

A wide-angle photograph of the U.S. Capitol building in Washington, D.C. The building is a large, white, neoclassical structure with a prominent central dome topped by a statue. The facade is composed of many columns and arches. In the foreground, a large, shallow reflecting pool mirrors the building and the sky. The sky is a clear, vibrant blue with a few wispy clouds. The overall scene is bright and sunny.

9th Annual
What's Next Longevity
Innovation Summit

December 1-2, 2026
Washington, DC

SPONSORSHIP PROSPECTUS

Defining the Caregiving Ecosystem | Data-Driven Content | Deal-Making Opportunities

ABOUT THE SUMMIT



Now in its 9th year, the **What's Next Longevity Innovation Summit (WNLIS)** 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 every year 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 Power of Care," the conference will address the challenges and opportunities in the longevity market, and how we can build partnerships so we can 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.

THE CARE ECONOMY OPPORTUNITY

63

Family caregivers –
50% increase since
2015

1 in 3

Family caregivers are
under age 50

\$1 TRILLION

Value of unpaid care for all
family caregivers in the U.S.

\$648 BILLION

Caregivers spend on care; and
care consumers control \$6 trillion
in household income.

The What's Next Longevity Innovation Summit is an opportunity to position your company as a leader in the longevity and caregiving markets, 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 fastest growing GDP: **the Care Economy.**

WHAT'S NEXT LONGEVITY INNOVATION SUMMIT

**2 Days
in DC**

**200 VIPs
in 1 room**

**20+
sessions**

**12 Ways
to Sponsor**

Defining the Caregiving Ecosystem

This event, more than any other, defines the trends, best practices and future of the Care Economy.

- The innovators
- The investors
- The influencers

Delivering Data-Based Content: Research & Use Study Success

This is the place to learn what you need to know for the success of your company and organization.

- The latest research, regulatory changes and reimbursement models
- Inspiring keynotes
- Expert panel discussion and real-world use cases

Deal-Making Opportunities: Variety of Funders & Investors

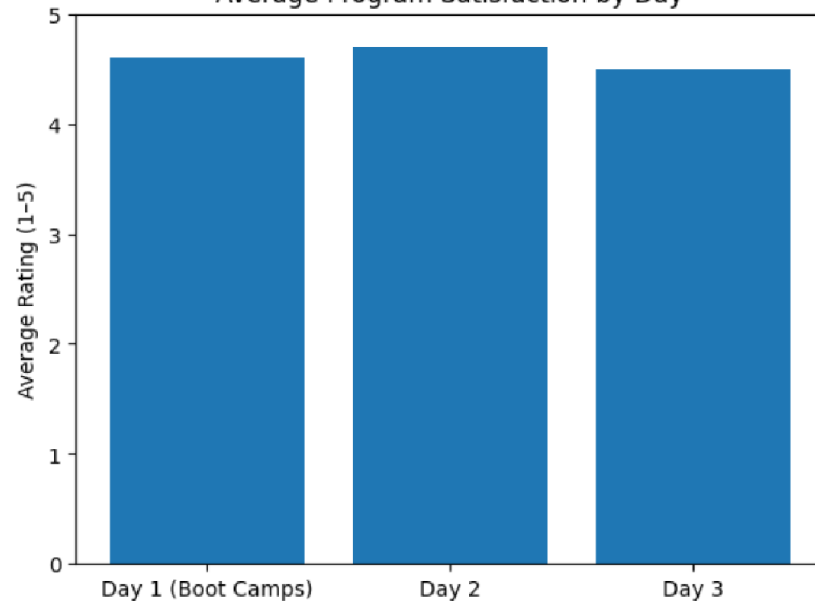
The intimacy and diversity of this group of caregiving thought leaders is unmatched by any other event when it comes to finding funders – investors and public or corporate partners

- Find funding from key caregiving investors
- Network with viable distribution partners to scale or pilot your innovation

