December 20, 2023

The California Association of Area Agencies on Aging (C4A) invites you to support the 2024 C4A Annual Conference as a conference exhibitor. California Area Agencies on Aging (AAAs) serve as a primary gateway for older adults and individuals living with disabilities to access a wide array of essential programs and services throughout California. There are 6 million older Californians currently, 15% of the total population. Projections indicate that this will grow to 25% of all Californians within the next six years.

This year, our conference theme is **"The Aging and Disability Network: the Best is Yet to Come".** The agenda will include a comprehensive discussion of recent and likely national and state aging and disability policy developments, the ongoing evolution of current and potential programs and services, and the future of funding in a world of diminished federal and state budgets.

Our conference will explore innovative strategies for achieving greater equity in program provision to a wider range of urban and rural populations in California, diversifying revenue streams to achieve sustainable funding in the process. In addition, the program includes a number of sessions devoted to facilitating better coordination and cooperation between AAAs and their community partners. Finally, the event will feature specific sessions tailored to the needs of AAA fiscal and program planners, emerging and designated Aging and Disability Resource Connections participants, and Master Plan on Aging implementers.

We are excited to announce that our program features keynote addresses from numerous distinguished experts in the field, including **Sandy Markwood, CEO of USAging; Kim McCoy Wade, Senior Advisor on Aging, Disability, and Alzheimer's for Governor Gavin Newsom; and Susan DeMarois, Director of the California Department on Aging, among others.**

Over 500 leaders and professionals within the aging and disability network throughout California are expected to participate in the 2024 C4A Annual Conference. By becoming an exhibitor, your organization will be provided the corresponding benefits listed on the attached form.

As an organizational exhibitor, your support for the C4A Annual Conference presents a unique and invaluable chance to establish direct connections with hundreds of professionals in the aging and disability network, all gathered in one location. Becoming an exhibitor will allow your organization to showcase how your mission, agenda, and services can make a meaningful impact in supporting their crucial work.

To become an exhibitor, please complete and return the attached Exhibitor Form no later than Friday, March 29, 2024. Completed forms can be submitted via email to Angela Anthony (angela@c4a.info). Thank you so much for your consideration. We look forward to seeing you at the 2024 C4A Annual Conference!

With Gratitude,

A close-up of a handwritten letter

Description automatically generated

Michael Costa, Executive Director

California Association of Area Agencies on Aging (C4A)

**2024 C4A Annual Conference**

**Please complete and return this Form no later than Friday, March 29, 2024**

**2024 C4A Annual Conference**

**“The Aging and Disability Network:**

***The Best is Yet to Come”***

**San Jose Marriott**

**301 South Market Street, San Jose, CA 95113**

**May 1 – May 3, 2024**

**EXHIBITOR PLEDGE FORM**

Organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Exhibitor Level (please select one):**

\_\_\_ Silver $1500 – Exhibitor plus 1 conference registration

\_\_\_ Exhibitor Only – $750 for-profit firm/$500 non-profit or government employee

To ensure your Sponsor Level is properly recognized on Event Advertising, please return this form **along with your sponsorship check made payable to California Association of Area Agencies on Aging** and note “C4A Conference” on memo line **by Friday, March 29, 2024**. Completed forms can be emailed to [Angela@c4a.info](mailto:Angela@c4a.info) along with your high-resolution logo file.

Please mail your sponsor check to:

**California Association of Area Agencies on Aging**

**PO Box 13189**

**Oakland, CA 94661**

**ACH Transfer payments are available as well. Please contact Angela Anthony at Angela@C4A.info for details**