

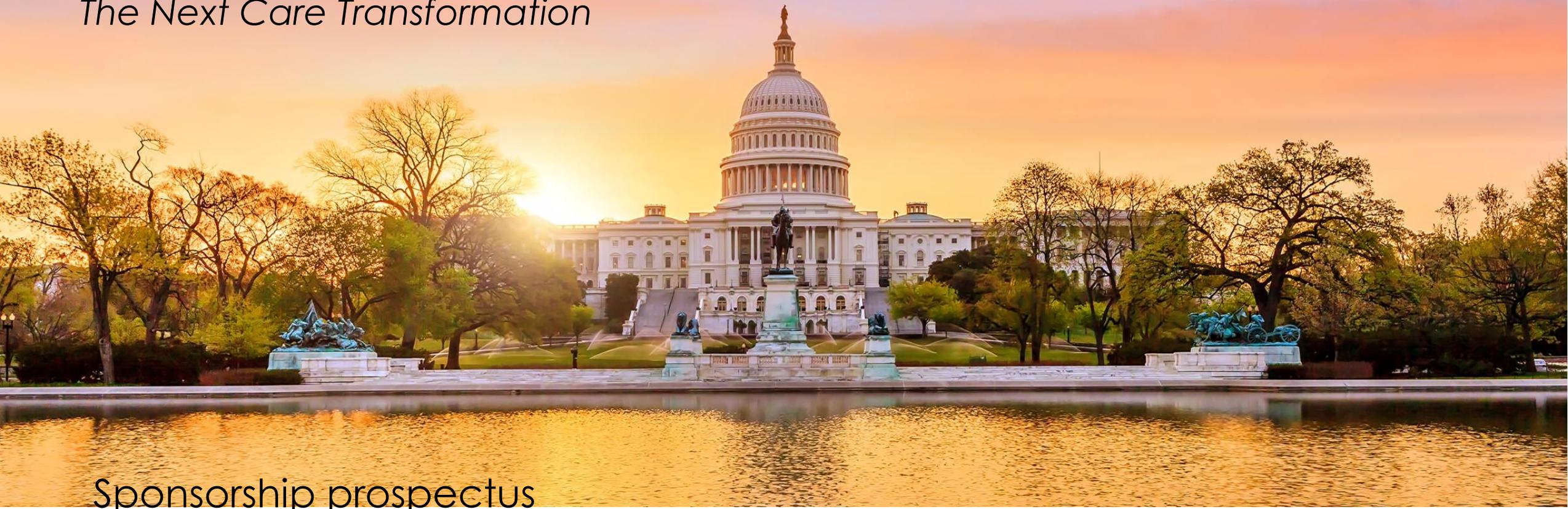
8th Annual

What's Next Longevity Innovation Summit

The Next Care Transformation

December 15-17, 2025

National Press Club
Washington, DC



Sponsorship prospectus

Expert speakers | Skill-building workshops | Unparalleled networking



ABOUT THE SUMMIT



Now in its 8th year, the **What's Next Longevity Innovation Summit** convenes thought leaders from corporations, government agencies, investment firms and startups who recognize the challenges and opportunities presented by the growing longevity market. AARP has supported the conference as lead sponsor since its inception.

Taking place at the National Press Club in Washington, DC, this event 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. It 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.

With the theme The Next Care Transformation, we will address how the current uncertain economic climate is affecting the longevity economy and how we can we continue to serve older adults and their caregivers with innovative approaches on all levels.

Meet the right people and find the answers—all in one place at one time.

SIX REASONS TO SPONSOR

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

PROGRAM CONTENT

Sessions will address critical issues affecting the longevity market today, including...

- The impact of **tariffs** on the longevity economy
- **AI** and the transformation of care
- Navigating the **regulatory** environment
- Staffing and **workforce** issues
- **Interest rates** and the economy
- Trends in **senior housing**
- **Investing** in the longevity space

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.