KEY TAKEAWAYS – THE VALUE OF WNLIS SPONSORSHIP

QUALITY CONTENT

Average Program Satisfaction by Day

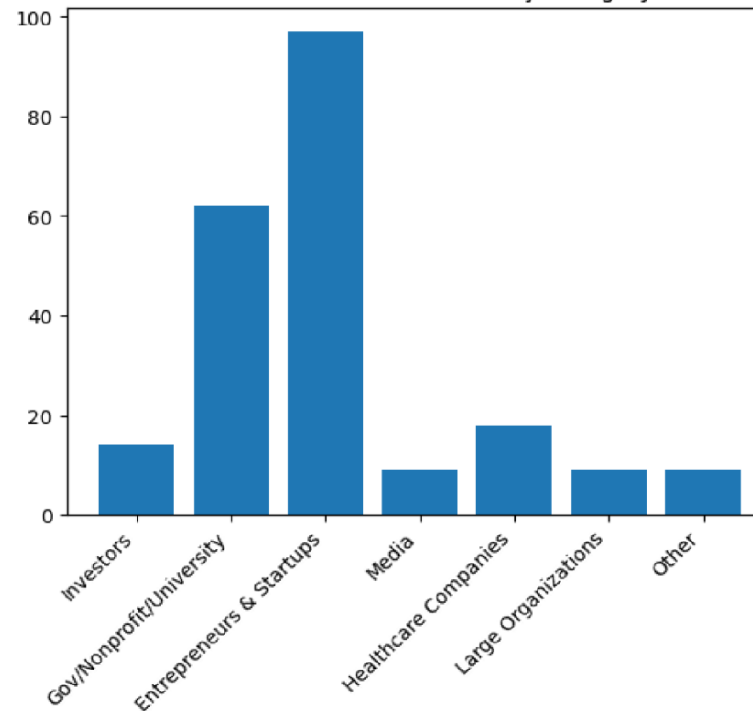


Post survey results show high satisfaction ratings among attendees, validating the quality of speakers and content.

Past presenters have included exceptional thought leaders in caregiving and longevity (Nancy LeaMond, Dr. Mehmet Oz, Dr. Mike Roizen, Mary Lazare and more).

CROSS-SECTOR AUDIENCE

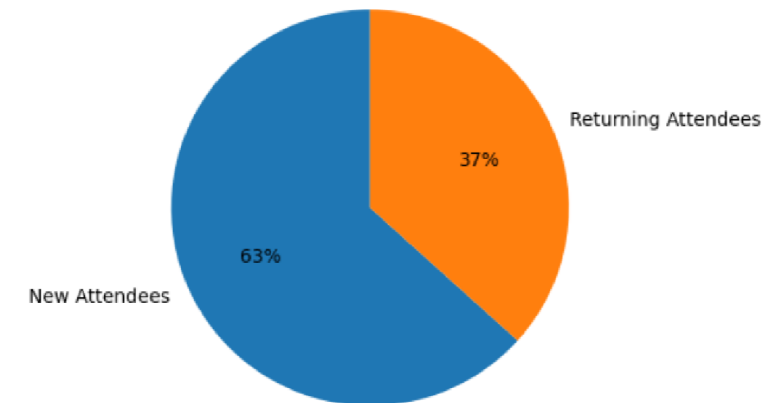
2025 Attendee Breakdown by Category



Powerful cross-sector audience represents the longevity/caregiving ecosystem VIPs in one room. Investors, entrepreneurs, government agencies, nonprofits, academia, allied health care, corporate wellness all gather to learn and network at this event.

