders and decision-makers

Present your brand as a market leader in the longevity economy

Network with other market leaders

Promote & Position your company alongside other market segment leaders














Benefit from speaking opportunities by sharing your insights with influential leaders in the longevity market

Boost your exposure on social media, web and email promotions before and during the summit

SPONSORSHIP BENEFITS

Sponsor benefit	Platinum \$25,000+	Gold \$10,000-24,999	Silver \$5,000-\$9,999
Complimentary Longevity Innovation Summit registration	4 attendees	3 attendees	2 attendees
Invitation to provide speaker(s) for program*	✓	✓	
Invitations to Speaker/Sponsor VIP events	3 attendees	3 attendees	2 attendees
Learning Journey(s)	3 attendees	2 attendees	1 attendees
Access to attendee and media lists*	✓		
Complimentary exhibit	✓	✓	✓
Logo on website, marketing materials, and communications	✓	✓	✓
Free registration for 2024 What's Next Longevity Business Academy	✓	✓	✓
One MFA Podcast dedicated to your company/organization	✓	✓	
Sponsored Tweets, Facebook, and LinkedIn messages from MFA	✓	✓	
Logo featured on opening and closing slides	✓	✓	
Help shape a content track with producer guidance	✓		✓
Mention in the MFA newsletter	✓		
Opportunity to upload your company's reports and white papers	✓		

2023 SPONSORS

					
					
		<p>LOOP</p>	<p>Momentra</p>	<p>Clairvoyant</p>	

PREVIOUS KEYNOTES



Nancy LeaMond

Chief Advocacy & Engagement Officer Executive Vice President, AARP



Andrew Parker

Founder and CEO, Papa



David Berson

Senior Vice President and Chief Economist, Nationwide



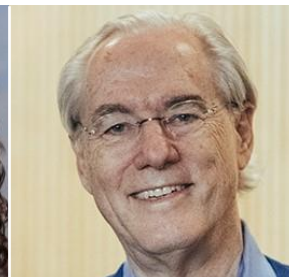
Susan C. Winckler, RPh, Esq.

CEO, Reagan-Udall Foundation for the Food and Drug Administration



Allison Sekuler

Managing Director, Centre for Aging + Brain Health Innovation (CABHI)



George Vradenburg

Chairman and Co-Founder, USAgainstAlzheimer's



Dr. Charlotte Yeh

Chief Medical Officer, AARP Services, Inc.

PREVIOUS SPEAKERS



Nancy LeaMond
AARP

Robert Bianco
Elder Justice Coalition

Richard Eisenberg
Next Avenue

Annette Fellows
United Healthcare

Mary Furlong
Mary Furlong & Associates

Todd Haim
National Institute on Aging

John Hopper
Ziegler Link Age Longevity Fund

Sherwin Sheik
CareLinx

Dr. Allison Sekuler
Baycrest Health Sciences

Laurie Orlov
Aging in Place Technology Watch

Ginna Baik
Amazon

Aaron K. McPherson
Institute on Aging

Ted Fischer
Ageless Innovation

Dan Hermann
Ziegler Link Age

Carl McManus
Comfort Keepers, North America

Sherri Snelling
Caregiving Club

Charlotte Yeh
AARP Services, Inc.

Sarah Jones
Best Buy Health

Jim Firman
Bell Age & NCOA

Joy Toliver
National Institute on Aging

George Yedinak
Aging Media

Amy Belt Raimundo
Kaiser Permanente Ventures

Dr. John Whyte
WebMD

John Loughnane, MD
Commonwealth Care Alliance

Jeff Zimman
Posit Science

LEARNING JOURNEYS

A Learning Journey is typically a post conference networking event. As guests travel to local companies of interest, they can learn from executives in established businesses both large and small, empowering them with the knowledge, attitudes, motivations, commitments, and skills to advance their own company. While traveling from site to site they have a chance to network with others on the Learning Journey, make valuable contacts, and possibly plant the seeds for strategic partnerships. This year we will visit the AARP Headquarters and Everest Health Partners.



AARP briefing with Nancy LeaMond
– Washington, DC



CCD Innovation/Food Reimagined



Connected Horse
Equine-Guided
Workshops



Airbnb
Headquarters



AARP briefing with Michael Philips



Walgreens flagship store



Google

TESTIMONIALS

“Mary’s events are the number one to learn and connect to people, startups and investors truly invested in making life better for this customer segment for longevity.”

Heidi Culbertson,
Amazon

“You’ve done it again! Brought two parties together to become more than the sum of their parts.”

Stuart Rosenthal,
Publisher, The Beacon Newspapers

“I just wanted to send a BIG thank you your way. This last week was invaluable in a multitude of ways. Your event was wonderful. From the cultural exposure to the professional connections- the entire experience left an immeasurable impression on me both personally and professionally.”

Adrienne Choflet
GetSetUp

“What an amazing confab! I’m still drinking from the firehose - this 2-day immersion is amazing. It’s a must-attend for anyone entering this industry.”

Susan Black, Founder and CEO,
Wowzitude and Our Travel Circle!

“Kudos to Mary Furlong , for coordinating such a great group of Thought Leaders, Entrepreneurs and Influencers in the Senior Care and Longevity Industry. Outstanding.”

Jon Siegel
The Perfect Companion

“THIS EVENT BRINGS TOGETHER WIDE EXPERTISE ON THE BUSINESS OF AGING, THAT CAN’T BE FOUND ELSEWHERE.”

Dor Skuler, Intuition Robotics

EXECUTIVE PRODUCER



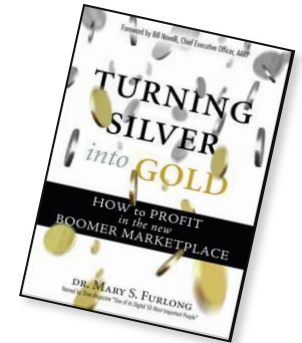
Mary Furlong

CEO and Founder
Mary Furlong & Associates

Mary Furlong, Ed.D., CEO of Mary Furlong & Associates (MFA), is a leading authority on the longevity marketplace. Successful social and serial entrepreneur—SeniorNet (1986), ThirdAge Media (1996), and MFA (2002)—Mary has secured over \$200 million in venture financing and corporate sponsorships for companies with products and services to serve the needs of the boomer/senior marketplace. Next Avenue named Mary one of its “2016 Influencers in Aging.” She is also a past winner of the Silicon Valley Business Journal’s “Top 100 Women of Influence” award, and most recently was awarded the Lifetime Achievement Award from Aging2.0 and CEOc.

Mary produces the industry-leading What’s Next Longevity Business Summit, the Silicon Valley Longevity Venture Summit and Business Plan Competition, the Washington, D.C. Longevity Innovation Summit, and two podcasts. She has appeared on NBC, CBS, and NPR and is an advisor to the Ziegler Link•age Longevity Fund, L.P., the Thrive Center, and the Centre for Aging + Brain Health Innovation. She is the author of *Turning Silver into Gold: How to Profit in the New Boomer Marketplace*.

MFA’s private client practice comprises many of the leading startups and corporations in the longevity marketplace. She also serves as an adjunct professor at the Leavey School of Business in Santa Clara, CA, focusing on entrepreneurship and women in leadership.



CONTACTS

For more information and to learn how you can get involved as a sponsor, please contact Mary Furlong & Associates:

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