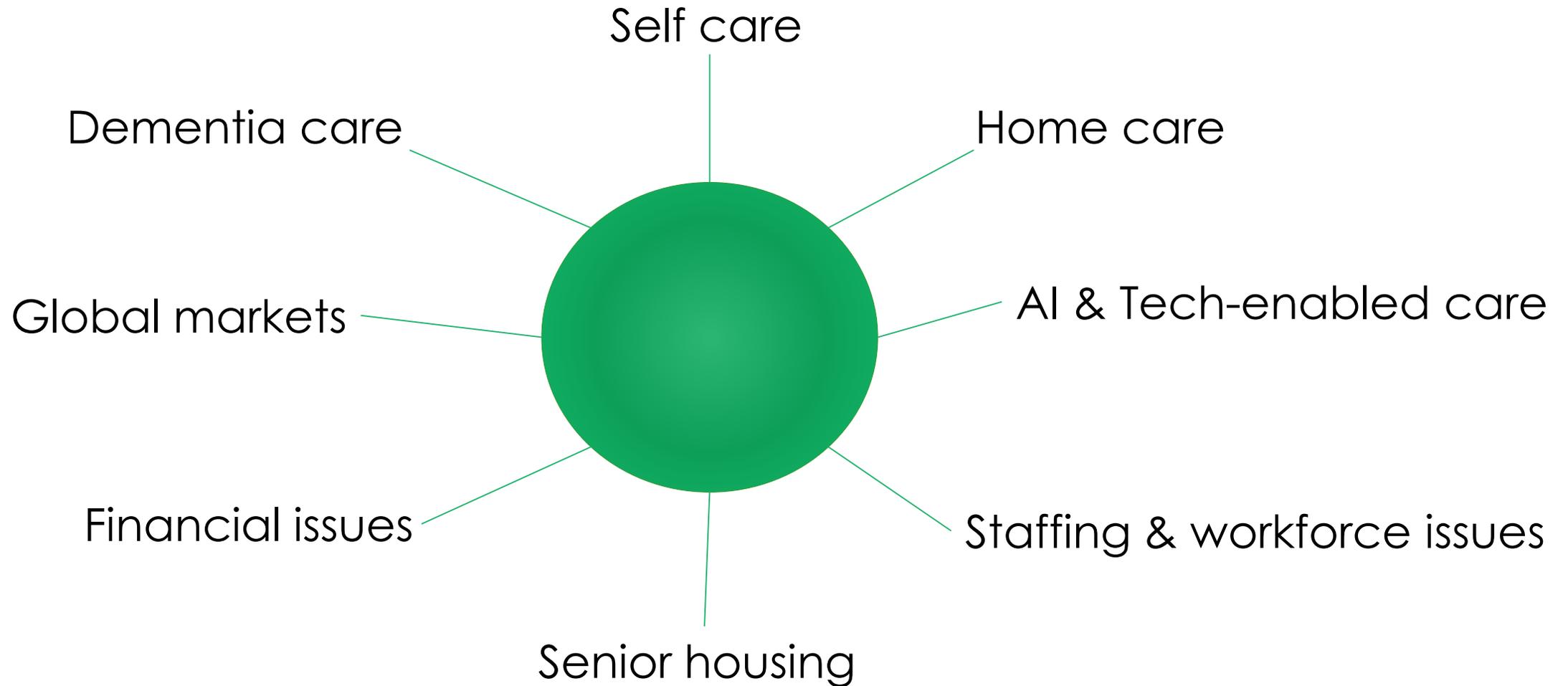
\$12.6T

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

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 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.**

There are **63 million caregivers** in the U.S. – a nearly 50% increase since 2015
1 in 4 adults is a caregiver. 94% care for adults, and **1 in 3** is under age 50.

THE TRANSFORMATION OF CARE



SKILL-BUILDING BOOT CAMPS

Taking place on December 15, Boot Camps will provide tactical information you can put to use right away.

- How to use AI in the sales process
- Go-to-Market Strategies in the Longevity Market
- How to work with NIA
- How to work with AgeTech Collaborative From AARP
- Media trends – how to pitch to media
- How to use social media

Learn from key thought leaders



Nancy LeaMond
EVP & Chief Advocacy
& Engagement Officer,
AARP



Laurie Orlov
Principal Analyst,
Aging and Health
Technology Watch



Lance Robertson
Director, Guidehouse;
Former US Assistant
Secretary for Aging



Mary Furlong
CEO and Founder,
Mary Furlong &
Associates



Sarita Mohanty
President and CEO,
The Scan Foundation



Abby Miller Levy
Managing Partner,
Primetime Partners



Richard Lui
Writer, Filmmaker &
NBC News Anchor



Dan Hermann
President & CEO,
Ziegler



Amelia Hay
AgeTech Collaborative
from AARP



Todd Haim
National Institute
on Aging



Joy Toliver
National Institute
on Aging



Greg Olsen
New York State Office
for the Aging (invited)

SPONSORSHIP BENEFITS

Sponsor Benefit	Platinum \$25,000+	Gold \$15,000	Silver \$10,000
Complimentary Longevity Innovation Summit Registration	4 Attendees	3 Attendees	2 Attendees
Invitation to provide one speaker for the program	✓		
Invitation to Speaker/Sponsor VIP events	4 Attendees	3 Attendees	2 Attendees
Invitation to Learning Journey	4 Attendees	3 Attendees	2 Attendees
Complimentary Exhibit	✓	✓	✓
Logo on Website, marketing materials, and communications	✓	✓	✓
MFA podcast dedicated to your company/corporation	✓	✓	✓
Sponsored tweets, Facebook, and LinkedIn messages from MFA	✓	✓	
Logo featured on opening and closing slides	✓	✓	
Help shape a track with producer guidance	✓		
Mention(s) in MFA newsletter	✓		
Opportunity to upload your company's reports and white papers	✓		