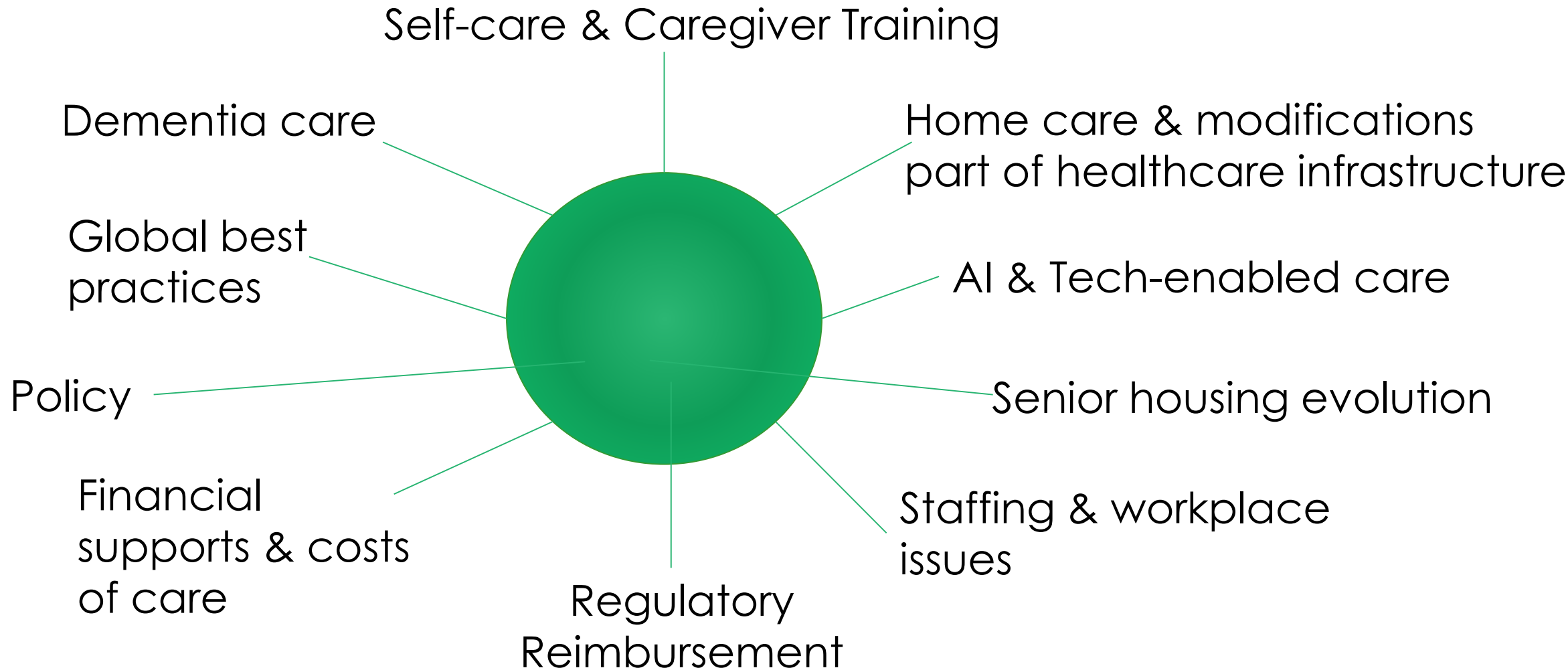
FRESH PERSPECTIVES, NETWORKING

New vs Returning Attendees (2025)



Designed as a VIP curated audience rather than large conference event, the Summit has a loyal core audience of return attendees balanced with fresh insights and networking opportunities with new attendees.

2026 THEME: THE POWER OF CARE



SIX REASONS TO SPONSOR

1

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

2

Present your brand as a market leader in the longevity economy

3

Network with other market leaders

4

Promote and position your company alongside other market segment leaders

5

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

6

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

PRESTIGIOUS VENUES

This year's What's Next Longevity Innovation Summit (WNLIS) will be held at two prestigious venues in Washington, DC – the Milken Center and at the National Press Club.

There is no public access to these buildings making the WNLIS even more bespoke for attendees.

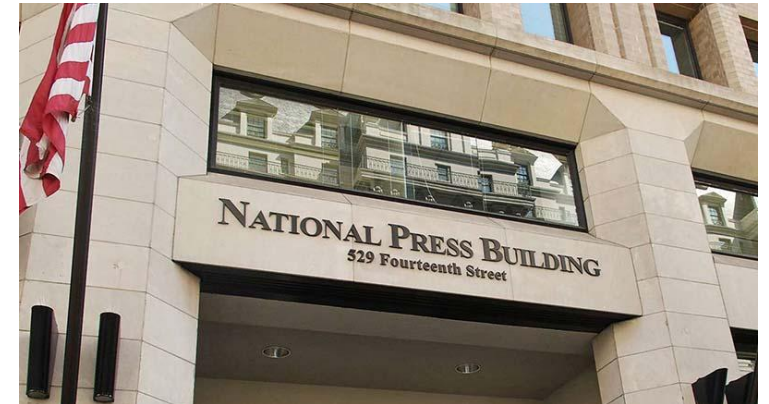
Milken Institute December 1



The Milken Center is the host venue on the first day of the WNLIS emphasizing the focus on longevity and caregiving as both a national and global issue.

During Day 1, attendees can attend Boot Camps for upskilling sessions as well as speaker panels on financial and global caregiving topics.

National Press Club December 2



For the last 9 years the WNLIS has been held at the private National Press Club – a news members-only enclave hosting events of national news significance.

Day 2 sessions will cover U.S.-based policy, regulatory, public-private partnerships, new research and trends in the Care Economy as well as the event's Keynote Speaker.

SPONSOR EVENTS

December 1

- Concurrent Sessions
- Boot Camps
- Speaker/Sponsor Reception and networking event



December 2

- Keynote Speaker
- Speakers/Panels
- Pitch for Distribution Session
- Lunch Table Networking
- Holiday Party



December 3

VIP ticket to Learning Journey
– host TBD (past events at:
AARP, CMS, VA, CTA, etc.)