SUMMIT ACTIVITIES

December 15

Summit – Day 1

Skill-building
Bootcamps
VIP Reception



December 16

Summit – Day 2

Expert presentations
Pitch room
Holiday reception



December 17

Summit – Day 3

Hosted breakfast tables
Half day of Sessions
Learning Journey at AARP



SPEAKER/SPONSOR RECEPTION



Each year we kick off the conference with a private VIP reception for the conference speakers and sponsors. This year the event will take place in the evening on December 15 and will be hosted by the AgeTech Collaborative from AARP.

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, empowering them with the knowledge, attitudes, motivations, commitments, and skills to advance their own companies. While traveling from site to site they have a chance to network with others, make valuable contacts, and plant the seeds for strategic partnerships. This year we will visit the **AARP Headquarters**.

Places we have visited:

Ziegler	Salesforce
Pixar	Masonic Homes
LinkedIn	Yahoo!
Airbnb	Tesla
Google	Walgreens
Sequoia Living	Connected Horse
AgeTech Collaborative from AARP	
Center for Elder Independence	
AARP Headquarters (briefings with Nancy LeaMond and Michael Phillips)	



ADD YOUR COMPANY TO OUR LIST OF SPONSORS



WHY YOU SHOULD ATTEND

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 funded 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 revolving regulatory environments

WHAT PREVIOUS ATTENDEES ARE SAYING

“This conference provided an invaluable opportunity to explore age-tech innovations, share knowledge, discover investment prospects, and engage with policymakers shaping the future of aging and longevity. It was truly inspiring to be part of these discussions and meet remarkable leaders and innovators dedicated to supporting our growing aging populations and enhancing supportive services for all. Sincere gratitude to Mary, the organizers, and all the visionary attendees driving progress in this vital field.”

—*Nirshila Chand, Deiya Health*

“I really enjoyed the intimate format of the event, the quality of people, presentations, startups and food! Congrats, Mary Furlong and your team.”

—*David Bordeleau, Euforia.care*

“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*

“As a Veteran of the very first What's Next conference I can say they have been valuable, fun and created lasting and terrific friendships. These meetings have been a window into changing technology, aging services, attitudes and consideration of the longevity miracle and economy. Thanks Mary!”

—*Louis Tenenbaum, Homes Renewed Coalition*

LONGEVITY MARKET ECOSYSTEM - RESOURCES

Investors & Accelerators



Associations



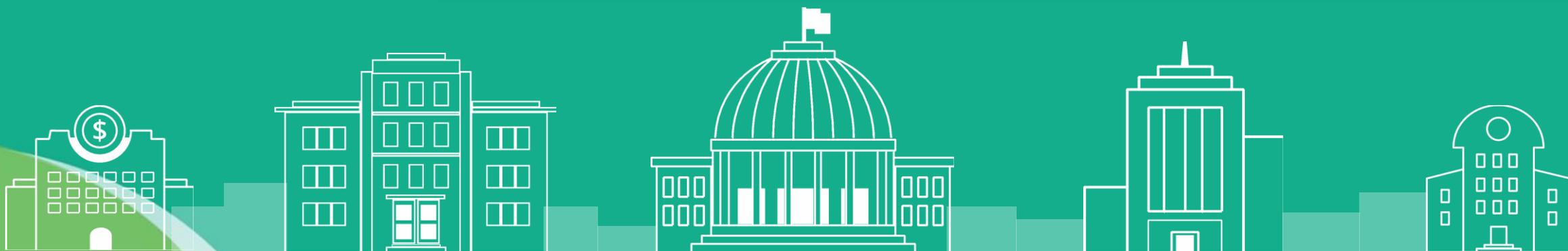
State and Federal Government



Corporations



Entrepreneurs



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 \$300 million in venture financing and corporate sponsorships for companies with products and services to serve the needs older adults.

Mary 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 Venture Summit and Business Plan Competition, the Washington, D.C. Longevity Innovation Summit, and two podcasts—What’s Next Living Longer Better Smarter, and What’s Next Longevity Deal Talk.

MFA’s private client practice comprises many of the leading startups and corporations in the longevity marketplace. Mary is an advisor to the Ziegler Link-age Longevity Fund, the Thrive Center, and CABHI. She also serves as an adjunct professor at the Leavey School of Business in Santa Clara, CA, focusing on entrepreneurship and women in leadership.



LEARN MORE

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

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