SPONSORSHIP LEVELS AND BENEFITS

Sponsor Benefit	Platinum \$20,000+	Gold \$10,000+	Silver \$5,000+
Complimentary Longevity Innovation Summit Registration	4 Attendees	3 Attendees	2 Attendees
Invitation to provide one speaker for the program	✓		
Invitation to Speak/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	✓	✓	✓
Mentioned in social media & other marketing 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	✓		

SPECIAL SPONSOR OPPORTUNITIES

VIDEO PRODUCTION

- Sponsorships helps underwrite video production and post-event on demand videos.
- Sponsor logo at beginning and end of each video/session filmed
- Other sponsor benefits at Gold Level

Cost = \$12,000

CO-LABS

- 2- hour session with invitation-only participants chosen by Sponsor.
- Caregiving topic of Sponsor choice – group discusses and has ideation session to help solve or guide a Sponsor product, service or issue.
- Private event – no marketing.
- Full report provided post-session.

Cost = \$12,000

CAREGIVING INNOVATION AWARDS

- Part of nominating and selection team.
- Present one award during ceremony and speak for 5 minutes.
- Logo on all marketing & social media related to Awards.
- Other sponsor benefits at Gold Level

Cost = \$10,000 (exclusive)
\$5,000 (co-sponsor)

SPECIAL SPONSOR OPPORTUNITIES (continued)

LUNCHEON SPONSOR

- Logo on all marketing materials connected to the lunch.
- Opportunity to welcome attendees to the lunch and speak for five minutes.

Cost = \$10,000

LUNCH TABLE SPONSOR

- Invite attendees to your lunch table for networking and discussion.
- Pre-event promotion.

Cost = \$2,000

EXHIBIT YOUR PRODUCT

- Display and demo your product to more than 200 VIPs in the caregiving market.
- Also have your exhibit information remain on the event website for one year.
- Included in marketing and social media.

Cost = \$2,500

WELLNESS BREAK SPONSOR

- During the breaks special nutritional items will be provided.
- Logo signage at break tables and mention by Mary Furlong as speaker before the break.
- Included as sponsors in all marketing and social media related to event.

Cost = \$2,500

SPEAKER/SPONSOR RECEPTION



Each year we kick off the conference with a private VIP reception for the conference speakers and sponsors. The event will take place in the evening on December 1.

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.

This year we will visit the AARP Headquarters on December 3 from 10 AM to noon.

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	



KEY SPEAKERS AT THE 2025 SUMMIT



Nancy LeaMond
EVP & Chief Advocacy &
Engagement Officer, AARP



Dr. Mehmet Oz
Administrator
CMS



Richard Lui
Writer, Filmmaker
& NBC News Anchor



Dr. Mike Roizen
Founder
4Youngevity



Anna Banks
EVP & CMO
AARP



Mel Barsky
Partner
CABHI Ventures



Dan Hermann
President & CEO
Ziegler



Edo Banach
Partner
Foley Hoag, LLP



Greg Olsen
Acting Director
New York State
Office for the Aging



Mary Lazare
Acting Administrator and
Assistant Secretary for Aging
Admin for Community Living



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



Carmel Roques
Secretary
Maryland Dept
of Aging



Michelle Branham
Secretary
Florida Department of
Elder Affairs



Donald Clark
Program Dev Specialist
DC Department on
Disability Services



Todd Haim
Director, OSEP
National Institute
on Aging



Edward Brzytwa
VP of International
Trade, Consumer
Technology Assoc.



Amelia Hay
AgeTech Collaborative
from AARP



Sarita Mohanty
President and CEO
The Scan Foundation



Abby Miller Levy
Managing Partner
Primetime Partners



Mary Furlong
CEO and Founder
Mary Furlong & Associates



Alice Park
Sr Health Correspondent
TIME



Dr. Toby Cosgrove
Former President & CEO
Cleveland Clinic



Ken Honeycutt
Director of Healthcare
Samsung Health



Ted Fischer
President & CEO
Ageless Innovation

WHAT PREVIOUS ATTENDEES ARE SAYING

“Congratulations again on a wonderful conference, it was truly a success! I don't think I've ever experienced a network that is both so business-focused and still feels like such a supportive environment, truly it's a feat you should be proud of!”

—*Danielle Richards, Able Care*

“Such an efficient, well-organized event and so many valuable conversations crammed into 1.5 days. Location is superb, wonderful energy, etc.”

—*Hon. Lance Robertson, Guidehouse, and Former U.S. Assistant Secretary for Aging & ACL Administrator*

“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.”

—*Nirshila Chand, Deiya Health*

“Congratulations to you and the rest of the team that worked behind the scenes to put on an excellent conference.”

—*Nancy Leamond, AARP*

“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*

2026 CONFERENCE SPONSORS



KUBOCARE



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.



CONTACT US TODAY

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

Mary Furlong

furlong@aol.com

415.529.8551

Linda Jones

WhatsNextLongevity@gmail.com

510.520.9990

Annsley Hiles

maryfurlongassistant@gmail.com

925.822.7132